

HOSTED UNIFIED COMMUNICATIONS

Malachi Threadgill
Sr Director – Digital Marketing



THANK YOU inGate!

**HI, MY NAME IS
MALACHI THREADGILL**

About me

Malachi Threadgill

Sr. Director Digital Marketing

ANPI – Leading Hosted UC Provider

Reside in Dallas

10+ Years Digital Experience

8+ Years SaaS Experience

6+ Years Telecom Experience

I met the WOZ



Quick Question

**HOW MANY PEOPLE KNOW
WHAT HOSTED UC IS?**

Quick Question

**HOW WOULD YOU DESCRIBE
HOSTED UC?**

Quick Question

**WHO IS CURRENTLY USING
HOSTED UC?**

Gartner Market Insight IP Market Growth

By 2015, “60% of all North American enterprises will move at least 30% of their voice communications to the cloud”



**Sources: Gartner Market Insight: IP Voice as a Service vs. Premises-Based Enterprise Telephony, North America, 010711; Gartner Predicts 2011: Adoption of Unified Communications, 112010*

Gartner Market Insight IP Market Growth

The IP voice services market is growing at a
28.8% Compound Annual Growth rate*



**Sources: Gartner Market Insight: IP Voice as a Service vs. Premises-Based Enterprise Telephony, North America, 010711; Gartner Predicts 2011: Adoption of Unified Communications, 112010*

Gartner Market Insight IP Market Growth

Customers do not want to be in the phone business, they want to outsource these responsibilities to service providers



**Sources: Gartner Market Insight: IP Voice as a Service vs. Premises-Based Enterprise Telephony, North America, 010711; Gartner Predicts 2011: Adoption of Unified Communications, 112010*

Gartner Market Insight IP Market Growth

Customers **want** technology obsolescence

FACT

**Sources: Gartner Market Insight: IP Voice as a Service vs. Premises-Based Enterprise Telephony, North America, 010711; Gartner Predicts 2011: Adoption of Unified Communications, 112010*

THE MARKET TODAY

Business Communications Today



- Multiple communication modalities
- Different interfaces and technologies
- Lack of integration between applications and systems
- Often heavy end-user CAPEX
- Inevitable technological obsolescence

SOME PERSPECTIVE

join @ eFax



talk @ iC

web @ ex



Quick Question

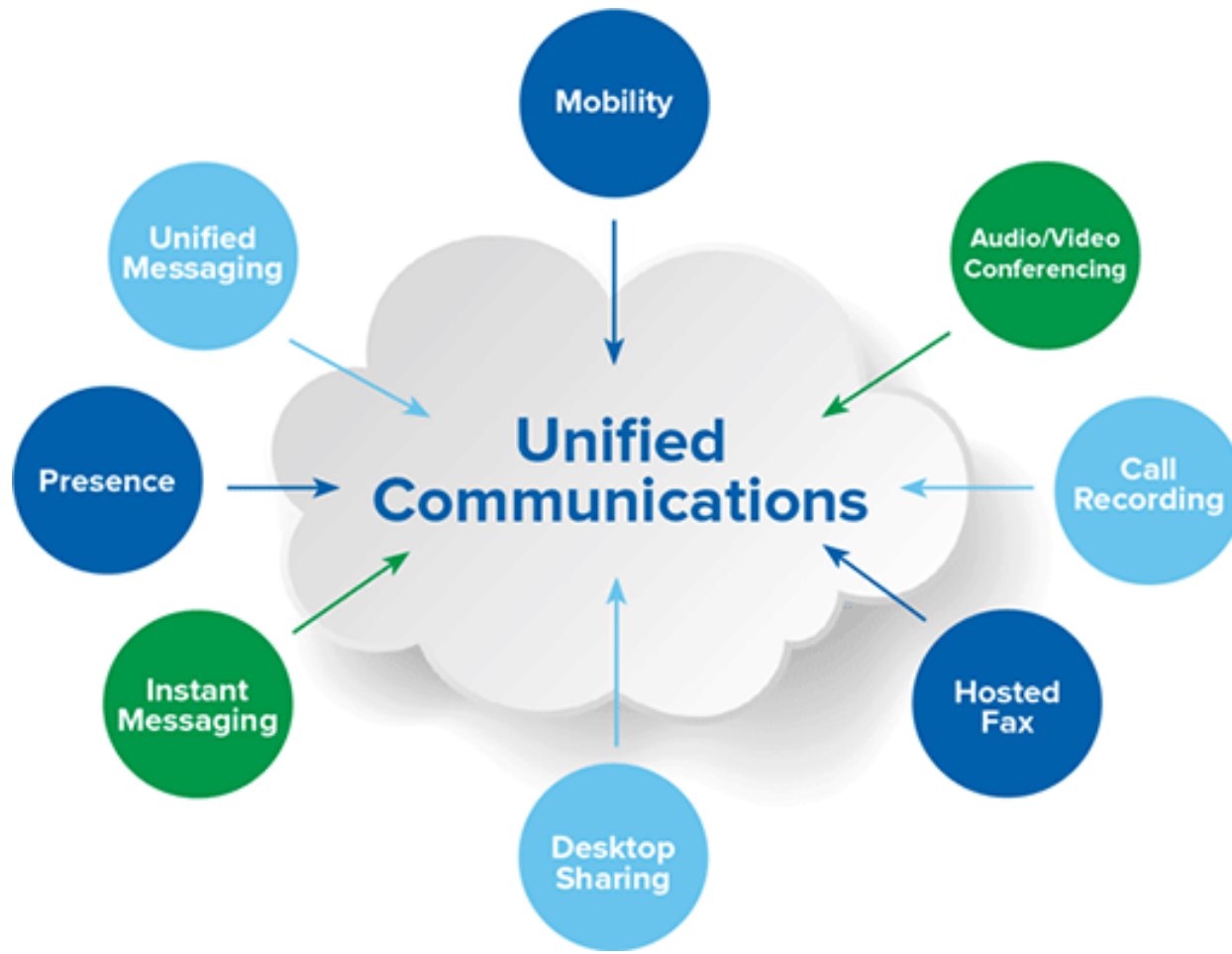
**HOW WOULD YOU DESCRIBE
THIS SITUATION?**

Communications Today is

**DISJOINTED, CHAOTIC,
FRAGMENTED, DEMANDING,
INSECURE**

BUT THERE IS HOPE...

HOSTED UNIFIED COMMUNICATIONS



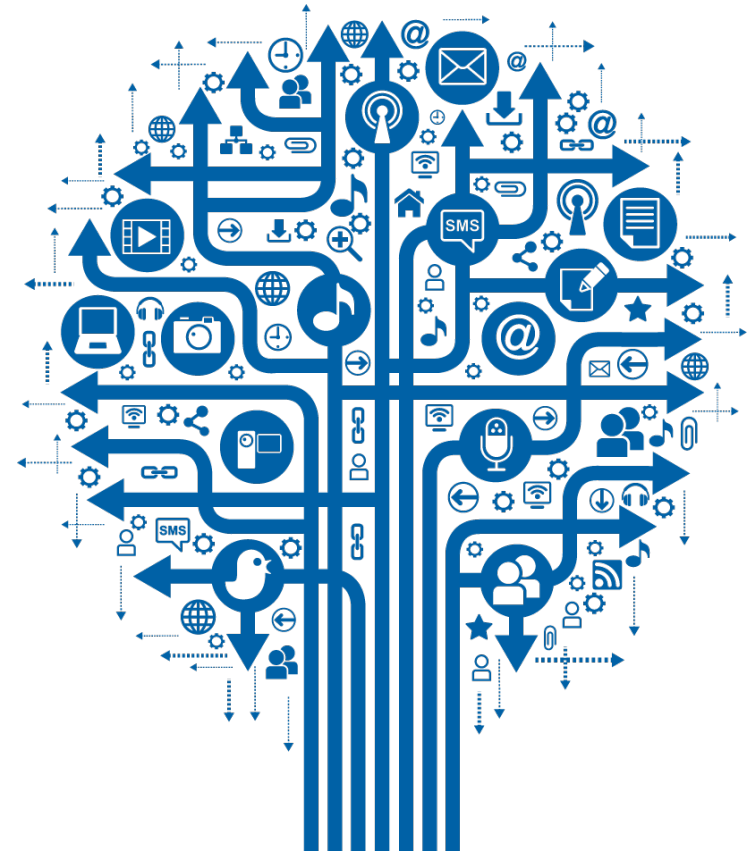
Hosted UC Delivers

Communication from Inside Applications

Rich presence throughout
business office applications

Ability to find right person and
use right mode at the right time

Shared content and context



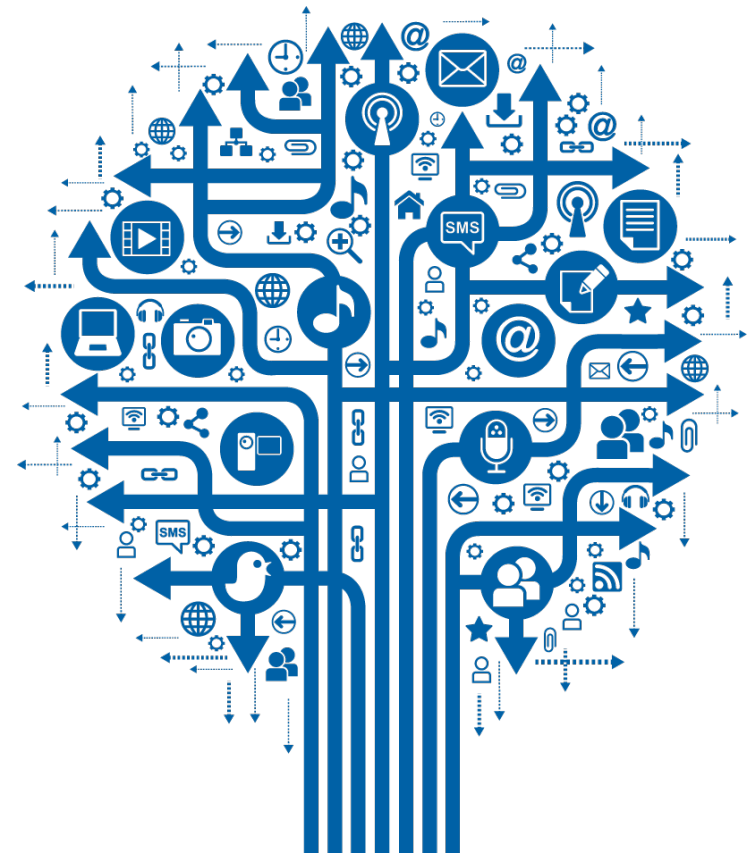
Hosted UC Delivers

Integrated Communications Tools

Integrated email, presence,
IM, voice, video

Seamless transitions
between modes

Wide range of devices



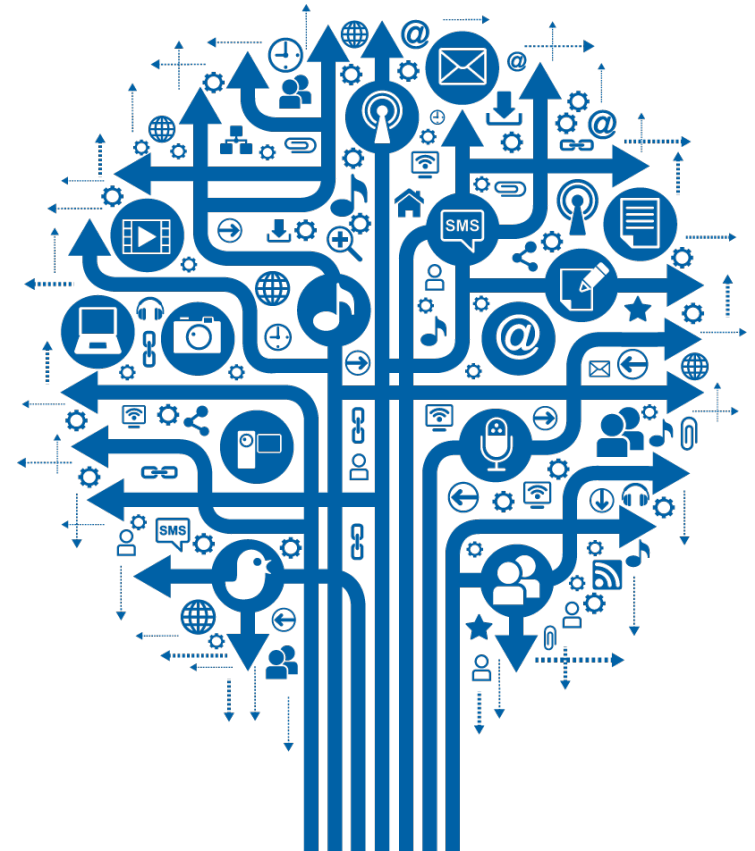
Hosted UC Delivers

Access From Anywhere

From any telephone

From any Web browser

From mobile devices

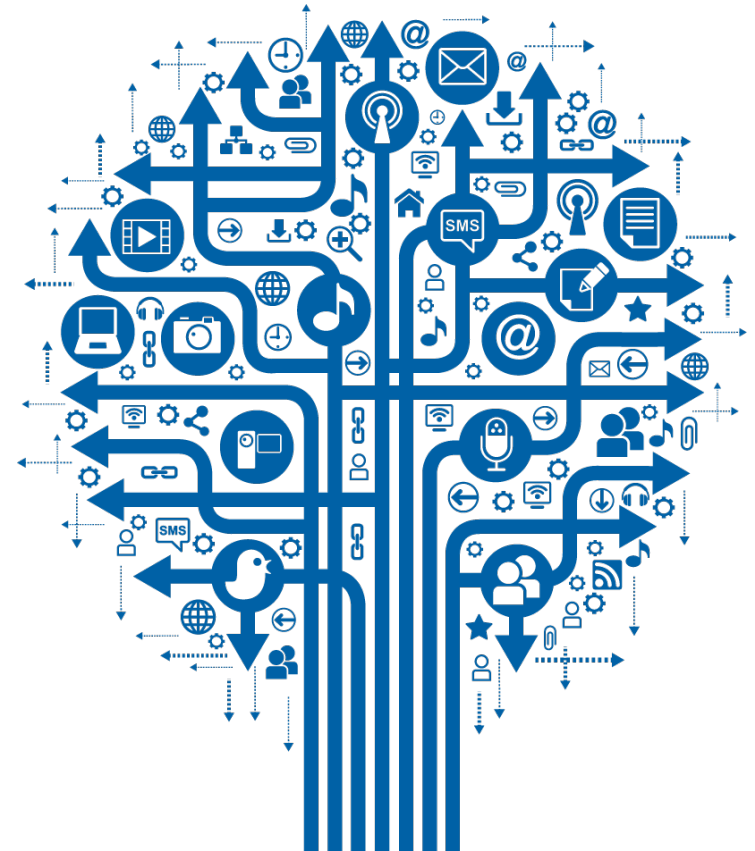


Hosted UC Delivers

ANYTIME

ANYWHERE

ANY DEVICE

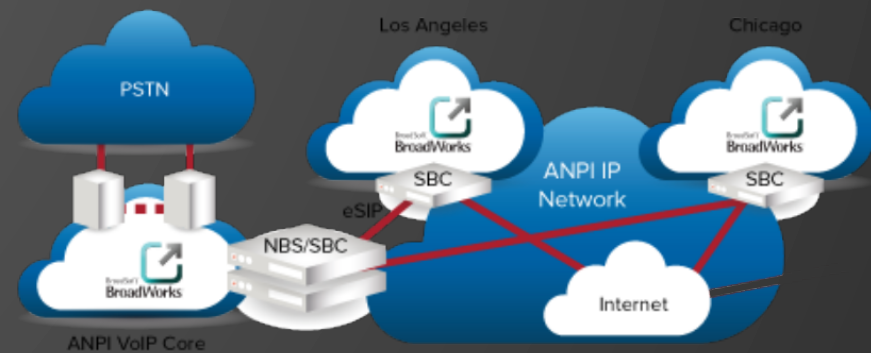


LETS GET GRANULAR

Hosted IP PBX

Key Features

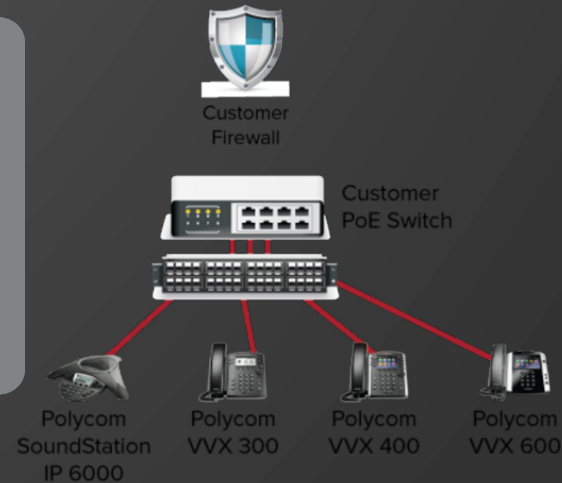
- Auto Attendant
- Hunt Groups
- Music on Hold
- DIDs, E911, etc.
- eFax, Fax over IP
- Call Recording



Hosted UC
can save up to

50%

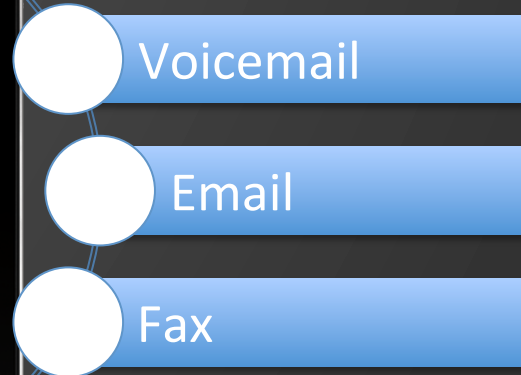
over traditional
phone services



Unified Communications

Unified Messaging

- Voicemail
 - Voicemail to Email
 - Remote Voicemail
 - Device Agnostic
- Fax
 - Fax to Email
 - Web Based Fax

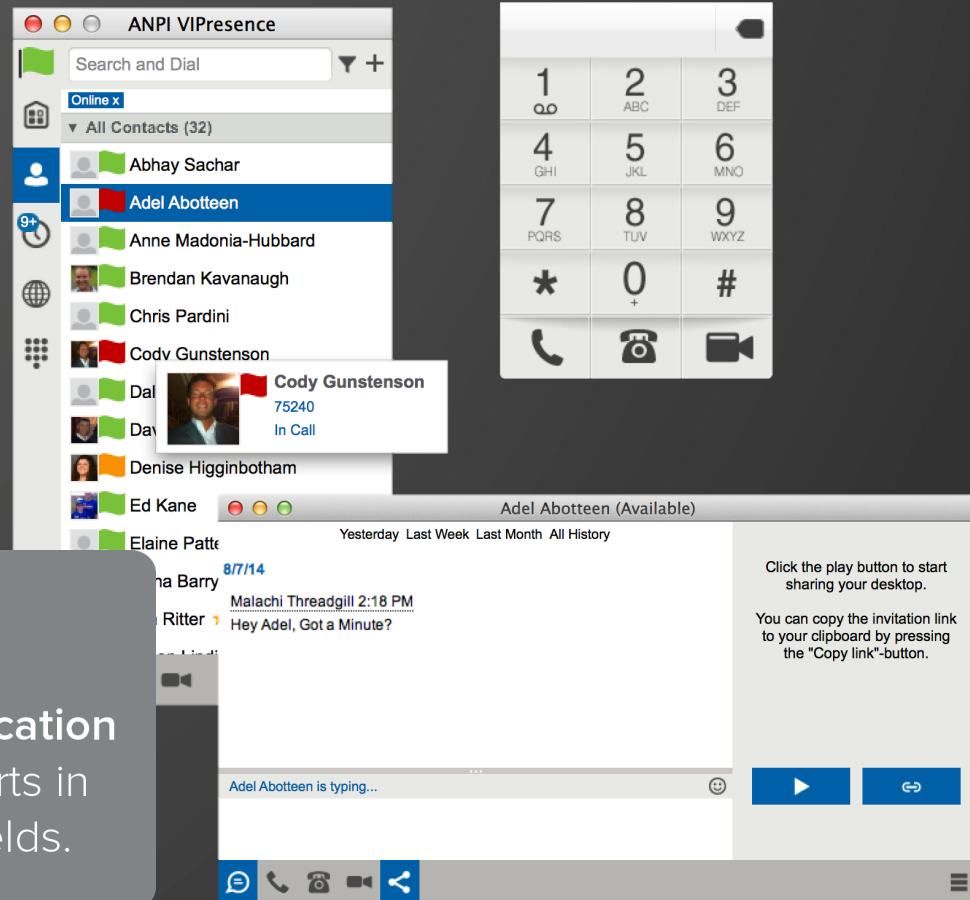


Unified Communications

Collaboration

- Instant Messaging
- Presence
- Desktop Sharing
- Call Handling
- Fixed Mobile Convergence

Facilitate
real-time
communication
with experts in
various fields.



Unified Communications

Conferencing

- Web Collaboration
- Audio Bridge (with moderator)
- Web Meeting with Scheduling
- Outlook Integration

Share

PowerPoint presentations,
generated data charts...

Welcome to VIPresent Now

Your VIPresent Now home page provides quick access to key features and allows you to join or invite others to your default session.

YOUR MEETING ROOM: MALACHI THREADGILL'S ROOM

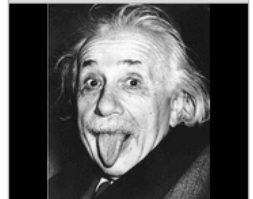
JOIN

Participant Join Link: <https://present.now.anpi.com/join/szsjmyf>

INVITE

Your session does not have any audio conference information specified (Change)

YOUR PICTURE



LEARN MORE

[View Help Options](#)

[Get Support](#)

QUICK LINKS

NEXT: Weekly Marketing Status | [JOIN](#)
(08/11/2014 01:30 PM)


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[Tweet Savings to Twitter](#)

[Update Your Profile](#)

[Change Your Password](#)

 [Schedule a Meeting](#)
(Max Attendees: 250)

 [Schedule a Class](#)
(Max Attendees: 250)

 [Create a Webinar](#)
(Max Attendees: 250)

Unified Communications

Mobility

- Integration on any smartphone
- IM & Presence on mobile
- Business Continuity



Allows calls to reach employees out in the field or working remotely.



Unified Communications

Customer Administration Portal

- ANPI VIP Specific
- Unique Design
- Full Control
- Personalized
- Transparent
- Easy Access
- Support

The screenshot displays the ANPI Customer Administration Portal. At the top, there is a navigation bar with tabs for Dashboard, Services, Billing, Buy Services, Reporting, Administration & Access, and Support. The user's name, RK Rao, and contact information are shown in the top right corner. The main content area is divided into several sections:

- Order Status:** A list of orders with their status and dates. Two orders are shown, both with a status of "Order Shipped".
- Tweets:** A section displaying tweets from ANPI @ANPIvoice, including links to articles about UC and presentation tips.
- Location:** A map showing the location of the user's device, with a blue circle indicating the current location.
- Manage Phone System:** A table listing phone system details, including extension, phone number, service plan, device type, location, status, name, and action.

Extension	Phone Number	Service Plan	Device Type	Location	Status	Name	Action	
<input type="checkbox"/>	1001	(209) 691-9406	Fax Line	Smart ATA	SANTA CLARA, CA	Activate	RK Rao	Reassign
<input type="checkbox"/>	1002	(209) 690-3744	VIPremier	ANPI VIPresence	SANTA CLARA, CA	Active	RK Rao	Edit
<input type="checkbox"/>	1004	(209) 690-3745	VIProfessional	Polycom VVX 310 PoE	SANTA CLARA, CA	Active	RK Rao	Edit
<input type="checkbox"/>	1005	(209) 691-9404	VIProfessional	Polycom VVX 300 PoE	SANTA CLARA, CA	Activate	RK Rao	Edit
<input type="checkbox"/>	1007	(760) 531-4565	Fax Line	Smart ATA	SANTA CLARA, CA	Activate	RK Rao	Reassign

HOSTED UNIFIED COMMUNICATIONS



Integrated Communications

Hosted PBX

Voice, data and Internet

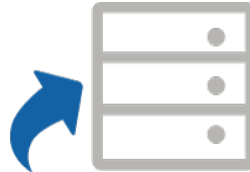
Voicemail, email and messaging

Video and desktop sharing

Audio, web and video conferencing

Hosted Fax and Fax line support

Call recording



Business Convergence

Networks and systems

Software and applications

Processes



Real-Time

IM / Presence + Video



Collaboration

Team spaces, share files and desktops

Web Conferencing



Centralized Control and Management

**WHY WOULD A BUSINESS
TRANSITION TO HOSTED UC?**

Hosted UC Business Drivers

Eliminate/Reduce Capital Expenditures

- Redirect capital to other business considerations
- Lower / Remove Maintenance Costs
- Improve ROI
- Lowered TCO

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Avoid Technology Obsolescence

- Remain current with regard to features and services
- Reduce time to implement, train and activate new services
- Staff expertise is allocated to business-centric applications

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Attain Business Continuity

- Replace the PBX, which is a single point of failure
- Access the cloud from any location over a carrier-grade network
- Support mobile workers, home workers and remote offices

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Improve Productivity and Mobility

- Unified Messaging
- Mobility tools and applications
- Audio/Web/Video Collaboration

The Case for Hosted UC

Today, the communications market for businesses with under 100 lines is a roughly ***\$15 billion.***



The Case for Hosted UC

Hosted Unified Communications will grow from \$2.8b in 2010, to **\$5.5b** in 2014.

(Radicati Group)

Margins for UC range from 40% to 70%.



The Case for Hosted UC

\$377 billion to be spent on VoIP, UC and business hosted services over the next 5 years.

(Infonetics)



The Case for Hosted UC

The number of seats for hosted business VoIP and UC is on track to more than double between 2013 and 2016.

(Infonetics)

Market lifecycle stage is early adopter with weak barriers of entry.



A LITTLE ABOUT ANPI

Company Snapshot

Mission Statement

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

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

\$100+ million revenue

Serve roughly
800 carriers and
independent RLECs

Transport billions of
minutes on a private
nationwide IP network

Company Snapshot

Solutions

Hosted Unified Communications with:

- Instant Messaging
- Voice to email
- Hosted Fax
- Audio, Web and Video Collaboration
- Mobility with Fixed Mobile Convergence

Full suite of transport solutions

3 Verticals – Small Direct, Partner Program, Private Label through our Carriers

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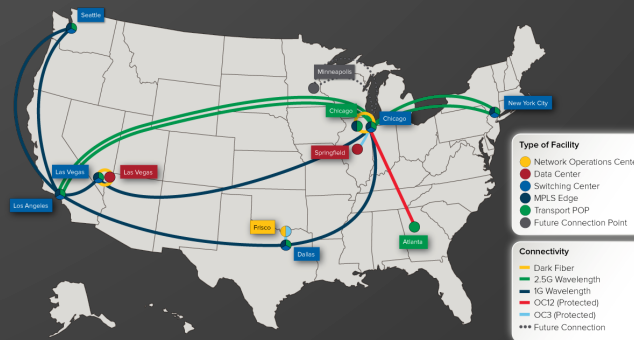
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Company Snapshot

Resources

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



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Company Snapshot

Premier Partner Program

- Contact Management
- Instant Quotes
- Document Automation
- Sales Tracking
- Generous Commission
- Much More



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ANPI.com/WhitePapers

HOSTED UC WHITEPAPERS

ANPI.com/Videos

HOSTED UC VIDEOS

QUESTIONS?

THANK YOU inGate!