

## Executive Overview

- 10 to 250 seat sweet spot
- Full unified communications
- International (big differentiator!)
- Private cloud, not a cluster
- Lowest churn in the industry
- 650+ employees

## Product & Service Offerings

- Fully hosted IP phone system
- Polycom and Yealink phones
- Presence, chat, file sharing
- Drag-and-drop call control
- Audio conferencing
- Video collaboration
- Call center

## Sales Engineer Take On Best Fit

They are a very strong option for prospects interested in UC, CCaaS, Desktop as a Service (DaaS), and/or managed SD-WAN. Sangoma offers on-prem, cloud, or hybrid deployment options, unlike many of their competitors. Their DaaS environment is based on Citrix and resides in Azure. It's optimized for delivering Sangoma-hosted voice and contact center services.

John Paullin, Field Sales Engineer

## Key Features & Differentiators

- **Experience** : 40+ years, 100+K users and 2.7M UC seats.
- **Private Cloud** : every customer gets their own high-availability instance.
  - **No clusters means no cluster outages** . Problems with one customer don't domino and take down others.
  - **Dedicated resources** . Because resources aren't shared among other customers, when they have a busy day, you stay up.
  - **Internet or MPLS choice** . In the Private Cloud, you can bring your own bandwidth or MPLS provider if you choose, or just use the public internet to save on costs.
- **HUD** : Heads Up Display provides single-pane-of-glass to all UC features, including:
  - Built-in, Free Softphone
  - Company Directory/Presence
  - Live Chat/Instant Messaging
  - HD Video Collaboration with Screen Sharing
  - Call Center Dashboards and Barge/Monitor/Whisper
  - Call Control: hold, transfer, conference, and move calls between your devices
  - Call Recording
  - Audio Conferencing

- 
- File Sharing
- **Mobility is included:** Calls (carrier or data) plus full HUD on iPhone and Android
- **Call Center is built-in, not a bolt-on:** full call center features for only +\$10/user/mo.
- **CRM integration:** Salesforce.com native AppExchange integration, plus generic screen pop and click-to-dial integration for any web page, included for no charge.
- **International:** International service with US-based DID's over the Internet or any DID with BYO telecom outside the US. Customers in 99 countries today. Unlimited long distance calls to the US + 9 other countries included with every seat.

## Top Industries Served

- Government
- Utilities
- Information Technology
- Professional Services / Offices

## Ideal Customer Profile

- **Size:** 10 to 250 employees. Sweet-spot is 25+.
- **Cloud:** Moving or moved other technology to the cloud.
- **Remote Staff:** Great for employees who work from home.
- **Multiple Locations:** Seamlessly connect multiple offices to one platform
- **IT is Busy With Other Projects:** Let IT Managers focus on driving the business, not the blinking lights
- **Phone system is used for sales or service:** Companies that depend upon their phone system for interactions with their customers will close at the highest rate.

## Qualifying & Technical Questions

- **Need vs. Want:** Why are you looking for a business phone system? Why now?
- **Business Impact:** Does your business depend upon the telephone for sales or service?
- **Growth:** Will your phone system grow with you? Will you outgrow it?
- **Hiring:** Will all of your new hires be in the same location, or will working from home or remote offices become more important in the future? How will your managers monitor, coach, and on-board remote employees?
- **CRM:** Do you use a CRM system? Is it connected to your phone system?