The future of calling and collaboration

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As businesses digitize, workstyles change

Traditional

Executing tasks

Mobile

Integrating processes

Agile

Innovating, adapting

We are enabling a more intuitive way to work.

Voice calling is STILL the essential tool

71%

of knowledge workers call from phones often

65%

prefer to take business calls on a desk phone

91%

agree phone calls remain an important communication mode

Sources: National Statistics Council, Ovum, Interaction Associates

Sometimes a call is more than just a call

- Never miss your next opportunity to delight your customers
- Stay ahead of your competition
- Be more responsive
- Connect people with subject matter experts

- Keep people and visitors safe
- Send emergency notifications to phones, mobile devices
- Reduce costs and save vital time

- Enable every team member with the tools they need to be productive

"Our work together will help eliminate misconceptions of the capabilities of people who are blind and visually impaired."

Anthony Stephens
American Council for the Blind

Evolving user experience

Listening to your favorite music

Analog technology
Low quality
Single function
Single device

Digital delivery
High definition
Integrated services
Multiple devices

Revolutionizing business calling…

Making a business call

Analog technology
Low quality
Single function
Single device

Digital delivery
High definition
Integrated services
Multiple devices

…and we’re about to do it all again

Calling vision

All the industry-leading telephony and UC features you have today

AI assisted communications

Simplified administration

Unequalled mobile integration

Best experiences with wearables

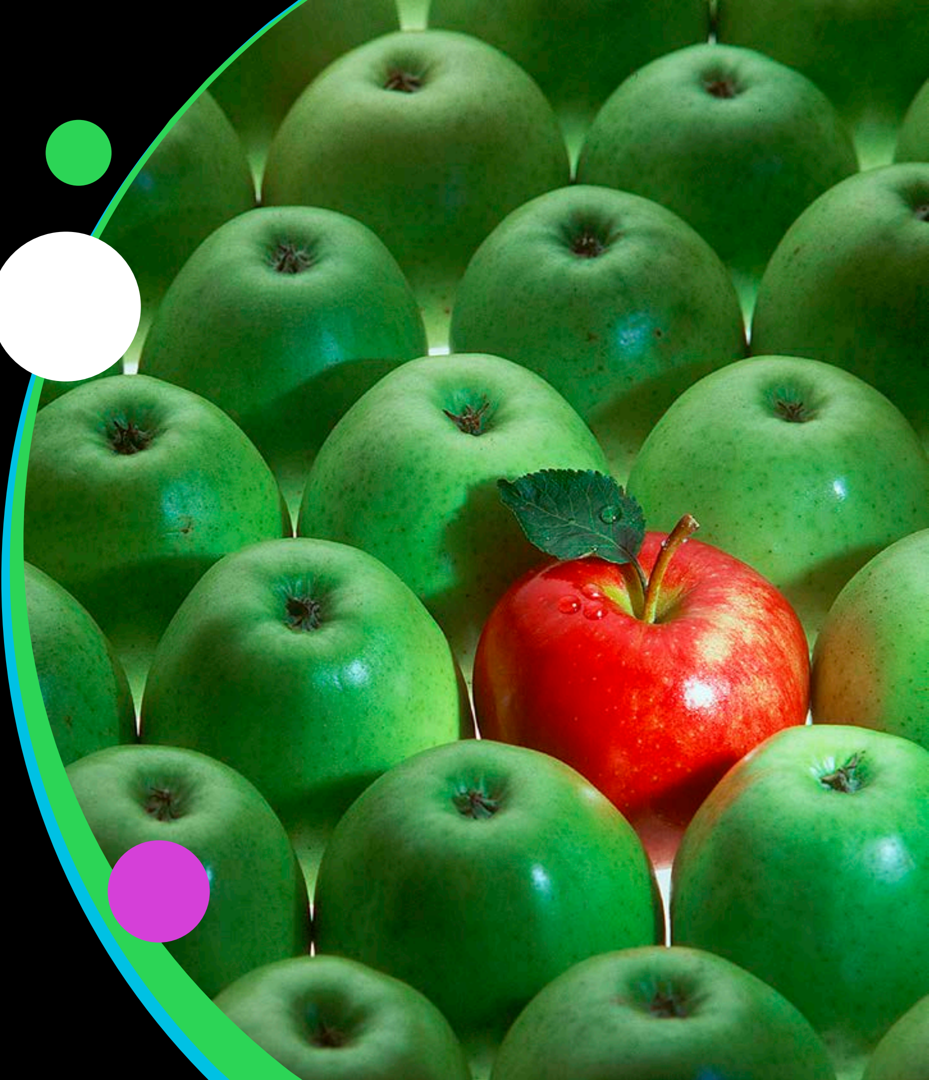
Integrated in meetings and team workflows

Disruptive Differentiation

How can I differentiate from other channels?

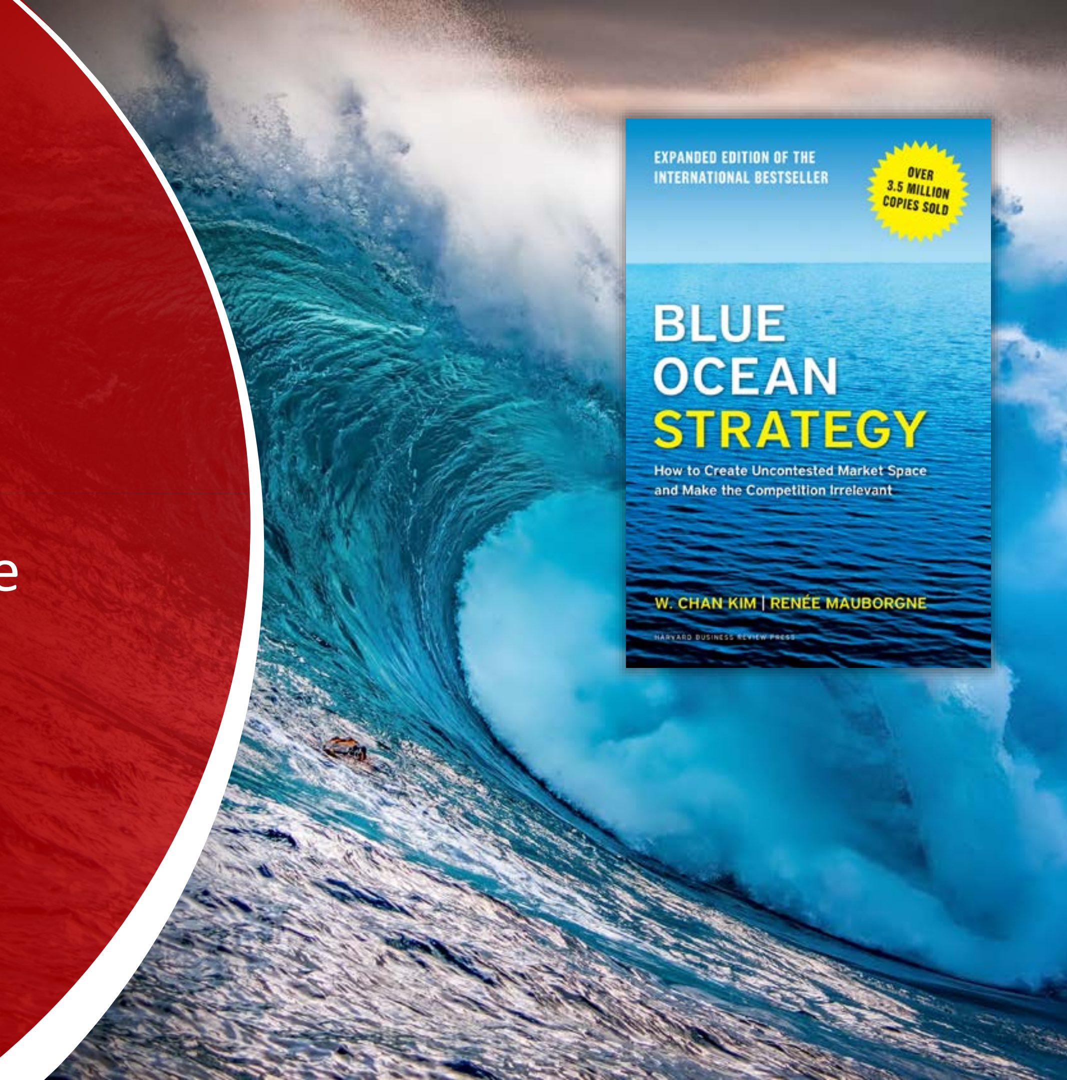
Disruptive Differentiation

How can I differentiate in a disruptive market?



Red Ocean

Status Quo - Stay the same



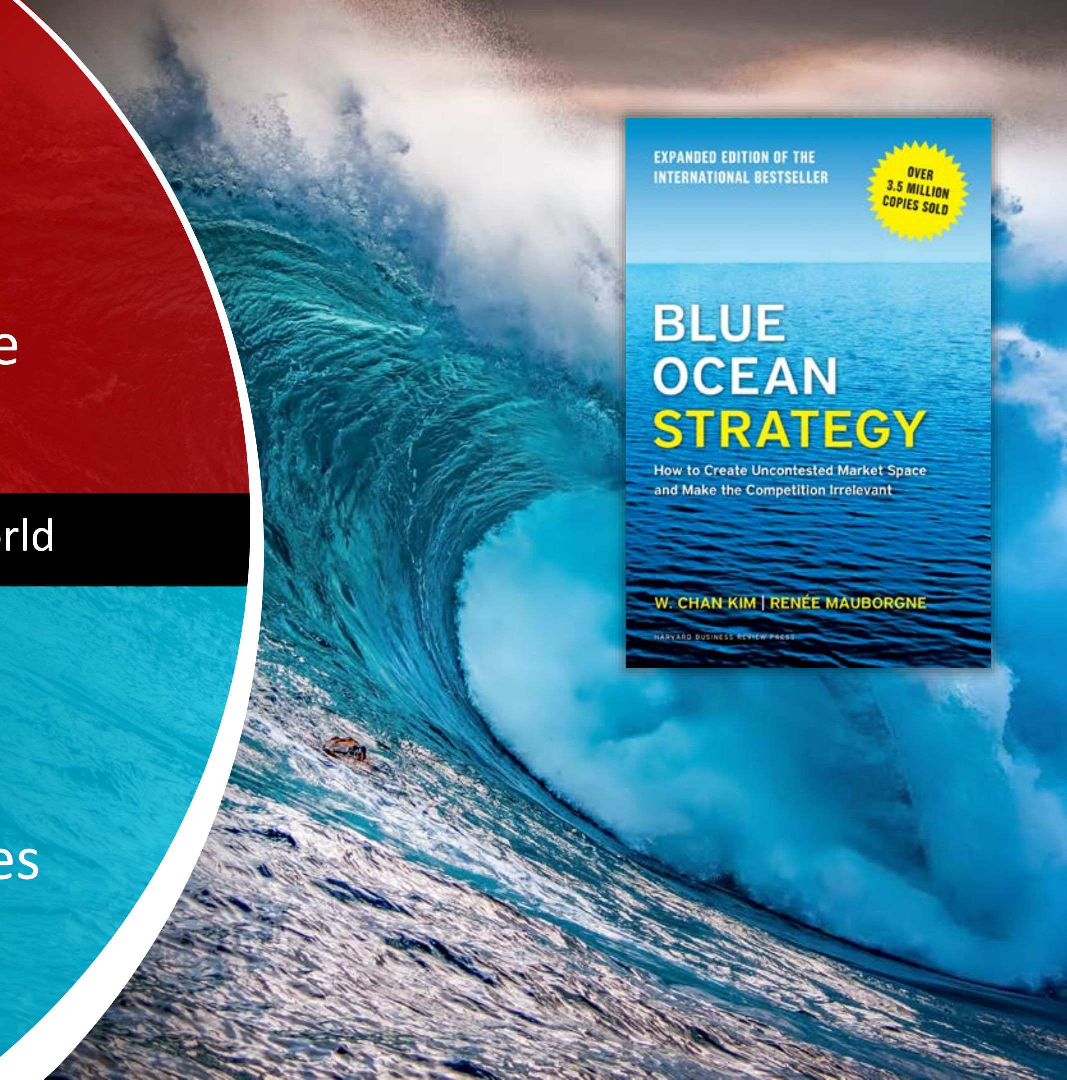
Red Ocean

Status Quo - Stay the same

Disruptive Technologies Change The World

Blue Ocean

Innovator - Change the rules



Red Ocean

TAXI sears BlackBerry

Disruptive Technologies Change The World

Blue Ocean

Uber amazon

Same Ingredients, Different Results

The Cheese King

America’s “Big Four” rival pizza chains – Domino’s, Papa John’s, Pizza Hut, and Little Caesar’s – all buy their cheese from the same man: James Leprino.

He sells 1 Billion pounds of cheese each year.

Same Ingredients, Different Results

"To stay competitive in the pizza business in 2018, independents will have to meet customers' growing demand for speed, customization, delivery and convenience."

Same Ingredients, Different Results

"Dominos Pizza Delivers"

Same Ingredients, Different Results

"Better Ingredients, Better Pizza"

Same Ingredients, Different Results

Little Caesars®

"Pizza, Pizza"

Same Ingredients, Different Results

"No one outpizzas the hut"

Same Ingredients, Different Strategies

Domino's	Papa John's	Little Caesars
Delivery	Quality	Price

Value Canvas Evaluation Factors

Product
- Features
- Price

Marketing
- Brand
- Demand

Sales
- Enablement
- Ordering

Support
- On-boarding
- Self-service

Success
- Adoption
- Renewal

Enterprise Expectations

Mid-market

100+

seat enterprises

Enterprise Application Integration

Contact Centers

Team Collaboration

Hybrid Deployment (SIP/UCaaS)

Consultative Sales

White Glove Install

Training

The Market Is Changing

Microsoft
amazon
facebook.

Cloud Giants

RingCentral
fuze
8x8

OTT Players

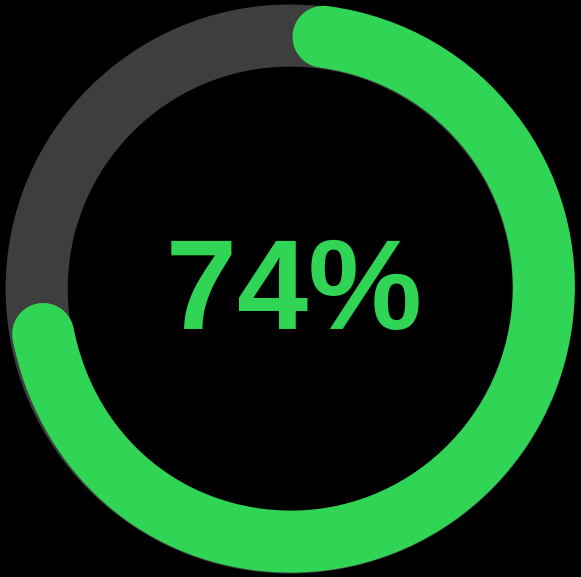
Service
Provider
Challenge

Innovation

blockchain
AI
IoT

Point Solutions

zoom
slack
Five9



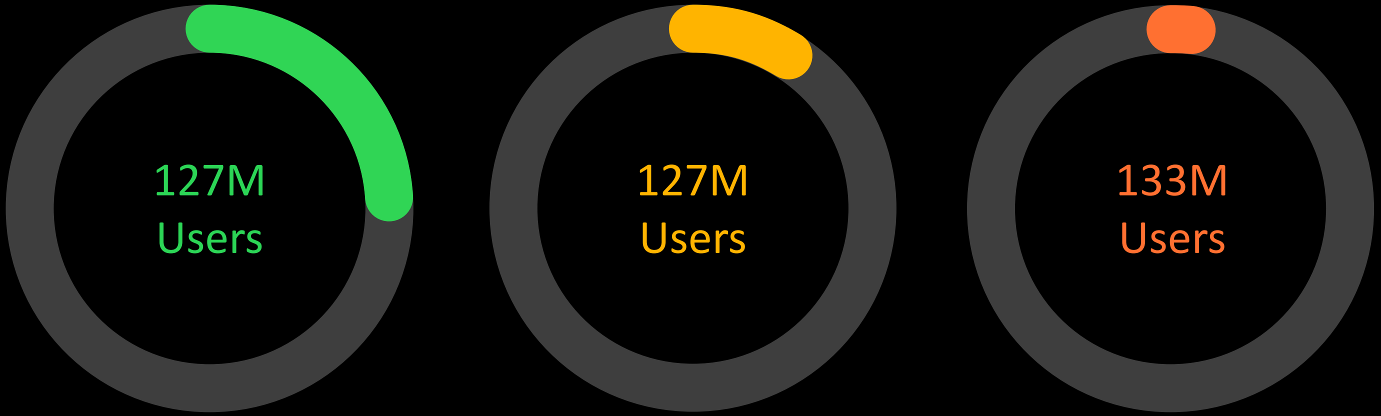
74% of buyers will choose a cloud vendor within 24 months

Source: BroadSoft Survey

Moving On Up

Current Penetration

27% 9% 2%



<100 100-1000 1000+

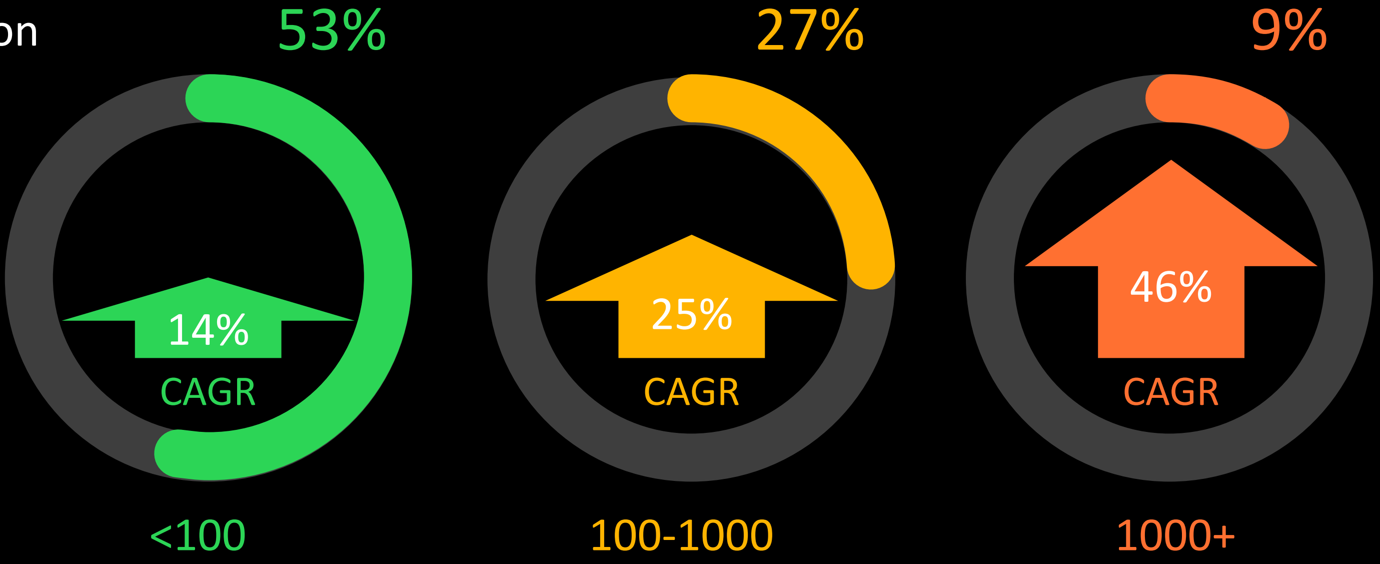
2017$
11B

Moving On Up

Current Penetration

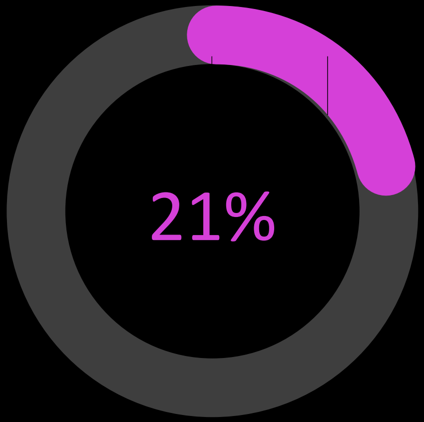
2022$

22B

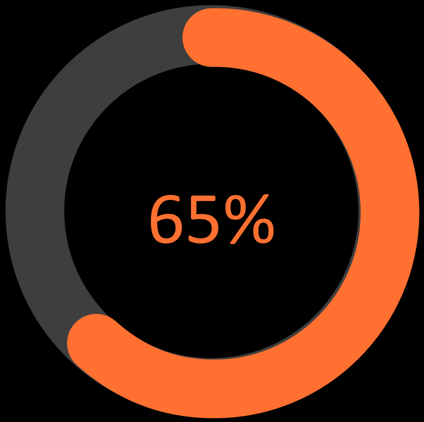


47% of cloud growth in 100+

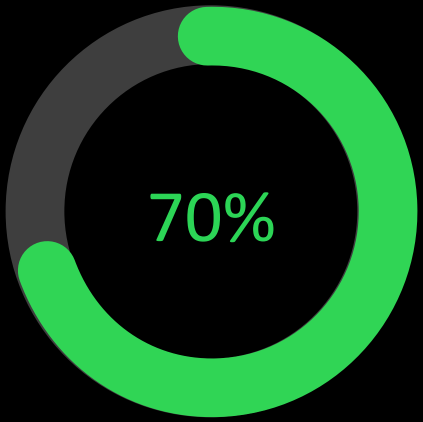
The Service Provider Advantage



Service Provider
On-Premises
Channel Share



Service Provider
Cloud Channel
Share



Will Consider Service
Provider As Their Cloud
Provider

Three Steps to Disruptive Differentiation

Full Stack

Build Canvas

Act Now