



CUCM Free Upgrade Program

EXPERIENCE WHAT THE COMMUNICATION OF
THE FUTURE CAN DO FOR YOU

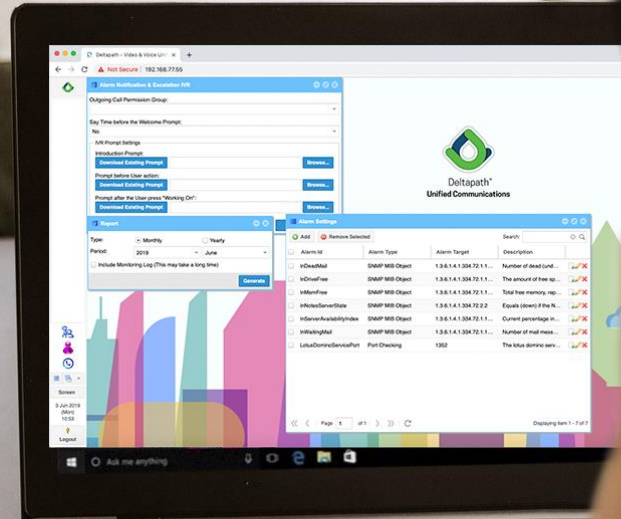
ENTER NAME (OPTIONAL)

ENTER TITLE (OPTIONAL)

LEGACY, END OF LIFE, AND END OF SUPPORT FOR ENDPOINTS



HOW OLD IS YOUR CUCM?



GET MORE BY UPGRADING TO DELTAPATH UC

We bring the communication journey a leap forward

ORGANIZATIONS DESERVE TO HAVE THEIR INVESTMENTS PROTECTED



SUPPORTED ENDPOINTS ON DELTAPATH'S PLATFORM

FULL LINE OF POLYCOM ENDPOINTS:

SoundPoint IP, VVX, HDX, Group, RMX, Trio

CISCO MODELS:

3905, 3911, 3951, 6901, 6911, 6921, 6945, 6961, 7821, 7841, 7905, 7906, 7911, 7912, 7931, 7940, 7941, 7942, 7945, 7960, 7961, 7962, 7965, 7970, 7971, 7975, 8811, 8831, 8841, 8845, 8851, 8865, 8941, 8945, 9951, 9971, DX80, SX20

AVAYA MODELS:

4610SW, 4621SW, 9608, 9608G, 9611G, 9641G, Scopia XT 4000 and 5000

MITEL MODELS:

5312, 5340, 5330e

AUDICODES:

310HD, 320HD, 420HD, 430HD, 440HD

SNOM:

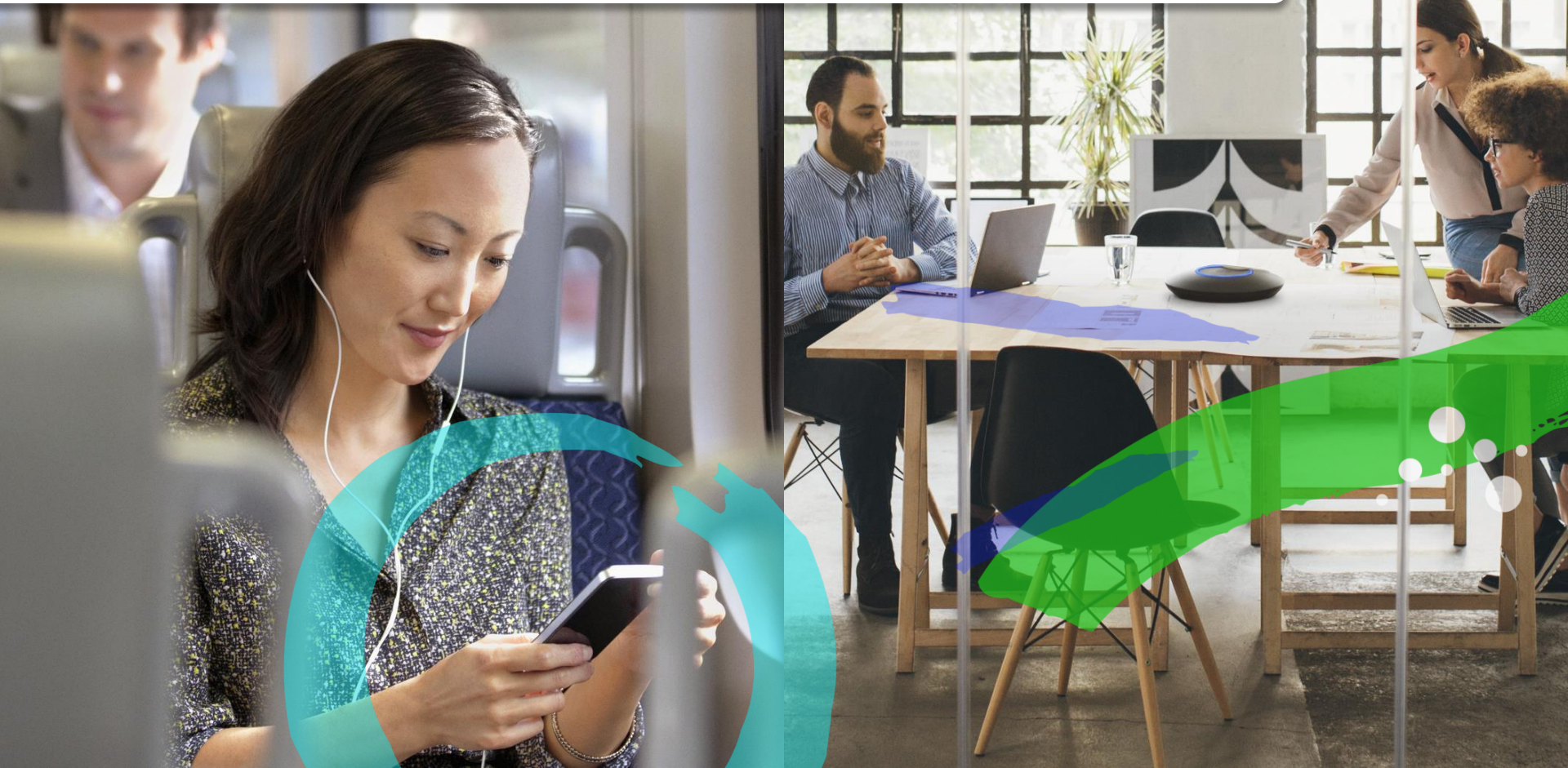
D315, D375, D765

YEALINK:

T18P, T19P, T22P, T28P, T46G, VP530

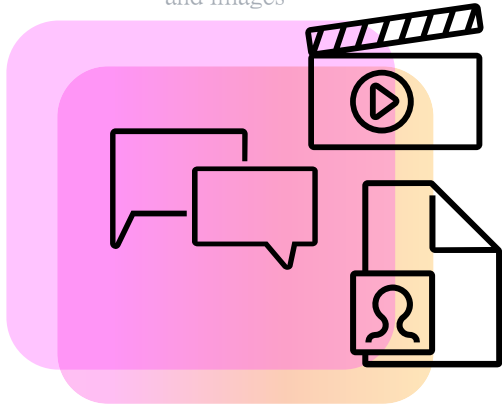


UPGRADE TO THE FUTURE WITH DOLBY VOICE

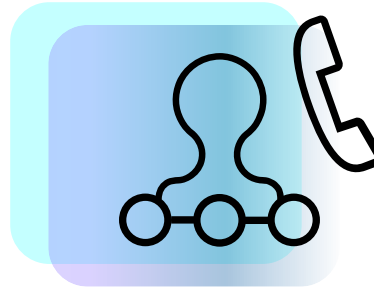


FEATURE RICH MOBILITY CLIENT: DELTAPATH

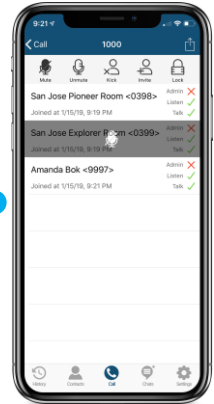
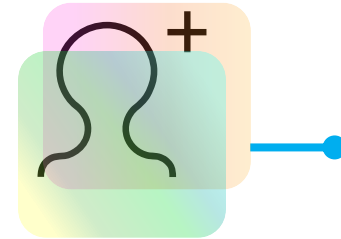
MOBILE
Send text messages, videos
and images



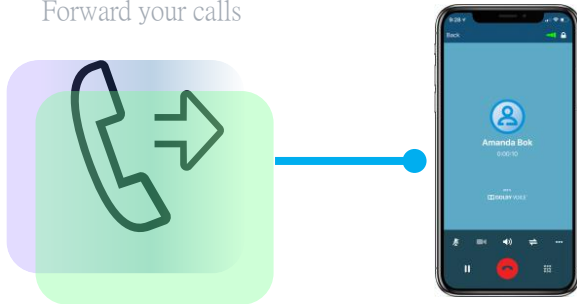
Pickup calls for your
colleagues



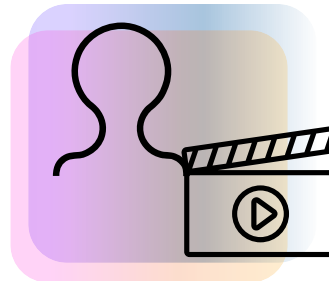
Invite participants to a
meeting



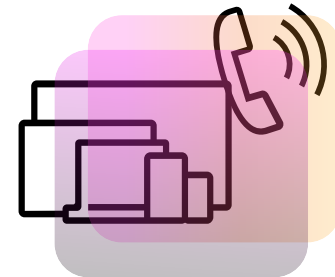
Forward your calls



Turn on video calls



All smart devices will
ring



VALUE ADDED SERVICES



Audio Conference Bridge



IP Phone



Voice/Video Mail,
Fax to Email, E-Fax



Intelligent
Interactive Voice
Responding



Self Service Portal



Mobile Apps on
iOS / Android



Video Conferencing



Call Recording



Inbound/Outbound
Call Center



Service
Provider Billing
System



Enterprise IM



Alarm
Notification



Push to Talk



CRM Integration

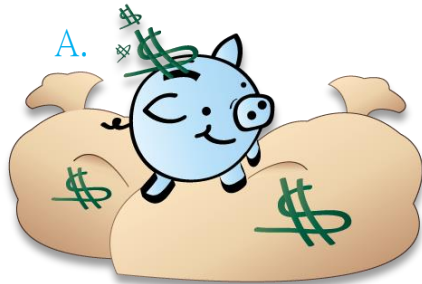


SFB
Integration

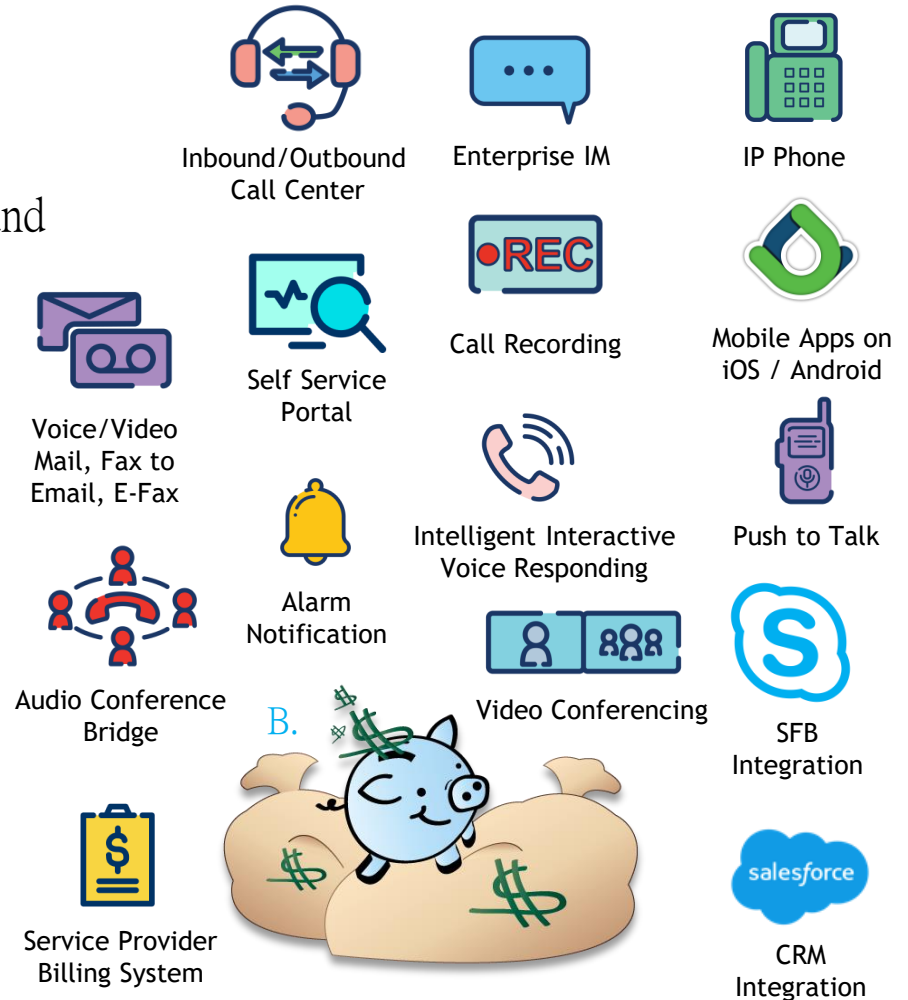
LET DELTAPATH
UPGRADE YOUR CUCM

WHY IS IT FREE?

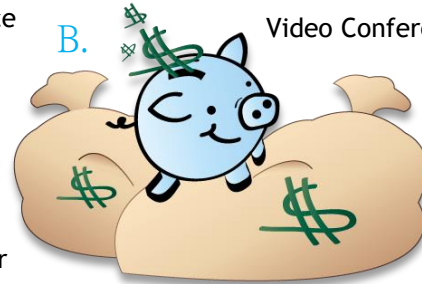
It's like being gifted a new house for life and all you have to do is pay property tax and management fees. No mortgage or rent ever!



DELTAPATH WITH DOLBY VOICE



- Inbound/Outbound Call Center
- Enterprise IM
- IP Phone
- Voice/Video Mail, Fax to Email, E-Fax
- Self Service Portal
- Call Recording
- Mobile Apps on iOS / Android
- Alarm Notification
- Intelligent Interactive Voice Responding
- Push to Talk
- Audio Conference Bridge
- Video Conferencing
- SFB Integration
- Service Provider Billing System
- CRM Integration



SEE HOW IT WORKS



Show your current Cisco annual maintenance bill.



Show your current CUCM installed license summary.



Provide your current voice infrastructure inventory/Bill of Material to ensure compatibility.



Define your migration plan. Big Bang vs Parallel. Reboot phones and migrate PRI over.



Deltapath will deliver appliances* and gateways that match with your current (BOM).*



Sign paperwork.



You have been upgraded!



HOW IS IT DELIVERED?

Hybrid Private Cloud Model

- Total Control by customer within their network.
- Simple annual subscription fee.
- Data hosted on premise at customer location.
- Survivable from cloud vendor or Internet outages



READINESS



SCALE



ALL-IN-ONE SOLUTION



REDUCE AND SIMPLIFY



QUALITY



DATA SOVEREIGNTY



AVAILABILITY &
MONITORING



FLEXIBILITY



SECURITY

QUALIFYING QUESTIONS

First Question: ARE YOU A CUCM CUSTOMER?

Why should I change asks the customer?

Do you have EOL Cisco endpoints or a legacy Call Manager?

Are you interested in protecting your Cisco investment or upgrading to Dolby Voice PBX/UC?

Yes. Are you interested in upgrading your Call Manager for free while keeping your legacy Cisco endpoints?

No. Would you be interested in upgrading your Call Manager for free to support Dolby Voice?

What to Pitch

Cisco charges you an upgrade fee and once upgraded you can no longer use your older endpoints. We can help you extend the life of your endpoints while offering you new features such as Dolby Voice.

Pitch how Dolby Voice solves conference and phone call challenges without ever increasing your annual budget. Just pay us what you pay Cisco today for annual maintenance and you get an upgraded system for free.

QUICK RECAP OF HOW THINGS WORK (OPTIONAL SLIDE IF YOU WANT TO SUMMARIZE MAIN POINTS AT THE END)

1. Understand CUCM customers pain points - Version customer is using is too old, Phones are EOL, New requirements and features are not supported such as call center, mobility, or SFB interop
2. Request a Cisco maintenance invoice from the customer
 - If annual maintenance <US \$7,000, offer Deltapath Virtual Edition
 - If annual maintenance >US \$7,000, offer Deltapath Appliance
3. Customers pay Deltapath exactly what they are paying Cisco today, but get to enjoy a new system based on a subscription
4. All existing Cisco license features purchased by Customer will be honored plus the customer will receive the Dolby Voice upgrade for free with the opportunity to add-on many other services

CALL TO ACTION! (OPTIONAL SLIDE. SEE EXAMPLES BELOW OF HOW YOU CAN USE THE SLIDE)

- Offer 1 month free PoC onsite and help customers migrate some Cisco users to Deltapath UC PoC platform
- Deltapath engineer provides remote support to setup the PoC and let customers start testing (Clearly define the test items).
- Review the PoC once completed and proceed to commercial/ordering.
- Distribution partner will earn a gross margin of 20% on recurring basis plus any VAR professional services

EXAMPLE – LARGE INSTALL BASE (Optional Slide to provide specifics about a large install base)

- Customer pays \$8,500 to Cisco annually
- CUCM license contains: 500 users, voicemail, and meet me conference, with redundant server
- Customer pays \$8,500 to partner or its VAR
- Deltapath will deliver 2 units of Deltapath appliance with 500 user license with free mobility app, voicemail, Dolby Voice Audio Conference, and Dolby Voice module
- Partner pays Deltapath annually in advance \$6,800
- Partner and VAR charges for optional onsite training and migration \$6,000

EXAMPLE – SMALL INSTALL BASE (OPTIONAL SLIDE TO PROVIDE SPECIFICS ABOUT A SMALL INSTALL BASE)

- Customer pays \$4,000 to Cisco annually.
- CUCM license contains: 100 users, voicemail, no cluster
- Customer pays \$4,000 to partner or its VAR
- Deltapath will issue a virtual edition license with 100 users license and free mobility app, voicemail, and Dolby Voice.
- Partner or VAR assist with installation of virtual edition on customer VM Hypervisor (VMWare ESXi or Microsoft Hyper-V)
- Partner pays Deltapath annually in advance \$3,200
- Partner / VAR charges \$4,000 for onsite training and migration service

CASE STUDY: AIR ASIA

HOW TO TURN A 5K ACCOUNT INTO 100K



- AirAsia is the leading low-cost carrier of Asia
- Deployed Deltapath Connector to:
 - Centrally manage all Cisco SX video endpoints
 - Extension to extension dialing
 - Call to PSTN right from the video conferencing systems.
- **After deployment, started upselling**
 - Migrated 2000 enterprise PBX users to Deltapath UC
 - Migrated 200 call center queues and agents to Deltapath UC with Cinch Contact Center and Salesforce.com integration.

The communication platform that enables organizations to
work smarter

