



ATEL CloudConnect

Customer Value Proposition

Offering unified communications and collaboration solutions as a service (UC & CaaS) for all the ways a business communicates providing more business-changing features and benefits, with greater reliability and a lower cost of ownership

ATEL CLOUDCONNECT OVERVIEW

Unified Communications

Our UC&C solution starts with a fully redundant, cloud-based, multi-tenant system, partitioned and allocated to fit the customer's needs. IP phones can be located on desks, in conference rooms and throughout the customer's facility. All phones connect to the corporate LAN, and a router handles the voice and data traffic that flows to ATEL CloudConnect over a data trunk. The router is set up at the client's business facility ensuring that the voice traffic has a higher priority than the data traffic.

Incoming and outgoing calls come into our data center, where we route the calls and provide the advanced services. Our system handles incoming calls and terminates them on the device programmed by the client. They can specify that they want calls to be routed to their mobile phone. We can also ring multiple phones at once, all handled from our system.

KEY SALES POINTS

Lower Total Cost

The cost of operating a business historically includes maintaining a PBX, broadband connection and PSTN access, plus email, website hosting and other services. The problem is more difficult for distributed organizations because each site has to contract for its own services. This creates additional capital and manpower expenses.

ATEL CloudConnect allows the client to outsource the service and treat it like a utility with a known recurring monthly bill and no extra or unanticipated capital cost. This allows a business to push the operation and expense of their communications to us by bundling together all the services on a single bill such as phones, broadband service, long distance. We can integrate voice into web services such as Outlook contacts, email & calendar, CRM like Salesforce, ACT! and other software apps.

Easy Administration

Users have access to intuitive web portals to perform moves, adds and changes, greatly simplifying the effort required to operate/manage the service.

Reduced Capital Costs

The capital required for a phone system is greatly reduced and the upfront cost is changed to a low known monthly cost. Capital is used as op-ex rather than cap-ex.

Savings For Distributed Organizations

Our solution is perfectly suited for businesses with multiple offices. All calls between offices are free because they are in our network.

Unified Communications

ATEL CloudConnect can provide a unified service that integrates cell phone service and traditional land line service. Time saving and cost effective advanced features create huge benefits for businesses that want their employees to stay connected to work anytime, anywhere.

Higher Reliability

ATEL CloudConnect is housed in a secure datacenter where our engineers deal with the numerous vendors, software and hardware upgrades, and geographically redundant servers so that the service is always available. The source of the business communications is not a box in the office. If the connection is lost at the office location, calls are routed from our facility to alternate locations, guaranteeing that the business isn't impacted.

More Functionality

Recently business communications have taken a huge technological leap. The opportunity to maximize functionality while saving time and money has never been better.

ATEL CloudConnect features include:

- Simultaneous Ring
- Call Swap
- Voicemail to Email
- Fax to Email
- Voice Integration w/ Workflow Applications
- HD Voic, HD Audio/Web/Video Conferencing
- Mobile Integration
- Call Recording

BENEFITS

These features allow the individual user to take control over their communications. Important calls reach them when, how, and where they want to be reached—whether it's at their desk, in a conference room, roaming the facility, on the road, or working from home or hotel room. Users have access to online enterprise directories, web portals and toolbars on their desktop to manage calls in conjunction with their advanced IP phones.

TARGET CUSTOMERS/MARKETS

Business Owner

- Capital and operating expense to purchase/operate/maintain a voice platform is no longer required.
- Employee productivity - unified communications means fewer calls go to voicemail or unanswered when employees are away from desk.
- Replace or add other business services to the voice platform: By incorporating mobility, fax to email, conferencing and hosted call recording, significant equipment cost savings and worker productivity can be demonstrated.

CTO or IT Manager

- No longer have to manage multiple vendors and service providers for voice, data, email, storage and web hosting
- No need to manage multiple platforms, complex dial plans, different interfaces, non-integrated directories.
- No paying technical, highly-skilled, expensive labor for voice platforms.

Receptionist/Admin Assistants

- No need to keep track of changing employee directories with new names/ numbers
- Monitor multiple executive lines with push to talk and intercom dialing.

Factors Favoring Hosted Service

- Dynamic business conditions, rapid restructuring, cost savings, responsive to speedy growth
- Small to medium sized business and distributed or mobile organizations make it difficult to rationalize PBX systems.
- High Salary/Skilled staff have fast ROI from increased productivity from advanced features.
- Cuts high communications cost with savings derived from bundling and converged voice/data service.

Factors NOT Favoring Hosted Service

- Recently-purchased voice platform: You can still sell SIP trunks with the "mobility pak" features
- Static business conditions: Little incentive for investment. Go with fast-growing businesses.
- Limited data infrastructure: Customer needs to be willing to upgrade their LAN

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