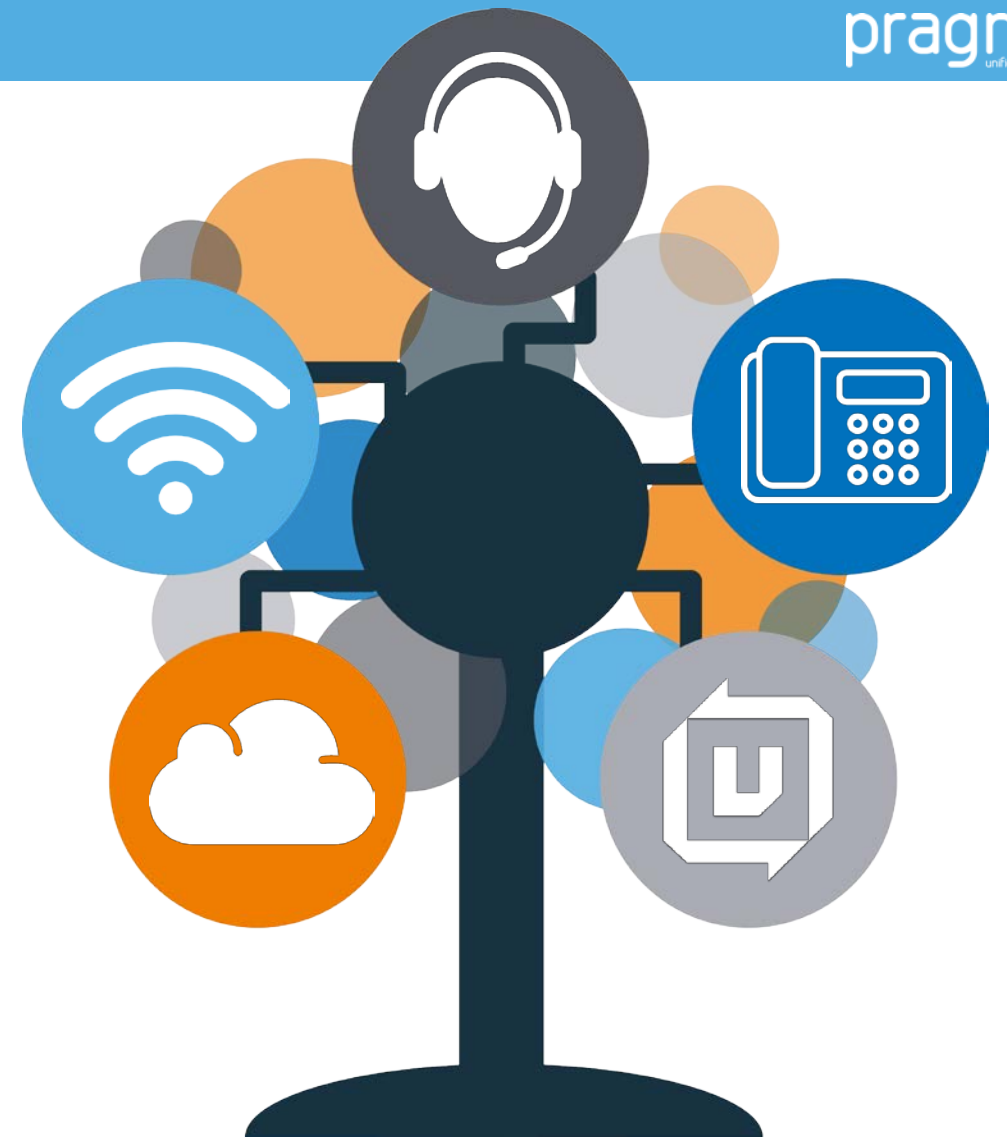


# Sales Innovation Roadshow



Grow with us

October 2016

# Pragma Update



Ericsson-LG continue to enjoy strong growth globally and here in the UK



UK sales volume up **29%** in last 12 months



Pragma team continues to grow – sales, provisioning and technical teams expanded



Several major large enterprise wins – 3 x iPECS CM systems delivered, two with 2,500+ users



iPECS cloud business in full swing

**AND...** Major product updates and brand new products being announced today – more opportunity, bigger sales with more profit, fresh approach to win new customers!



# AGENDA

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- 09:30 Welcome and agenda
- 09:45 iPECS On Premise Portfolio Update
- 10:15 Braxtel Contact Q Introduction
- 11:00 Coffee Break
- 11:20 iPECS Cloud Update
- 12:15 SO WIFI Introduction
- 13:00 Close and lunch



**BRA·X·TEL**  
COMMUNICATIONS

ContactQ





# iPECS On Premise Portfolio Update



# iPECS On-Premise Portfolio Update

- Unified Software V2.1
- Unified Communication Server V5.5
- New LDP-9240 Premium Digital Terminal
- New System Bundles
- iPECS Handset Range Update
- New Price List – V5.2 October 2016



# Unified Software V2.1

- Latest release for eMG80 and UCP systems
- Multiple enhancements include:
  - Support for UCS 5.5 (next section)
  - Support for new LDP-9240D
  - Multiple Handset User Experience enhancements – e.g. speed dial name shown if matches dialled number
  - Security updates
    - Enhanced web authentication
    - Admin log-in failure if multiple attempts



# Unified Software V2.1

- Enhancement administration and system management
  - New user portal
  - Copy paste programming info to/from Excel

Order #	Attribute #	Value	Range
1	DND	OFF	
2	ICM Signaling Mode	1	
3	Call Coverage Mode	OFF	
4	Delay Ring Cycle	0	0-15
5	Headset Usage	OFF	
6	Authentication Code	1234	Max 12 Digits (include *)
7	Call Wait	For External/Internal	
8	Choice Executive/Secretary Message	ON	
9	Wake up Time	Repeat	hhmm (Must be 4 digits) Available Only System Att-New 5 Wake Up Usage is OFF
10	Attendant Wake up Time	Attendant Wake up Time Time Repeat	hhmm (Must be 4 digits) Available Only System Att-New 5 Wake Up Usage is OFF
11	Headset or Speaker Mode	Speaker	
12	Headset Ring Mode	Headset	
13	User Name Registration		Max 20 byte
14	BGM	No BGM	
15	Station Ring Type	1	1 - 8
16	CO Ring Type	1	1 - 8
17	SMTP Server Address(IP or Domain Name)		
18	VSF MSG - User Mail Address		
19	Station Forward No Answer Timer	0	000-600 (sec)
20	CLIR Service	OFF	
21	Log In/out Agent from Station Group	No Action	
22	LCD Back Light Usage	BUSY ONLY	
23	VIM Message No	000   New 000 , Saved 000 , Urgent 000	
24	Company Directory - First Name		
25	Company Directory - Last Name		



My Attributes | My Profile | Voice Mail | Button Setting | Directory

**Call Forward**

Call Forward Condition: Cancel

Destination Number: 0-

Call Forward: OFF

**Mobile Extension**

Destination Number:

Mobile Extension: OFF

**Agent Duty**

Off-Duty Reason: 0

Agent Duty: OFF

**Attendant Ring Mode**

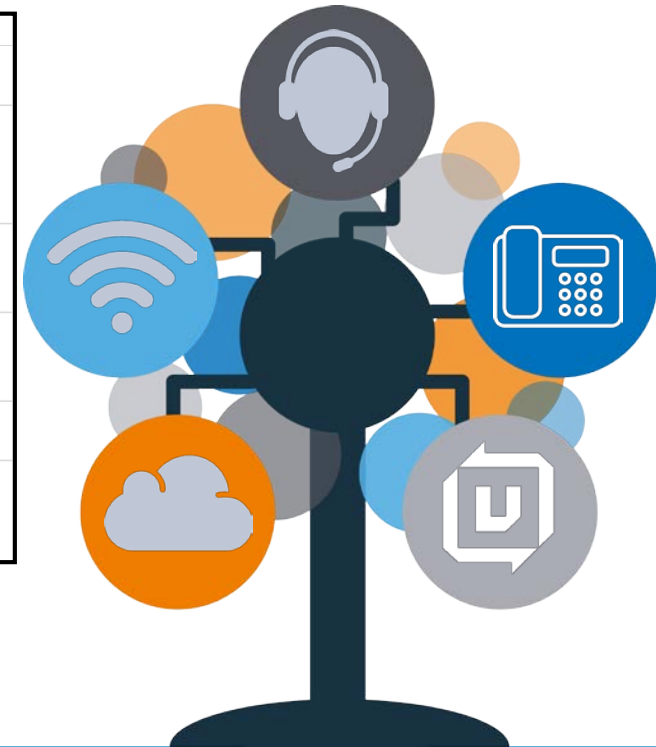
Ring Mode: OFF

**Pre Select Message**

Messages: Message Deactivated

Value:

VSF Message Play to CO Incoming Caller: OFF



# Unified Communications Server V5.5

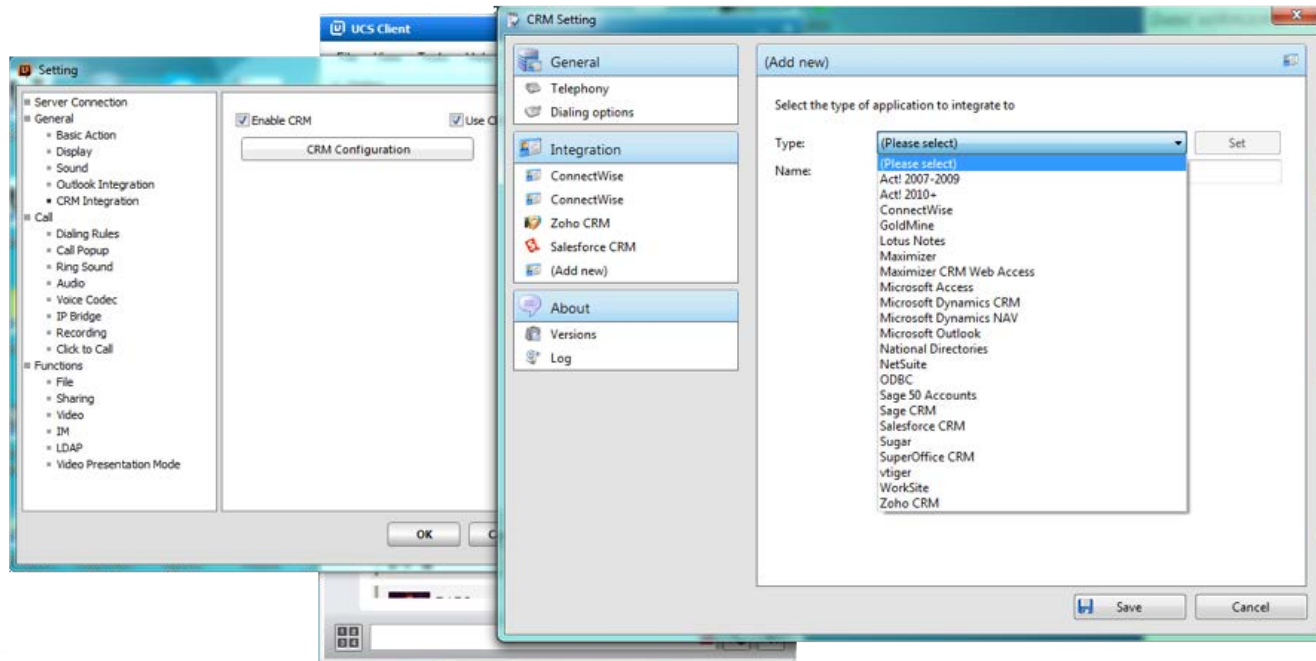
- Latest version of UCS provides 5 key feature updates:
  - CRM integration for Windows Client
  - ACD Log In/Out on Windows Client
  - Mac Client
    - Voice, IM, Presence, Directory, History, SMS, Visual VM, Call control mode
  - Mobile status change
  - Geo redundancy





# Unified Communications Server V5.5 – CRM Integration

- Enable CRM Integration with UCS Windows Desktop Client
  - CRM serviced contact search, pop-up and caller preview
  - Provided as an add-on package with separate license
  - Supports 20+ CRM packages including Salesforce.com & MS Dynamics
  - Joint initiative between Ericsson-LG and Mondago



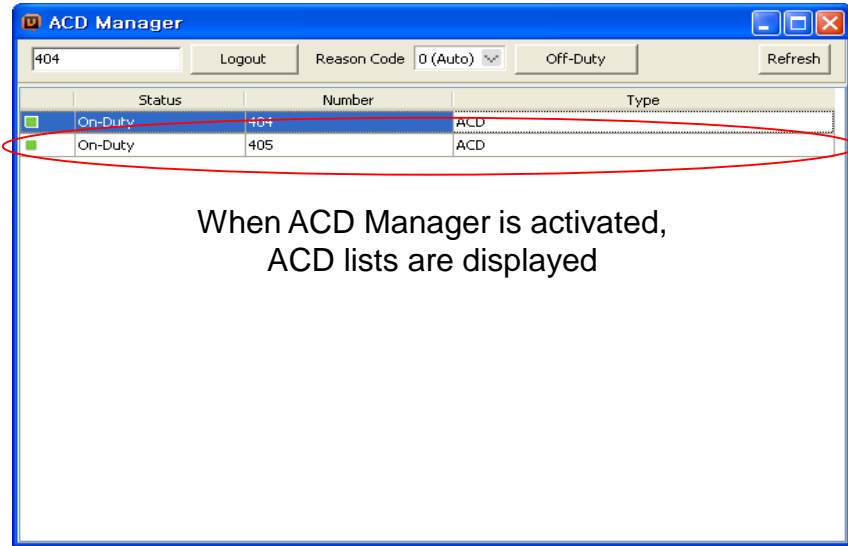
- Act
- ConnectWise
- Goldmine
- Lotus Notes
- Maximiser
- MS Access
- MS Dynamics
- MS Outlook
- National Directories
- NetSuite
- ODBC
- Sage
- Salesforce
- Sugar
- SuperOffice
- Vtiger
- WorkSite
- Zoho CRM



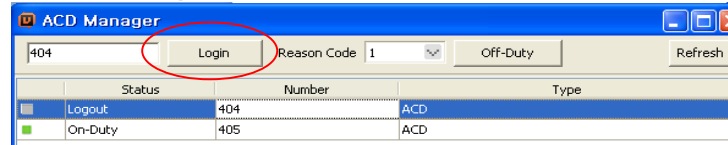
# Unified Communications Server V5.5 – ACD Log In/Out

- Control ACD Log-In/Out & On/Off Duty with Desktop Client

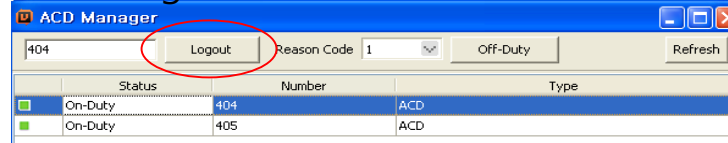
## ACD Manager



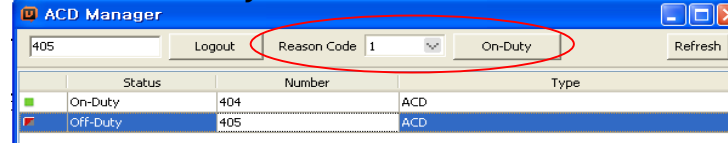
## ACD Log-in



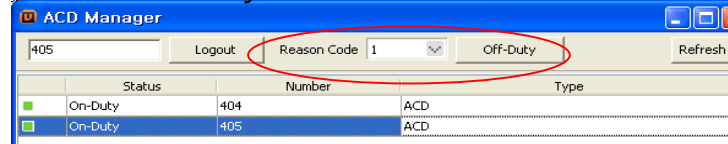
## ACD Log-out



## ACD On Duty

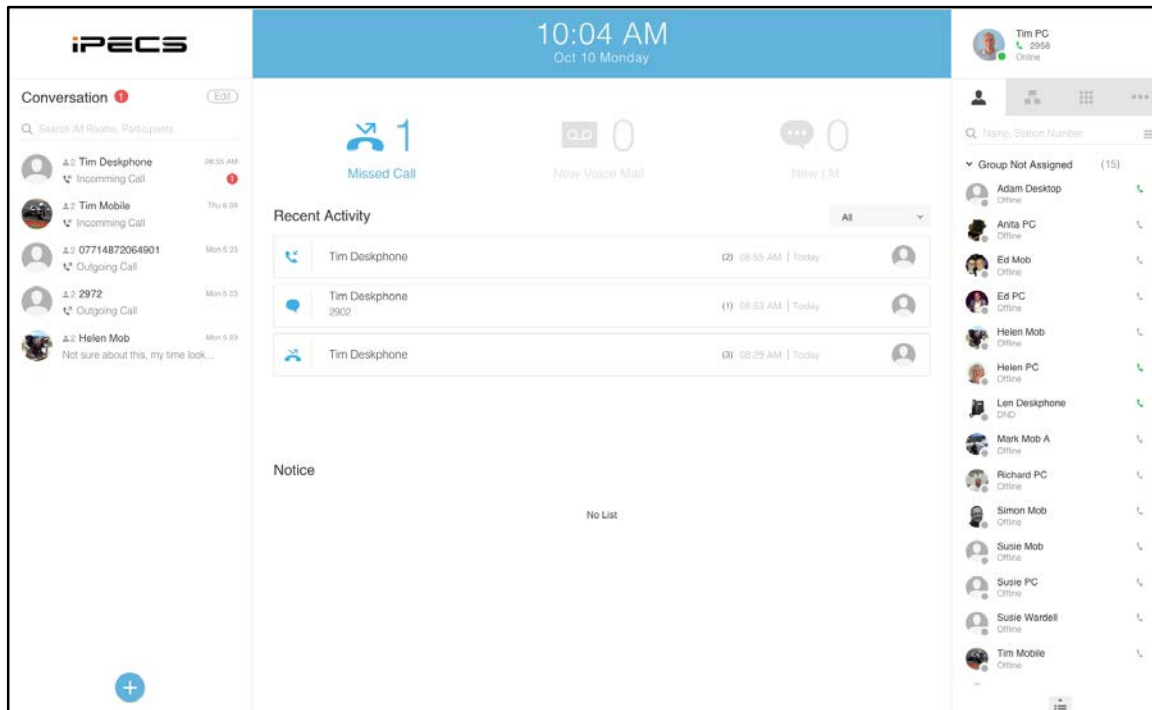


## ACD Off Duty



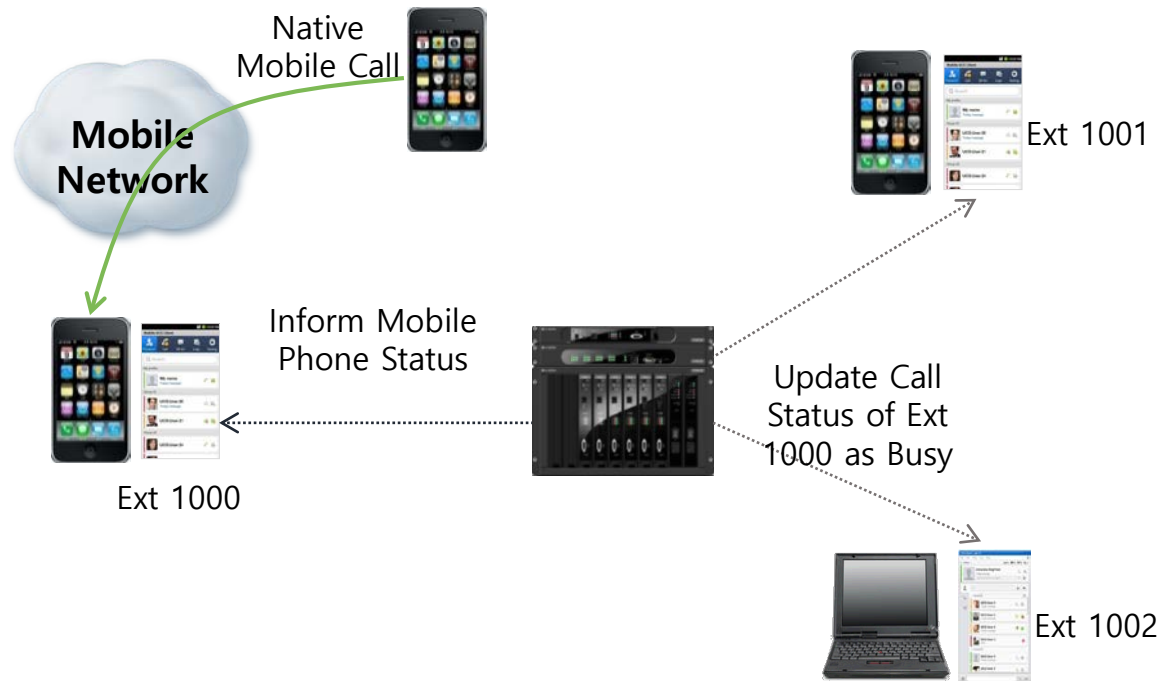
# Unified Communications Server V5.5 – Mac Client

- Mac Client supports:
  - Voice, IM, Presence, Directory, History, SMS, Visual VM, Call control mode

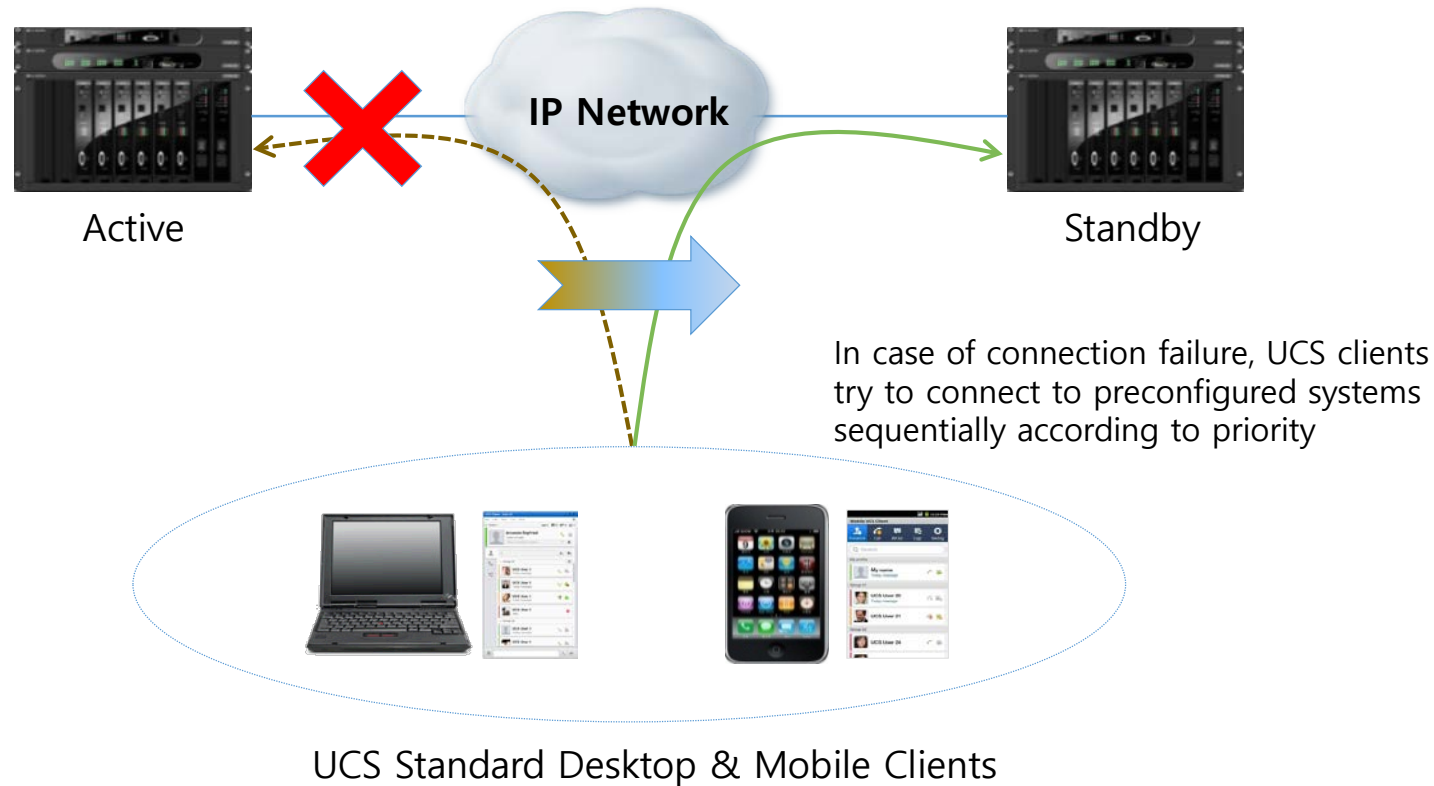


# Unified Communications Server V5.5 – Mobile Status

- Mobile Phone Status Applied as UCS Call Status - When mobile phone is busy, the call status of mobile client also becomes busy



# Unified Communications Server V5.5 – Geo Redundancy



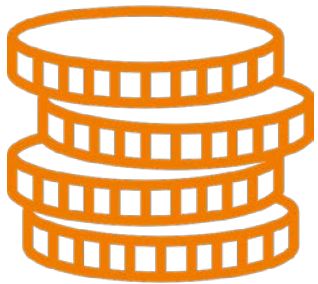
# Unified 2.1 and UCS 5.5 Availability

- Field trials underway since August – 20+ sites installed
- Completion expected during October, new software shipping as standard from 1<sup>st</sup> November
- Look out for webinar details and updated sales and technical documentation later this month



# New LDP-9240D Premium Digital Terminal

- Premium digital terminal to complete LDP-9200 range
- 24 x self labelling DSS keys (2 x 12 buttons with page facility)
- Full duplex hands-free capability
- Supported on LIK, eMG80 and UCP system with latest software



**RRP £225**



# New iPECS eMG80 Paperless Bundles

**NEW!** Bundles launched this month:



## eMG80 Unified Paperless Bundles

- SIP option (4 channels) + 6 x LDP9240D - **£965**
- Analogue option (4 lines) + 6 x LDP9240D - **£895**
- ISDN2 option (4 channels) + 6 x LDP9240D - **£945**



\*All prices shown are trade, no further discount applies



# New iPECS UCP Executive Bundle

**NEW!** Bundles launched this month:



## UCP Executive Bundle, includes

- UCP100 system
- 1 x LIP-9071
- 5 x LIP-9030
- 1 x LIP-9024LSS



£1,150



\*All prices shown are trade, no further discount applies

# MFIM50A Clearance Bundle

Remaining **MFIM50A** stock now available as a system only, or as a LIP-9000 bundle:

MFIM50A – System only - **£220**

## MFIM50A Clearance Bundle

- MFIM50A system
- 1 x LIP9030 IP terminal
- 5 x LIP-9020 IP terminals
- **£495**

Available while stocks last!

\*All prices shown are trade, no further discount applies



# iPECS Handset Range Update

- **Current situation**
  - 3 ranges of digital terminals
    - LDP-7000
    - LDP-9000
    - LDP-9200
  - 2 ranges of IP terminals
    - LIP-8000
    - LIP-9000
- Difficult to manage inventory, demand for older options significantly reduced



# iPECS Handset Range Update



- From **Jan 2017** older ranges will be phased out (LDP-7000, LDP-9000 and LIP-8000 series)
- Timing will vary depending on stock availability, individual terminals will be discontinued as inventory depletes
- Related ancillary products will also be discontinued i.e. DSS consoles, wall mount brackets

Leaving one common range of IP and digital terminals:

LIP-9000 IP range



LDP-9200 digital range



# iPECS On-Premise Portfolio Update – Questions?



# BRA·X·TEL

COMMUNICATIONS





## ContactQ Overview



# Agenda

---

- Opportunity
- Introducing Braxtel
- Customer Examples
- Product Demo
- Pricing
- Next Steps





# Opportunity



- More 'formal' contact centre
- Able to deliver functionality above and beyond Tollring proposition
- Proven, reliable, easy to install & maintain solution
- Upsell/cross sell opportunity
- Opportunity to visit Installed Base



# Introducing Braxtel

- Established 1997
- Global Provider of Contact Centre
- Now wholly owned subsidiary of Homisco
  - HQ Melrose MA USA
- Custom Integration Specialists
- Channel Only
- 24/7 support



# What is ContactQ?

- Contact Centre for E-LG and other vendors
- ACD IVR Chat SMS Email
- 5 to 500 Agents
- Detailed and Accurate Reporting
- Ease of use - Fit and Forget
- On Premise, Data-Centre, Virtualized, Cloud
- Cost effective - Very Low TCO
- Integrations via Web Services or API



# Reference Examples

**keycare**  
*in safe hands*

## Challenges

- Numerous Client Brands
- Stakeholder Reporting
- Target Response Times
- Different SLAs

## Solution

- Contact Q
- Queue per Vendor
- Skill Levels
- Simple Management



## Reference Example

**keycare**  
*in safe hands*

“The Contact Centre has been extremely stable, which is really important to us.”

“In practice it is even better than we expected, it is so easy to use.”

“The Drag and Drop GUI for Reports allow us to get exactly the data we need.”

“The support has been extremely responsive.”



# Reference Customers



“I forget just how good our contact centre is because it just works”

Sarah Malkin, Project Manager  
NCI IT Dept.



# Questions to Ask

---

## How do you...

- Prioritise important callers
- Ensure Queue Sanity
- Ensure Reporting Integrity
- Manage Call Avoidance
- Ensure voicemails are actioned
- Measure Staff Activity
- Know what is really a missed call
- Get the right call to the best skilled Agent
- Free up your supervisor to develop you staff
- Automate Routine Tasks



# Connecting to E-LG iPECS

## iPECS Sip Resources

- 2 Per Live Call
- 1 Per Queued Call

## Plus

- Any Trunk-side Sip Channels





# Fully Integrated Chat

On-line chat ONLINE X

Name  
Oliver French

Email  
ofrench@ofrench.com

Contact Tel  
01509686020

**Welcome to Braxtel Communications**

We are connecting you to the sales team

*One moment, please wait.*

*You are connected to an agent*

Jacob: Hello Oliver French , you are speaking with Jacob Wolf . How can I help today?

You: Hello Jacob, I was hoping that you might be able to assist me with a sales enquiry.

Type your message here Send



# Fully Integrated Chat

## Administration Console

Extension Mappings | Responses

### Find and List Chat Responses

**Search**

Search:

Found 2 matching records.

<input type="checkbox"/>	Name	Description	Text	Enabled
<input type="checkbox"/>	GoodBye	GoodBye	GoodBye \$PL:Name\$. Thank you for contacting us	✓
<input type="checkbox"/>	Greeting	Greeting	Hello \$PL:Name\$ , you are speaking with \$agent\$ . How can I help today?	✓



# Fully Integrated Chat

The screenshot displays a web-based interface for call management. At the top, there are search and filter options. A 'Filters' sidebar on the left allows for filtering by date/time range, start, end, from, and to. The main area is divided into 'Call Detail' and 'Advanced Options' tabs. A 'Chat Transcript Viewer' window is open, showing a transcript of a chat conversation. The transcript includes the following text:

[2016-09-29 12:04:40] customer: [img]  
[2016-09-29 12:04:48] You are connected to an agent  
[2016-09-29 12:04:53] nsmith: Hello Ed Rottner , you are speaking with Nigel Smith . How can I help today?  
[2016-09-29 12:04:58] customer: I'm fine thanks

Below the transcript, there is a 'Chat Transcripts' table with the following data:

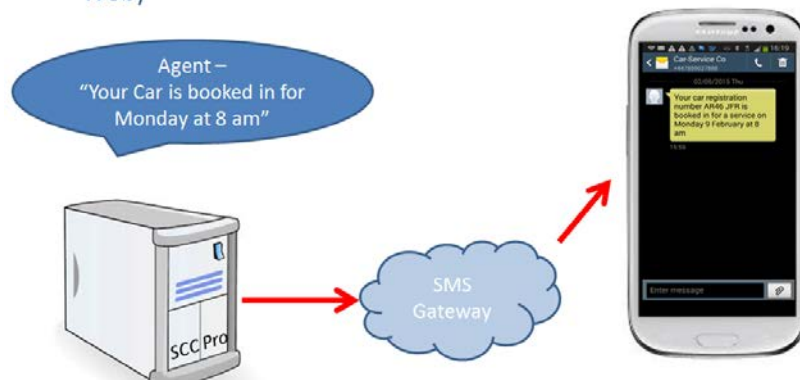
Call ID	Type	Start Time	Duration	Reason	From	To	Queue/IVR	Wrapup
17	INBOUND	2016-09-29 12:04:40	00:00:36	ANSWERED	customer	nsmith	default	

At the bottom of the table, there is a dropdown menu set to 'plain (single file)' and a download icon. The interface also shows a list of calls on the left and a 'Wrapup' section on the right with a 'Complete' button.



# IVR

- Interact with Database
  - Priority Routing
  - Surveys
  - Balances
  - Automate
  - Provide ROI
- Interconnection to other services (Payment Gateways, SMS, Web)



# Demo



# Historical Example

The screenshot shows a web browser window displaying a dashboard for 'Historical Agent Reports'. The browser address bar shows '173.9.102.98:8080/MIPreDashboard.i4'. The dashboard has a navigation menu with 'Dashboard', 'Create', 'Report List', and 'My Profile'. Below the navigation, there are tabs for 'Live Queue Monitor', 'Live Agent Monitor', 'Historical Queue Reports', 'Historical Agent Reports', and 'Screen Board'. The main content area is divided into two tables and a sidebar.

**Agent Performance Summary**

Agent Name	Offered	Answered	Missed	Bounced	Talk Time	Avg Talk Time	Dialed	Connected	Talk Time	Avg Talk Time	Unavailable Time	Wrapup Time
Alan Nguyen	57	57	0	0	03:35:53	00:03:47	0	0	00:00:00	00:00:00	00:00:00	00:28:40
Carol Burton	50	50	0	0	03:37:11	00:04:20	0	0	00:00:00	00:00:00	00:00:00	00:23:40
Cathy Freeman	42	42	0	0	02:44:03	00:03:54	0	0	00:00:00	00:00:00	00:00:00	00:26:00
Eva Mann	39	39	0	0	03:11:59	00:04:55	0	0	00:00:00	00:00:00	00:00:00	00:23:20
Gayle Roach	20	20	0	0	01:43:32	00:05:10	0	0	00:00:00	00:00:00	00:00:00	00:06:40
Heidi Hernandez	27	27	0	0	01:20:19	00:02:58	0	0	00:00:00	00:00:00	00:00:00	00:06:40
Harvey Whitaker	28	28	0	0	02:09:50	00:04:38	0	0	00:00:00	00:00:00	00:00:00	00:06:00
Jack Barton	21	21	0	0	01:34:15	00:04:29	0	0	00:00:00	00:00:00	00:00:00	00:07:20
Jonathan Link	20	20	0	0	01:05:18	00:03:15	0	0	00:00:00	00:00:00	00:00:00	00:03:20
Joel Park	17	17	0	0	01:22:55	00:04:52	0	0	00:00:00	00:00:00	00:00:00	00:02:50

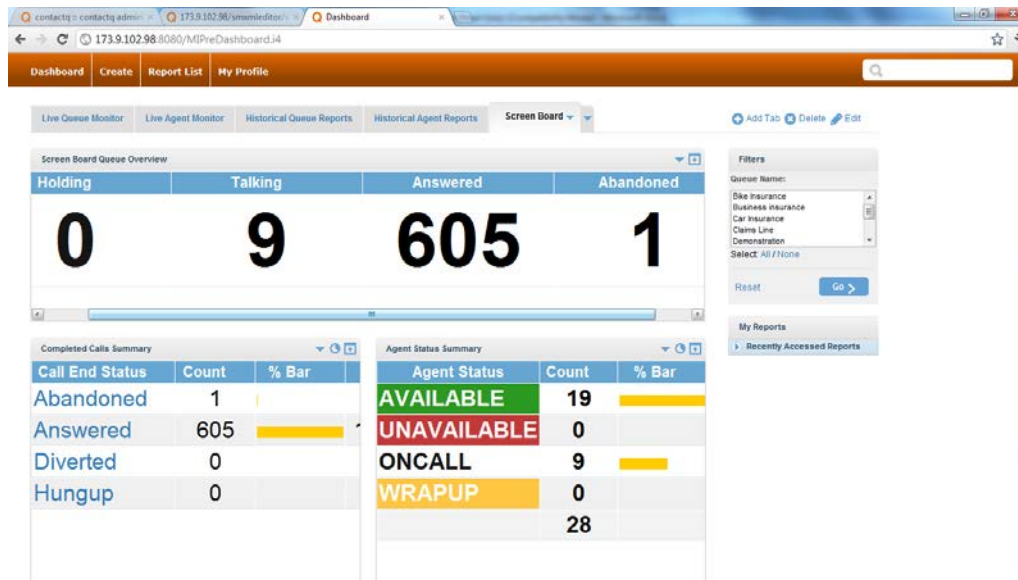
**Agent Activities Duration Summary**

Date	First Name	Last Name	Available	Unavailable	Alerting	Avg Alerting	Dialing	Avg Dialing	On Call	Avg On Call	Max On Call	On Hold	Avg On Hold	Max On Hold	Consultation	Avg Consultation	Con
19/03/2012	Alan	Nguyen	01:23:37	00:00:00	00:00:01	00:00:00			03:35:53	00:03:47	00:10:01						
	Carol	Burton	01:24:06	00:00:00	00:00:04	00:00:00			03:37:11	00:04:20	00:10:20						
	Cathy	Freeman	02:14:51	00:00:00	00:00:00	00:00:00			02:44:03	00:03:54	00:10:23						
	Eva	Mann	01:52:41	00:00:00	00:00:01	00:00:00			03:11:59	00:04:55	00:10:24						
	Gayle	Roach	02:32:28	00:00:00	00:00:00	00:00:00			01:43:32	00:05:10	00:10:24						
	Harvey	Whitaker	02:59:11	00:00:00	00:00:00	00:00:00			02:09:50	00:04:38	00:10:23						
	Heidi	Hernandez	02:53:02	00:00:00	00:00:00	00:00:00			01:20:19	00:02:58	00:10:21						
	Jack	Barton	03:23:56	00:00:00	00:00:00	00:00:00			01:34:15	00:04:29	00:10:23						
	Jacob	Wolf	03:39:38	00:00:00	00:00:00	00:00:00			01:19:45	00:04:11	00:07:03						
	Joel	Park	03:35:20	00:00:00	00:00:00	00:00:00			01:22:55	00:04:52	00:10:22						

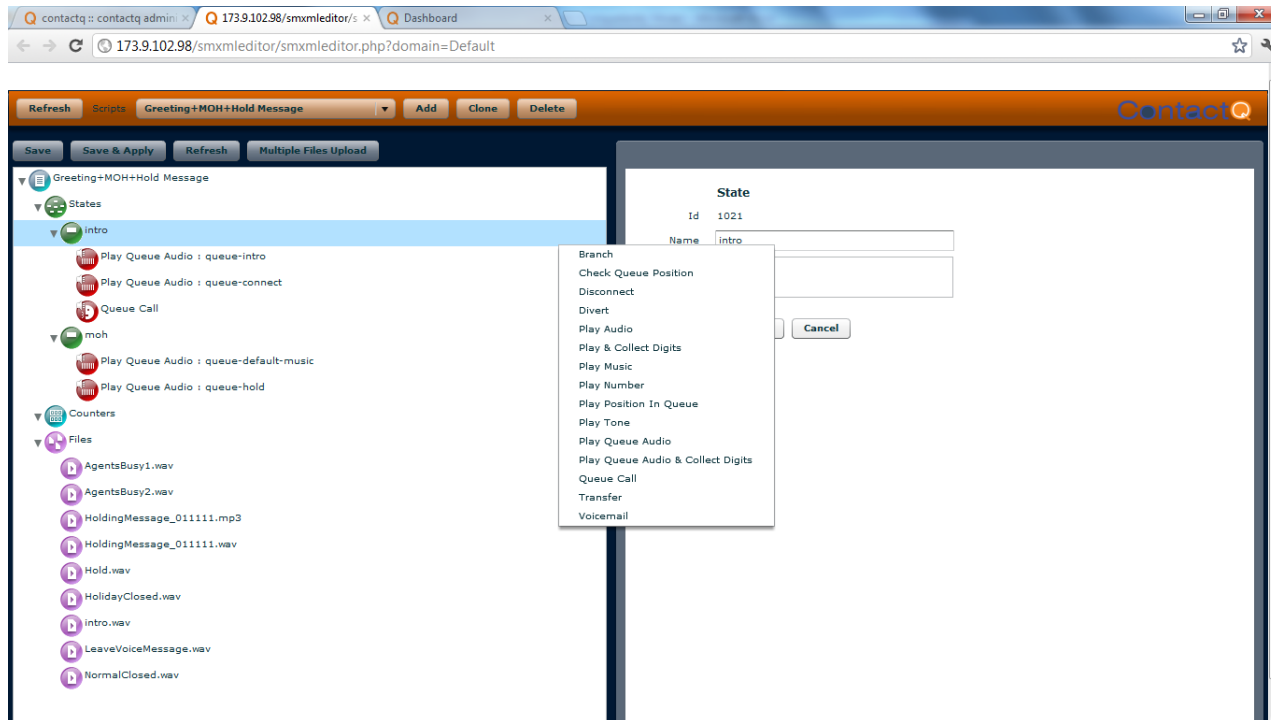
The sidebar on the right contains a 'Filters' section with a 'User Name' input field and a 'Select All / None' button. Below that is a 'Predefined Date Range' dropdown set to 'Today', with 'Reset' and 'Go' buttons. The 'Associated Reports' section lists 'Agent Wrapup Summary per Agent' and 'Agent Unavailable Summary per Agent'. The 'My Reports' section has a link for 'Recently Accessed Reports'.



# Wallboard



# Call Flow Designer





# Pricing

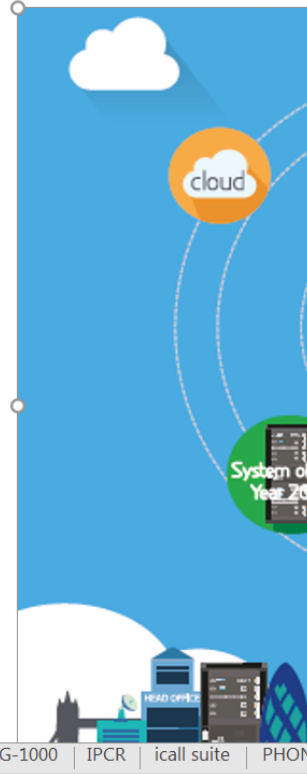
**pragma**  
unified technology

**Pragma Ericsson-LG Reseller Price List**  
October 2016 V5.2

**Additions and updates:**

- Added new LDP-9240D self labelling digital handset
- Added new eMG80 paperless handset bundles
- Added new UCP-BUNX Executive bundle
- Removed MFIM50B - product discontinued
- Lower price for IP DECT Repeater - GDC-800R
- Restored original price of UCP-VOIM8 Module
- Added icall and PHONE-LiNK Renewal Administration Fee
- Added eMG80U-AMP Licence
- [Added Braxtel Contact Q Pricing](#)
- Added SO WIFI Pricing

Reseller Discount	
-------------------	--



Pragma Price List | Total Solution | iPECS UCP | eMG80 | Handsets | **Contact Q** | SO WIFI | System Capacities | SBG-1000 | IPCR | icall suite | PHON



# Next Steps

## Speak to your Pragma Account manager

- Sales/ Solution-selling Training
- Demonstrations
- Pre-Sales Support
- In House Systems
- Installation
- Post Sales Support





## 20 Minute Coffee Break





# iPECS Cloud Update



# Agenda

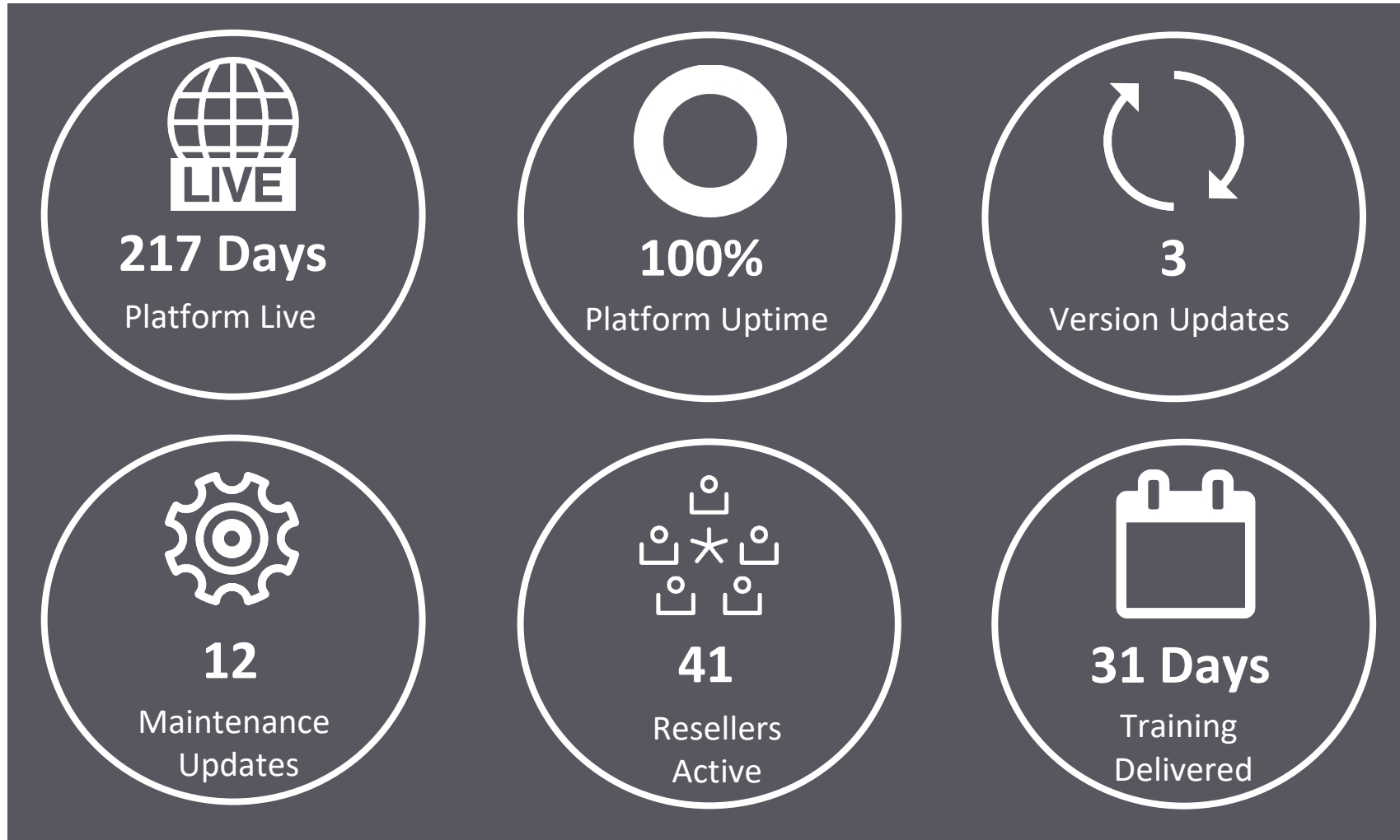
---

- Current Status
- Cloud Customers
- Roadmap\*
- Other Cloud Updates
- Questions

**\*Roadmap for guidance only, subject to change**



# Current Status



# Current Status



# Cloud Customers

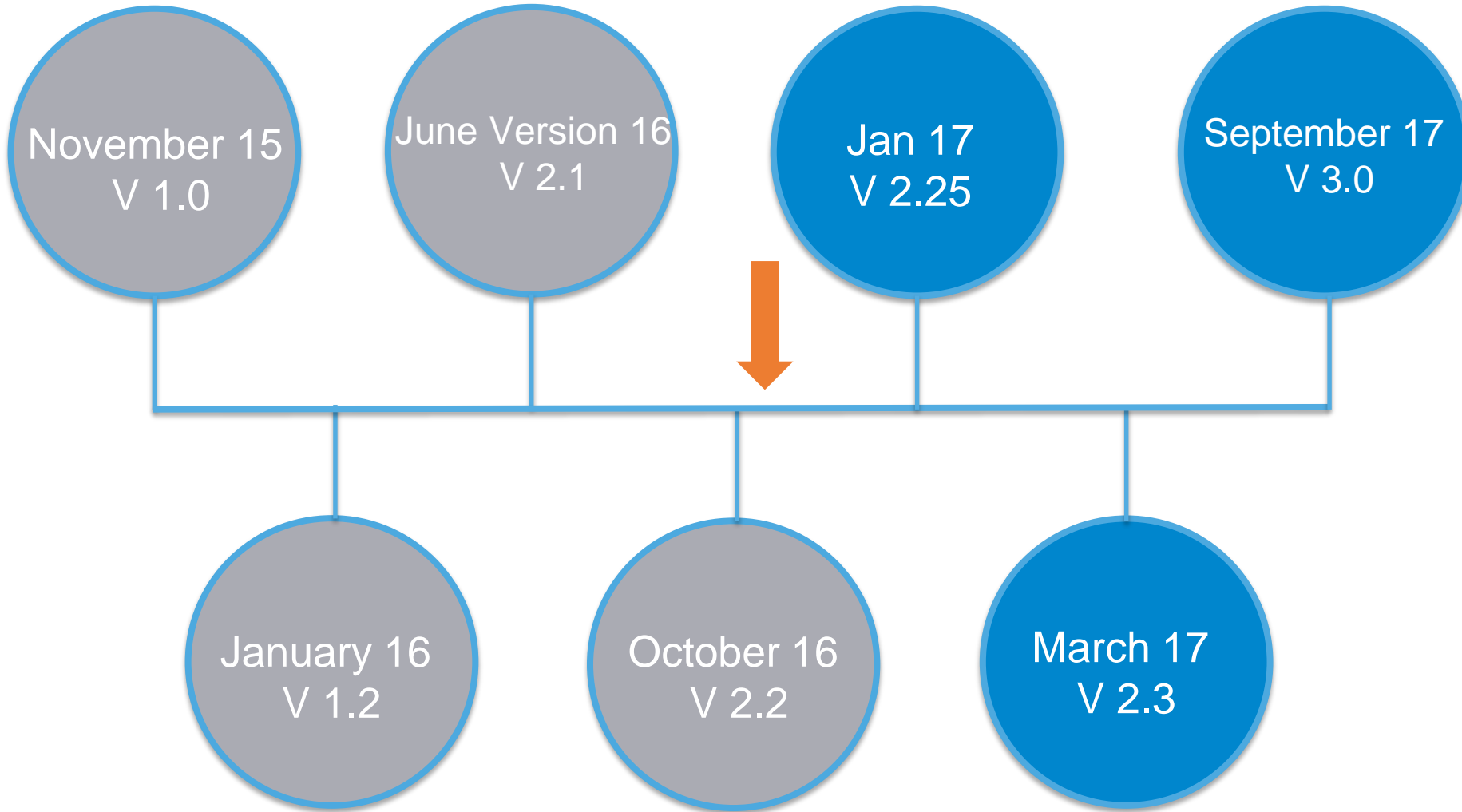


# Kawasaki





# Roadmap





**Version 2.1**

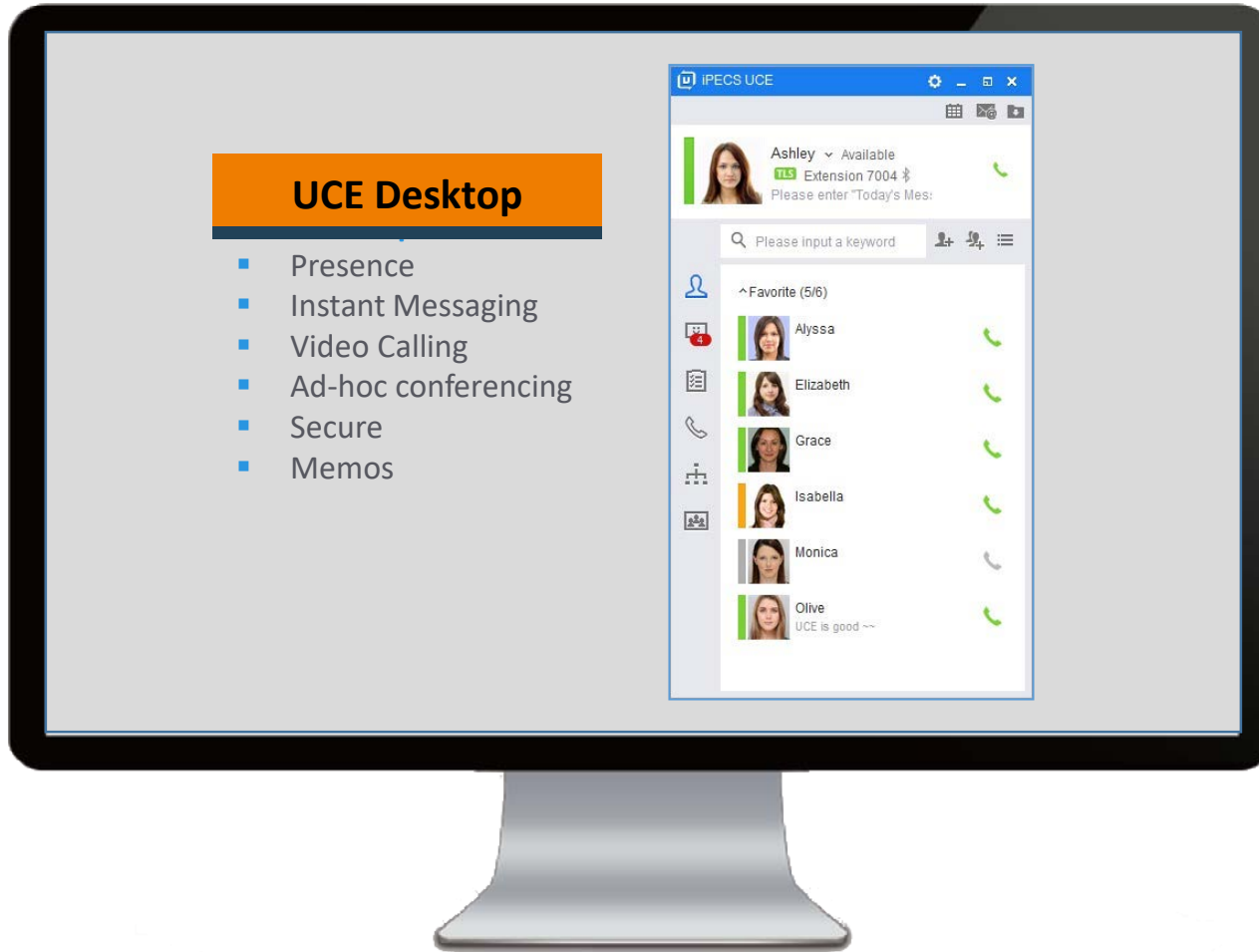


# Version 2.1 – Released June 16

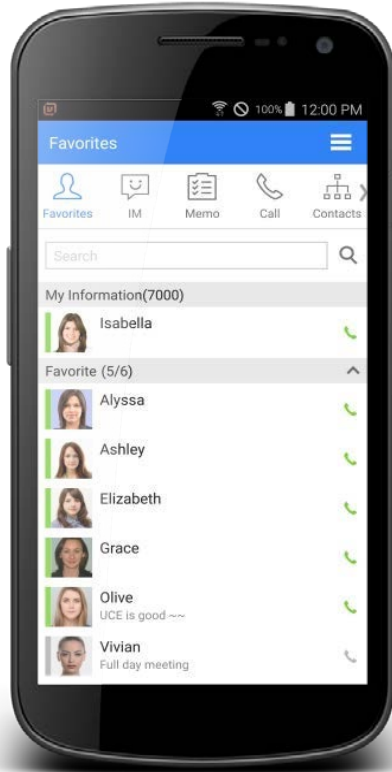
New Features	<ul style="list-style-type: none"><li>• UCE Support*<ul style="list-style-type: none"><li>• Desktop*</li><li>• Android*</li><li>• IOS*</li></ul></li></ul>
Enhancements	<ul style="list-style-type: none"><li>• Group speed dial integrated on company directory*</li><li>• DSS and LSS configurable via portal*</li><li>• Hot Desk users can be added into groups*</li><li>• Downloadable call reports</li><li>• User Based Call Recording Packages</li></ul>
3 <sup>rd</sup> Party SIP	<ul style="list-style-type: none"><li>• 3<sup>rd</sup> Party Conference Phone Support</li><li>• Cisco ATA Support</li><li>• Siemens IP DECT</li></ul>
Improved Portal Admin	<ul style="list-style-type: none"><li>• Minute Bundles Orderable via Reseller Portal</li><li>• Phones Replacement via Portal</li><li>• Separate levels of access for customer manager portal for reseller and customer</li></ul>



# UCE Support



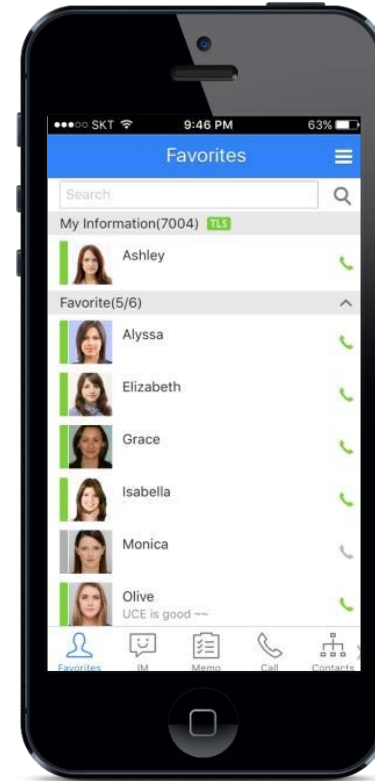
# UCE Support



## UCE Mobile

### UCE Android & IOS

- Presence
- Instant Messaging
- Ad-hoc conferencing
- Secure
- Memos



# Integrated Group Speed Dial

The company directory can be managed via the Customer Manager portal and is now integrated directly with the handsets.  
*Models LIP-9020 and upwards.*

## Company Directory Help

First Name   Group Speed Dial Summary

Directory List ( MAX. 3000 )

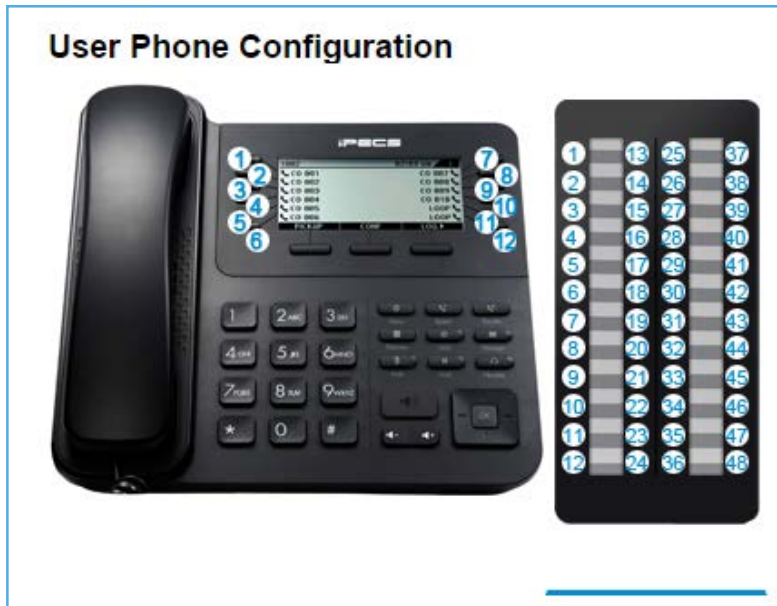
	<input type="checkbox"/>	First Name	Last Name	Work	Mobile	Other	Company	Department	E-mail	Group Speed Dial
1	<input type="checkbox"/>	Greg	Skinner		907773027955 ⚡					0003
2	<input type="checkbox"/>	Test		01444480917		01444480917 ⚡				0011
3	<input type="checkbox"/>	Andrew	Cleveland	0800500005 ⚡	07564738467		Pragma	Tech Support	andrew.cleveland@	0001
4	<input type="checkbox"/>	Richard	Knight	07496287453 ⚡					richknight1987@gm	0002
5	<input type="checkbox"/>	Pragma off		01444480900 ⚡						0101
6	<input type="checkbox"/>	aaaaa		01488623						
7	<input type="checkbox"/>	Richard	Thomas		07714872581 ⚡					0666
8	<input type="checkbox"/>	101	101	01273475432 ⚡						1010

⌘ Page 1 of 1 | 10 ▾ View 1 - 8 of 8



# DSS and LSS configurable via portal

The DSS and LSS consoles can now easily be configured via the customer manager interface.



# Hot Desk users can be added into groups.

Hot Desk users can now be added into groups.



Member Options

Member		Available	
<input type="checkbox"/>	Name	Extension	
1 <input type="checkbox"/>	200	200	8 <input type="checkbox"/>
2 <input type="checkbox"/>	206	206	9 <input type="checkbox"/>
			10 <input type="checkbox"/>
			11 <input type="checkbox"/>
			12 <input type="checkbox"/>

View 1 - 2 of 2      View 1 - 25 of 25

**Change**      **Save** **Cancel**







## What's New In v2.2



# Version 2.2 – Released October 16

## Enhancements

- Day/night mode from handset\*
- White list numbers
- Shared Line name is displayed on the flexible button
- Voicemail access via message button\*
- Auto Attendant timeout destination
- Company Directory LIP-9002 and LIP-9010

## Improved Portal Admin

- Increased number porting information\*
- Enhanced order reject email alert
- Increased password security including Captcha API, password generator and email security



# Voicemail access via message button

You can now directly access voicemail box without entering the mailbox number.



Press  
Message  
button



Dial 2



"Please enter  
your four digit  
password"



# Increased Number Porting Information

No need for separate number porting paperwork. This can now all be added to the portal!

The screenshot displays the IPECS portal interface. The main content area is titled 'Create New Customer' and includes a sidebar with navigation options like 'Customers', 'Orders Process', and 'My Home Setting'. A modal window titled 'Number Porting Information' is open, containing the following sections:

- Activation:** Three dropdown menus, all set to 'Yes', for 'Is this line currently active?', 'Do you have the customer's consent to port this number?', and 'Is the address confirmed by the customer?'.
- Communication Providers:** A text field for 'From (Current Network) Losing Communication Provider' with the value 'ABCD'.
- Customer Installation Details:** Fields for 'First Name or Initials' (James), 'Surname' (King), 'Company Name' (King Universe), and 'Companies Registered Address' (Universe Sun Earth Moon).
- Porting Date:** A date picker set to '2016-08-26'.

A red box highlights the 'Save' button at the bottom right of the modal.



# Day/Night mode from handset

You can now enable and disable Day/Night mode from the handset.

The screenshot shows the iPECS web interface. The left sidebar contains a navigation menu with categories like Service Environment, Customer Management, and My Home Setting. The 'Customers Default Settings' page is active, displaying a table of feature codes and their names. The 'Add' button is highlighted with a red box. A dropdown menu is open, showing a list of feature codes, with 'System Service Time Mode Change' highlighted with a red box.

Feature Code	Feature Name	Update Date
1 500	Internal Page	2015-06-17 10:51:13
2 501	Forward Register (Normal)	2015-06-17 10:51:13
3 502	Forward Cancel	2015-06-17 10:51:13
4 503	Timed DND Register / Cancel (Toggle)	2015-06-17 10:51:13
5 504	DND Register / Cancel (Toggle)	2015-06-17 10:51:13
6 505	Account Code	2015-06-17 10:51:13
7 506	Station Speed Dial (Register)	2015-06-17 10:51:13
8 507	Station Speed Dial	2015-06-17 10:51:13
9 508	Extension Call Back / Trunk Queuing	2015-06-17 10:51:13
10 509	Extension Call Back / Trunk Queuing Cancel	2015-06-17 10:51:13





**Coming up in v2.25**



# Version 2.25 – Due January 17

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## New Features

- ical reporting and wallboard integration\*
- CRM integration\*
- Download multiple Recording Files
- Web Conferencing



# icall Insight

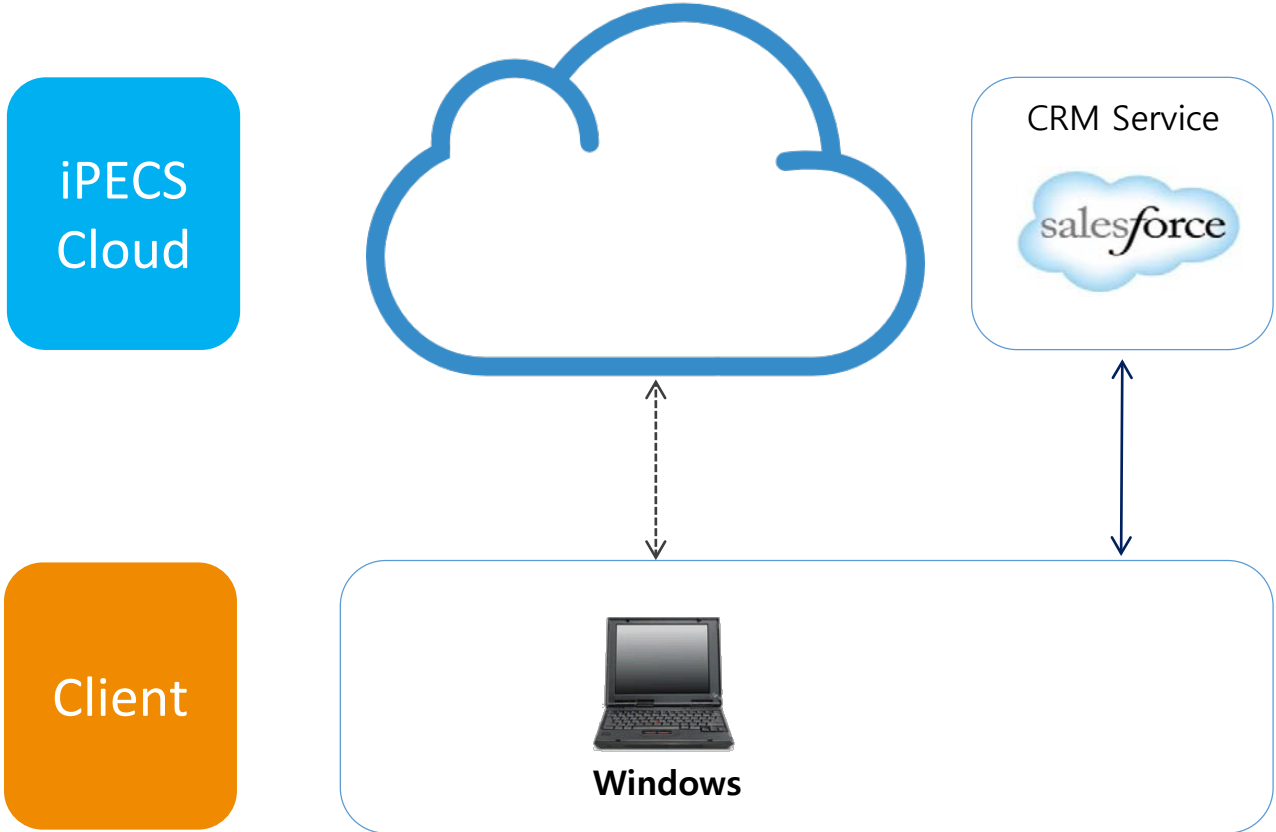
ics insight





# Mondago CRM Integration

Mondago support for CRM/Outlook Integration:





**Coming up in v2.3**



# Version 2.3 – Due March 17

---

## New Features

- Call Recording Encryption (AES256, RSA2048)
- Option to delete Voicemail if using VM to Email
- Support for WIT400HE (IPKTS)
- Whisper Coaching
- Call recording storage compression

## Enhancements

- Move user to other site (not delete)
- Internal call menu in My home >Call log
- Call queueing on hunt groups





**Coming up in v3.0**



# Version 3.0 – Due September 17

## New Features

- Digital Terminal Module Support
- ISDN and Analogue Trunk Module Support
- Customer based recording storage
- Flexible button profile

## Enhancements

- Web Fax – T38 Support
- Cloud platform Fault status screen
- Post code checker against royal mail
- Real-time position in queue
- Conference Bridge (record name, play name, number of attendees..)
- Visual VM in UCE client
- Different MOH per site
- On demand recording blended into one file

## Improved Portal Admin

- No need for FOC items to be approved by SP or Reseller
- Ability to add group features to package
- Presence Information in Customer manager portal





## Other Cloud Updates



# Skype for Business





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## Killer features

- Simple integration easily completed by engineer
- Easy to use magnetic client attached to Skype client
- Supported office 365
- Gamma have very weak support for this
- Office 365 and Skype have increasing market penetration
- Skype's own telephony functionality is weak and expensive
- Reseller feedback very positive – Imprezza IT



# Changes to the training structure.

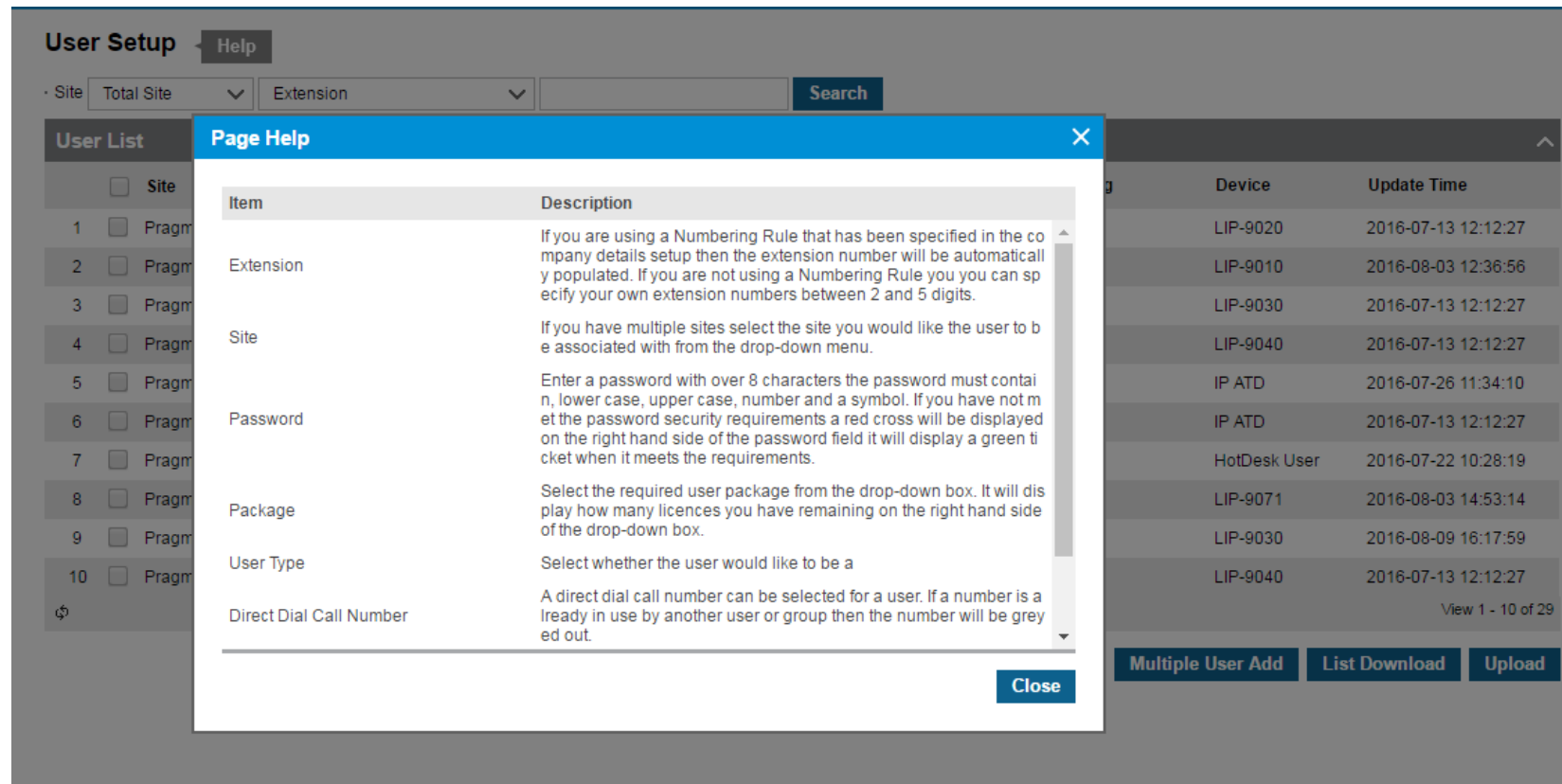
<p>Provisioning</p> 	<ul style="list-style-type: none"> <li>Office based order and provisioning teams</li> <li>Portal use, ordering, porting, number set up</li> </ul>	<ul style="list-style-type: none"> <li>2.5 hour live webinar</li> <li>Recorded webinar for review and refresher</li> </ul>
<p>Technical</p> 	<ul style="list-style-type: none"> <li>Engineers and support teams</li> <li><b>I&amp;M</b> - Portal, site and user set up, handsets, features, troubleshooting and diagnostics</li> <li><b>Advanced</b> – Local survivable T-Net set up, Call centre, Advanced ACD</li> </ul>	<ul style="list-style-type: none"> <li><b>I&amp;M</b> <ul style="list-style-type: none"> <li>3 x 2 hour live webinar and hands on config.</li> <li>Recorded webinar for review and refresher</li> </ul> </li> <li><b>Advanced</b> <ul style="list-style-type: none"> <li>1 day Classroom</li> </ul> </li> </ul>
<p>Sales</p> 	<ul style="list-style-type: none"> <li>Sales and telesales teams</li> <li>Portal intro, handsets, features, benefits, quote and configuration</li> </ul>	<ul style="list-style-type: none"> <li>1 day classroom</li> </ul>
<p>Billing</p> 	<ul style="list-style-type: none"> <li>Billing manager and billing teams</li> <li>Introduction to billing processes and Pragma billing team</li> </ul>	<ul style="list-style-type: none"> <li>1 hour live webinar</li> <li>Recorded webinar for review and refresher</li> </ul>





# Help!!!

We have added a Help button to each page within the portal. This gives configuration details for the section of the portal you are viewing.



The screenshot shows the 'User Setup' page in a web portal. A 'Page Help' modal is open, displaying a table with configuration items and their descriptions. The modal has a blue header and a 'Close' button at the bottom right. The background shows a 'User List' on the left and a table of user details on the right.

Item	Description
Extension	If you are using a Numbering Rule that has been specified in the company details setup then the extension number will be automatically populated. If you are not using a Numbering Rule you can specify your own extension numbers between 2 and 5 digits.
Site	If you have multiple sites select the site you would like the user to be associated with from the drop-down menu.
Password	Enter a password with over 8 characters the password must contain, lower case, upper case, number and a symbol. If you have not met the password security requirements a red cross will be displayed on the right hand side of the password field it will display a green ticket when it meets the requirements.
Package	Select the required user package from the drop-down box. It will display how many licences you have remaining on the right hand side of the drop-down box.
User Type	Select whether the user would like to be a
Direct Dial Call Number	A direct dial call number can be selected for a user. If a number is already in use by another user or group then the number will be greyed out.

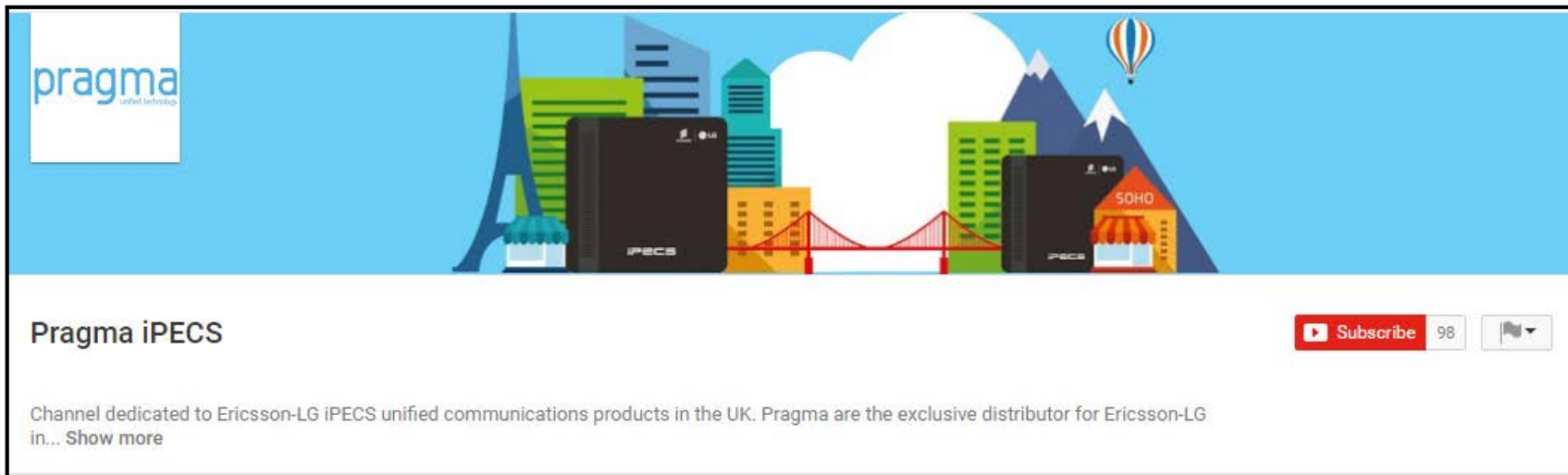


# Videos

Provisioning

Technical

Sales



# Cloud Questions?

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# SO WIFI



# What is SO WIFI?

A marketing tool to help business owners market and communicate easily and effectively with their customers, using WIFI

    Takes advantage of user profile details on users social media accounts to provide rich information about who their customers are

Ideal for businesses who's customer visit their premise (dwell time), and would use free WIFI if available



Hotels, bars & restaurants



Retail environments



Hairdressers & beauty salons

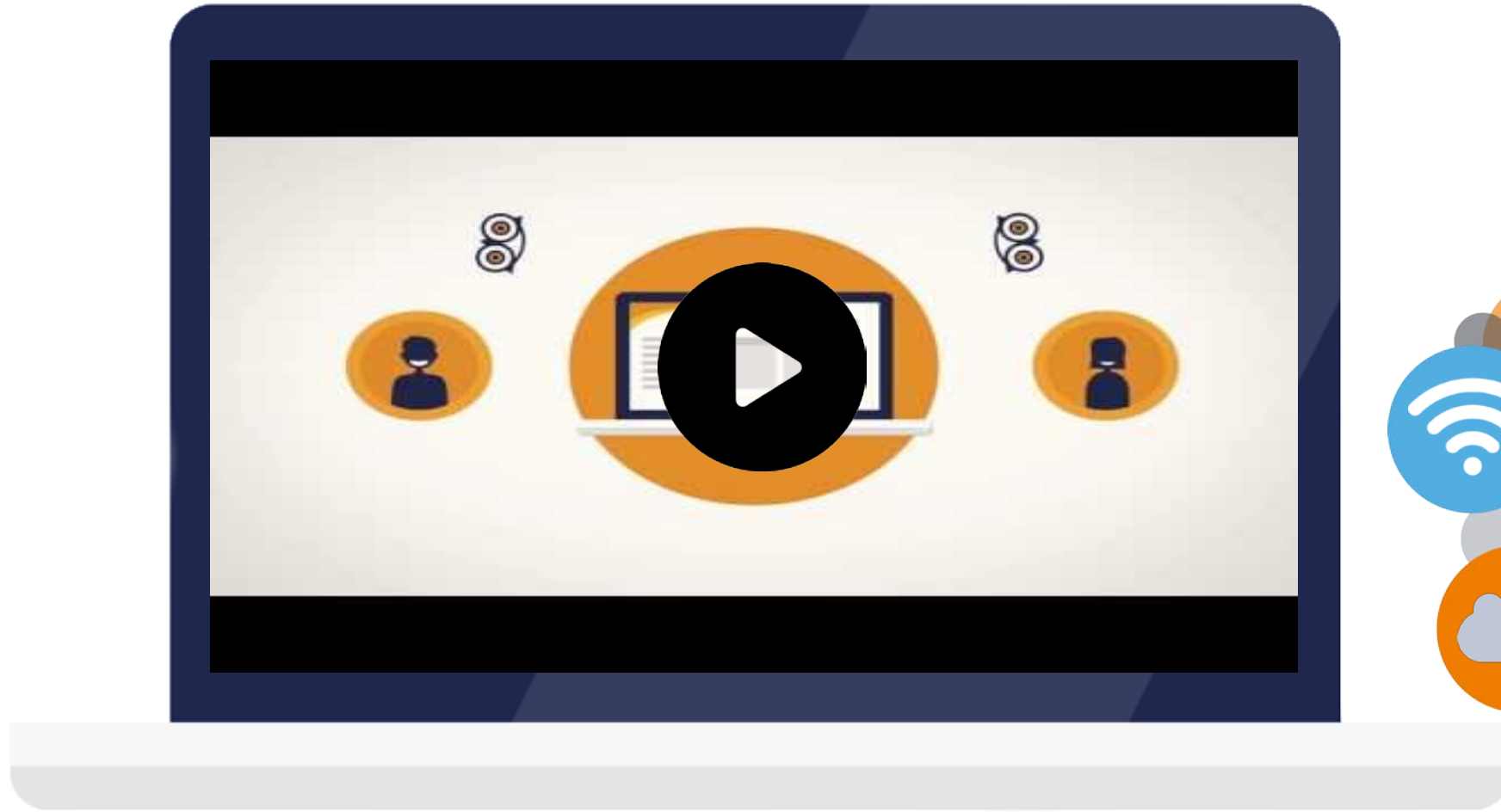


Doctors, dentists  
& veterinary practices

Any many more...



# What is SO WIFI?



# Introducing SO WIFI

- SO WIFI make digital marketing accessible and easy for big and small enterprises
- Generating more data for customers to help them engage in customer communication, commitment and Wi-Fi monetisation
- Founded in 2012 and headquartered in Amsterdam, with multiple offices around Europe our young and dynamic team is expanding rapidly
- Over 20,000 clients and millions of users



- Active in 42 countries Worldwide including: The Netherlands, France, Germany, the United Kingdom, Spain, the USA, Australia, South-Africa, Hong Kong and Mexico

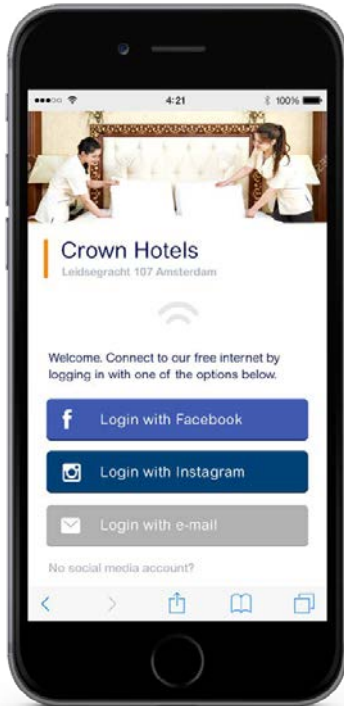
## Clients include:



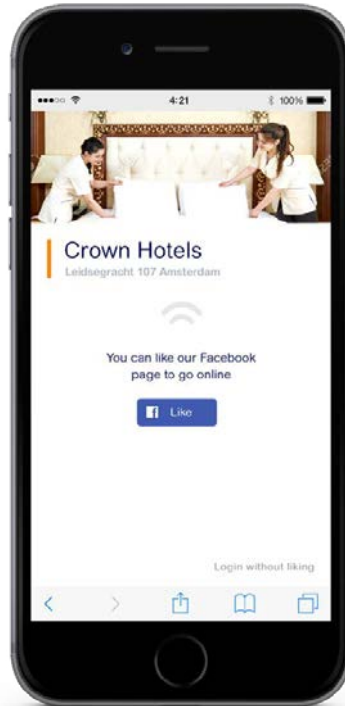
# Login procedure - Example of hotel user login



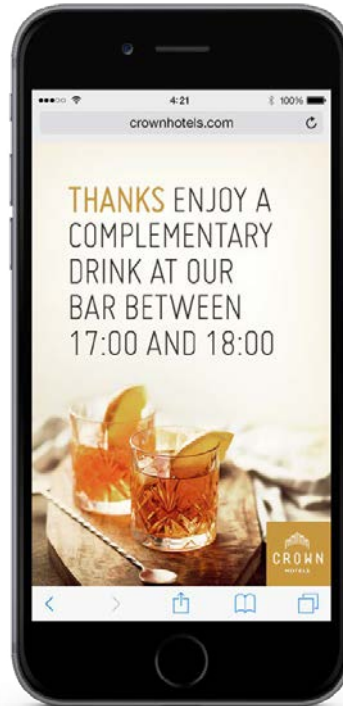
**Welcome screen (2 sec)**  
Welcome your guests using your own branding.



**Branded login portal**  
Header and profile picture are connected to Facebook. Choose your preferred login method.



**Perform a social media action**  
Like, check-in or follow the company to get free WiFi access.



**Landing page example 1**  
Possibility to show an URL, this URL can include a targeted voucher for WiFi users.

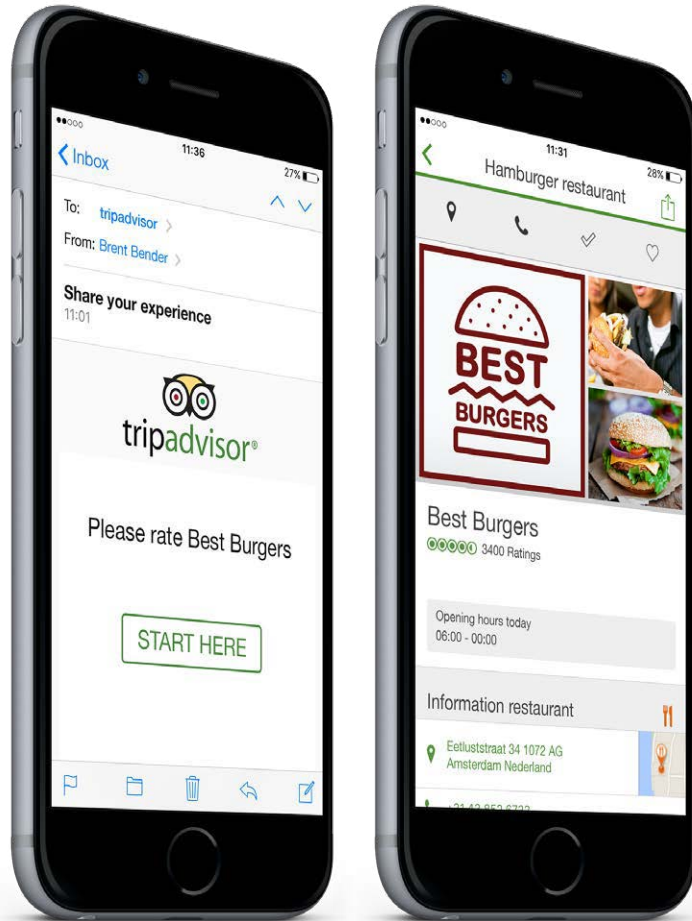


**Landing page example 2**  
You can also show the hotel website and increase the ranking in search engines.





# TripAdvisor Review express - Collaboration



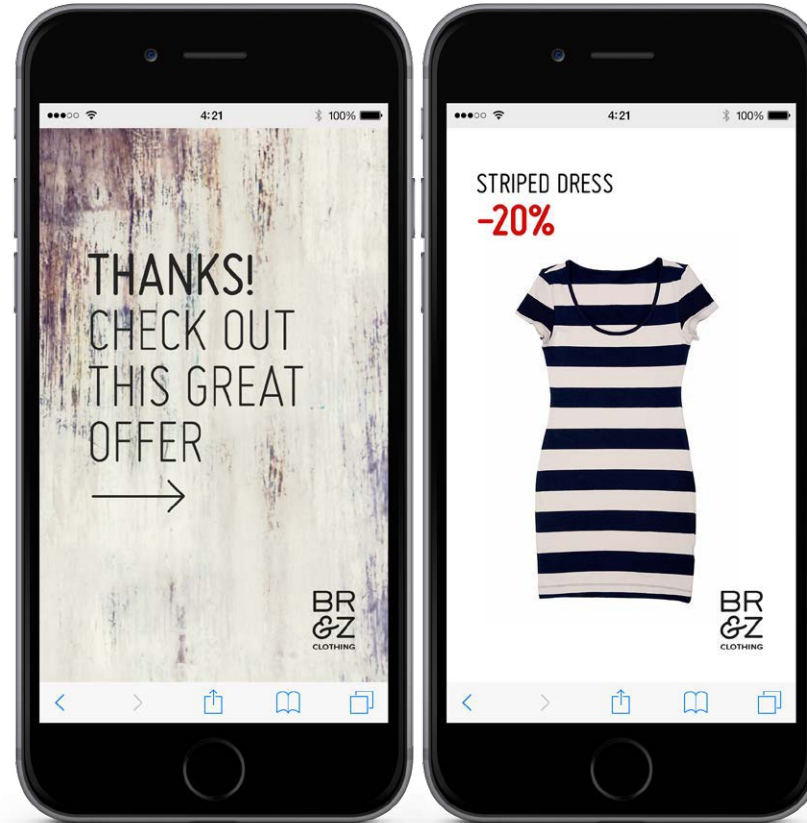
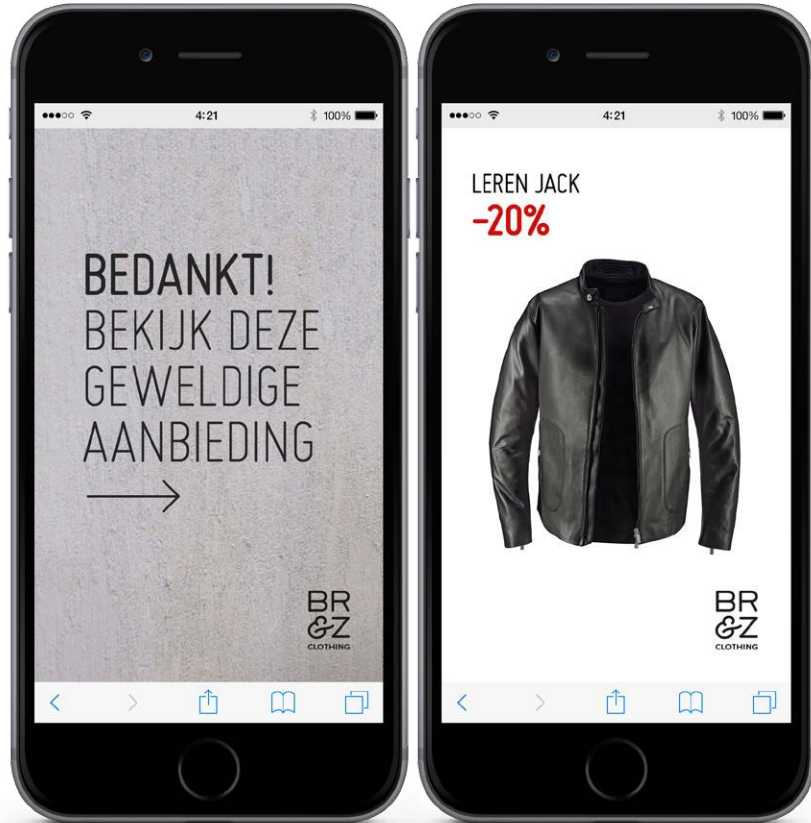
- Automatically ask for a TripAdvisor review, 2 days after the guest visited your location
- The amount of reviews for your location, will rise between 30% - 80%
- More reviews, results in a higher TripAdvisor ranking, and therefore will increase turnover
- Easy to setup and fully automated review system



# Monetise - Targeted advertising during login procedure

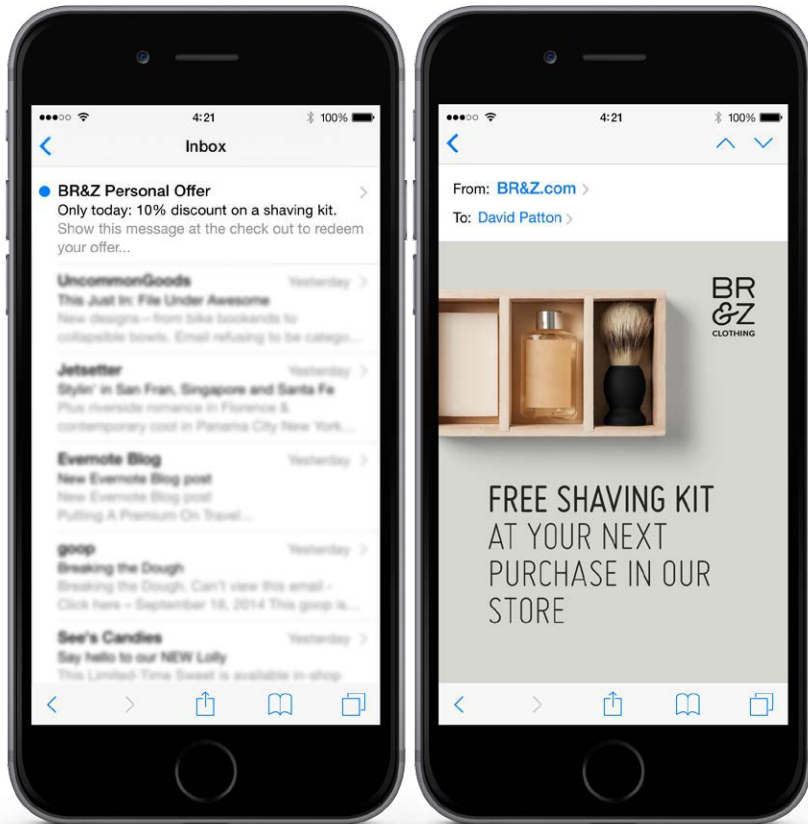
#1 Dutch man / above 30 years old

#2 British woman / below 25 years old

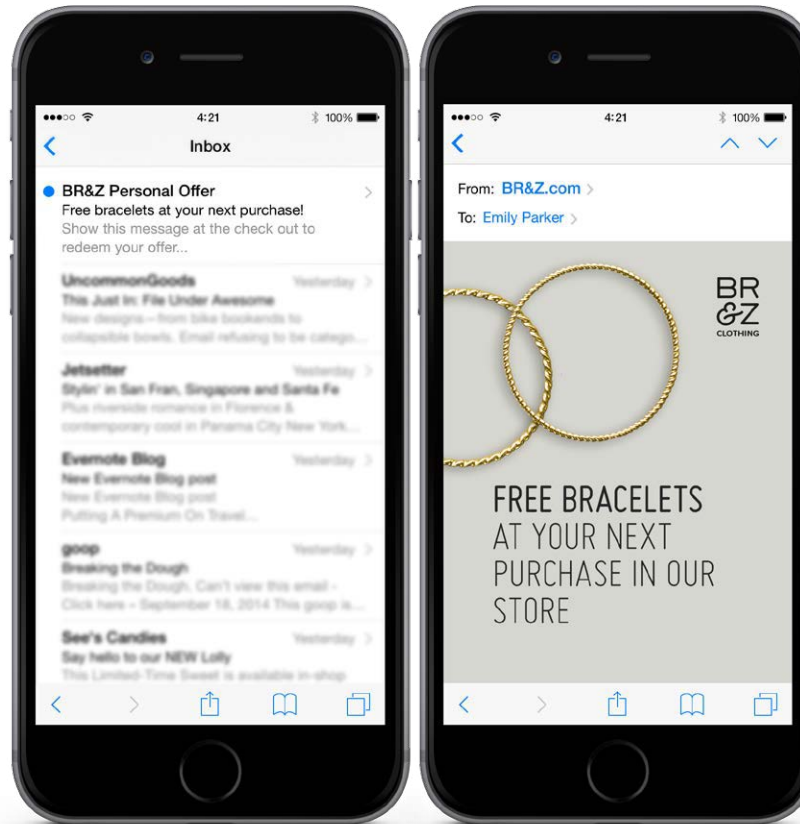


# Monetise - Campaigns

E-mail during store visit



E-mail day after store visit



# Data & analytics - What we collect



## LinkedIn

- Name
- Photo
- Functions
- Education



## Facebook

Facebook user points of interest. For example music, TV, sport, culture, fashion and politics.

- All likes (interests)
- Location where user has been
- User posts
- Keyword analysis within user posts for targeting advertisements



## SO WIFI Location based

- SO WIFI Locations where user has been (without logging in)
- Duration of visit
- Frequency of visits
- If the visitor also has been to another shop of this chain
- Number of passers that walk by
- Conversion to go in shop



## Instagram

- Location where user has been
- Tags & posts of media
- Who are the followers
- Who follows the user

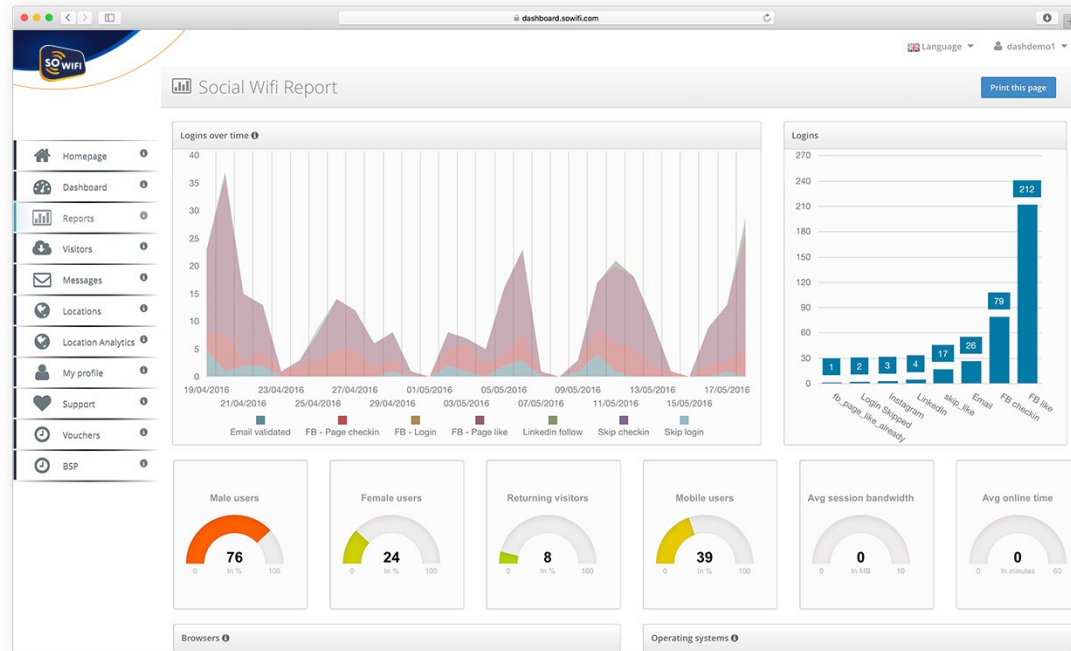


## Twitter

- Tweets of user
- Who are the followers
- Who follows the user



# Live Online Dashboard



- Perfect overview
- Create custom reports.
- Detailed information about your visitors
- Such as age, gender, interests, etc
- Send messages to visitors
- Overview of all your locations
- Export all user data
- Make live changes to splash pages
- Change settings



# Case Studies



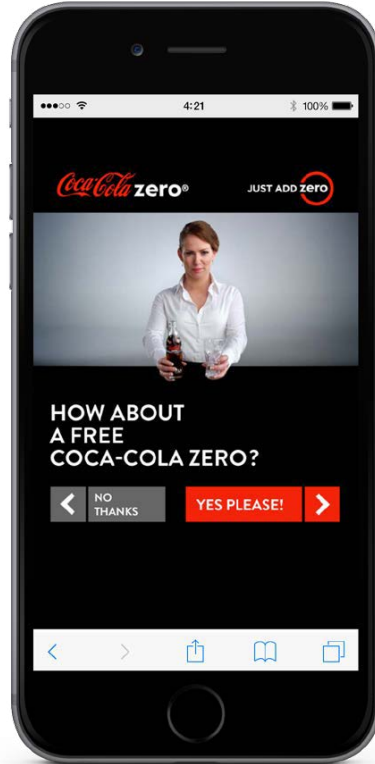
## Hunkemöller

- Outlets: 700
- Region: Europe
- Products: SO WIFI Premium
- Goal: Social media exposure, consumer behavior and insights



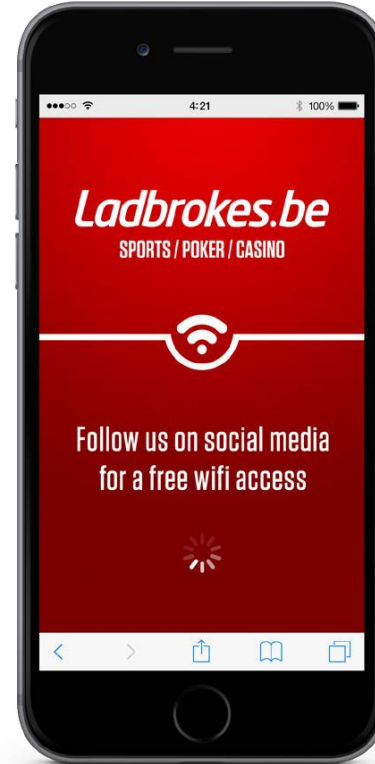
## G-Star

- Outlets: 300
- Region: Worldwide
- Products: SO WIFI Premium
- Goal: Social media exposure, consumer behavior and insights



## Coca-Cola

- Outlets: 1500
- Region: Belgium + Netherlands
- Products: Custom Login Portal
- Goal: Drive rotation, awareness and activation



## Ladbrokes

- Outlets: 300
- Region: Belgium
- Products: SO WIFI Premium
- Goal: Increase App download's and online targeting



# What can SO WIFI do for your business?



# SO WIFI Product and Pricing Structure

- Two product options:
  - Use SO WIFI supplied plus and play AP's for small locations – up to 3 AP's
  - Use customer's existing WIFI infrastructure
- Upfront or monthly pricing with 1, 2, 3 or 5 year terms
  - Upfront option idea for 12 month contracts with no admin, or for longer terms when using leasing
  - Monthly subscription (excluding hardware) for all other opportunities
- Price list is based on RRP, current Pragma iPECS discount applies





# SO WIFI Proposition

Owners of businesses who sell to consumers and want to find new customers should be:



Raising their social media presence (**typical cost per FB like is £1.80 per like**)



Increasing traffic to their web site traffic (google, SEO costs)

Generating email campaigns to promote offers and encourage repeat business (e.g. mail chimp £20 per month)



Driving App downloads (if they have one, **typical £3 per download for free apps**)



Gaining better insight into who their customers are

- Obtaining and sharing customer reviews e.g. TripAdvisor, vital for hospitality
- Creating and running loyalty programmes to keep customers engaged and coming back - also expensive and time consuming to set up and manage



# SO WIFI Proposition

However most owners of small independent businesses don't do all or any of these things because:



They lack time, most are fully employed running their businesses



They don't always have the expertise to set up and run marketing activities



Many of the activities are expensive, and unless they are managed carefully (see above) will not provide a return

The good news is SO WIFI will do all of this, for a single, low monthly fee, and once set up it will keep doing these things with no time required to managed.

Provides resellers with fresh approach to win new customers, start with SO WIFI but expand to include other products and services i.e. broadband upgrade, telephony



# Pricing Examples

Small location with 2 AP's using SO WIFI hardware, 24 month term:



- Upfront price - **£1,795** 
- Monthly price - **£64** (plus hardware cost £470)

Location using own WIFI infrastructure, up to 100 concurrent users, 24 month term:



- Upfront price - **£2,235** 
- Monthly price - **£90** (plus hardware cost £235)



# SO WIFI Sales Incentive

- If selling SO WIFI using upfront model, with 24 month term or longer, you will receive:
  - £100 bonus bonds for small solution with SO WIFI hardware
  - £175 bonus bonds for customer's own WIFI Infrastructure solution – up to 100 concurrent users
  - £250 bonus bonds for customer's own WIFI Infrastructure solution – more than 100 concurrent users

Incentive runs until end of March 2017



# Next Steps

- Speak to your Pragma account manager
- Order SO WIFI starter pack - £150 (trade), includes:
  - SO WIFI in-house demo account for 1 Hotspot
  - SO WIFI access point
  - Reseller portal set-up
- Complete portal training
- Start selling and create a brand new revenue stream!



# In summary

SO WIFI is a complete marketing solution

iPECS Cloud

Braxtel ContactQ - Mid-market contact centre

Innovative iPECS on-premise portfolio

iPECS UCS 5.5 - Application Suite



# Roadshow Close

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- Slides will be available from next week on the Pragma portal
- Please remember to complete and hand in your feedback form and you'll receive a gift!
- Lunch is now being served
- **Thank you for attending our roadshow!**

