Executive Overview

Ooma creates powerful connected experiences for businesses and consumers delivered from its smart cloud-based SaaS platform. For businesses of all sizes, Ooma provides advanced voice and collaboration capabilities including messaging, intelligent virtual attendants, and video conferencing to help them run more efficiently.

Overview

• Full-Service Cloud Communications Provider

• Publicly Traded Company (NYSE: OOMA) Established in 2004

• 1,100+ Employees

• 24/7/365 North American Support

• 2.5M+ Total Users

• Award-Winning Solutions

Product & Service Offerings

•POTS Replacement for Fire Alarms and Life Safety Devices

•Hospitality Communications

•UCaaS/CCaaS

•Microsoft Teams Direct Routing

•SIP Trunks

•Internet and Network Connectivity

Sales Engineer Take On Best Fit

Awesome for POTS Replacement. Super responsive. Excellent Presales and engineering support. Execution on implementation has been very impressive.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

POTS Replacement: Ooma AirDial

• One provider for hardware, data, phone service, and support on a single invoice

• MFVN (Managed Facilities Voice Network) Operator

• Patented MultiPath Transport for failsafe resiliency to avoid service disruptions

• Remote Device Management with proactive alerts

Hospitality

• Cloud or hybrid deployment models

• Flexible pricing

• PMS (Property Management Software) integration

UCaaS/SIP/Teams

• Ability to tie all topology types into a complete hybrid solution

• Flexible deployment options

• Customer-first approach that provides self-installation to professional installations, white-glove turnkey deployments and support 24/7/365 from North America

Top Industries Served

- Healthcare
- Education
- Hospitality (Hotels, Food, Beverage)
- Professional Services / Offices

Ideal Customer Profile

Primary Target Prospect: POTS Replacement

• ALL verticals where customers are paying too much for standard analog phone lines (REITS, Schools/Universities, Retail/Restaurants, Clinics, etc.)

• Most organizations have lines that were 'left behind' in cloud conversion – think security and fire alarm panels, elevator phones, public safety (blue light) phones, building entry lines, and more – AirDial is the ideal solution

• Distributed companies in need of unifying POTS management

• Facilities managers, building owners, and safety compliance officers who want a higher degree of monitoring and alerting capabilities for their fire and life safety devices

Primary Target Prospect: Hospitality

• Hotels/motels/resorts in need of updating technology while maintaining existing infrastructure with competitive pricing models

• Hospitality operators wanting to work with a single vendor for communications, connectivity, and Property Management Systems

• Entities looking for a nationwide provider specializing in this industry.

•Ooma's Hospitality practice of leveraging existing infrastructure and low-cost pricing for low/no-use phones can also be leveraged in assisted living environments and schools.

Primary Target Prospect: UCaaS/SIP/Teams

• Businesses looking for a higher touch implementation and support experience while maintaining a high degree of availability

• Companies that have a mixed environment that want to avoid the high cost of rip and replacing all infrastructure by leveraging hybrid solutions

• Organizations that have a variety of "seat" types that want a tailored solution instead of a one-size-fits-all all solution

Qualifying & Technical Questions

• Have you taken action to replace POTS/analog lines for your fire and life safety devices in preparation for a likely significant price increase or service depreciation?

• Do you have concerns about visibility into POTS/analog lines and their statuses at any given time?

• How does your team leverage communications? Do they all want or use different collaboration tools

and applications?

• Do you feel the support for your communications infrastructure is lacking with your current provider?

•Would strong administrative tools that allow you to NOT rely on others for moves, adds and changes

be desirable while still leveraging award-winning support when needed?

• Are you managing multiple locations with different communication solutions? Would a single vendor approach be a valued option for you?