



GROWING WITH BUSINESS SERVICES

CANTO

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TRENDS DRIVING GROWTH OF BUSINESS COMMUNICATIONS



Rise of
Reliable Broadband



Increase of Mobile
Devices/Workforce



Increasing Cloud
Adoption

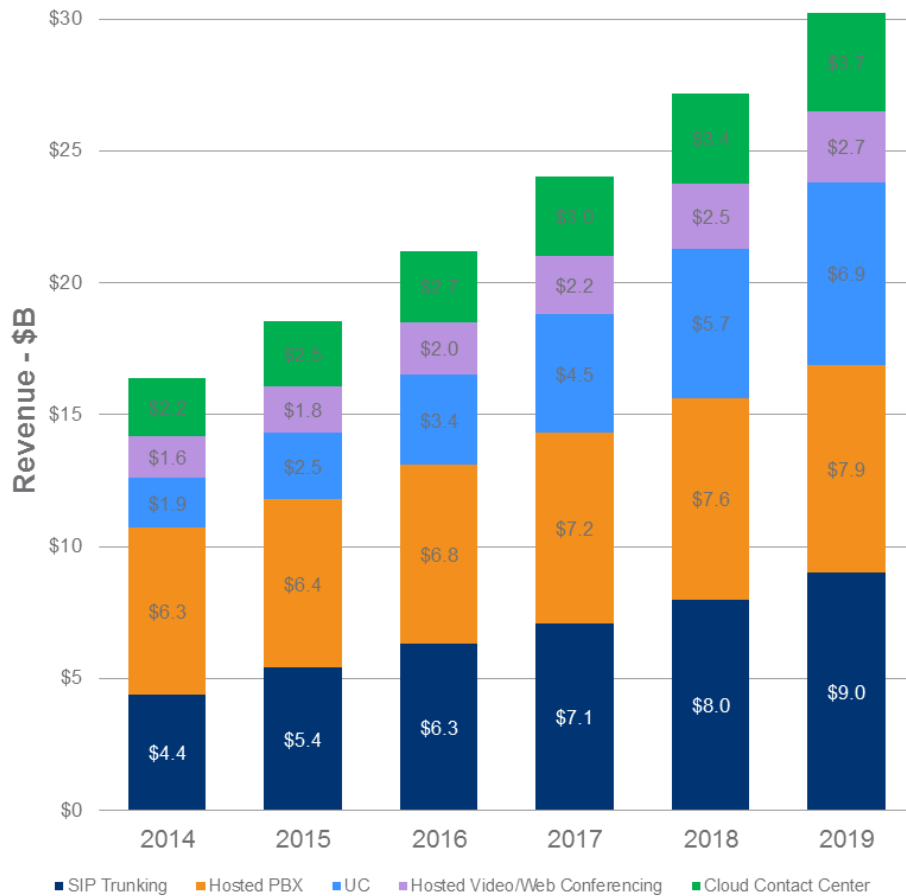


Enhancing Productivity
& Improving Customer
Service

Metaswitch, Frost & Sullivan & Infonetics

BUSINESS SERVICES MARKET GROWTH

Hosted Business Communications: Global Enterprise Spend*



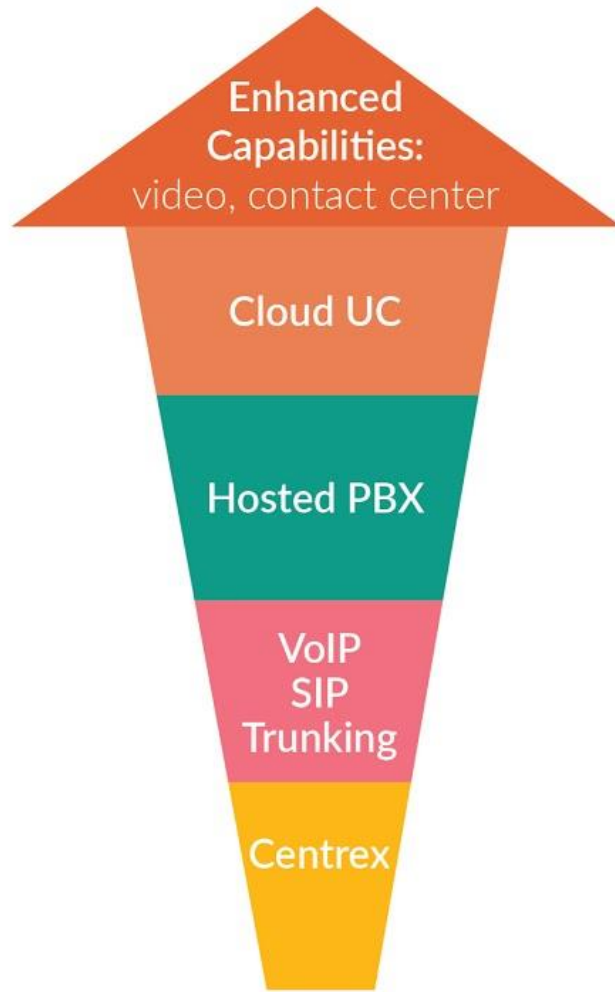
* Infonetics, Frost & Sullivan

LATAM Regional Market Dynamics

- Forecast for HPBX and UC -- \$799M in by 2021 w/30.1% CAGR
- <50 users experienced highest growth rates in 2015 – driving 31.5% of total users
- ~81% deployments over managed bandwidth vs. public Internet
- Competitive pressure is increasing – both from SPs and eventual entry of Cisco Spark and Skype 4 Business

CLOUD UC – THE TIME IS NOW FOR SERVICE PROVIDERS

2016 and beyond



Maintain/Grow ARPU
Competitive Differentiation
Reduce Churn

Declining ARPU
Increasing Competition

1990s

WHAT YOUR CUSTOMERS VALUE?

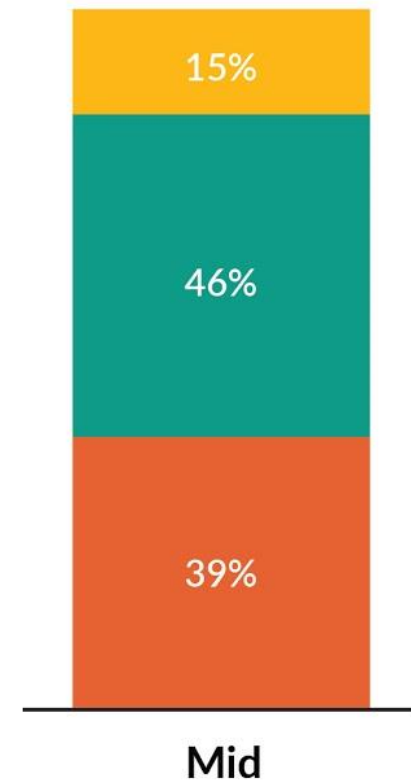
81%

Cite Provider Strength and Reputation As Primary Purchase Driver – Higher than Economics or Product Attributes

73%

Cite Voice Quality and Ease of Use as most Important attributes of UC

Willingness to Purchase Cloud UC from your broadband service provider



Very Likely Likely Not Likely

Metaswitch market research, 2015

UNIFIED COMMUNICATIONS



EXAMPLE: METASWITCH UNIFIED COMMUNICATIONS



EXAMPLE: METASWITCH CLOUD CONTACT CENTER

Inbound Voice Queue(s): All

Service Level %	Current		Daily					
	Calls Waiting	Agents Signed In	Total Calls Queued	total Calls Dequeued	Avg Handle Time	Longest Handle Time		
	26	25	2567	22	00:05:25	00:05:25		
	Callbacks Waiting	Longest Call Waiting	Total Calls Answered	Total Callbacks	Avg Wait Time	Max Wait Time		
	26	00:05:25	percent 95%	Numeric 2100	Req 22	Ans 22	Missed 22	00:05:25
Current Calls Handled	Longest Talk Time	Calls Abandoned	Total Calls Answered by Voicemail	Avg Talk Time	Longest Talk Time			
25	00:05:25	Percent 2.1%	Numeric 75	45	00:05:25	00:05:25		

Silver
ACD Only
 Inbound / Outbound Queues
 260+ Reports
 Full Supervisor Features
 Full Featured ACD

Gold
ACD +
 Silver plus:
 IVR
 Recording

Platinum
Full Function
 Gold Plus:
 Email, Chat (web & SMS)
 Workforce Management
 Outbound Campaign dialing
 IVR Surveys
 IVR Self Service
 Optional Quality Evaluation

OUR GOALS



Easy to Use Features



Quality of Experience



Rapid Time to Market

- **Widely deployed** at leading providers like C&W, Earthlink, Cablevision, WorldNet, Optivon, et al.
- Flexible **Geo-Redundant, Virtualized, Multi-Tenant Architecture**
- Uniquely powerful **diagnostic and analytics** tools
- Proven, tested **Best Practices** and **Product and Marketing Tools**



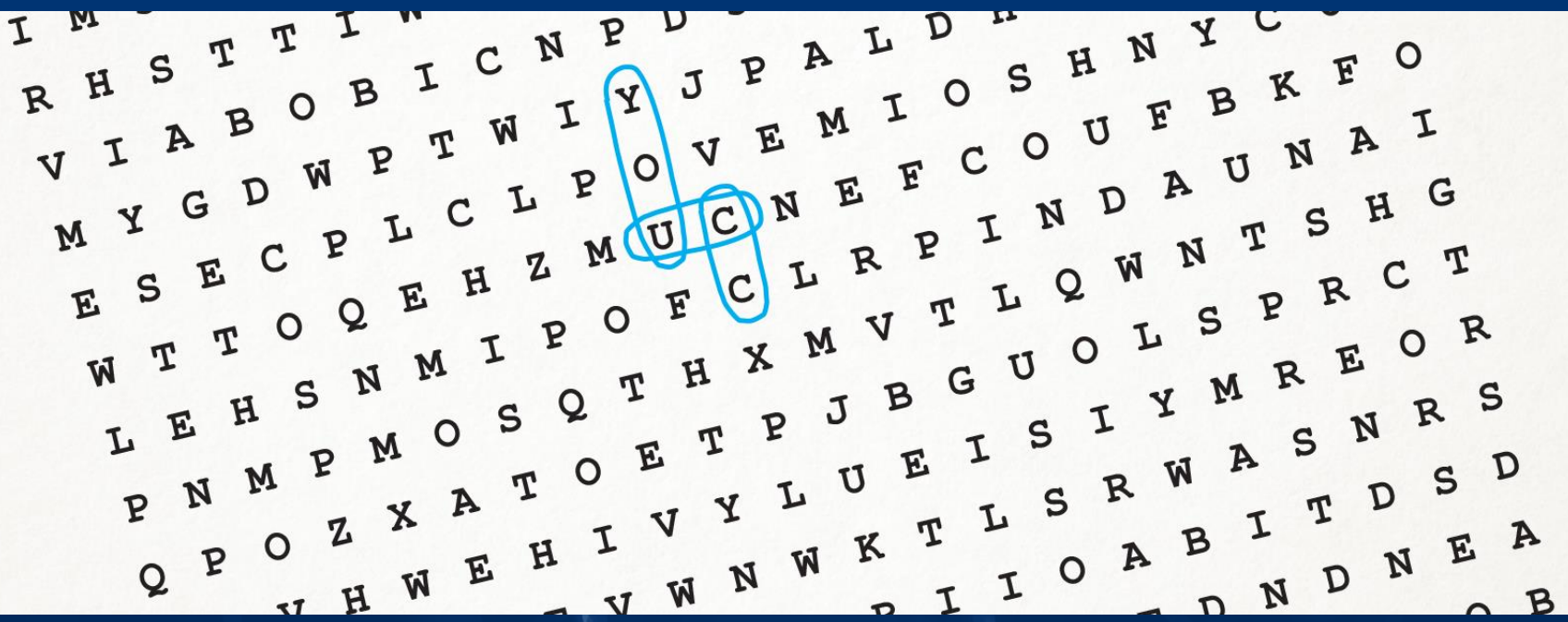
Customer Wants & Needs

- » Reduce CAPEX
- » Replace legacy equipment
- » Mobile and collaboration solutions
- » Single Provider
- » Offload IT
- » Stay current - no tech lock-in
- » Business continuity - redundancy, reliability

Network Operator Wants & Needs

- » Increase ARPU / decrease churn
- » Differentiate
- » Provide new services to existing customers
- » Attract greenfield customers

Metaswitch
Networks



THANK YOU