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OpenScape Business Pay As You Go

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UNIFY

IMTEL

UC optimizes the Communication

Unified Communication & Collaboration

UC combines multiple communication technologies –
Presence, Conferences, Voicemail, e-Mail, Instant Messaging, Fax, Video, Web Collaboration, Contact Center, etc. –
in one common portal!

A "must have" for all who require fast, efficient and cost-effective communication!

Pay Per Use – a Market Driver

Pay Per Use pricing models **today** are associated to hosted/Cloud Offerings (*but why ?*)

MZA Hosted/Cloud Business Telephony Report

Purchasing/ Pricing Models	• Reduced capital investment - OPEX vs. CAPEX • Predictable costs • Bundling of user licences/value-added services
Flexibility	• Scale up or down • Hybrid deployment options • Device agnostic infrastructure • Alleviate vendor lock-in and hardware/software obsolescence
Centralisation	• Centralised management across multiple sites/users • Simple to deploy across geographically dispersed locations • Ease to deploy mobile and remote end-users
Reduced Installation/ Maintenance	• Less disruptive to implement than other technologies • Reduced internal IT support requirements • Minimise installation, maintenance and upgrade costs
Virtualisation	• Cost reduction/power usage • Resilience/redundancy/disaster recovery • Simplified management

Because of the market trends customers looking for a:

flexible „pay per use" (OPEX) solution

„Scale up or down" and
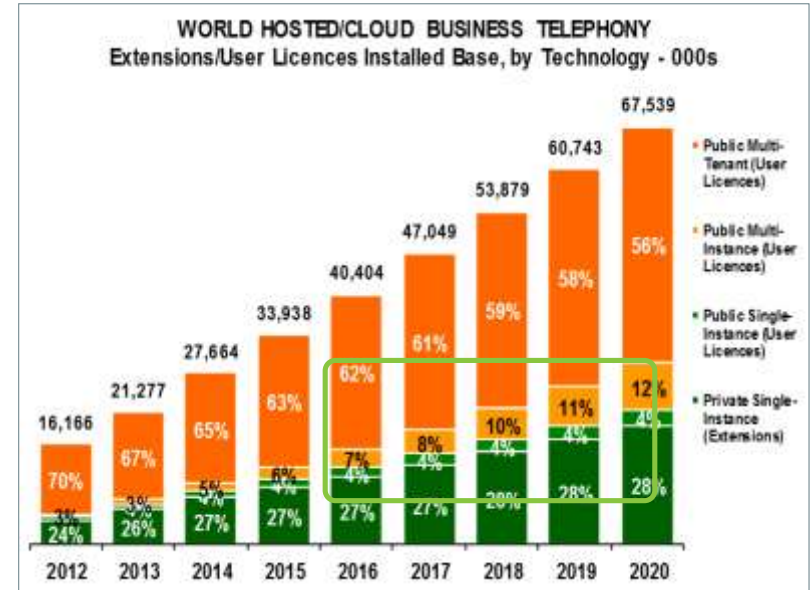adopt solution to customer needs

with predictable costs

Hybrid Deployment Options: hosted/on-premise

Supporting market trends: Anywhere Worker

Easy to deploy / Simplified Management

Left Chart taken from MZA 2015 Hosted/Cloud Business Telephony Report
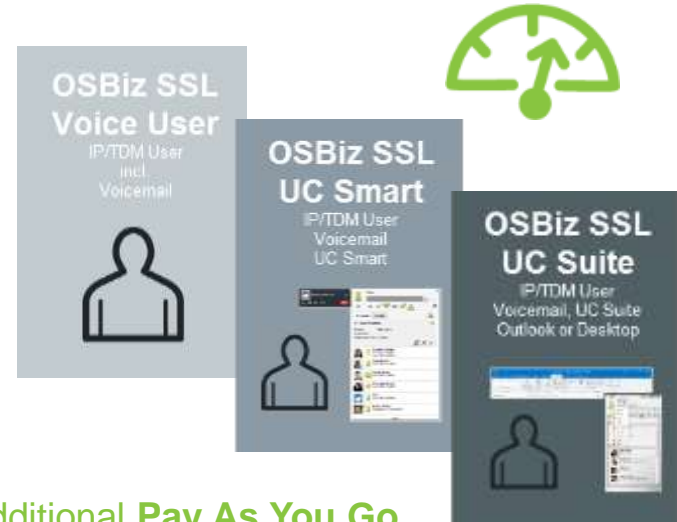
Pay Per Use – a huge business opportunity

1. Customers looking for **Pay Per Use** will grow from 2017 to 2020 by up to **45%**

2. Customers from 30-500 Users looking for a Single to Multi Instance Solution (deployed out of a private or Public Datacenter), *green marked,*

3. Smaller Customers looking for Public Cloud Offerings, but barrier to adaption among others are Security Concerns & lower feature sets

4. It is a challenge for **US** as **UNIFY Partners**

WORLD HOSTED/CLOUD BUSINESS TELEPHONY
Extensions/User Licences Installed Base, by Technology - 000s

Legend:
- Public Multi-Tenant (User Licences)
- Public Multi-Instance (User Licences)
- Public Single-Instance (User Licences)
- Private Single-Instance (Extensions)

Year	Total
2012	16,166
2013	21,277
2014	27,664
2015	33,938
2016	40,404
2017	47,049
2018	53,879
2019	60,743
2020	67,539

Pay Per Use by Unify: **Pay As You Go**

* Chart and findings taken from MZA 2015 Hosted/Cloud Business Telephony Report

OpenScape Business **Pay As You Go**

- New Subscription Software Licensing Model (SSL)

- Flexible Payment Model based on monthly usage (OPEX)

- Voice & UC pre-packaged

- Available for all Deployments

- Software Support always included

OSBiz SSL Voice User
IP/TDM User incl. Voicemail

OSBiz SSL UC Smart
IP/TDM User Voicemail UC Smart

OSBiz SSL UC Suite
IP/TDM User Voicemail, UC Suite Outlook or Desktop

Additional **Pay As You Go** Licenses available

OpenScape Business **Pay As You Go**

- Award Winning Best-in-Class "All-In-One" UC & Voice Solution

- Unified Communication: Presence, Conferencing, Journal, Instant Messaging, Web Collaboration, Video

- Multimedia Contact Center

- Mobility

- VoIP, DECT, IP-DECT

- Scales from 2-1,500 users, 2,000 in a network

- Support of any given end-customer infrastructure

- Ready for new IP based Services (ALL-IP)

All-In-One Voice & UC
Pure Software or Appliance Based

OpenScape Business Pay As You Go perfectly fulfill the Market Requirements
Flexible Payment is available for all deployments incl. traditional on-premise, hosted and private Cloud

OpenScape Business **Pay As You Go**
Deployment Options:

- ## OpenScape Business X or S with SSL (on Premise)
  OSBiz system (SSL licensed) by the Customer. With OSB S in the Customer Datacenter (single instance)

OSBiz S SSL Licensing
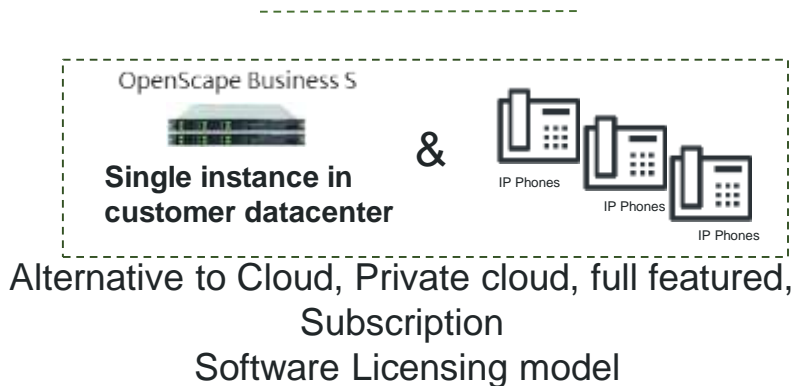*X1,3,5,8 SSL Licensing*

- ## OpenScape Business S in hosted/cloud deployments
  Deployed out of a Datacenter(Multi Instance), owned and hosted <u>by the Partner</u>

OpenScape Business S
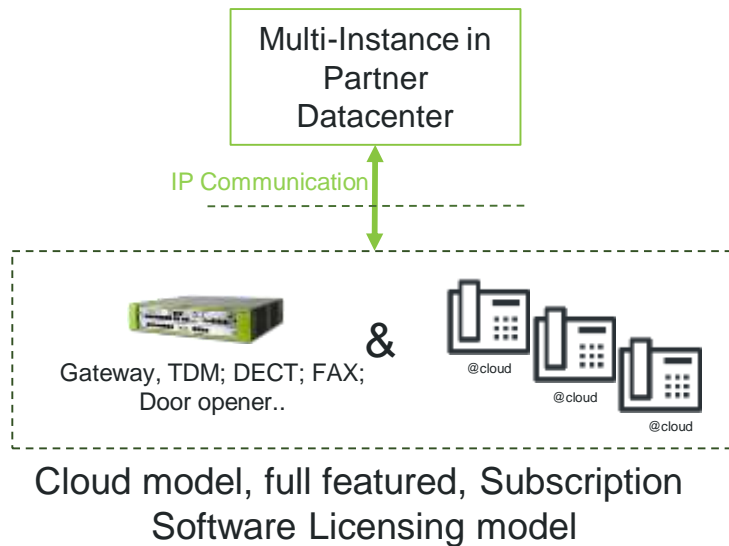
Pay As You Go deployments Options

OpenScape Business
Pay As You Go On Premise

OpenScape Business
Pay As You Go cloud/hosted

Datacenter

Customer

Multi-Instance in
Partner
Datacenter

IP Communication

OpenScape Business S

**Single instance in
customer datacenter**

&

IP Phones

IP Phones

IP Phones

Alternative to Cloud, Private cloud, full featured,
Subscription
Software Licensing model

Gateway, TDM; DECT; FAX;
Door opener..

&

@cloud

@cloud

@cloud

Cloud model, full featured, Subscription
Software Licensing model

Pay As You Go deployments Options

OpenScape Business
Pay As You Go On Premise

Datacenter

Customer

OpenScape Business S

Single instance in customer datacenter

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IP Phones

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Alternative to Cloud, Private cloud, full featured,
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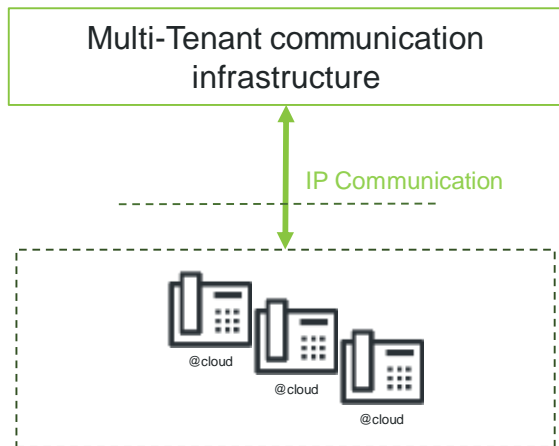## OpenScape Business
Pay As You Go On Premise Benefits

- Pay Per Use pricing model
- Private cloud
- Full Featured
- Security
- Software Support
- Choice of provider

"Cloud Alternative"

Advantage **Pay As You Go** compared to…
Traditional Cloud Offerings from a Technical Perspective

Traditional Cloud model

OpenScape Business
Pay As You Go On Premise

Datacenter

Multi-Tenant communication infrastructure

IP Communication

Customer

OpenScape Business S

&

Single instance in customer datacenter

IP Phones

IP Phones

IP Phones

@cloud

@cloud

@cloud

"only" IP focused, lower feature sets

IP focused
provides much more flexibility, full featured, security, choice of Provider

# OpenScape Business S in hosted/cloud deployments

- Full featured OpenScape Business S operated out of a Datacenter

- Multi Instance Solution hosted by a Partner or Customer

- Own virtualized OSBiz S Instance per Customer (private Cloud)

- Easy Deployment via OVA (Open Virtualization Appliance)

Trusted private cloud Operation Center

Multi Instance

One OSBiz S instance per customer hosted from a Datacenter Service Provider

Data Center
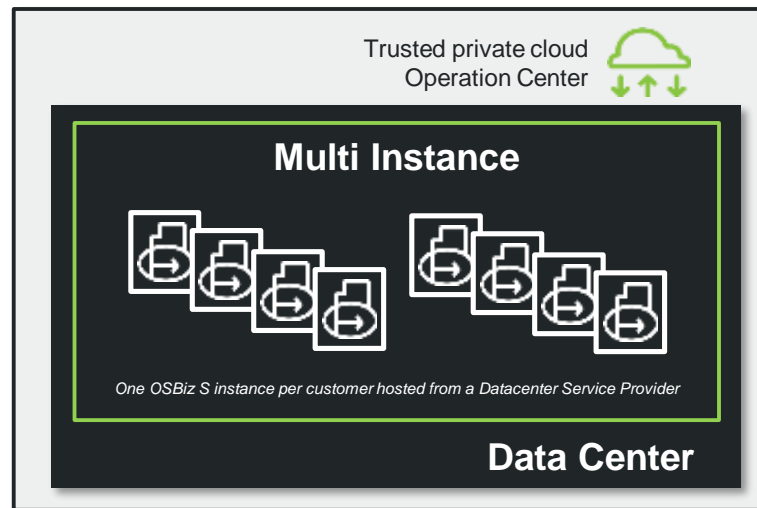
OpenScape Business S with Pay As You Go – a perfect business to offer a flexible payment model on top of a secure and trustful landscape
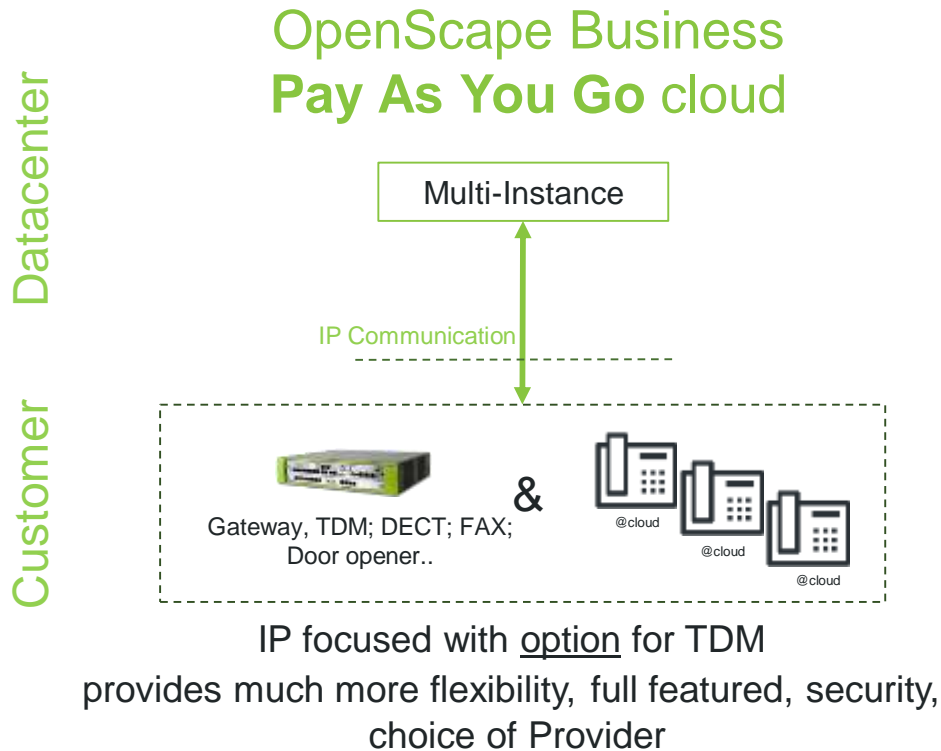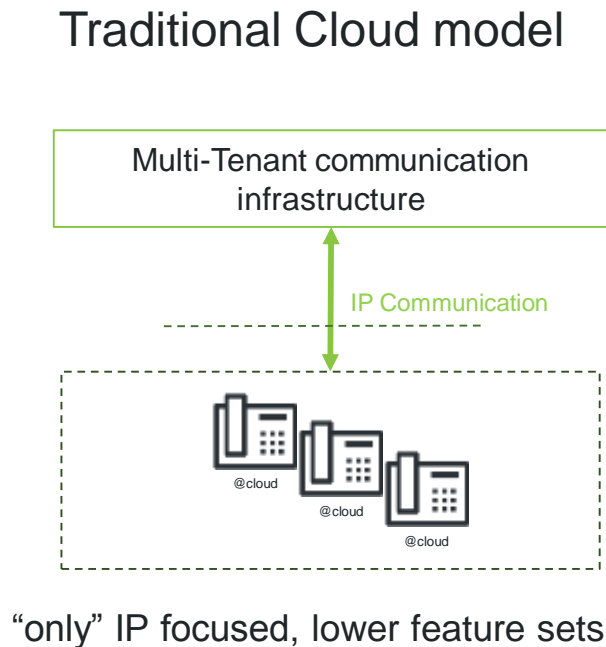
OpenScape Business S hosted/cloud - Overview
Multi Instance Solution with Access to all Features and Interfaces
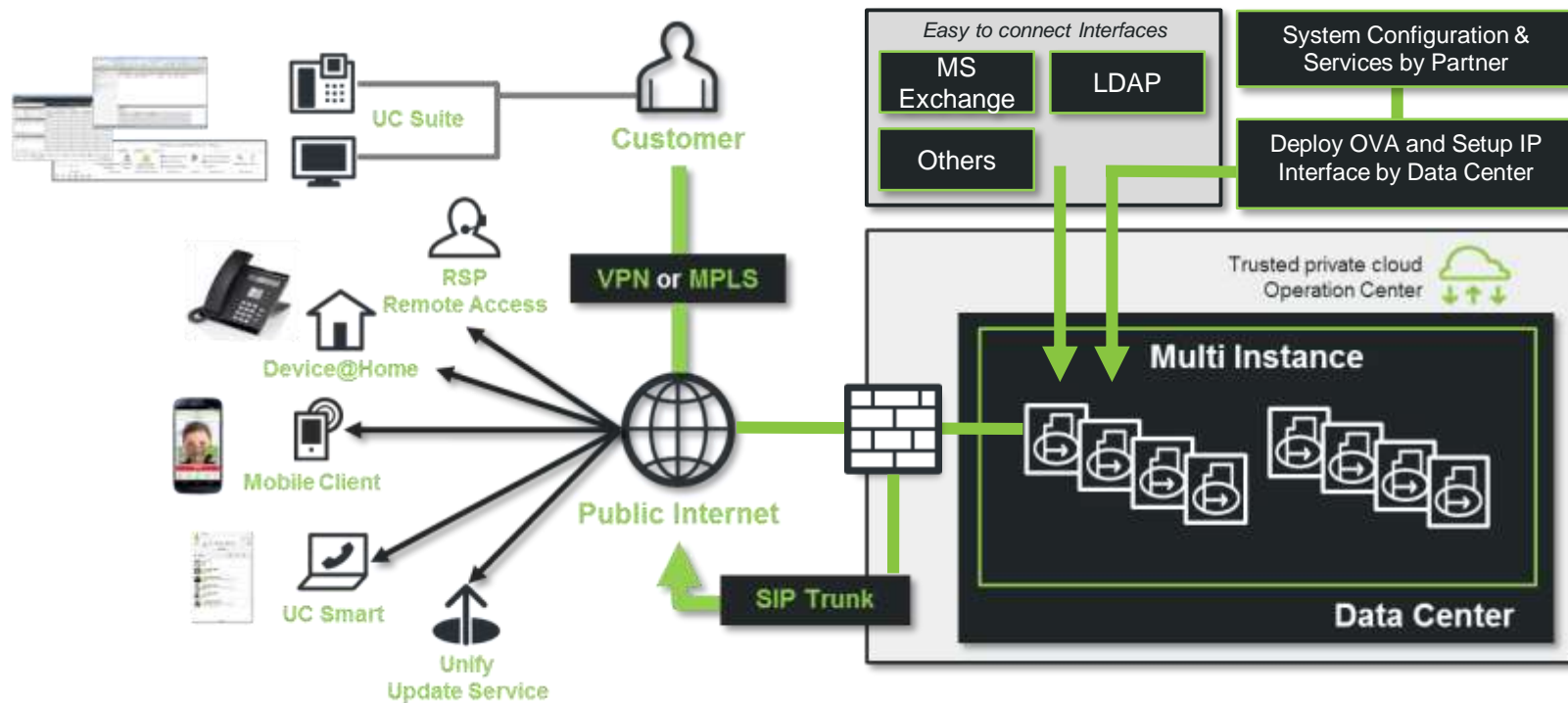
Advantage **Pay As You Go** compared to…
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Traditional Cloud model

OpenScape Business
Pay As You Go cloud

Datacenter

Customer

Multi-Tenant communication infrastructure

IP Communication

@cloud
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Multi-Instance

IP Communication

Gateway, TDM; DECT; FAX; Door opener..

&

@cloud
@cloud
@cloud

"only" IP focused, lower feature sets

IP focused with option for TDM

provides much more flexibility, full featured, security, choice of Provider

How to Order & Proceed

1   Order OSBiz SSL Base License at 0€ costs
Includes already Software Support, Networking & Auto Attendant Licenses

2   Choose the right deployment model & Phones
OpenScape Business System (S/X) & Phones needs to be purchased as usual, Installation and Configuration of the OpenScape Business Systems happens as usual, OSBiz SSL Base License needs to be activated first

3   Select the right Feature Licenses / add additional Values (SIP Trunks, Contact Center, etc.) as needed
Licenses needs to be assigned within OSBiz WBM License Dialog

Receive your monthly invoice
OpenScape Business reports license usage and the customer received a invoice

Reporting and Billing Period

- Billing Period: 16th of a month (0.00am) until 15th of the following month (11.59pm) based on High Watermark Consumption Report (means the max. number of quantities with the highest amount during billing period)

- Monthly Report (CSV File) will be sent out on the 16th of each month with the usage, from Unify to required Partner and OSBiz System details to Distribution Partner

- Monthly Invoice from UNIFY to Partner will be sent out on the 25th of each month

- Customers get their Invoice from their Partner where they have "purchased" their OSBiz SSL Base License

What is the benefit of Pay As You Go to Customers?

1 **Flexibility:** The Pay As You Go model offers **customers flexibility** to invest only in the number of users and features they need

2 **Cost Management:** There is **no need for customers to make a large upfront investment**. The monthly payment option based on operational costs (OPEX) allows them to better manage and control their payment streams

3 **Cloud Alternative:** Provides customers **with different options** when compared to traditional public cloud offerings, eg. choice of different deployments

4 **Software Support is always included** to ensure that customer have the latest features, software and security options, without incurring additional costs.

5 **Adaptability:** It fits perfect for companies whose **business models are project-based** or seasonal in nature. This includes contact centers, temporary projects, or a freelance /remote workforce which acts as an extension of the business

Circuit Telephony Integration with OpenScape Business

we enable more mobility for your telephony solution

+49 (0) 89 7007-123

Somebody Calling you

- Incoming and outgoing calls can be made by any Telephony System or Mobile Device
- One Number Service for telephony
- Journal
- Dialing from Outlook/Exchange and mobile device contacts

Circuit packages for every business

Team

For small teams who need an easy-to-use for efficient collaboration

Unlimited users

5 GB storage

6 users per conference call

SLA support

Professional

For business teams who need an immersive collaboration experience

Everything in Team

10 GB storage

Unlimited users per conference call, recording, telephony connector

SLA and help desk support

Enterprise

For companies who view communications and process flow as a strategic imperative

Everything in Professional

20 GB storage

Enterprise-grade features