



Key communications challenges



Budget constraints



Limited human resources



Limited flexibility to respond to users' requirements



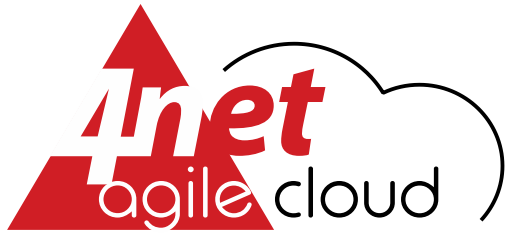
Unpredictable growth



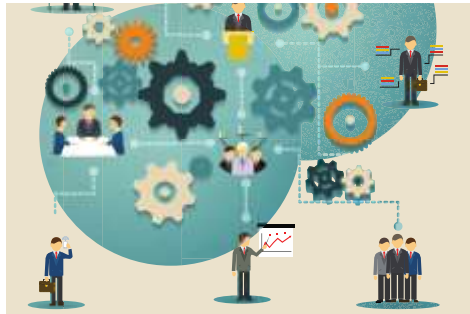
Legacy infrastructure



High and unpredictable costs associated with upgrades or maintenance



4net Technologies has created a suite of Communications as a Service (CaaS) cloud offerings, which will help to address some of today's business drivers:



PEOPLE AND SYSTEMS
EFFICIENCY



SCALABILITY TO MANAGE
CHANGE, GROWTH,
ACQUISITIONS



INCREASING USER DEMANDS



FLEXIBILITY TO ENTER
NEW MARKETS OR
REGIONS

What is the difference between the traditional methods of delivering Avaya solutions compared to 4net's Agile Cloud?



Based on profile consumption



Available as a service



Additional elements can be 'turned on and off' as required



Utility based pricing model, built on an average high water mark model, which totals your actual concurrent usage and allows this to be mapped to your business needs

Where is the opportunity for Agile Cloud?

To thrive (or even just compete) these days the new breed of business enterprise demands cutting edge IT services.

Traditional telephony deployment methods can be problematic!



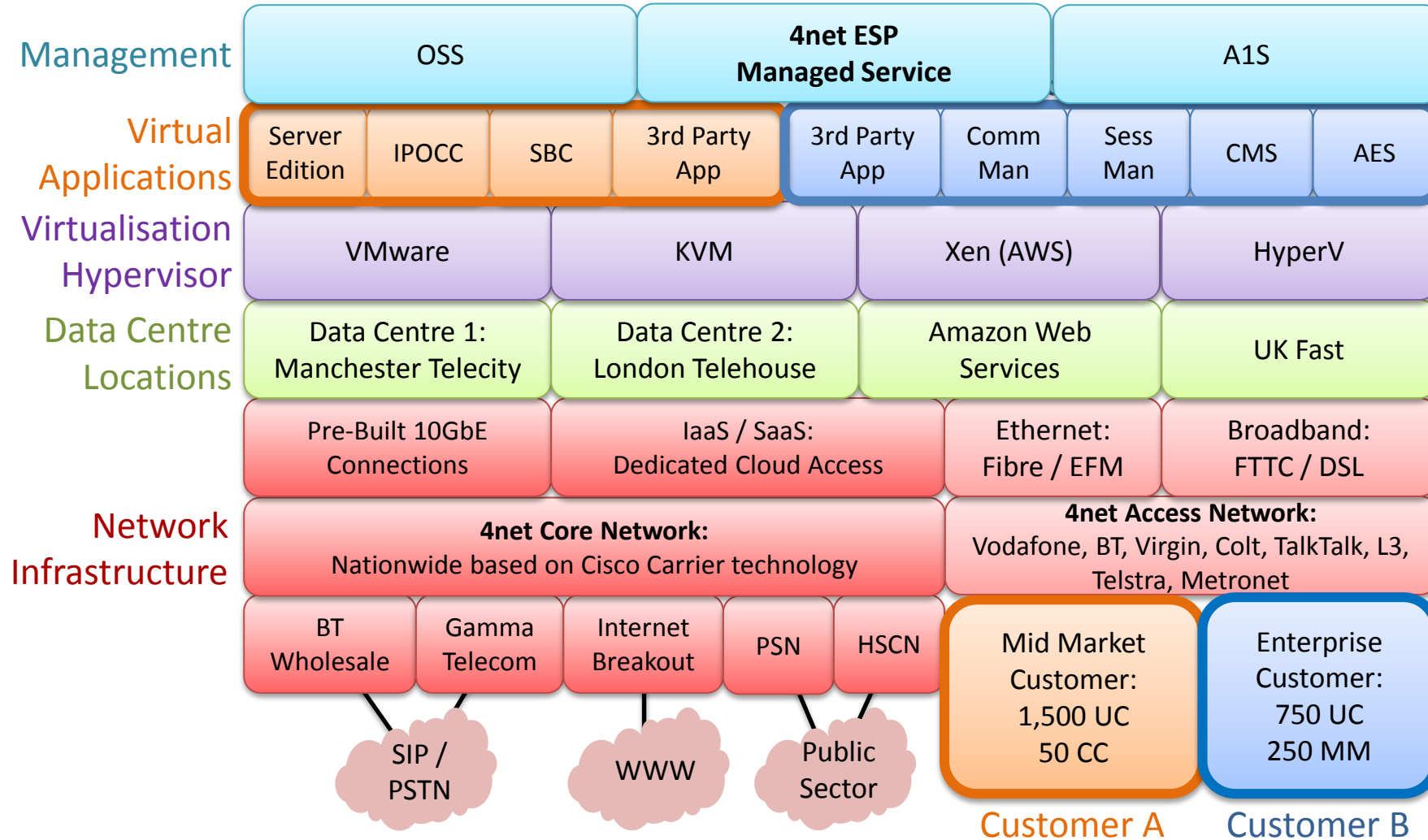
Agile Cloud – Our Value Proposition

Communications as a Service (CaaS)

Public Cloud	4net Agile Cloud	Private Cloud
<p><u>Cons</u> Multi Tenant > Sparse Features > Poor Pro Services > Network not underwritten > Limited SLA</p> <p><u>Pros</u> Cost effective > Scalable, Current > 'Pay as you Go'</p>	<p>Bespoke / Functional Secure & Reliable Defined SLA</p> <p>Cost effective Scalable, Current 'Pay as you Go'</p> <p>Plus the 4net factor! Innovation! ESP! Project Excellence!</p>	<p><u>Pros</u> Bespoke / Functional Secure & Reliable > Defined SLA</p> <p><u>Cons</u> Expensive assets owned by customer > Cap Ex issues > Upgrades expensive > Long term contract</p>

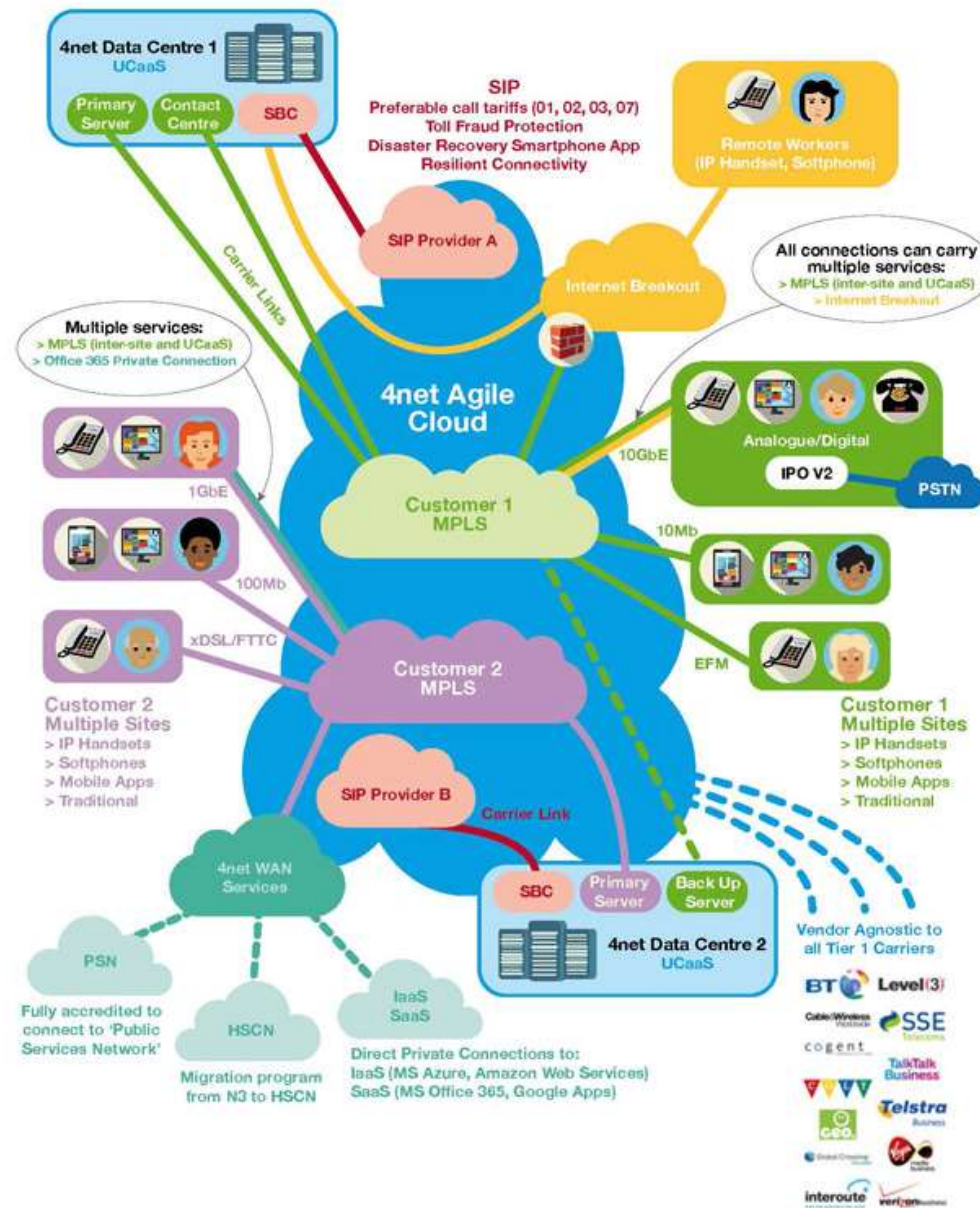
4net Agile cloud combines the performance, security and feature rich functionality of a private cloud solution, with the scalability, simplicity and 'Pay as you Go' commercial model of a traditional public cloud deployment.

Agile Cloud – Modular & Technology Agnostic!






Agile Cloud

The Big Picture



Agile Cloud – Mid Market User Licensing

Telephony User	UC User	Contact Centre
		
Standard telephony features plus:	Functionality of Telephony User plus:	Full Contact Centre functionality:
Call Recording	Advanced Mobile Application	Skills Based Routing
Hot Desking	Voicemail to e-mail	Integrated multi-channel customer contact for voice, email & web chat
Mobile Twinning	Softphone (Communicator)	Self Service (IVR)
Conferencing	Video Calling	CRM Integration
	IM & Presence	Real Time Reporting
	SFDC plugin	Historical Reporting
	Outlook plugin	
	MS Skype plugin	

4net Aura Edition user licensing is currently POA

Agile Cloud – User Interfaces



Telephony User

1608 handset (supported over Private WAN)

9608 handset (supported over public and private networks)

Digital / Analogue Supported (with hybrid IP500 on site)

Full UC User

Full IM, presence and collaboration over multiple devices

Softphone on PC (Communicator)

Web-RTC (softphone embedded in Google Apps, Office 365, Salesforce.com, Chrome and IE)

Smart Devices



Contact Centre

Complemented with either Telephony or UC user end points

Agile Cloud – Return on Investment (example)

	On Premise	Agile Cloud (UCaaS)	
Itemised Communications Costs	12 months	12 months	Notes
Annual MPLS and backup DSL Internet Connections	£££	REDUCTION!	4net Agile Cloud combines WAN services
Annual Support (Telephony)	£££	INCLUDED	MPLS and Internet combined in all Agile Cloud solutions
Platform Software Assurance	£££	INCLUDED	Agile Cloud User Licences include full support
Support physical / virtual servers	£££	INCLUDED	Agile Cloud User Licences include software assurance
Solution Upgrades	£££	INCLUDED	4net host all applications in our secure data centres
PSTN Channels	£££	INCLUDED	One major upgrade included per annum (circa £20k PS)
Call + Service Charges Estimate	£££	REDUCTION!	All SIP trunks are included in the Agile Cloud licensing
Comms room overheads / Hosting	£££	REDUCTION!	Estimate saving 40% on billing for outgoing calls
Loss to business of revenue	£££	REDUCTION!	All hosting costs are included, no servers on premise
IT Staff to support On Premise	£££	REDUCTION!	Agile Cloud Enterprise has no single points of failure
Cost to install / upgrade Existing	£££	INCLUDED	Less cost for IT staff 'keeping the lights on'
Agile Cloud user licensing price	N/A	£££	Large cost to upgrade / maintain existing systems
Agile Cloud Installation	£££	£££	Simple price per user per month (with flexing up and down)
			Professional Services and Handsets

Agile Cloud – IP Handset Promotion for Legacy Avaya Systems



J129 IP Handset
£1 per user
per month



9608G IP Handset
£3.75 per user
per month

The legacy customers migrating to Agile Cloud that are eligible for this promotion include **Norstar, BCM, CS1000, Merlin Legend, Spirit, Partner, IP400 and IP500 v1**

The following caveats apply:

- Minimum 3 year contract
- Number of handsets purchased cannot exceed total number of Agile users
- Number of Agile licenses cannot decrease to less than 80% of number of IP handsets purchased originally
- Proof of ownership of qualifying legacy system to gain approval!
- Runs until September 2017

Agile Cloud – SIP is inherent to our solution

- Our Agile Cloud is resiliently connected to multiple SIP providers in the core of our network (multiple 1GbE links to both Gamma Telecom and BT Wholesale)
- When our customers buy Agile Cloud user licensing, **there is no extra charge for resilient SIP trunks!!**
- Our architecture allows us to pass the best SIP features onto our customers:
 - Flex channels up and down same day with ISDN bearer 'ceilings'
 - Resiliency as standard (in our core and out to the customer)
 - ISDN business grade calls underwritten by Agile Cloud



- Excellent Toll Fraud Protection
- Mature smart phone applications / portal
- Disaster Recovery / Business Continuity
- Excellent call tariffs / bundles (01, 02, 03, 07)

BT wholesale

- Emergency Services 'Blue Light' Support
- Most types of dialler supported
- Upfront Semafone PCI pricing better

Agile Cloud – PCI Compliance



- No call forwarding as Semafone is hosted within the carrier cloud
- The PCI zone is managed by Semafone and the carrier off premise
- All of the contact centre infrastructure and environments are out of scope for PCI DSS
- No additional hardware required on site

