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Sonexis Channel Partner

Sales Playbook

Sonexis Technology, Inc. | 2016

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Preface:

"Why would I want to sell conferencing and collaboration?"

Conferencing and collaboration may be a channel sales persons entry into a customer that does not have an (i.e. Avaya, Cisco, Nortel etc.) telephony infrastructure. Sonexis is PBX agnostic! You can always go after the PBX and adjunct business once you have established yourself as a trusted advisor to your customer.

Another reason, conferencing and collaborative solutions average around $80-150K and may also drive PBX additions – can you say quota retirement?

Sonexis Executive Summary:

Founded in 2001, Sonexis Technology is a global conferencing and collaboration software company dedicated to providing the world's leading conferencing platforms. With a Technology Center near Boston, Massachusetts and headquarters in Pittsburgh, Pennsylvania, Sonexis connects businesses with their customers, partners, and employees through powerful conferencing systems and services that are easy-to-use, secure, and cost-effective.

ConferenceManager™ provides a secure, easy-to-administer, and cost effective alternative to the spiraling costs associated with public cloud collaboration. By offering audio and web conferencing within a single platform, Sonexis provides a best-of-breed conferencing solution to meet the needs of an evolving Unified Communications landscape. Designed to work within existing voice and data networks, hundreds of leading organizations have deployed Sonexis with minimal cost, effort or administration. Because the ConferenceManager™ is PBX independent it works with any existing voice or data network and preserves your existing infrastructure investment. Lastly the system scales easily from as little as 12 and into the 1000's of ports/seats allowing customers to add capacity, protocols, or features simply by applying a new software license key.

ConferenceManager™ provides unparalleled flexibility, allowing customers to buy what they need when they need it.

Conferencing & Collaboration Overview:

In today's business environment, there is a recognition that people and businesses collaborate in different ways; Collaboration is at the center of the Unified Communications landscape. A social business enables a choice in communication methods among today's workforce, how people work and interact, not the technology, is at the center of the conversation. Among the benefits of a social business approaches are:

• Deeper relationships with internal and external stakeholders

• Increased transparency inside and outside the organization

• More effective employees, leading to higher productivity

• Increased organizational agility, engagement, and decision making

Customers, employees, partners, and suppliers all have increasing demands on their time. The ability to connect online and over the Web with conferencing applications lends itself to enabling increased productivity as well as efficiency.

As more companies bring together integrated collaboration experiences for customers that include email, IM, Web conferencing, presence, and video, as well as social content and conversations into a single environment, benefits such as enhanced productivity and improved decision making can be realized.

• **Lower travel costs.** With conferencing applications, attending a meeting physically is no longer required. This saves not only monetary costs associated with traveling but also time, which allows meeting participants to be more productive.

• **Improved time management.** Whether traveling across the campus, the state, or country, the ability to launch an integrated collaborative session saves you time, extending the benefits to all participants.

• **Data and information access.** Instead of waiting for files to be sent via email, end users can use screen sharing features to view, create, and collaborate on content.

• **Consistent understanding.** Sonexis conferencing applications can be used in a 1:1 session or multiparty sessions; it allows individuals and groups of people to absorb and interpret the same information at the same time, helping comprehension.

• **Contextual awareness.** Collaboration tools are poised to fundamentally change the nature of how we interact with and relate to each other and how we use communications devices and the services they provide. Context-aware experiences include integrated histories, contacts, and networks of shared documents. This experience provides participants with the information they require during a collaboration session based on who is in the session. The experience will anticipate

needs and guide users through their day in a manner more akin to a personal assistant than a traditional computer.

- **Accelerated decision-making.** Pull in the right resources for the project and get instant results. No more emails back and forth with changes or additions to a project document. Get the appropriate resources together to work on a project and have a finished document at the end of the meeting.

Market Place:

According to an OVUM Research Report, the global audio and web conferencing market will grow to $8.2 billion in 2015 from $6.2 billion in 2010, driven by rapid growth in web conferencing on a global scale and substantial growth in audio conferencing in emerging markets, which are in turn being driven by globalization and mobile and remote working.

The growth of web conferencing; which will represent one-third of the market by revenues in 2015, allows the Channel the opportunity to discuss applications, not technologies, with new and existing customers.

Figure 1. Global Audio and Web Conferencing Revenues, 2010-15
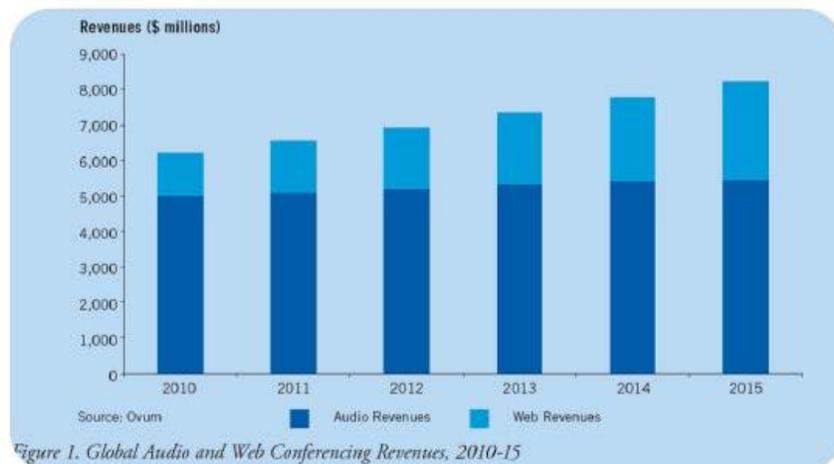
Did you know that?

Although 80 percent of businesses believe they deliver a superior customer experience, only 20 percent of their customers actually agree.

- Conferencing and collaboration may be a way to enhance the customer experience and overall effectiveness. Find out how your customer services their customers and supports their employees w/ training and coaching.

Two in five employees say they are stressed and that their work levels have increased.

- Not all meetings need to be face to face. Conferencing solutions allow for more meetings per day and less travel. We have customers who have a campus environment and may use web conferencing as an IT tool so they do not have to travel from campus location to campus location. Employees should be more productive and effective.

According to a Computer World Survey, 89 of top 100 US companies offer telecommuting.

- Collaborative solutions are all about bringing in the correct resource for the meeting, regardless of location. Understand our customer "telecommuting strategy" and how we can craft integrated solutions to support remote and mobile employees.

The target market for conferencing and collaboration is 100% of the opportunities.

- An in-house conferencing system has a compelling ROI which captures the attention of most CIOs and CFOs.

- Sonexis will typically pay for itself in under a year and that is not taking soft cost savings such as some of the costs associated with travel and increases in productivity and efficiency.

- What are the conferencing uses cases – training, project management, remote sales presentations, team meetings, etc...

- How about **crisis management** – a conference bridge may be configured to out-dial to team members in the event of an outage or a crisis. This application is simply programming on a Sonexis in some cases.

Value of In-House Conferencing:

Let's now move to the user communities and scenarios-from there we can build the business justification.

- Who is using conferencing today?

- Type of calls- Ad-hoc/Meet-me, scheduled or not?

- Who use what services?

- Audio Only, Audio + Web?

- What conferencing tools are used?

- Moderator graphical tools, calendar integration, recording?

Do you know that approximately six out of 10 participants in a conference call are internal participants? Ask your customer about their usage patterns. Under a hosted model, that traffic will be going to a service provider and every participant is incurring a per-minute charge for every conference. If you take conferencing in house, six of the participants in your ten party conference are "**on-net**", thus leveraging the voice infrastructure that is in place and are not incurring any per minute charges.

Top reasons people look to an in-house bridge:

- ROI over Cloud Based services (98% of the time is far less than 12 months ROI, Leasing provides immediate positive cash flow.)

- Integration to Enterprise Tools

- Security and Control

- Conferencing tied into Unique Business Process

- Replacing existing End Of Life On Premises conference bridge

Why is Sonexis Different?

- Unlike other on-premise conferencing bridges produced by the largest PBX companies in the world, our core competency is providing solutions and support for one product only, The Sonexis ConferenceManager™ Platform.

- Sonexis road-map practice is to **NOT** terminate products and therefore our customers enjoy a very long life and very high return on investment. To date, over 90% of our systems installed remain in operation.

- Sonexis has touched and impacted nearly every vertical industry with our solutions by delivering huge return-on-investments. (Enterprise, CSP, Federal/Government, Technology, Health Care, Manufacturing, Retail, etc.)

- Sonexis has a global reach with systems installed in over 30 countries worldwide.

- Sonexis Partnership includes access to the CONTEXT Summit – an ultra-high scalable bridge for the largest enterprises, EVERGREEN Video MCU and ConferenceConnect™.

- Sonexis works diligently with our partners to integrate tightly to Customer's Business Processes and Workflows.

Industries We Serve:
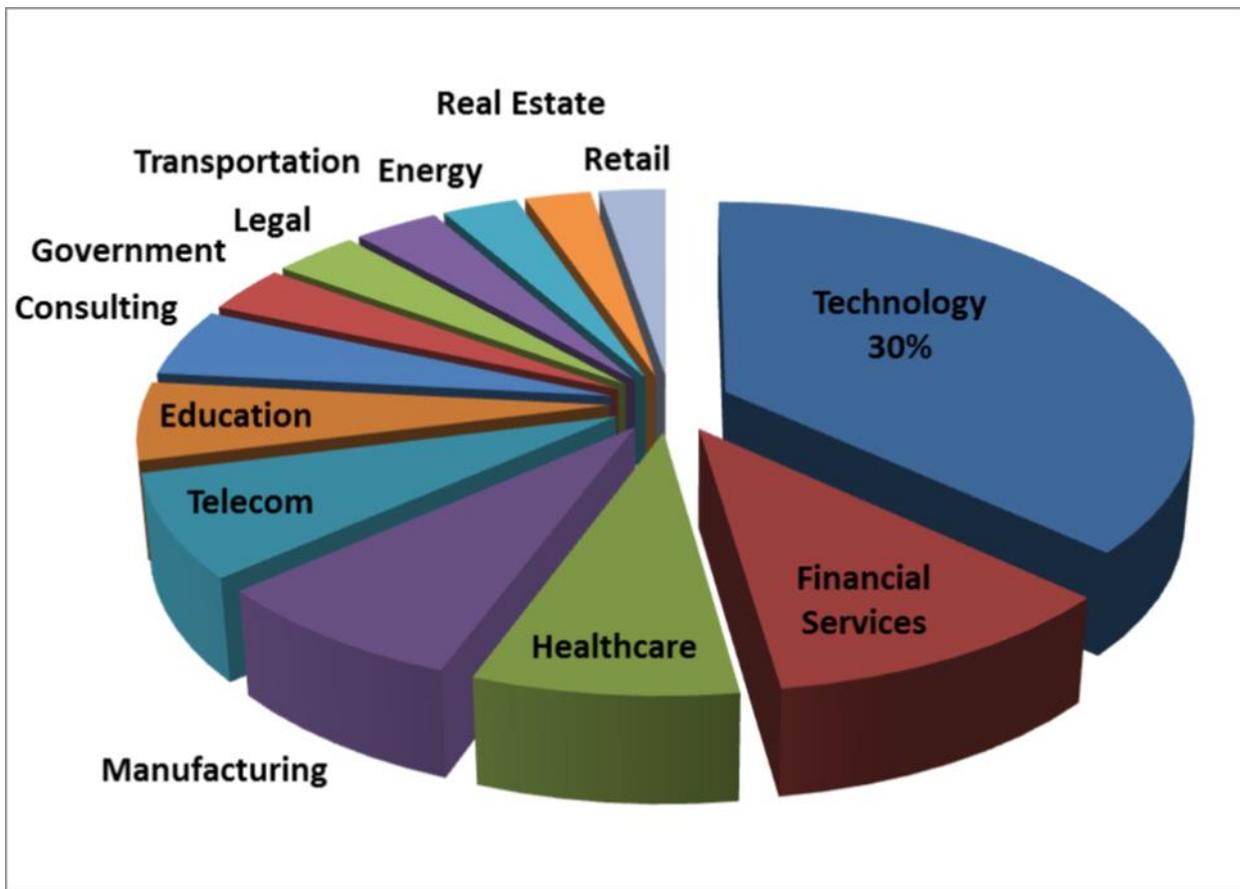
- Sonexis was founded in 1999 and is headquartered in Pittsburgh with Technology/Data Center in Boston area.

- Acquired in 2008 by Compunetix. Sonexis is a wholly-owned subsidiary dedicated to the manufacturing on-premise conference bridges for the channel.

- Compunetix is the largest service provider conference bridge manufacturer in the world with over 40 years of providing collaboration solutions.

- Sonexis/Compunetix combined has deployed over 1,000,000 ports worldwide.

- Sonexis partners with the largest PBX Partners in North America and is Avaya Dev Connect in the mid-market space.

What Differentiates Sonexis?

- Sonexis integrates audio/web/video conferencing into a single server footprint.

- Sonexis provides a feature called **ConferenceBurst™** which provides on-demand port expansion.

- Sonexis is recognized as the most cost competitive bridge in the industry.

- Sonexis has an optional customer-premise High Availability (HA) bridge offering with **ConferenceContinuity™**.

- Sonexis provides a value-add, fully-integrated Operator Console.

Additionally…

- Sonexis sweet-spot is the mid-market which is squarely in the center of (application & infrastructure) initiatives.

- ROI derived from customers helps fund potential PBX upgrades.

- Sonexis is 100% PBX agnostic and can be sold into **ANY** customer's telecom and data infrastructure.

- Sonexis can be configured or re-configured for SIP, H.323, and T/1 interface connectivity with a simple software license key.

- Sonexis scales in any port increment so your customers buy what they need when they need it.

- Sonexis requires **no** additional servers to provide: web/video conferencing, email integration, call recording, emergency/blast dial-out, customized IVR prompts, multi-language support, or active directory.

- Sonexis provides a disaster recovery bridge for all Channel customers who are current with their Sonexis support.

- All Sonexis installations typically completed in **less than 1 hour**.

- Sonexis Managed Service Offering (MSO) provides the customer with T1/PRI connectivity, data bandwidth, electrical, rack space, and Sonexis software management all at a competitive per T1/PRI rate.

What's in it for our Channel Partners?

- Sonexis provides a quicker path to revenue than traditional channel portfolio products.

- Average Sonexis sale ($80-$150K) / Average Profit Margin (30%-35%).

- Average Sales Cycle (6-8 weeks) for qualified opportunities.

- 33% Profit margin **guaranteed** on Sonexis Support Renewals.

- Sonexis <u>guarantees</u> less than 24-hour turn-around on all new proposal/design requests & customer demonstrations (via web conference).

- Dedicated team focusing solely on the **ConferenceManager™**, for our partners and their customers.

Sonexis Engagement Process:

- **Deal Registration:** Send Sonexis simple email indicating customer's corporate name, address, and who your primary contact at customer site is. Indicate if project is an exclusive bridge deal or part of larger project.

- **Partner/Sonexis needs analysis overview:** This will be an internal conversation to pre-qualify the opportunity and identify any potential issues. Engage Sonexis early and often we are here to help you!

- **Demo:** (if necessary) and needs analysis with customer to drill down on specific conferencing requirements and gather ROI data. We also encourage live customer visits if you feel they will add value.

- **Proposal Submission:** Sonexis will provide the following-
    o Formal Partner Quote
    o End-User ROI (if needed)
    o Design suggestions, Statement of Work, & Pre-Implementation check-list.

How to Identify a Sonexis Opportunity:

1. Rule #1- Nearly every single existing customer is an opportunity.

2. Is your prospect currently paying more than $1500 per-month on audio and/or web conferencing with a service provider today?

3. Is your prospect indicating that there are specific short-comings with regard to feature-set and functionality?

4. Is your prospect concerned about security issues with sensitive corporate information being delivered in the cloud?

5. Has your prospect outgrown their internal conferencing capacity built into the PBX?

6. Has your prospect indicated by another vendor (i.e. Cisco, Microsoft) that they need to make expensive upgrades to their telephony infrastructure to host vendor specific bridge?

Initial Needs Analysis/Qualifying Questions:

Once we know the use cases/ scenarios these questions are critical in building a solution tailored to the needs of our customer. A simple conversation will help qualify a conferencing opportunity. Those same questions may also be used to help your customer build a business case for an in-house conferencing solution. Some questions to pose are as follows:

- What are you using for conferencing - Service provider/ outsourced service?

- If so, what rate per minute are you paying or how much are you spending per month?

- Can we get a copy of the Service Provider bill to do a thorough analysis?

- How many minutes per month are you using?

- What is the average # of attendees per call?

- What is the average duration per call?

- These simple questions will help size an audio conferencing solution. For Web Conferencing – you can use a similar methodology for sizing web conferencing as you do for audio conferencing.

- Avoid one of the common objections- Capital Purchase/ no budget. You may hear "Today I have an operating expense and have no budget for a capital purchase."

- The service provider solution is a monthly expense. Yes, an on premise solution is a capital expense, however, leasing options are available and will lower your monthly operational spend.

- A question to pose to your customer might be: If we can develop a solution with an ROI in 9 months or less would you move forward? We can take a look at finance options to offer a low, fixed monthly spend.

- Another objection would be that your customer does not have the resources to manage an in-house solution.

- There are solutions that will integrate into a company's Active Directory and Telecom infrastructure to ease the administrative burden of creating and deactivating conferencing accounts. The cost benefit of an in-house solution may outweigh the resource issue.

Helpful Project Definition Questions:

1. Do you currently have a project defined to replace your current conferencing solution?

2. What are the specific goals of this project?

3. Are you considering in-house solutions?

4. What other manufacturers are you considering?

5. What are the decision-making criteria?

6. Who will be the decision-makers on this project?

7. Is this an active and fully funded project?

8. Are there any other projects that could delay this project?

Competition:

Most of the time, the competition will be a service provider offering a hosted solution. There are also in-house conferencing solutions such as Avaya Aura Conferencing, Avaya Meeting Exchange, Microsoft Lync/Skype for Business and Cisco Meeting-Place.

If you are competing against a Service Provider, refer to the Value section above for the benefits of an on-net conferencing solution. An in-house conferencing solution will typically pay for itself in under a year; your customer can tie it into other Unified Communications applications. No more paying "cents per-minute" fees, audio conference recording fees or fees for meetings not cancelled!

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