



Unified Comms Collaboration

- adapting to new technology adoption trends

Soft-ex integrating with Teams to deliver innovative Unified Analytics



Soft-ex Proven Track Record

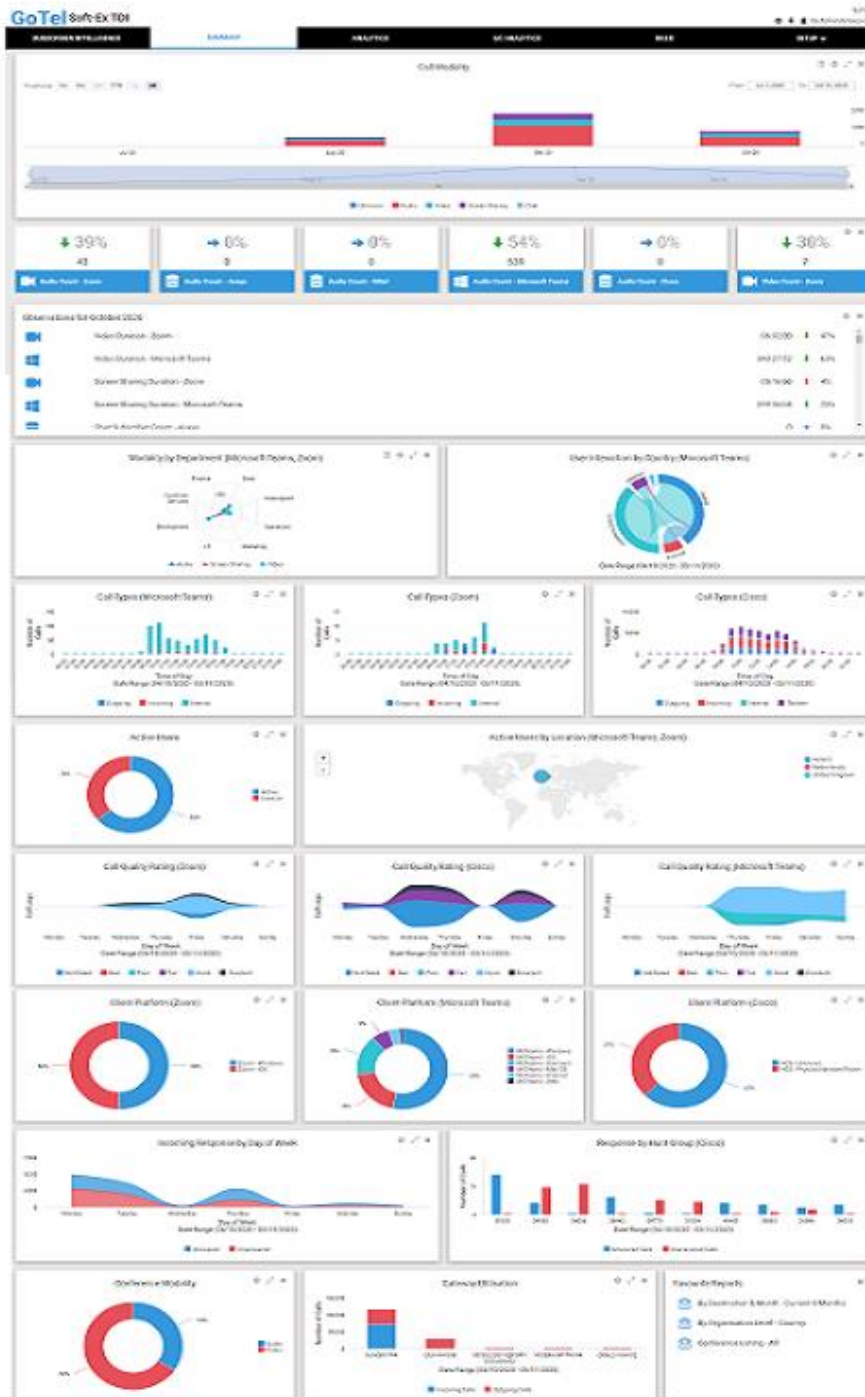


- Global reach with 25+ years track record
- Software development & services
- Deep domain knowledge of UC Billing & Analytics
- SaaS
- Division of US publicly quoted company (NYSE: WYY)

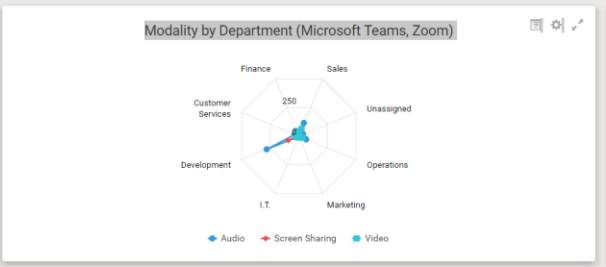
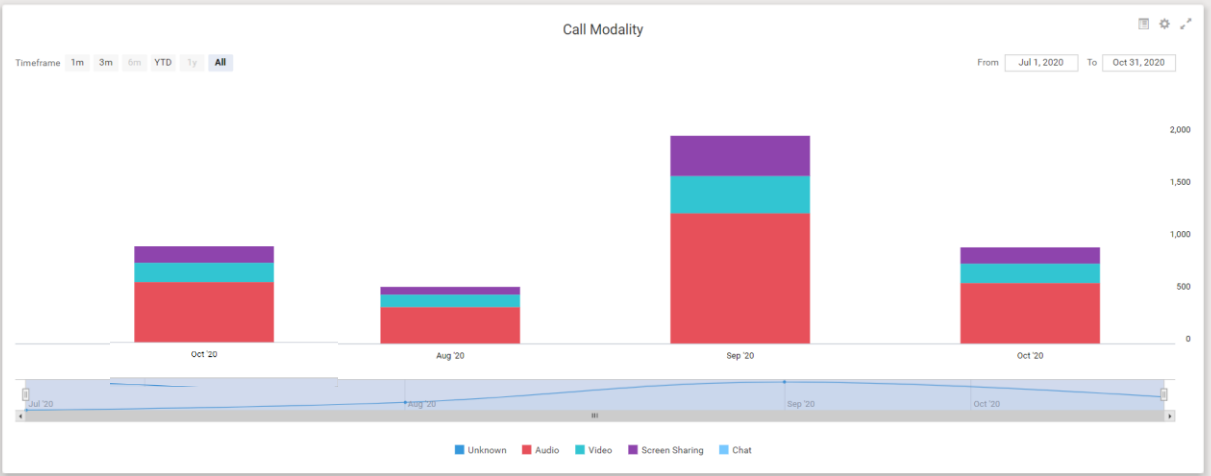


Reporting across all Teams modalities



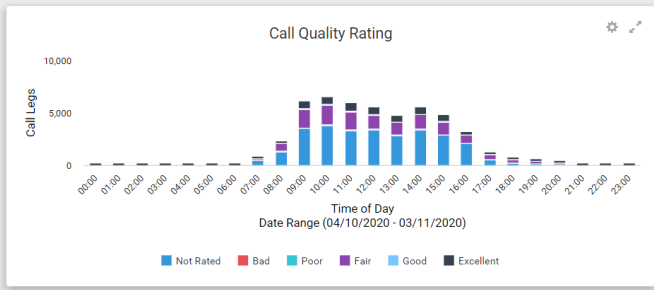


Cross Modality Analytics

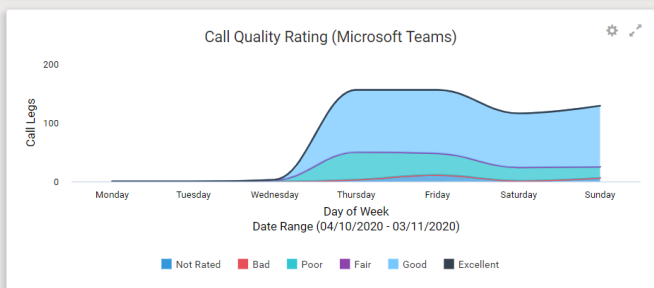
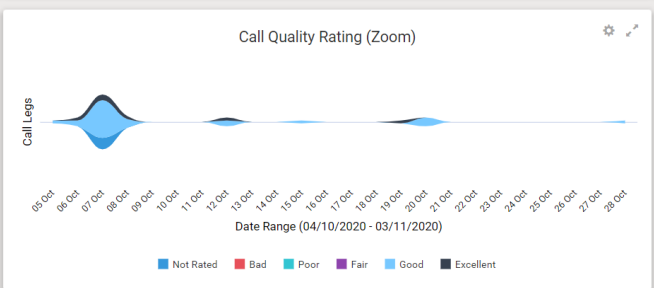
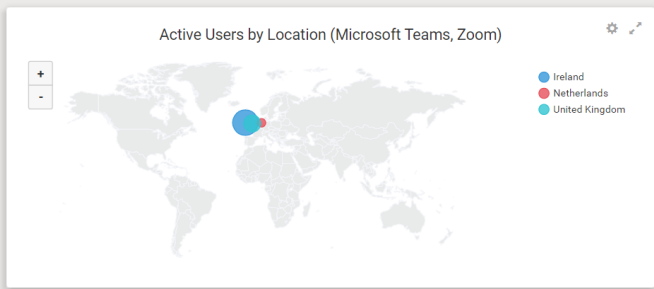


Observations for October 2020

Video Duration - Zoom	06:32:00	↓ 47%
Video Duration - Microsoft Teams	340:27:52	↓ 63%
Screen Sharing Duration - Zoom	05:16:00	↑ 4%
Screen Sharing Duration - Microsoft Teams	299:34:08	↓ 73%
Chat Subscriber Count - Avaya	0	→ 0%



↓ 39% 43 Audio Count - Zoom	→ 0% 0 Audio Count - Avaya	→ 0% 0 Audio Count - Mitel	↓ 54% 539 Audio Count - Microsoft Teams	→ 0% 0 Audio Count - Cisco	↓ 30% 7 Video Count - Zoom
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Features of UC Analytics

- ✓ Widget driven Dashboard & tooltips
- ✓ Self-serve modality analytics
- ✓ Subscribers reporting
- ✓ Call Quality Metrics
- ✓ UC Collaboration reports
- ✓ Heatmaps for location / cost allocation
- ✓ SBCs Utilisation
- ✓ Zero usage reports
- ✓ Tariffing (Bundled minutes, international)
- ✓ SIP analytics
- ✓ Bill consolidation & presentment
- ✓ Rentals/one-off/recurring/prorata

Benefits & Differentiators for the TEAMS provider

- Differentiate by delivering self-serve visibility
- Branded, widget-driven dashboard
- Operator Intelligence across all clients
- Scalable portal
- Customer retention tool
- Billing across multiple platforms including Microsoft Teams & all other major UC platforms
- Billing on Usage, Recurring, One Off & Adjustments
- PDF of bills to view/download/email
- Managed Service support charges



Benefits to Enterprise Clients

Innovative unified comms dashboard to manage costs, performance & infrastructure across all platforms & services consumed:

- UC Analytics & Reporting with drill-down on fixed (CDR), mobile and data services
- Interactive Widgets on dashboards
- Cross modality reporting
- KPI's and Observations for TEAMS, SIP and other services
- Search and Filtering to customise, save & download favourite reports
- Bundled Minutes Package tracking and Alerts on out of bundle
- Ability to tariff on direct routing
- Schedule report delivery



Unified Analytics Summary

Analytics

- Trends on usage e.g. zero usage reports
- Measure call handling efficiencies
- Incoming source and calling patterns
- Calls to voice mail
- Hunt and Pickup group analysis
- Voice quality reports
- SBC traffic & Blocking
- Bandwidth usage
- Type, IP address, used / unused
- Report on DDI's
- Costs allocated across directory/depts etc.
- UC Collaboration adoption
- Conference analytics on usage / attendees



Billing Module

- Interactive bill communications
- Billing of Usage and Rental charges
- Managed services billing
- Licences paid against those in use
- Notifications & KPIs on bills
- Download, share invoices
- Multi-vendor

Soft-ex Unified Comms Architecture

