Monetizing Hosted Unified Communications

Company Snapshot

Our Mission	Become the nation's leading provider of cloud-based unified communications and application solutions to small and medium sized businesses as well as small to mid-size communications providers
Our Solutions	Hosted Unified Communications: • Private Label Package • End-user solution • Innovative widget based portals • Automated end-to-end provisioning Cloud based applications (Hosted Fax, Call Recording, and Storage) Carrier Solutions include Long Distance, Tandem Services and SS7 Connectivity
Our Resources	≈ 135 employees Operations in Springfield, Illinois, Frisco, Texas, Santa Clara, California, and Chennai, India Nationwide Network with major switching centers in New York, Atlanta, Chicago, Dallas, Las Vegas, and Los Angeles

Established 1996, 18+ years experience as service provider to telephone companies, wireless service providers and carriers nationwide

~$123 million revenue

Serve approximately 800 carriers and independent ILECs

Transport billions of minutes on a private nationwide IP network

ANPI

Business Communications Today

Environment: Chaotic, Cost-conscious, Fragmented and Demanding

Desk Phone + Voice Mail + Fax + E-Mail + Cell Phone + Video Conference

- Multiple communication modalities

- Different interfaces and technologies

- Lack of integration

- Often heavy end-user CapEx, inevitable technological obsolescence

ANPI

Hosted Unified Communications

ANPI

Hosted IP PBX

ANPI VIP Seat Options

VIPremier

VIProfessional

VIPrecision

VIPrimer

Key Features

- PBX Functionality

- Auto Attendant

- Music on Hold

- Hosted Fax and Fax over IP

- Call Recording

- DIDs, VDIDs, E911, TFs

Unified Communications

Unified Messaging

- Voice to eMail

- Fax to eMail

Presence and Instant Messaging

- Mobile Client (iOS, Android)

- PC Client (Windows, iOS)

Collaboration

- Audio Conferencing

- Web Meeting

- Desktop Sharing

- Video Conferencing

Hosted Unified Communications

Benefits

|			
Increase Productivity	**Enable Mobility**	**Increase Collaboration**	**Achieve Business Continuity**
	Eliminate/Reduce Capital Expenditures	**Avoid Technology Obsolescence**	

Why these Benefits?

- Five of the six most stated UC benefits are on the list of highest priority goals.

- They resonate with SMBs because they are measurable and relate to either an improvement in revenue or reduction in costs

- They are directly influenced by the implementation and use of a Hosted UC solution.

Source : Techaisle Global SMB Surveys, 2013
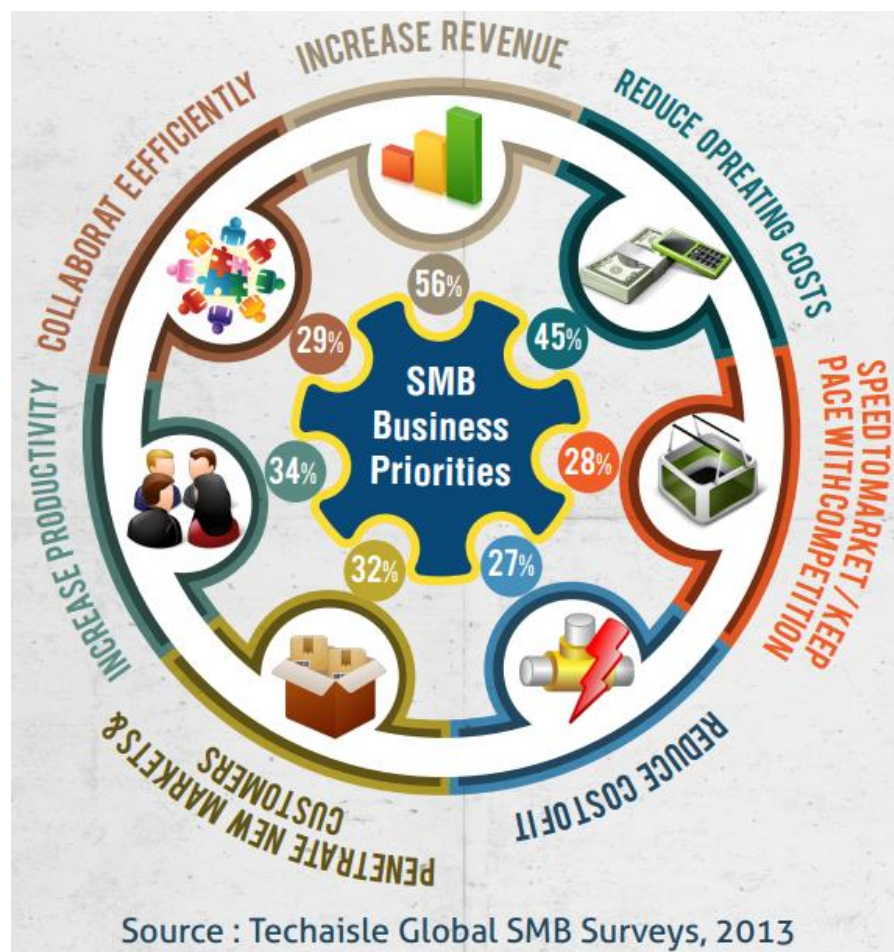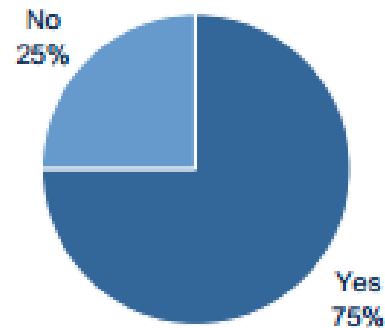
Monetizing Hosted UC Parameters

- Business Size

  - 22 employees (average small business)

  - 100 employees (midpoint between small and midsize business

- Per Employee Compensation - $51,000

- Per Employees Work Period

  - 260 days per year

  - 2080 hours per year @ 8 hours per day

ANPI

Increase Productivity
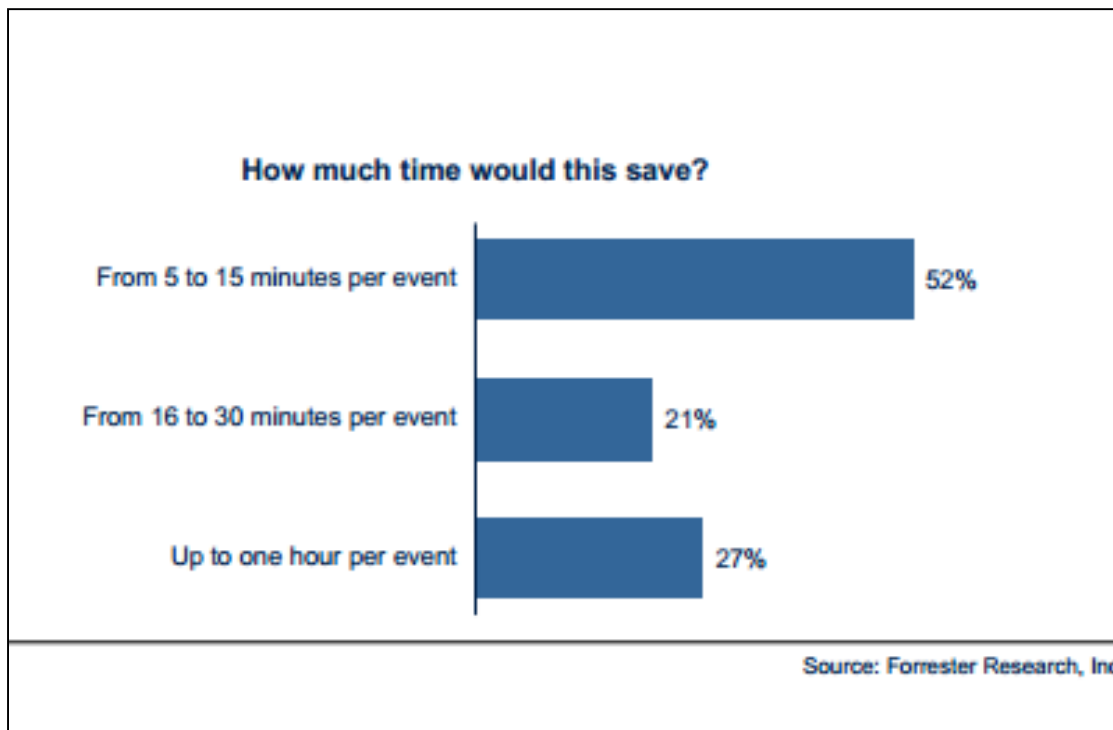## Hosted Unified Communications

- Communication bottle necks occur when:

  - One cannot locate key party to solve issue

  - One cannot coordinate meeting to resolve problem

  - Information is difficult to find and access

  - One receives no response to important email messages

If you could locate a key decision maker over any device using a single address would this save time?

No
25%

Yes
75%

Increase Productivity
Hosted Unified Communications

How much time would this save?

From 5 to 15 minutes per event	52%
From 16 to 30 minutes per event	21%
Up to one hour per event	27%

Source: Forrester Research, Inc.

With Integrated Messaging

- Reach the right people quickly

- Contact using a single number

- Establish ad hoc audio, web and video conferences

- Leverage mobile devices

ANPI

What's the Annual Savings/Benefit

22 Employees

Productivity $70,476

100 Employees

Productivity $290,804

ANPI

Increase Mobility
Hosted Unified Communications

- Smartphones are used as the primary device for online access by 50% of users

- 43% of business owners use a cell phone as their primary communications platform

- Approximately 18% of projects are delayed because of ineffective team collaboration and an estimated 16% of projects are delayed because a decision maker could not be reached

- Enterprise workers listed "Sharing Files" and "Participating in a Multimedia Conference" as the two most "painful" tasks to perform when working offsite

ANPI
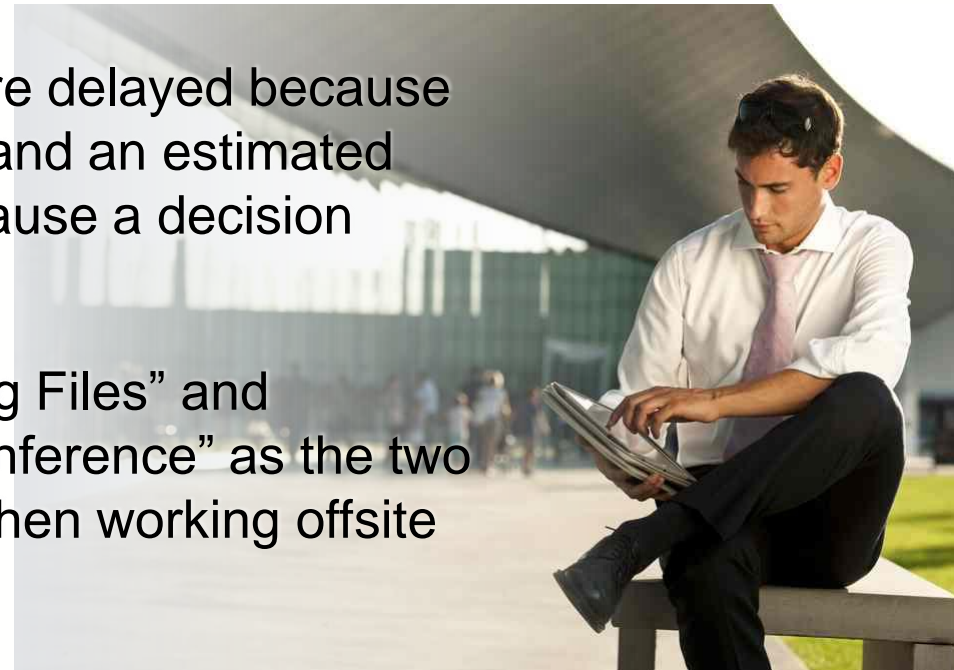
Increase Mobility
Hosted Unified Communications

- Smartphones now make up 61% of cell phone users; 35% of the population have tablets.

- Only 20% of Smartphone usage in the US is for making phone calls; only 10% in Europe.

- The lack of UC capabilities for remote workers results in a "productivity gap" between mobile and onsite workers with a productivity loss of 2.5 hours per week per employee

Integrated Mobility
- Mobile Client
- Chat
- Presence
- Desktop Sharing
- Call Handling
- Audio/Web/Video Collaboration
- Outlook Integration

ANPI

What's the Annual Savings/Benefit

22 Employees

Productivity $70,476

Mobility $70,356

100 Employees

Productivity $290,804

Mobility $319,800

Increase Collaboration
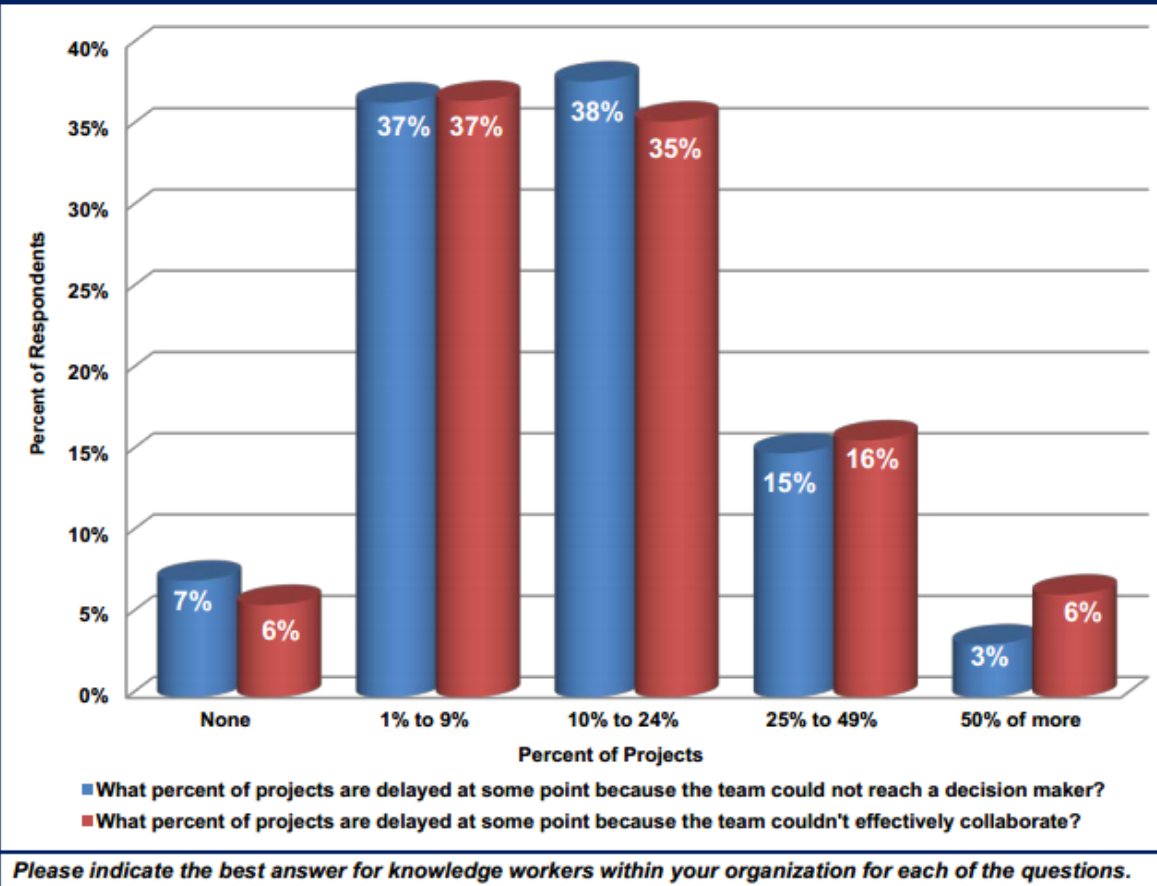## Hosted Unified Communications

Chadwick Martin Bailey

- 46% of organizations realized travel savings of more than five days per employee annually.

- 64% of organizations experienced reduced travel costs of over 10%.

- Over 75% percent of organizations experienced improved productivity of employees across geographically-dispersed locations due to voice and video conferencing

Increase Collaboration
Hosted Unified Communications

Figure 4: Project Delays

Increase Collaboration
Hosted Unified Communications

54% of organizations saved up to 20 minutes per employee daily by escalating IM chats into phone calls.

50% of organizations saved up to 20 minutes per employee daily by escalating IM chats into Web conferences

- Audio Conferencing
- Web Meeting
- Video Conferencing
- Desktop Sharing

- Mobile Client
- Chat
- Presence
- Call Handling
- Outlook Integration

ANPI

What's the Annual Savings/Benefit

22 Employees

Productivity	$70,476
Mobility	$70,356
Collaboration	$93,808
Travel	$32,450

100 Employees

Productivity	$290,804
Mobility	$319,800
Collaboration	$426,400
Travel	$147,500

Eliminate/Reduce Capital Expenditures
Hosted Unified Communications

- Rent versus purchase the solution and Phones can be purchased (CAPEX) or leased (OPEX)

- Acquire Future Proof technology vs non-returnable licenses and ongoing maintenance fees

- Scale IT up and down easily adjusting business in accordance to economic environment

- Fixed monthly usage fees with no annual maintenance fees

- Scale your service as your business grows or shrinks

ANPI
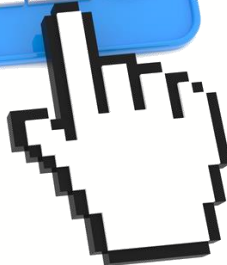
Eliminate/Reduce Capital Expenditures
Hosted Unified Communications

- By moving to hosted , Companies were able to reduce their 3-year TCO by 54%. – IDC

- IT maintenance is around 80% of total IT expenditure, thus the shift to hosted. – Gartner

- Hosted can make the difference between an organization being 20% efficient and being 80% efficient. – Diversity Limited

- CAPEX per employment for premises-based UC ranges from $550 to $900 depending upon business size, with SMBs spending the most and enterprises the least. – Phone Wire

ANPI

What's the Annual Savings/Benefit

22 Employees		100 Employees	
Productivity	$70,476	Productivity	$290,804
Mobility	$70,356	Mobility	$319,800
Collaboration	$93,808	Collaboration	$426,400
Travel	$32,450	Travel	$147,500
CAPEX	$20,900	CAPEX	$75,000

Technology Obsolescence
Hosted Unified Communications

- The Speed of Innovation is Dizzying

  - The average lifespan for a handset in the US is 21.7 months. – Recon Analytics

  - Average laptop life span is 2.5 years and dropping – Computer World

  - Average server life span is 3 years and dropping – Computer World

- New IP PBXs are forecasted to last only 5-6 years, while traditional PBXs could be counted on for 8.5 or more years. – Network World

- One study respondent indicated that they had to replace their PBX after only three years " because the upgrade cost was almost equal to the original capital expenditure.

ANPI
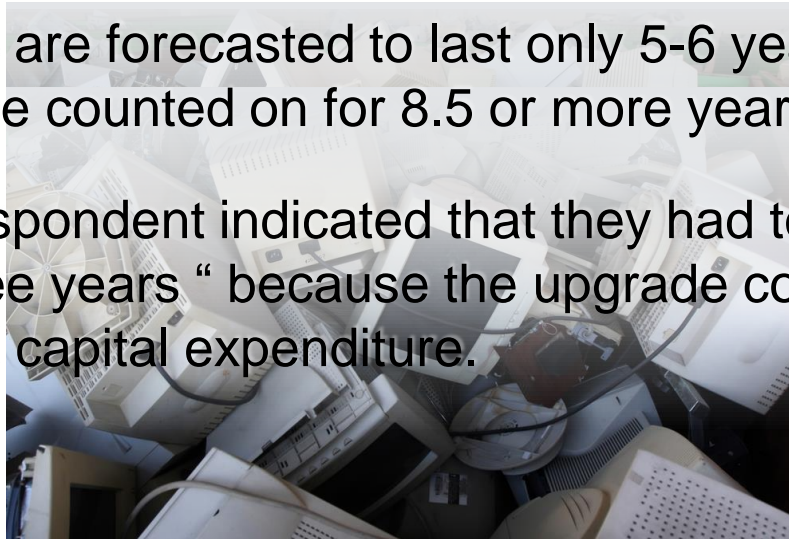
Prevent Technology Obsolescence
Hosted Unified Communications

Hosted communications allows businesses to avoid wasting money:

- As much as 20% of money spent on upgrades is wasted – Hopkins and Keller

- 71% of such projects did not meet the users' expectations – Standish Group

Cost Elements

- IP PBX with UC features cost between $500 to $900 per employee

- Upgrade cost is 40% to 60% of the initial purchase price

- Two upgrades required over the life of the PBX

What's the Annual Savings/Benefit

22 Employees

Productivity	$70,476
Mobility	$70,356
Collaboration	$93,808
Travel	$32,450
CAPEX	$20,900
Obsolescence	$3,046

Bus. Continuity "Priceless"

100 Employees

Productivity	$290,804
Mobility	$319,800
Collaboration	$426,400
Travel	$147,500
CAPEX	$75,000
Obsolescence	$11,538

Bus. Continuity "≈Priceless"

ANPI

Achieve Business Continuity
Hosted Unified Communications

- 50% of SMBs admit to not having Business Continuity or Disaster Recovery plans in place

- 16% believe there is no business requirement to have such a plan

- Only 28% have an actual plan in place

Achieve Business Continuity
Hosted Unified Communications

- 70% of small firms that experience a major data loss go out of business within a year. — Strategic Research Corp and DTI/PWC

- 43% of businesses that experience a disaster and have no emergency plan never reopen; of those that do reopen, only 29% exceed two years. —The Hartford Financial Services Group

- 46% of businesses stated employees could not access the necessary company resources to do their jobs during an outage.

ANPI

Achieve Business Continuity
Hosted Unified Communications

- 97% of those surveyed said the network disruptions had "detrimental effects" on business productivity.

- 46% said employees could not access the necessary company resources to do their jobs during an outage.

- Of the 200 respondents who had a significant outage in the past year, 34% said they are moving to update business continuity and disaster recovery capabilities. – CDW

Reasons for Major Network Outage

Lost telecommunications 21%

Power loss 50%

Hardware failures 29%

Source: CDW

ANPI
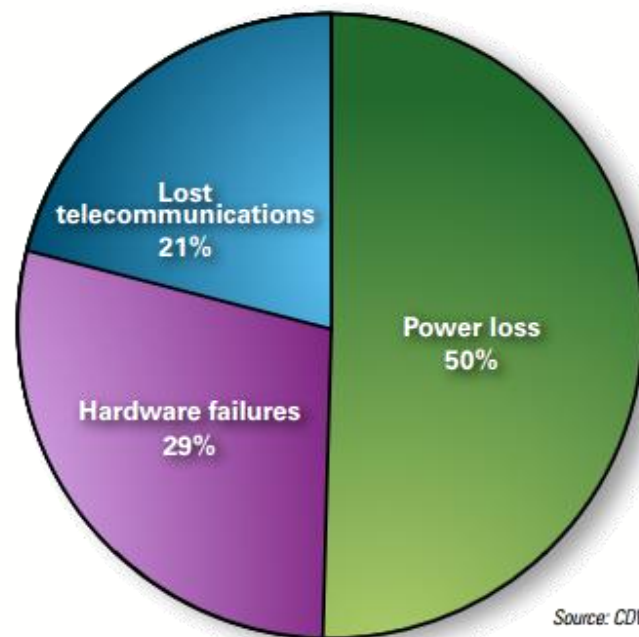
Achieve Business Continuity
Hosted Unified Communications

Hosted UC delivers Business Continuity through:

- Redundant servers

- Geographically dispersed servers

- Alternate routing of calls (simultaneous ring, find me/follow me, call forwarding, etc.)

- Alternate devices (IP Phone, Smartphone, Laptop, Tablet)

What's the Annual Savings/Benefit

22 Employees

Productivity	$70,476
Mobility	$70,356
Collaboration	$93,808
Travel	$32,450
CAPEX	$20,900
Obsolescence	$3,046

Bus. Continuity "Priceless"

100 Employees

Productivity	$290,804
Mobility	$319,800
Collaboration	$426,400
Travel	$147,500
CAPEX	$75,000
Obsolescence	$11,538

Bus. Continuity "≈Priceless"

ANPI

Hosted Unified Communications

Increase Productivity	Enable Mobility	Increase Collaboration	Achieve Business Continuity

Eliminate/Reduce Capital Expenditures	Avoid Technology Obsolescence

Now You know the Rest of the Story!

ANPI

www.anpi.com

David Byrd
dbyrd@anpi.com
214.377.0944