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The Telephony Practice Opportunity?

May 2014

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Agenda

- Personal background & business overview
- Investing in a Telephony Practice
- Partnering with Allegiant and G.A.P.
- Choosing a solution set
- Closing - Q & A

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Bryan Dancer

1. Started with ATT in 1981 – 8 years
2. Grew a KC Based Reseller from $4 Million to $15 Million – 8 years
3. VP Marketing and Channel Development for a National Telecom Manufacturer 4.5 years
4. Sr. VP at WilTel – International Broadband Company – 2 years
5. Founded Allegiant in 2003 – 11th year

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Allegiant Revenue Streams

1. New Projects
2. Demand Transactions
3. Managed Services

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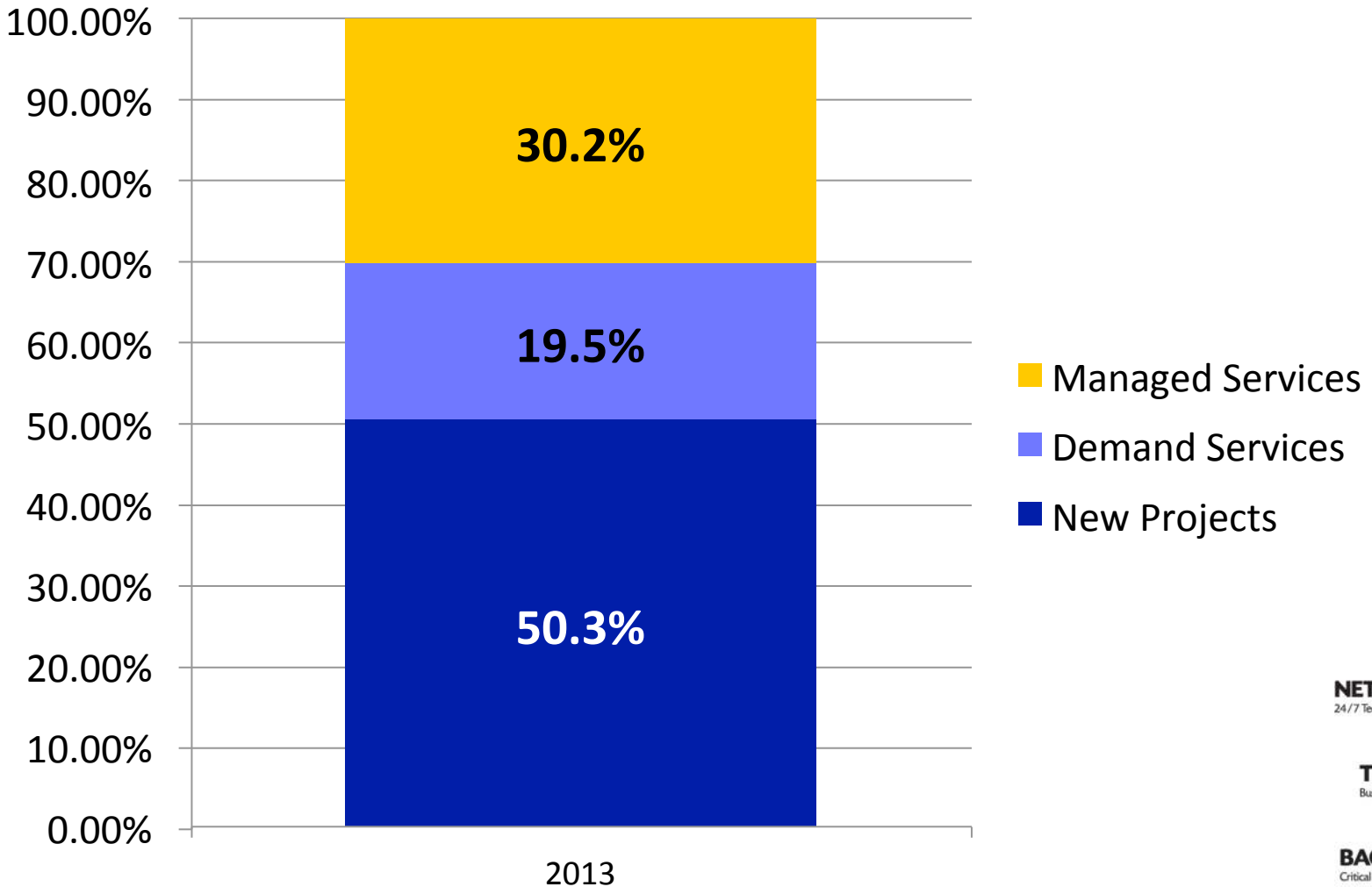
Revenue Streams

(as a Percent of Total Revenue)



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Should you invest in building a Telephony Practice?

Business Benefits

1. Completes the trusted advisor role with your customers – enhances stickiness
2. Defensive maneuver
3. Additional revenue streams
4. Evolution of business

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Profitability Metrics

1. New Sale – 30%
2. Demand Transactions

   (Moves, Adds, or Changes) – 40%
3. Services – 45%
4. Support – 50%

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Your Competitive Advantages in a Telephony Practice

1. Profitability of your business
2. Size of your customer base
3. Sales proficiency
4. Base account management
5. Customer service skills of technicians
6. Natural extension of managed services

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Key differences from Managed Print

1. Sales methodology – solution sale
2. Impact on business operations of clients
3. Mistakes can be costly
4. Level of coordination required – Lots of moving parts
5. Project management

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Telephony, UC, & Networking Programs from Allegiant and G.A.P.

1. Referral Partner
2. Business Partner
3. Full VoIP, UC, Networking and Collaboration Practice Development

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Resources & Commitments

Headcount

1. Sales Resource $30 – 60K plus commission
2. Project/Technical Support $60 – 80K
3. Field Technician (Outsourced initially) $65K
4. Trainer (Shared) $40K

Financial

1. Demo Systems
2. Training
3. Minimal Spares

Program Elements from Allegiant & G.A.P.

1. Dedicated Sales, Design, Demo, & Proposal Support
2. Implementation, Training, & Ongoing Support
3. Tools, Products, & Technical Certifications
4. Access to Expertise

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What solution set should you invest in?

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Why Avaya?

1. Market presence & competitive position
2. Product portfolio – Breadth and depth
3. Flexibility, scalability, & simplicity of product
4. Ease of supporting product
5. Avaya is reseller centric for your market
6. Installed base of Avaya & NorTel
7. Highest profit potential

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Gartner "Magic Quadrant"
Unified Communications

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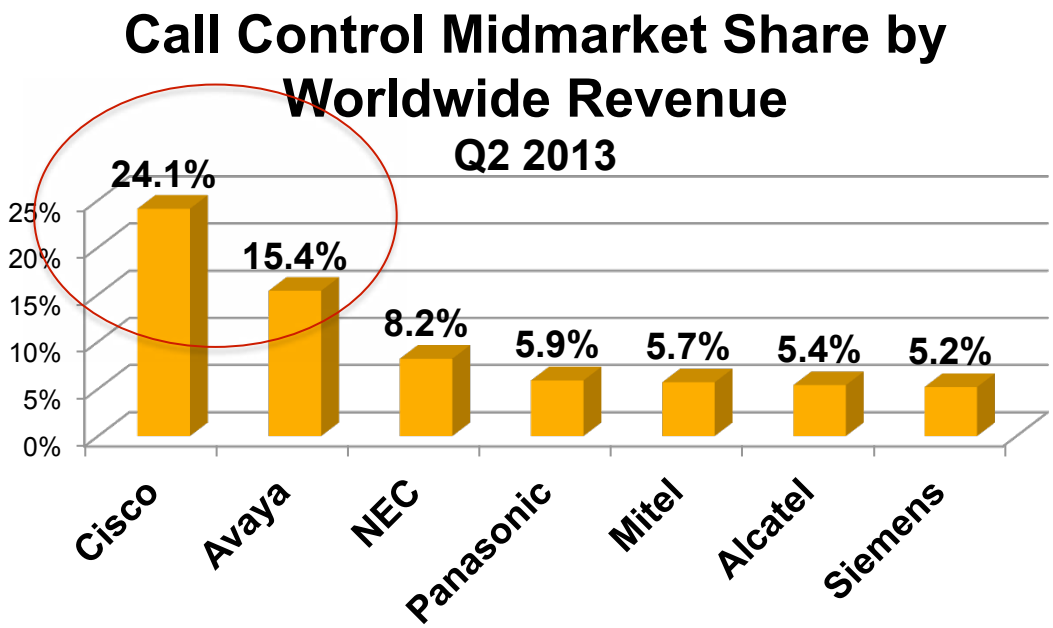
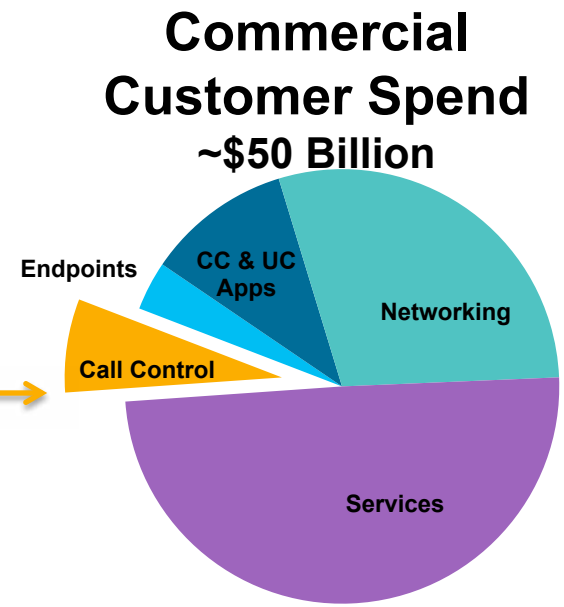
Avaya and Cisco - a Two-Way Race -- Others Trail Behind





1% of market share across the full solution construct* can potentially generate **over $500M in incremental revenue**

*Full Solution Construct = call control plus corresponding apps, video, devices, networking..)

Source: Avaya Strategic Analysis and Market Intelligence Team, Avaya June 2013 Market Demand Forecast, Canalys 2Q2013 WW Call Control Report: Under 1000 segment captures excludes very large enterprise systems of 1000+

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Avaya Midmarket Strategy:
Deliver A Complete Collaboration Solution from a Single Vendor

Mobility
- Avaya one-X® Mobile
- Avaya Flare® Experience
- Avaya Messaging Service

Video
- Avaya Video Solution for IP Office (Scopia)

Security
- Avaya SBCE
- Avaya Identity Engines

Networking
- Avaya ERS 3500 Series
- Avaya ERS 4800 Series*

*Single command for switch complete configuration – VLANs, QoS – one minute phone plug and play

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Avaya IP Office

Powerful Collaboration Solution served anyway you want it!

Virtualized software, dedicated server, or appliance

Supports the broadest range of endpoints

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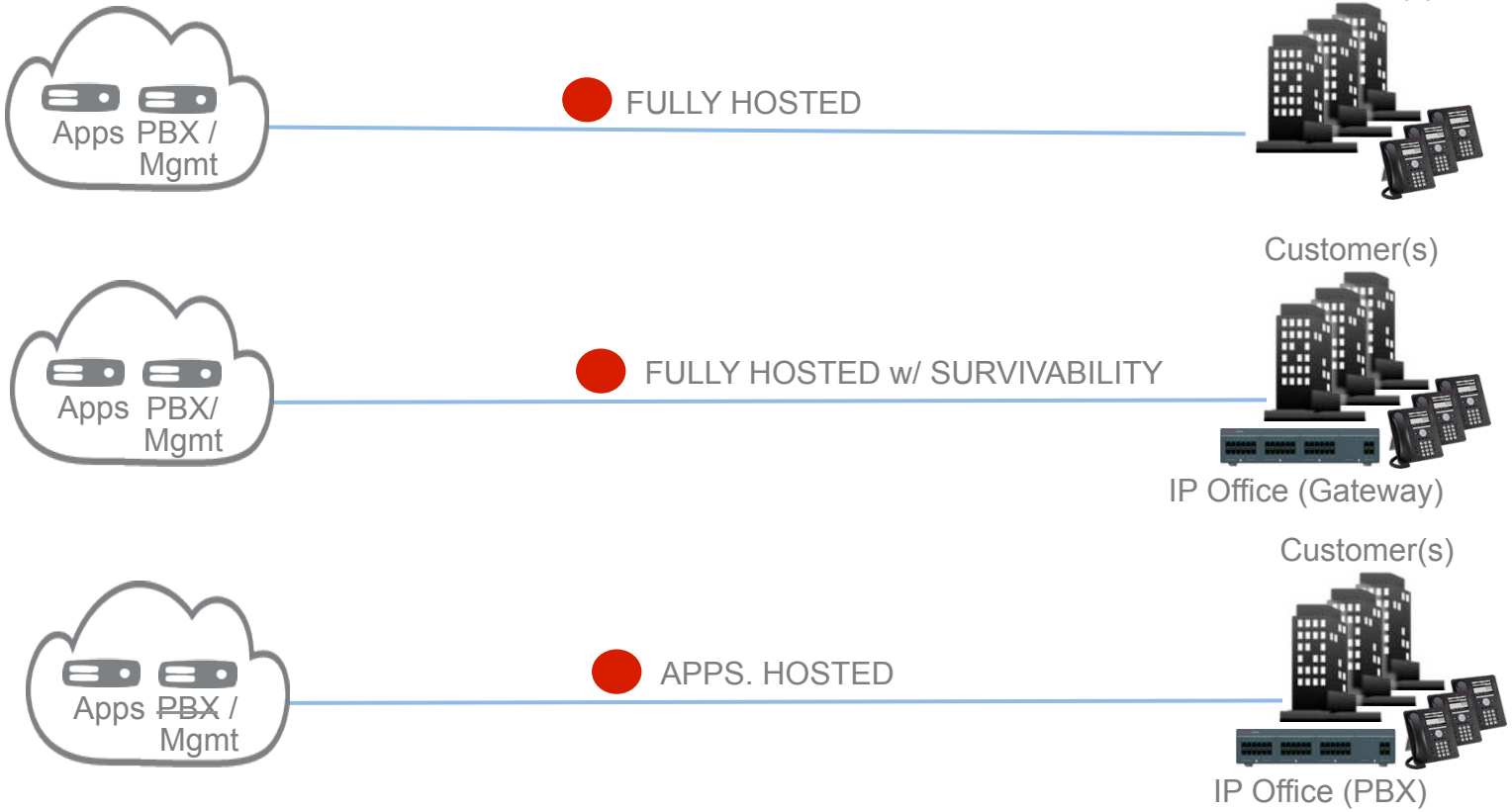
Avaya IP Office

Flexible deployment models



	Deployment Options	Cloud			Customer Premise			
		PBX	Apps	Trunks	Gateway	PBX	Phones	Trunks
1	Fully Hosted	x	x	x			x	
2	Fully Hosted w/ Survivability	x	x	x	x		x	x
3	Apps. Hosted		x			x	x	x

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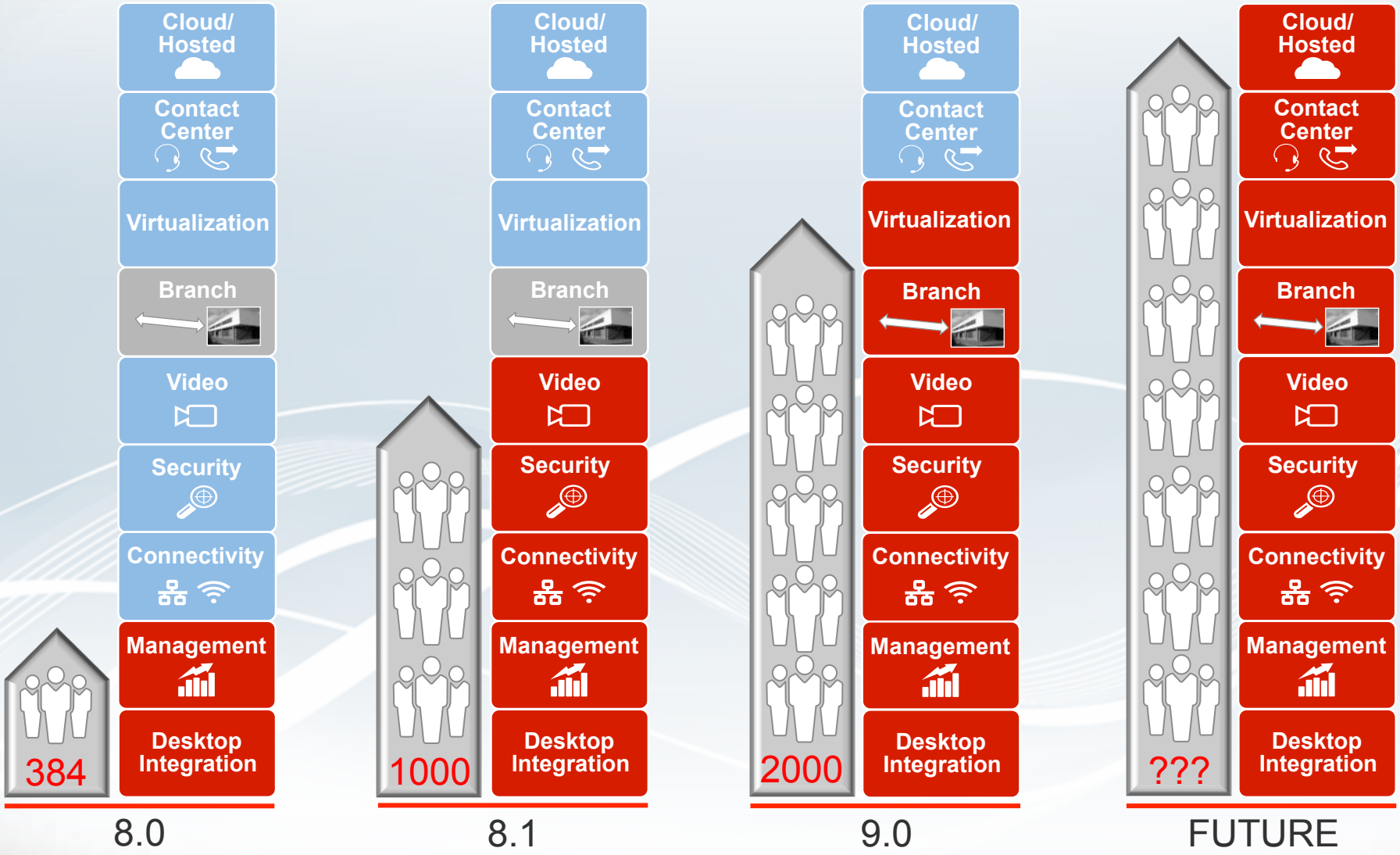
The Evolution of Avaya IP Office

Track Record of Execution!



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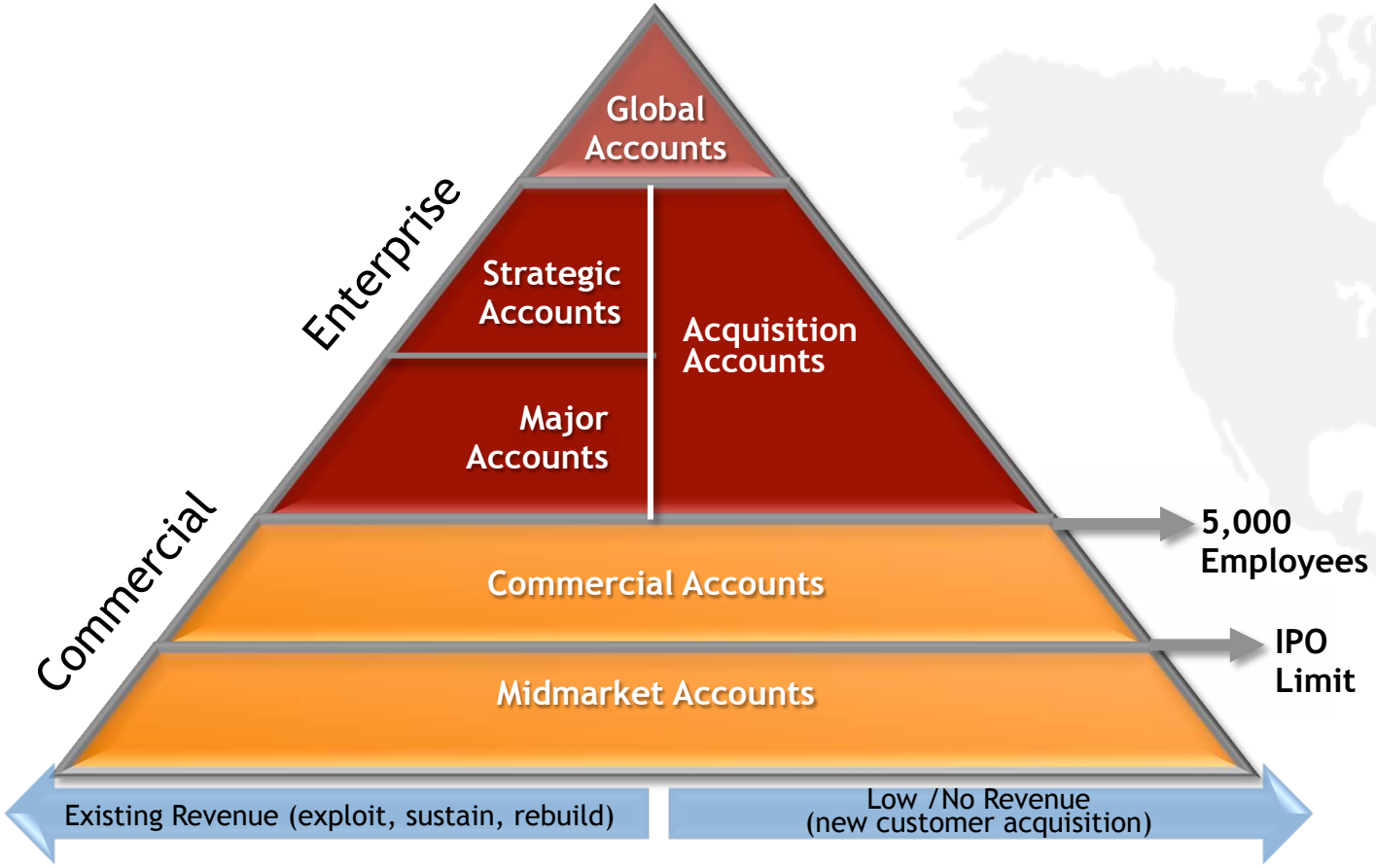
Channel Aligned Segment Selling



User scenarios

	10	100	300	500	1000	1500
users	10	100	300	500	1000	1500
trunks	4 Analog tks	24 DS0	72 DS0	150 SIP tks	200 SIP tks	250 SIP tks
messaging	✓	✓	✓	✓	✓	✓
audio conferencing	✓	✓	✓	✓	✓	✓
UC users	2	20	60	100	200	300
3 years support services	✓	✓	✓	✓	✓	✓

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Deployment Scenario

Small Business – 10 Users

	AVAYA	ShoreTel	Cisco
T1 Trunk	Built-in	Built-in	ISR 2911
Telephony	IP Office 500v2	SG 30	BE 6000 CUCM IM/Presence
Messaging	VoiceMail Pro	Built-in	Unity Connection
Management	Web Manager	Shoretel Director	Prime Collaboration
Conferencing	Audio Conferencing	Conferencing Server	Built-in
Mobility	One-X Mobile Client	Mobility Router	Jabber client
	1 Box, 0 VM	4 Boxes, 1 VM	2 Boxes, 4 VM
	$9,949 Total Costs	$26,580 Total Costs	$20,133 Total Costs

List price including call servers, gateways, phones for all users, 20% UC applications, audio conferencing, messaging, 3 years support services

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Deployment Scenario

Small Business – 100 Users

	AVAYA	ShoreTel	Cisco
T1 Trunk	Built-in	Built-in	ISR 2951
Telephony	IP Office 500v2	SG 220T1	BE 6000 CUCM IM/Presence
Messaging	VoiceMail Pro	Built-in	Unity Connection
Management	Web Manager	Shoretel Director	Prime Collaboration
Conferencing	Audio Conferencing	Conferencing Server	Built-in
Mobility	One-X Mobile Client	Mobility Router	Jabber client
	1 Box / 0 VM	4 Boxes / 1 VM	2 Boxes / 4 VM
	$53,961 Total Costs	$91,149 Total Costs	$84,318 Total Costs

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Deployment Scenario

Midsize Business – 500 Users

	AVAYA	ShoreTel	Cisco
SIP Trunk	Avaya SBC-E	SIParator	ISR 2951 + CUBE
Telephony	IP Office Server Edition	SG 220T1	BE 6000 CUCM Jabber
Messaging	VoiceMail Pro	Built-in	Unity Connection
Management	Web Manager	Shoretel Director	Prime Collaboration
Conferencing	Audio Conferencing	Conferencing Server	Built-in
Mobility	One-X Mobile Client	Mobility Router	Jabber client
	2 Boxes, 0 VM	7 Boxes, 1 VM	2 Boxes, 4 VM
	$265,677 Total Costs	$384,120 Total Costs	$386,101 Total Costs

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Administration tasks

Task	Avaya		Shoretel		Cisco	
	# Tools	# Clicks	# Tools	# Clicks	# Tools	# Clicks
Create a user	1	6	1	11	1*	15
Add messaging		3		2	1	5
Add Mobility		1	1	9	*	5
Total	**1**	**10**	**2**	**22**	**2**	**25**

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"Telephony is not for the feint of heart"

1. Unique opportunity to benefit from our experience and expertise
2. Program to fit your current appetite and pace
3. Migration path as desired
4. One of the best solution sets on the market – Avaya and our program

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