APPTIX'S CLOUD UNIFIED COMMUNICATIONS SOLUTION

A Radicati Group Webconference

9:30 am, PT
February 24, 2011

Speakers & Agenda

Speakers:

▸ Steven Bruno, *Voice Solution Specialist*, **Microsoft**

▸ Michael Lamb, *UC Product Manager*, **Apptix**

Agenda:

▸ *Presentations from* **Microsoft** *, and* **Apptix**

▸ *Speaker Panel Discussion (all) – moderated by Sara Radicati*

▸ *Audience Q & A session*
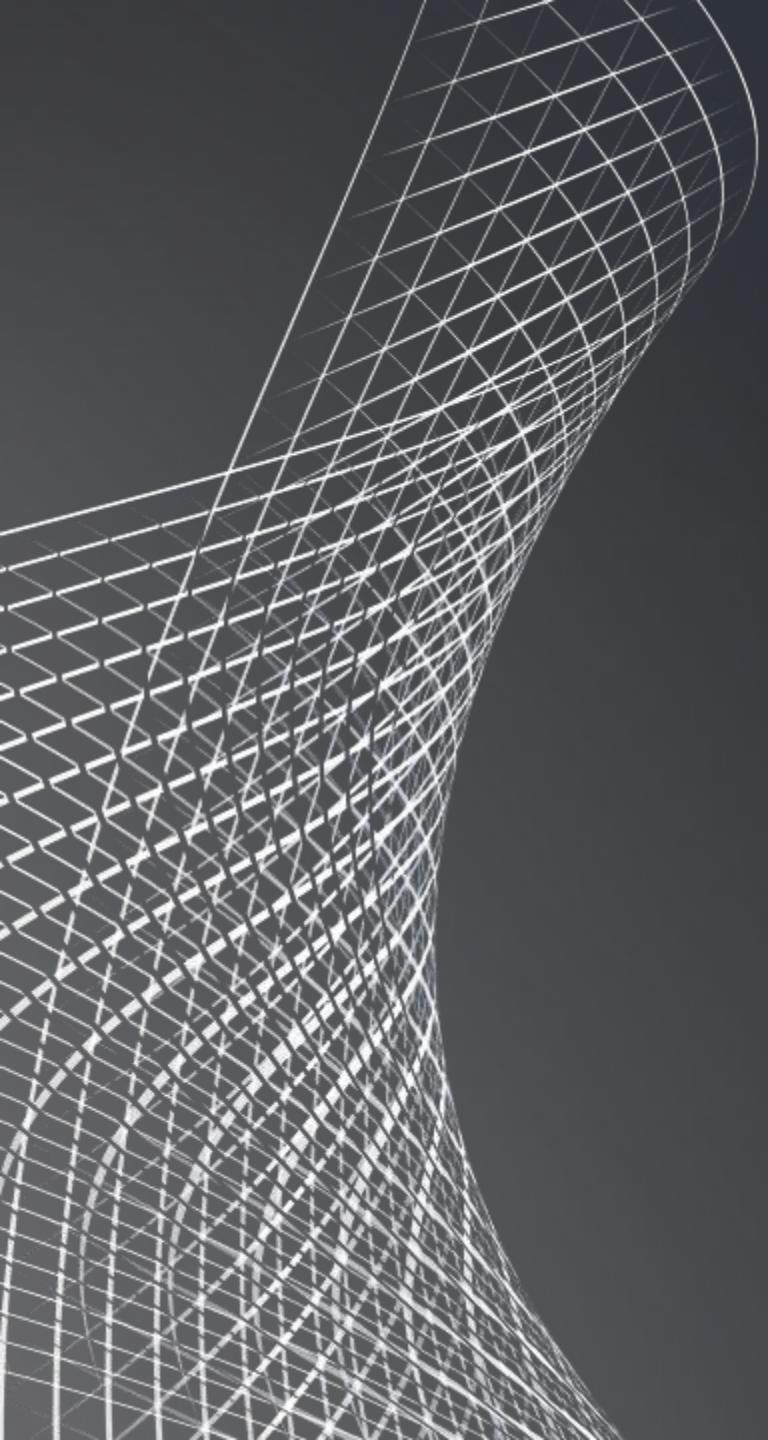
Unified Communications Business Value

Steven Bruno| *Microsoft Corporation*

Microsoft | Unified Communications

Customers Tell Us

IT Pains

IT needs to:

- Simplify and reduce the cost of communications

- Maintain compliance and prevent information leakage

- Support many users with diverse needs

- Extend existing investments

Business Pains

The business needs to:

- Manage communications overload

- Communicate with globally distributed customers and partners

- Maximize productivity and innovation

- Attract and retain talent

Communications Today

Future of Communications

Unified Inbox & Presence

Authentication

Administration

Storage

Compliance

On-Premises **Hybrid** **In the Cloud**

Business Impact of Unified Communications

How your company can survive and thrive today

Decrease costs

By reducing travel, communications, and IT expenses

Improve business outcomes

By maximizing individual productivity and fostering team collaboration

Decrease Costs

	Save
Lower Messaging Costs	**50–80%**

	Save
Reduce Travel Expenses	**20–40%**

	Save
Reduce Telephony and Audio Conferencing Charges	**20–40%**

	Save
Lower Real Estate and Facility Costs	**30–40%**

	Save
Reduce Cost of Communications Systems	**40–60%**

Improve Business Outcomes

>>

Improve End-User and Team Productivity	Up to **30** min/day
Complete Projects Faster	Up to **10%**
Shorten Sales Cycle	Up to **20%**
Resolve Customer Issues Faster	Up to **20%**
Attract and Retain Employees	Varies by customer
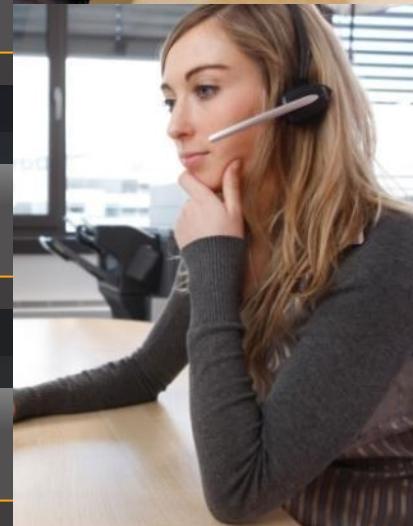
Why Microsoft Unified Communications?

Across Devices PC, Mobile, Web

>> Streamline Communications
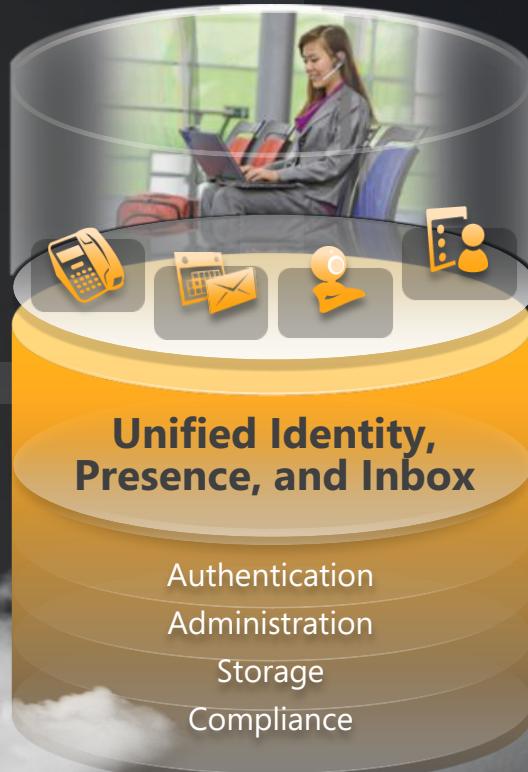
>> Increase Efficiency and Flexibility

Unified Identity, Presence, and Inbox

Authentication
Administration
Storage
Compliance

>> Amplify Protection and Control
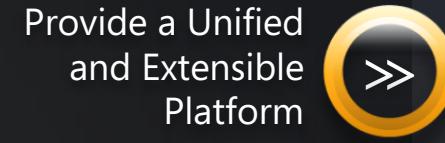
>> Provide a Unified and Extensible Platform

On-Premises, Hybrid, or in the Cloud

Streamline Communications

Click to Communicate from Microsoft Office Applications

Connect People in New Ways, Anytime and Anywhere

Bring Conferencing to Everyone

Microsoft® | Unified Communications

Hosted Unified Communications

Mike Lamb

Product Manager

February 2011

Agenda

- **Apptix Overview**

- **Unified Communications**
  - Overview
  - Features
  - Benefits
  - Apptix Offering
  - OCS Enabled Devices

- **Q&A**

Apptix Overview

- **Leading provider of hosted Business Communications & Collaboration Services**

  - Hosted Services
    - Microsoft Exchange – 2001
    - Microsoft SharePoint – 2003
    - IP-PBX – 2007
    - Microsoft OCS (Live Meeting, Communicator) – 2009
    - Hosted Applications – 2010
    - Microsoft Unified Communications – 2010

  - 300,000 end-users at over 21,000 businesses worldwide
    - Customers range in size from single seat SOHOs to a leading healthcare provider with over 100,000 employees

Apptix Unified Communications

The Apptix Unified Communications service provides integrated messaging and communications tools for business users in a single low-cost package

Benefits

- **Avoid unnecessary capital expenses**
  - Build on top of existing infrastructure
  - Eliminate parallel investments in PC and telephone technologies
- **Control operational costs**
  - Reduce travel expenses
  - Eliminate conferencing services costs
  - Reduce telephone and mobile bills
- **Increase productivity**
  - Improve staff efficiency
 - Streamline workgroup projects

Why Unified Communications?

- **Unified communications helps businesses, small and large alike, to streamline information delivery and ensure ease of use.**

- **Human delays are also minimized or eliminated, resulting in better, faster interaction and service-delivery for the customer, and cost savings for the business.**

- **Unified communications also allows for easier, more direct collaboration between co-workers and with suppliers and clients, even if they are not physically on the same site.**

- **This allows for possible reductions in business travel, especially with multi-party video communications, reducing an organization's carbon footprint.**

Streamlined Communications

- **Real-time status**
  - Find the right person at the right time

- **Click to Communicate**
  - Transition seamlessly between email, IM, voice, and Web conferencing

- **Anywhere access**
  - Familiar experience across PC, Web, or mobile device

- **Enhanced Collaboration**
  - Audio/Video/Web conferencing
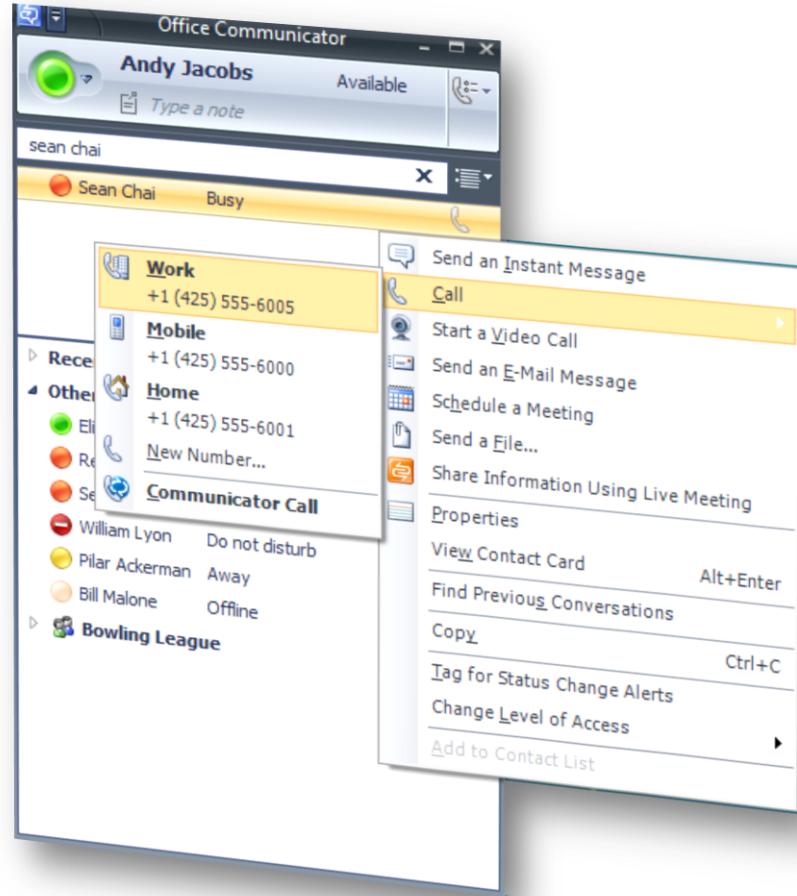
Enterprise Voice

- **High quality VoIP**
  - Single click VoIP capabilities
  - VoIP communications in the office, at home, or on the road
- **Rich call management capabilities**
  - Easy to use and configure
 - Single number each, simultaneous ring
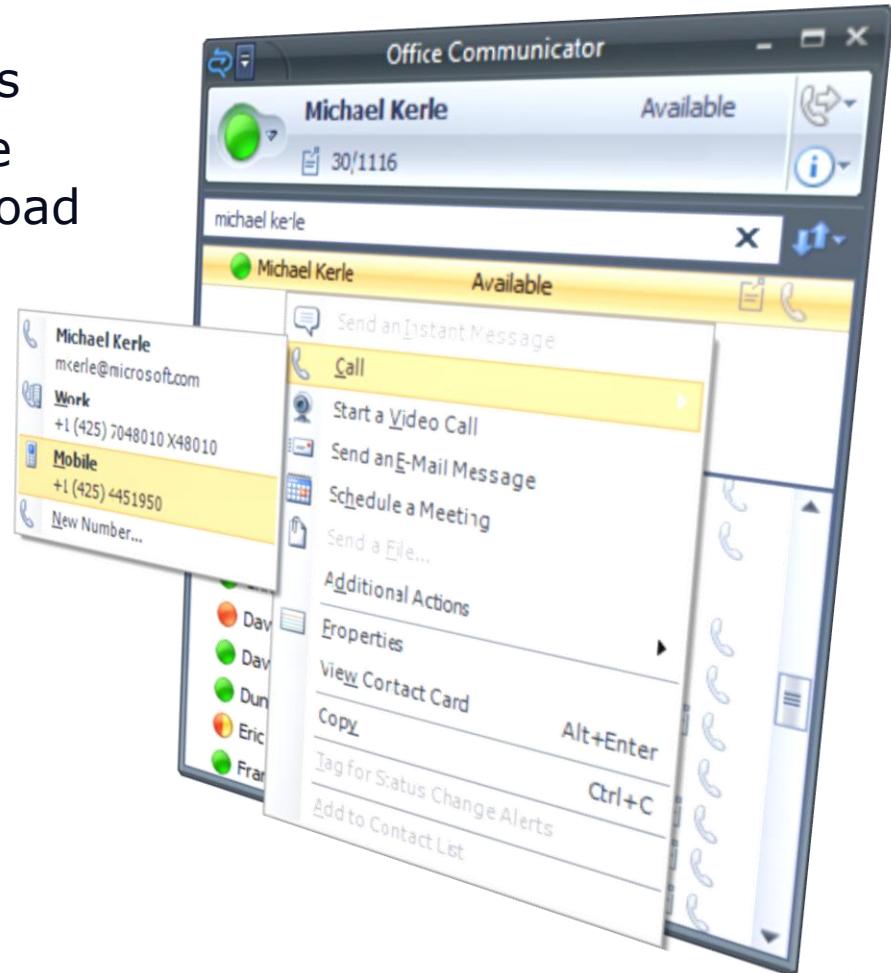
Conferencing

- **Unified Multimedia Conferencing – Web, Audio, Video**
- **Meeting, application sharing, and white boarding**
- **Click to schedule meetings or to join ad hoc conferences**
- **Dial-in audio conferencing**
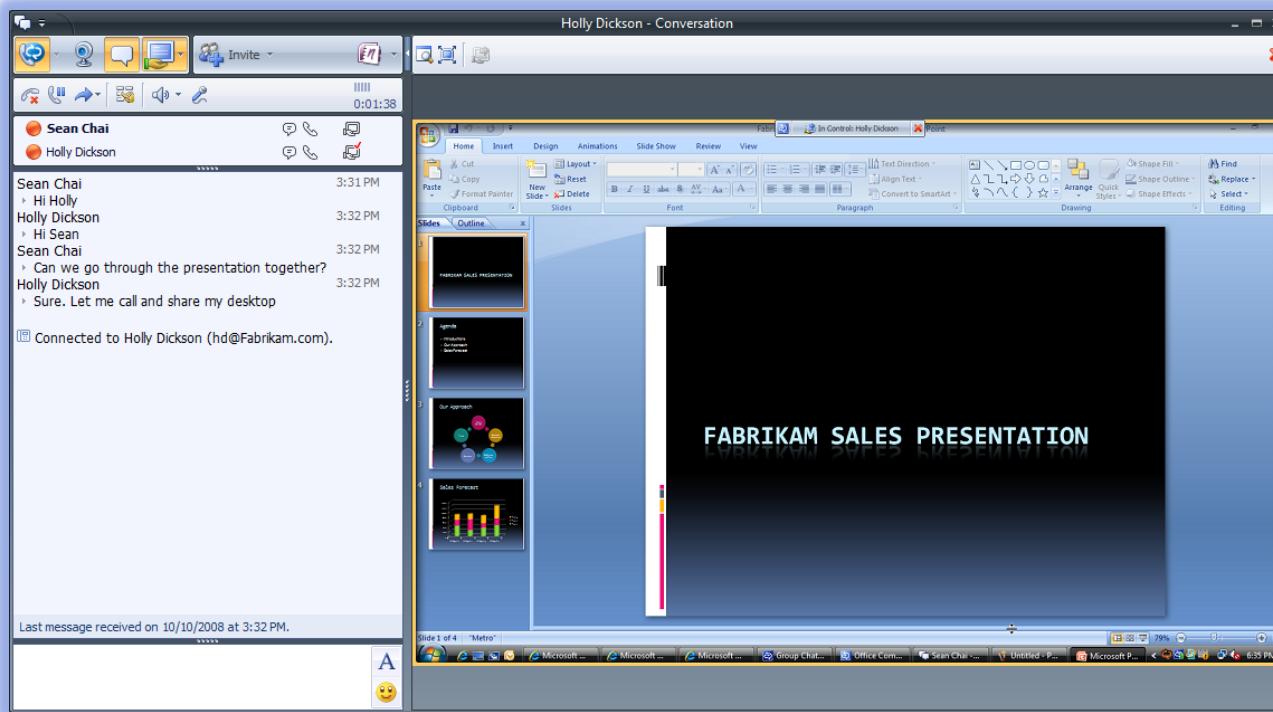
Unified Messaging

- **Single inbox for email, voice, and fax**
- **Voice access from any phone**
- **Speech-enabled auto attendant**
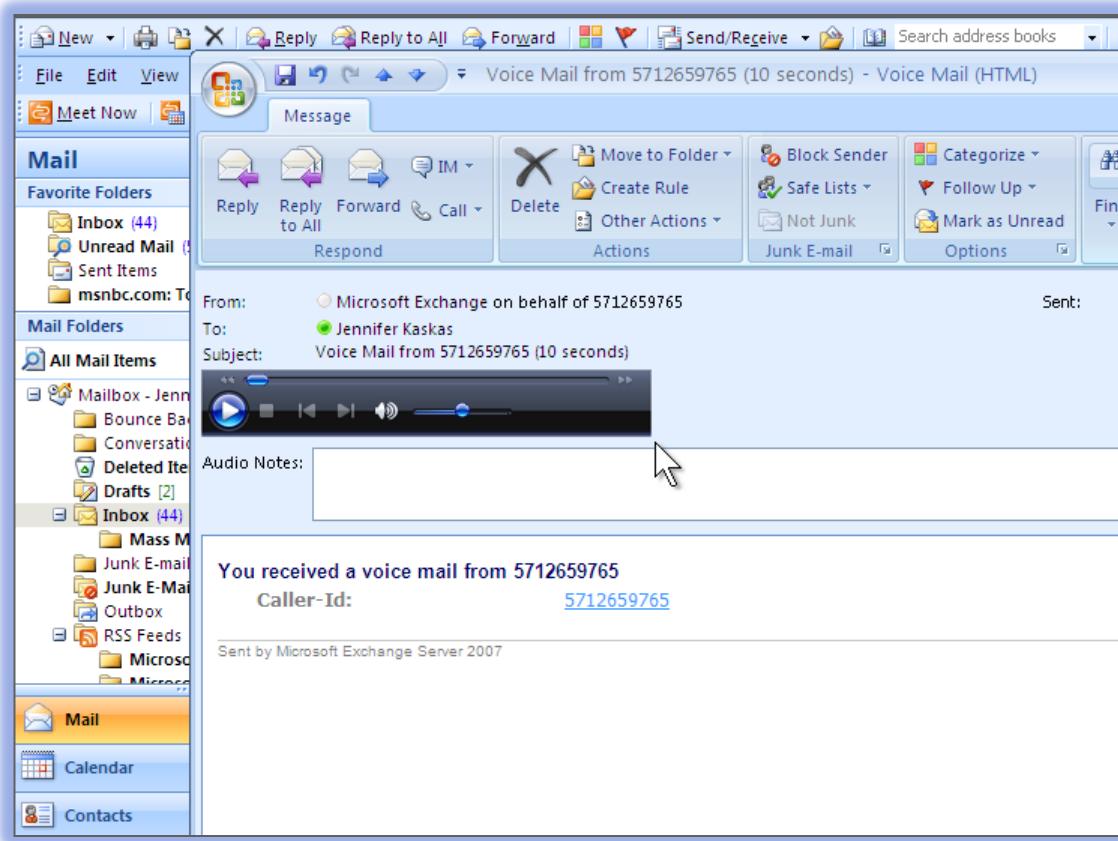
Scenario: Click to Communicate

View Presence within Outlook
Reply to email with Instant Message
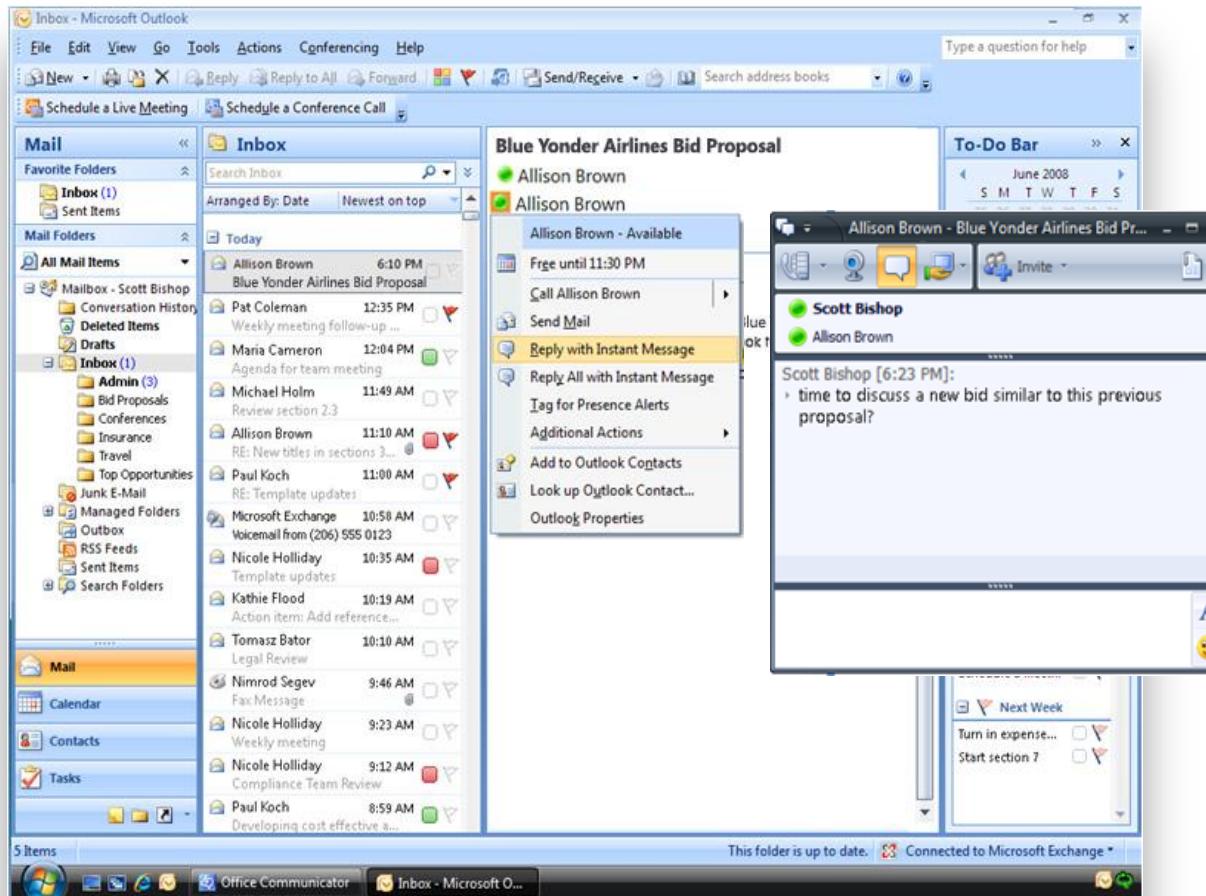
Scenario: Click to Communicate

Escalate to voice or video chat
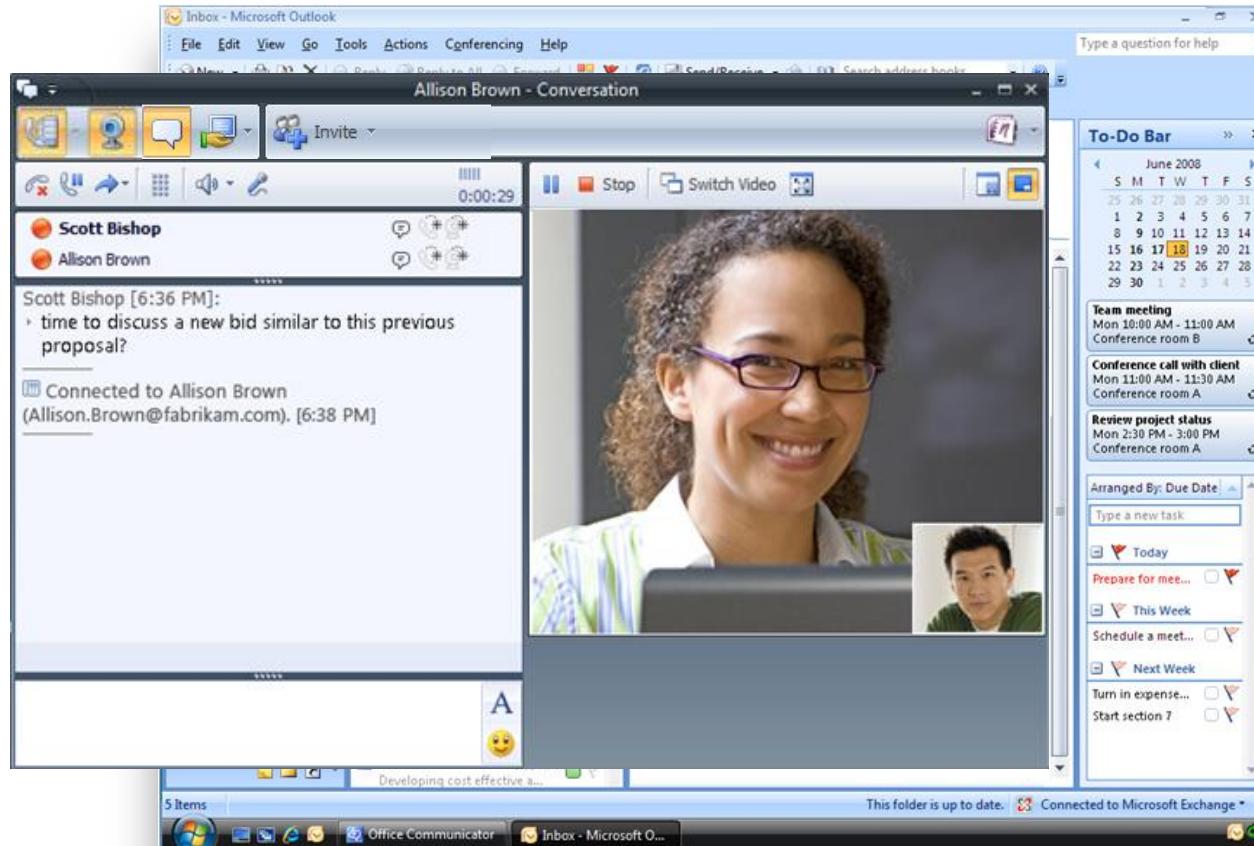
Scenario: Click to Communicate

Share desktop with a single click
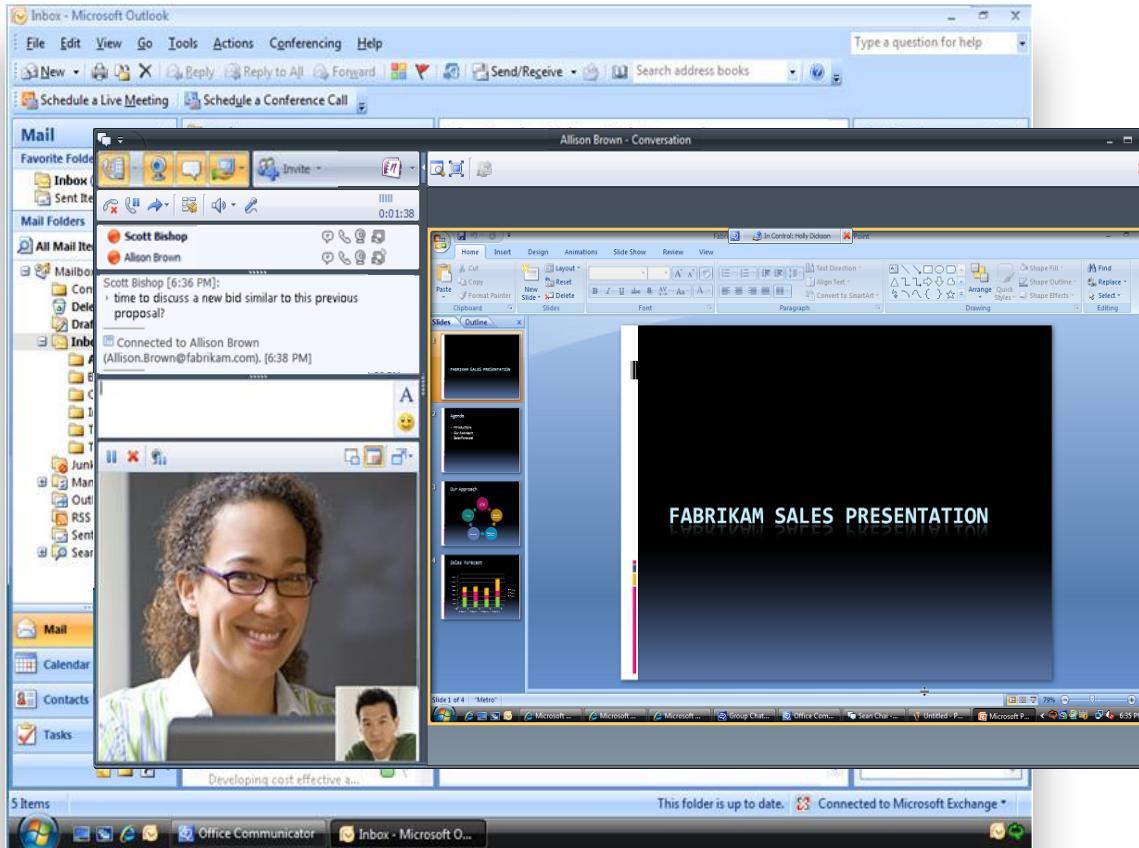
Who Needs Unified Communications?

- **Customers with aged PBX systems**

- **Nortel customers – no longer supported**

- **Customers wanting to upgrade/migrate to VoIP**

- **Customers with many remote sites/workers**

- **Businesses who would like to see their employees increase productivity and efficiency**

Apptix Offering

- **Apptix 2GB Hosted Exchange Mailbox**

- **Mobility Access via ActiveSync**

- **SharePoint Site**

- **Secure Instant Messaging**

- **Web Conferencing**

- **OCS Voice Capability with Unlimited Minutes**

- **Outlook Voice Access**

Unified Communications

$44.95 per user per month   **SPECIAL PRICING!**

- Hosted Email
- VoIP w/Unlimited US Calling
- ActiveSync Mobility
- Team Collaboration
- Web Conferencing & IM
- 24/7 Support

Contact

Contact Apptix

866.428.0130

info@apptix.com

www.apptix.com/unifiedcommunications

Your Speaker Panel

Sara Radicati
President and CEO, The Radicati Group

Michael Lamb
UC Product Manager, Apptix

Steven Bruno
Voice Solution Specialist, Microsoft

Thank You!

New Reports just published by The Radicati Group:

- Google Email and Collaboration Market Analysis, 2011-2015

- Inbox Management Solutions Market, 2011-2015

- Data Loss Prevention – Market Quadrant, 2010

- On-premises Email and Collaboration Market, 2010-2014

You can view all our published and upcoming reports at www.radicati.com