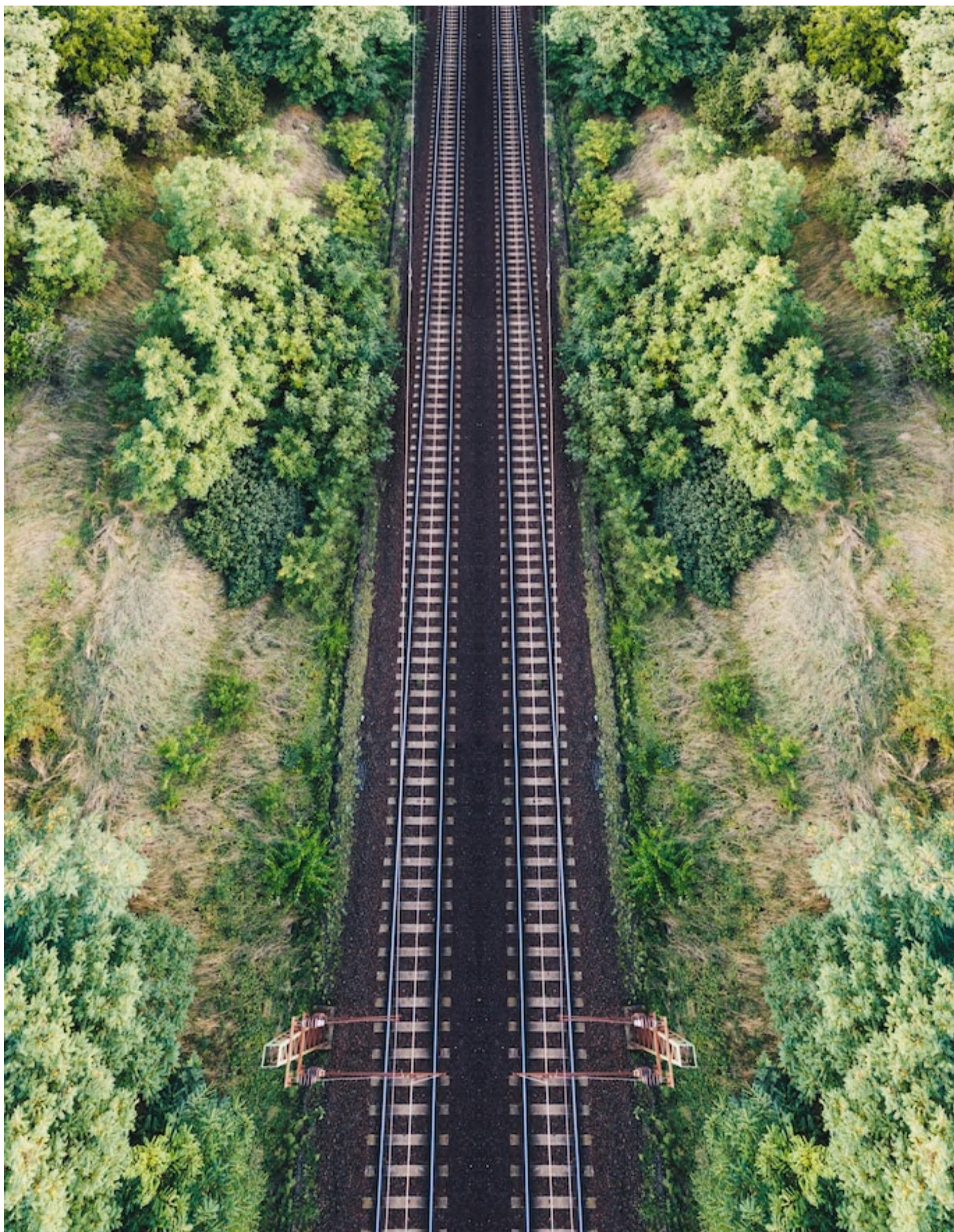
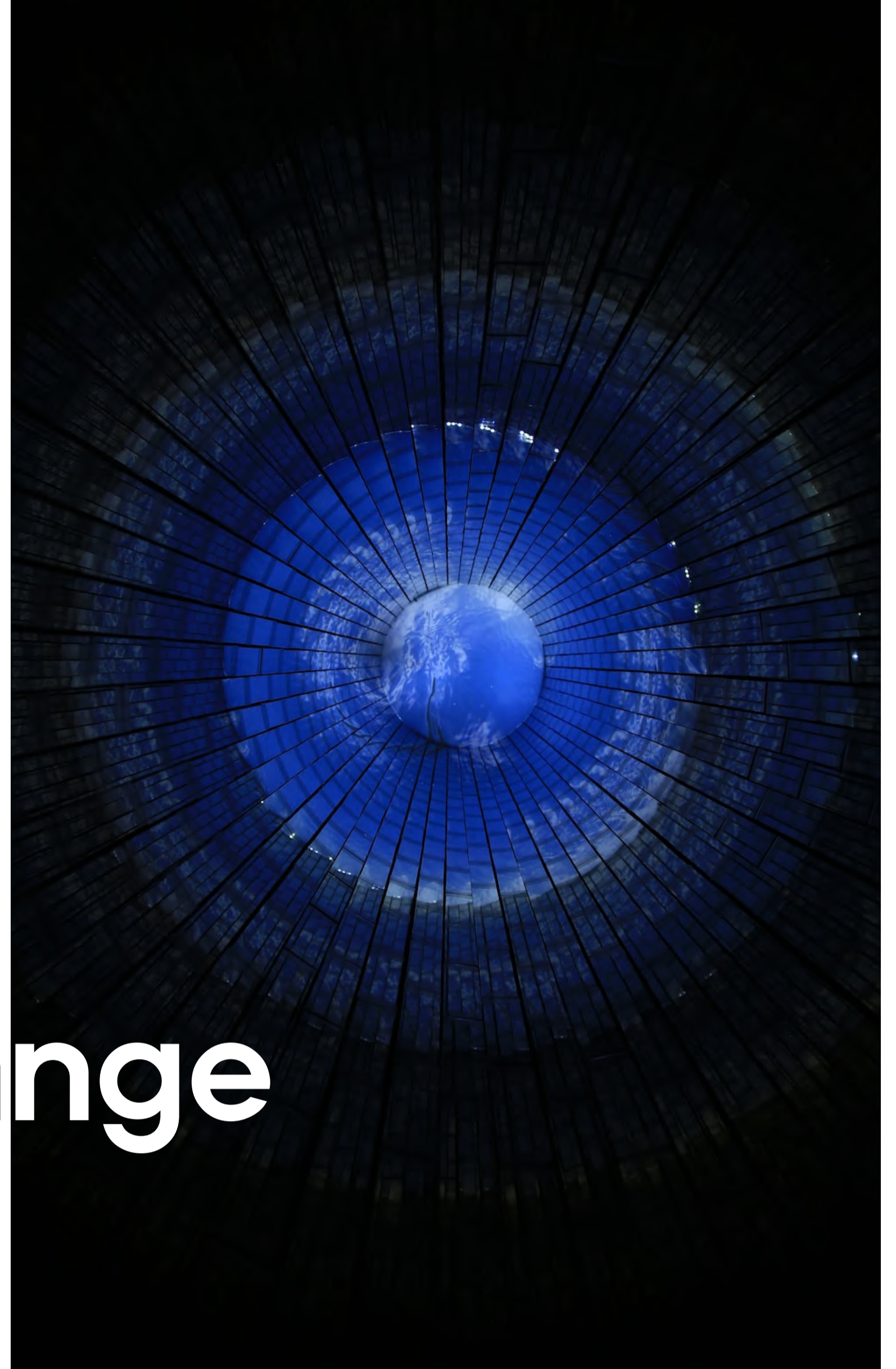


Communication Platform An Introduction

Driver for Change



- Ageing on premise PBX
- Greenfield deployments
- Moving office - retain numbers (porting)
- Looking for a richer feature set (IVR, Call Recording, Virtual Fax, Auto Attendant)
- International virtual number presence
- More “simplified” control of their phone system
- Scalability and Flexibility to expand
- Consolidate many services to one (lines, PBX, conferencing)
- Cost Savings

Human Interactions has Evolved

Service	On-Premise Physical PBX Solution	StarTele Solution
Solution Pricing	Frontloaded CAPEX model.	Flexible models.
Install & Maintenance	Onsite installation mandatory and complex configuration.	Easy to deploy with remote provisioning capability.
Billing	Separate bills from partner, carrier and others.	One global invoice for every site, user & territory.
Scalability of Service	PBX's have a physical limit on the number of users that can be connected to the PBX. Also reliant on a single instance.	Easily scale to thousands of users in one location with an easily expandable model. Add new sites, users & features any time. No single point of failure at data centre equipment level.
Flexibility	Slower to make changes, may require more site visits, remote working is complex to serve.	Works over the top (OTT) over any broadband connection enabling remote working. Portal allows for instant changes.
Troubleshooting	Multiple vendors to serve conferencing, PBX, carrier needs.	One single vendor for all communications needs.
The Future	At some point in the future will need to be upgraded.	Continual development and improvement of functionality as well as scalability without interruption of service.

Market Opportunity

85%

of Enterprises Plan Multi-Cloud Switch

24.9%

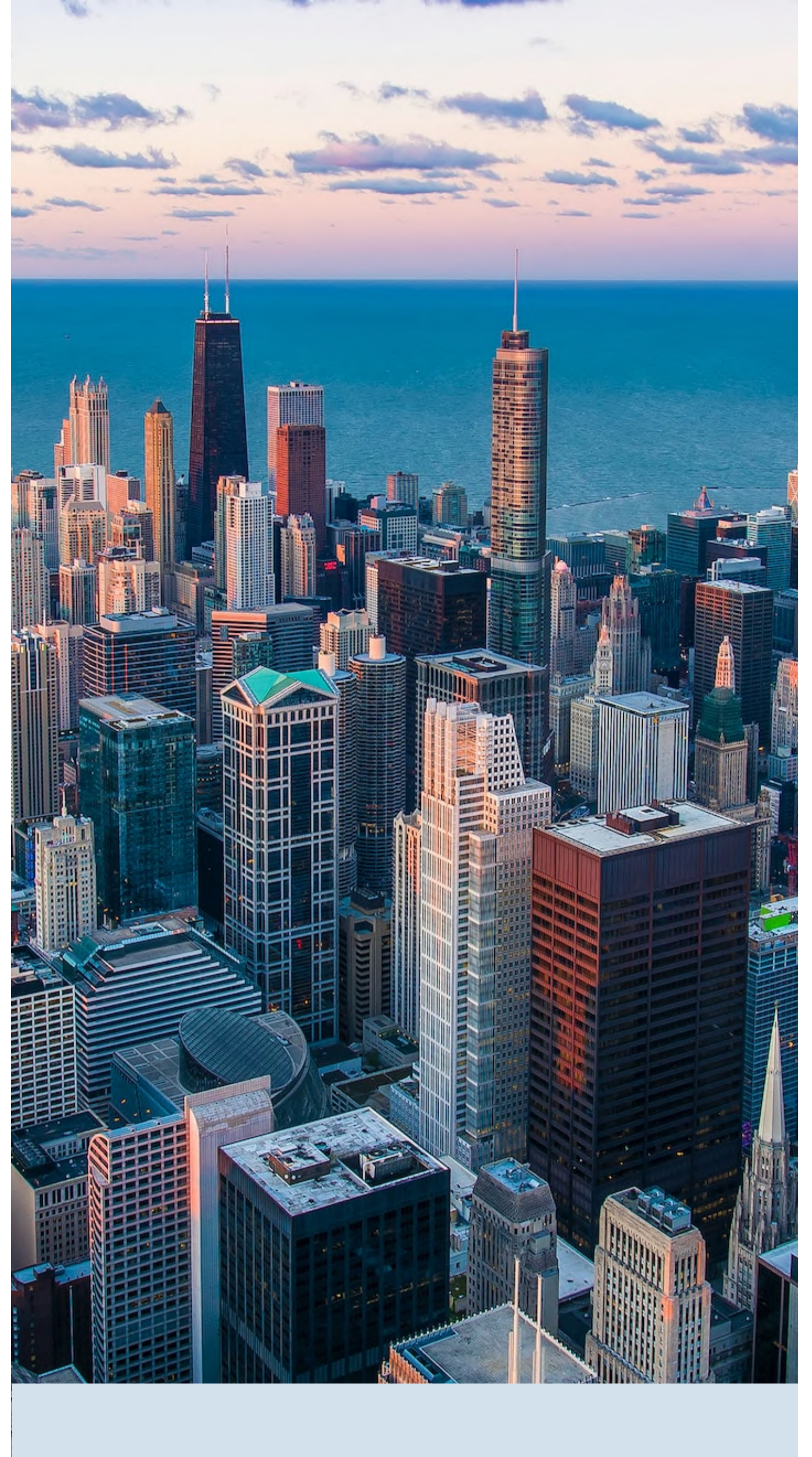
Projected CAGR (2024) with Asia Pacific being the highest

\$200B

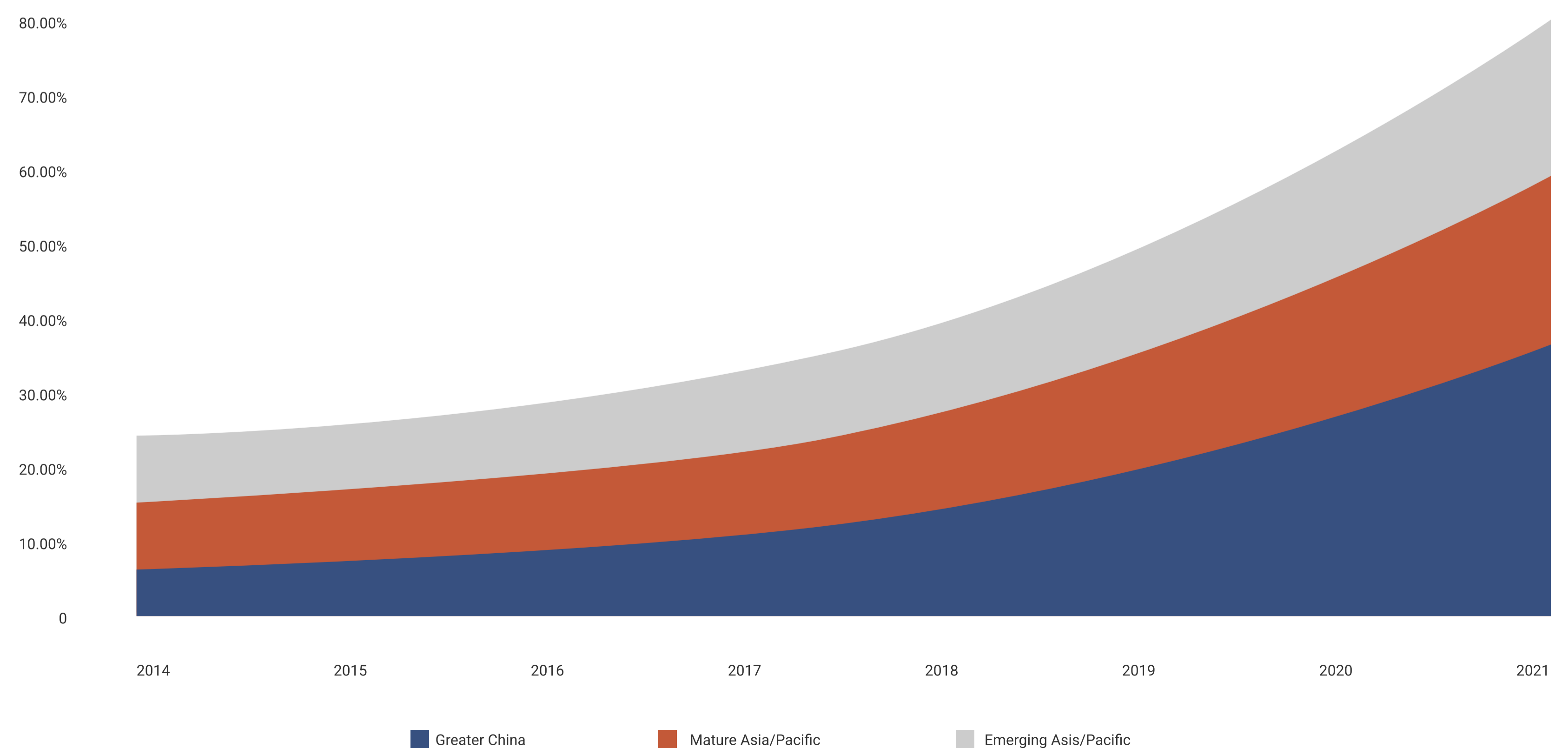
Global VoIP Value by 2024

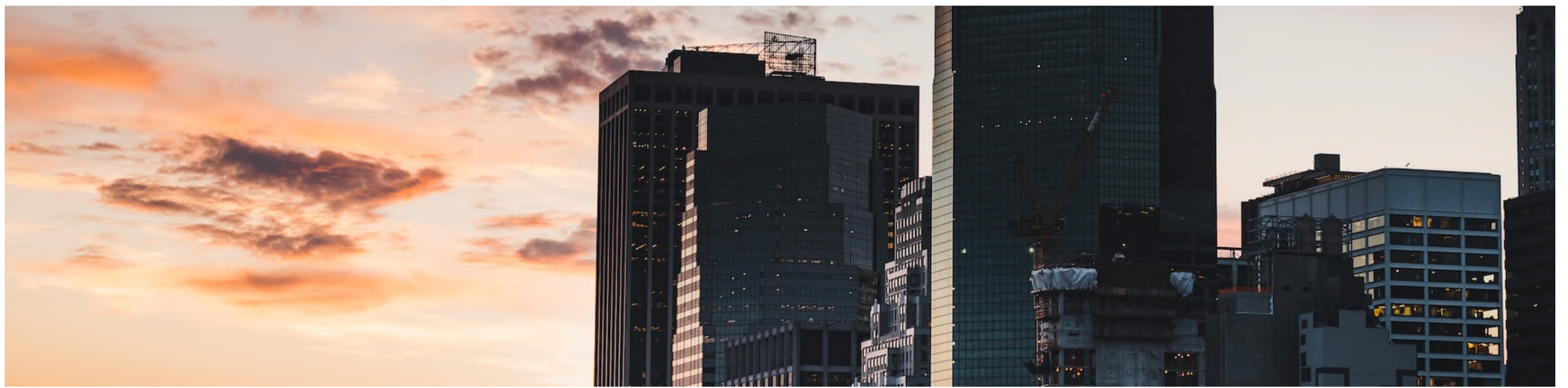
200%

Growth in UC Market Worth (2019-2025)



Cloud-Based Growth, by Region (%)





What is the opportunity for Telcos?

Attractive Revenue Scope

An attractive commercial model with minimal CapEx can be offered for penetration.

Rapidly Deployable

To facilitate customer demand, the platform can be deployed in closest availability region to facilitate low-latency and quick go-to market.

Open to Integrations

Open API Architecture with ability to integrate with end-customer /carrier/service provider systems would provide advanced management reporting and dashboards.

Local Support

Local as well as remote-support option to ensure best in class customer support.

Differentiated Offering

The UcaaS Hosted telephony platform would provide end-to-end services and flexible for various types of service providers and enterprises.

Minimal Support Overhead

The centralized hosted platform would require minimal input from tech & support teams for initial deployment and also provide for multiple customer rollouts and ongoing support. This roadmap is to gradually align support structure with channel partners.

Globally Scalable with Full Localization

The platform is envisioned to be truly localised for international markets across all elements of the service and not be reliant on any single instance

StarTele UC integrated solution

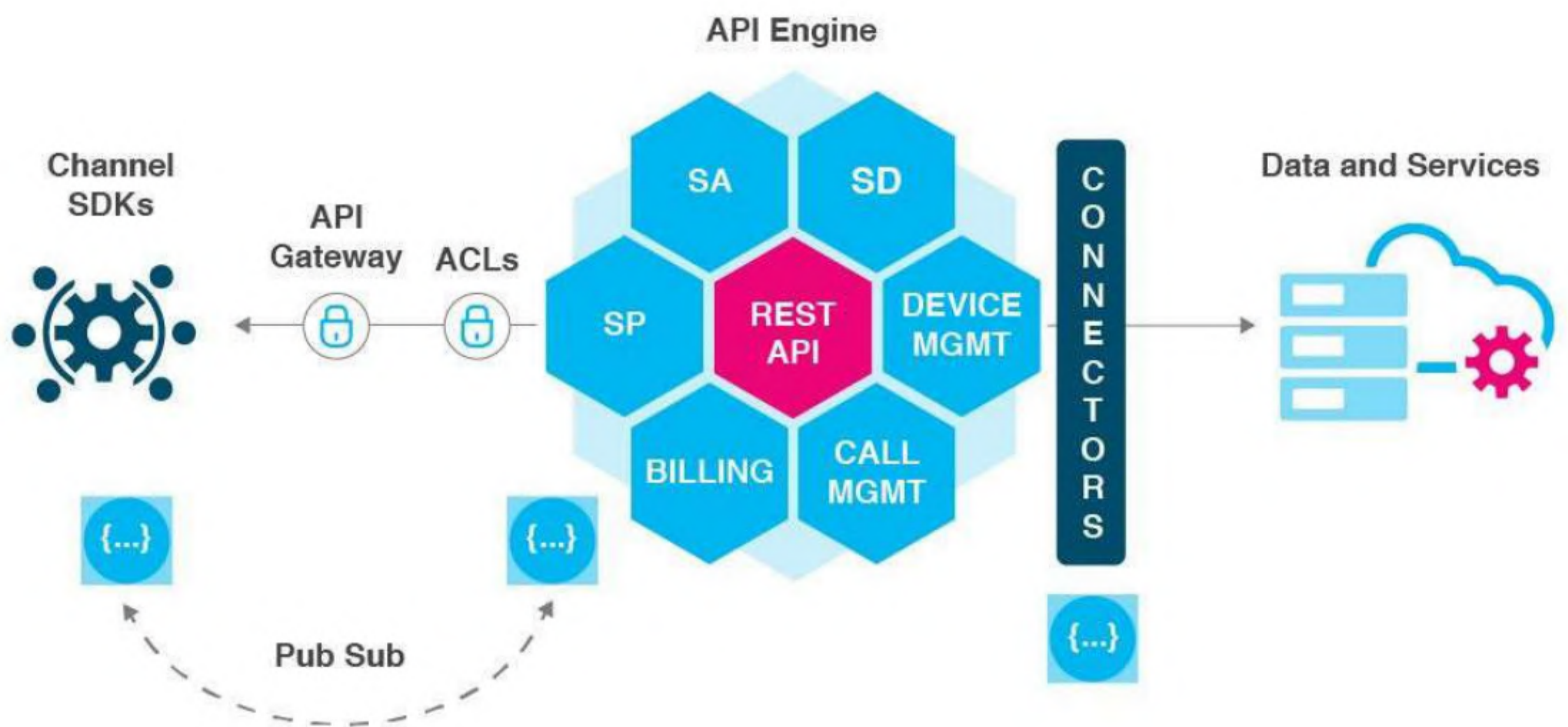
- StarTele UCaaS solution unites businesses, collaborators, and technologies.
- Voice, video, and visibility. Conferencing, collaboration tools.
- Everything under one cloud umbrella, managed by one partner.



Key Selling Points

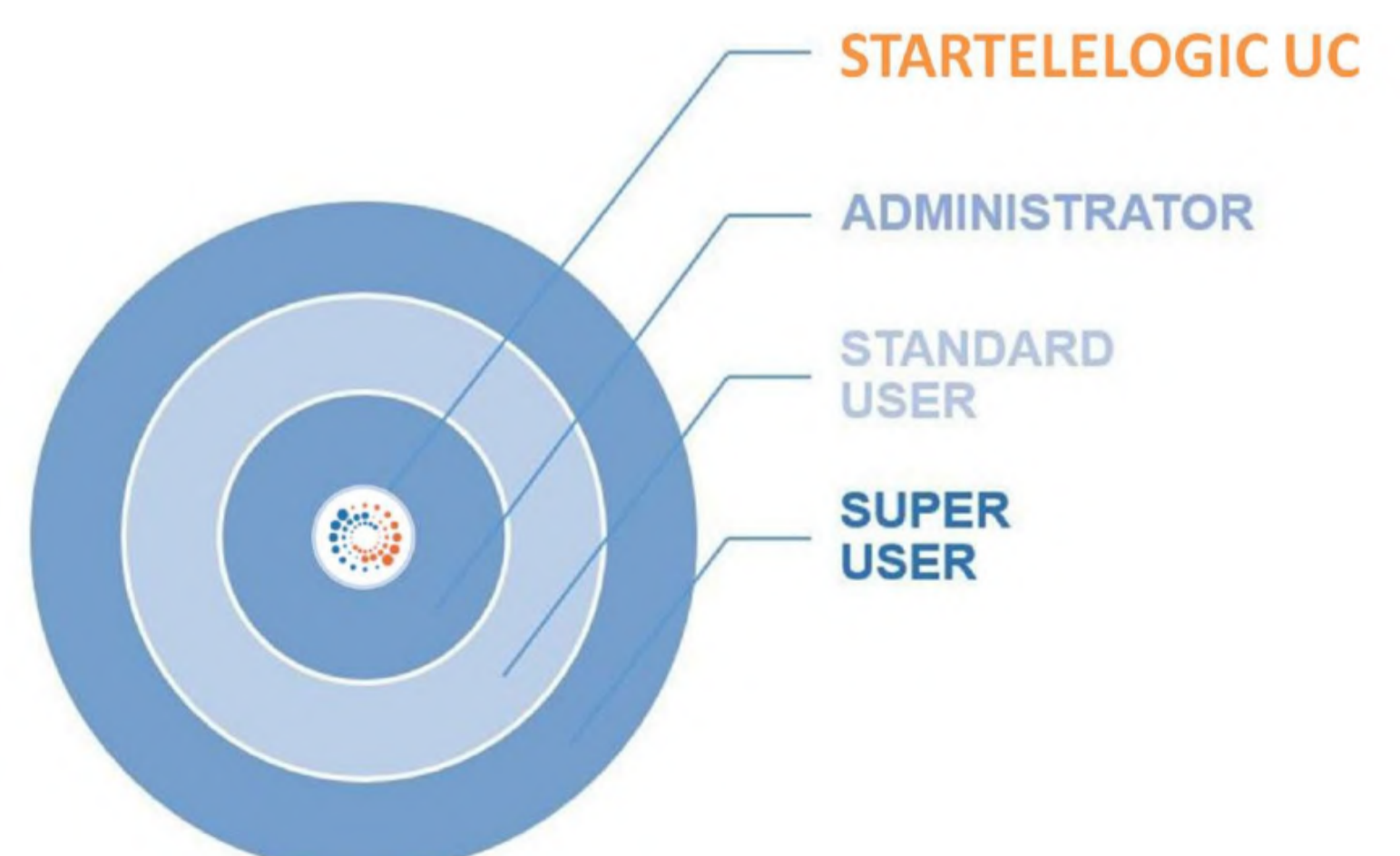
- Total solution: one provider, one bill option
- Greater savings and value for money
- Easy to scale, add new users and move offices.
- Ability to connect multiple offices/sites
- Online management via user friendly web portal
- Full number management (allocation, caller ID management, etc.)
- Greater control and predictability
- Work from anywhere - extended mobility
- Full set of UC features (Audio and Video Conference, Desktop sharing, Mobile App, etc)

Full Stack API Layer



UC Access & Deployment

StarTele UC is fully accessible through a single web portal with tiered access layers

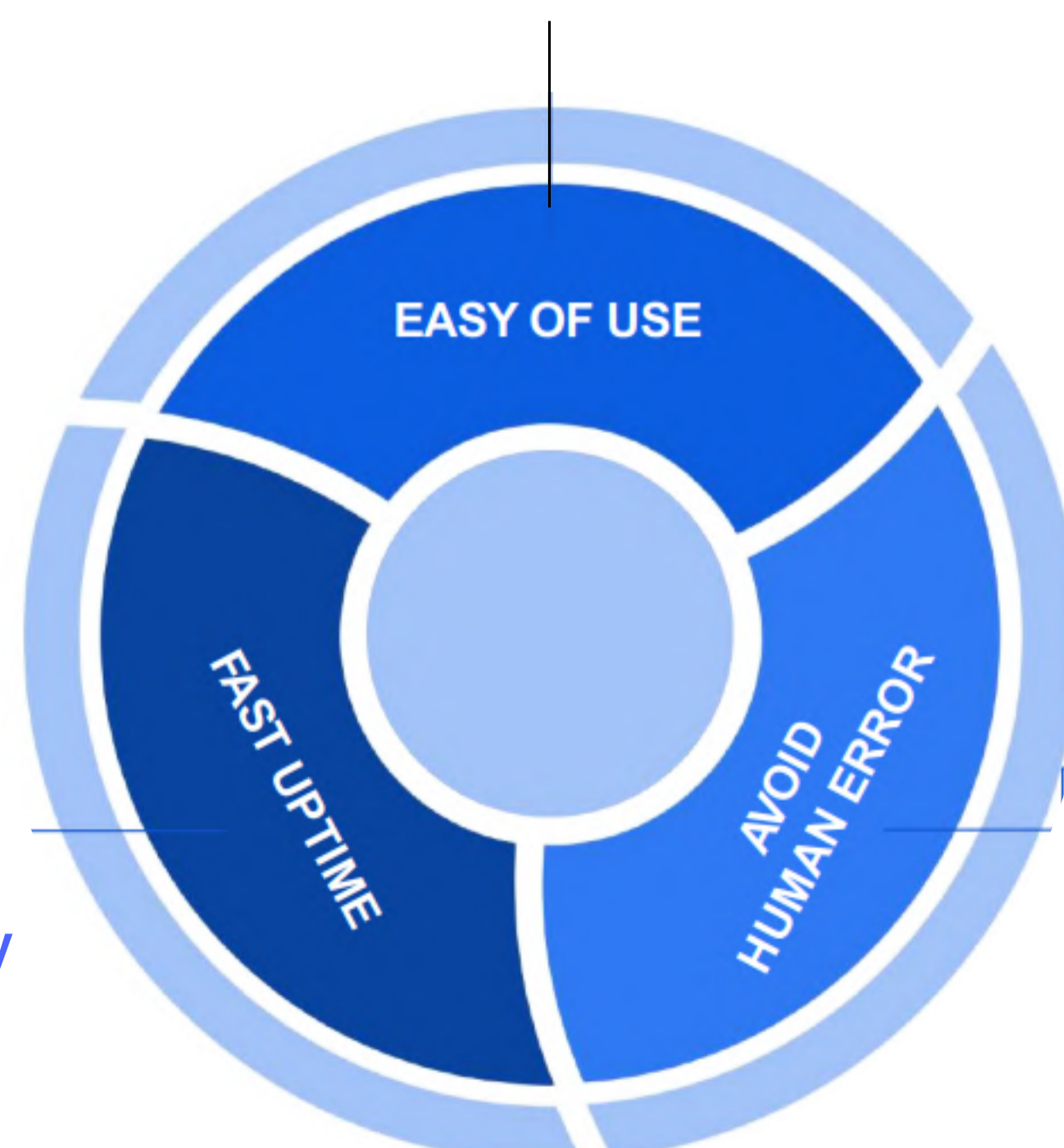


Customizable Role Functions

Regular User	Administrator	Super User	Operational Types
Advanced	Reseller	Provider/SIP	Accounting
	Federation Administrator	White Label Manager	Porting
	Customer Administrator	White Label Administrator	Group Monitor
Standard			

Unparalleled Service Delivery

Drag & Drop call flow designer,
comprehensive UI experience



Fast deployment: Customer ready
for service within define days.

Low touch setup, Plug & Play
hardware configuration,
automatic service provisioning

Maximised Customer Experience

Provisioning Team

Responsible for customer account setup and provisioning. Rights could be provided to customer-admin.

Skills: Product specialists

Training Team

Responsible for training customers and partners, generate educational content.

Skills: Product knowledge, ability to interact in a positive and engaging manner.

Customer Support

Responsible for direct and indirect user experiences, L2/L3, contact with the customer per escalation matrix.

Skills: Proactive attitude, problem solvers, communicators, light network engineering



Do More With UC

Empowering your Enterprise

- TLS and SRTP call encryption
- User management
- User permission Management
- Notifications
- Video call
- Voice Call
- Call-Conference
- Screen recording
- Text Messaging
- Screen Sharing
- Contacts
- Connections
- Profile Management

- Soft client (Android and iOS)
- Presence
- Customized Greeting
- Configurable Hold music
- Voice-mail (configurable)
- User-busy tone

Call Functions

- Make/Receive
- Mute/Unmute
- Speakerphone/Earphone
- Hold/Unhold
- Call waiting (optional)

Even More With StarTele UC



API Engine



Call Conferencing



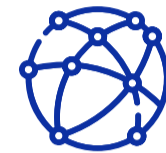
Call Recording



Flexible Caller ID



Multi - Site Management



Deploy Anywhere (OTT)



Visual Drag&Drop Callflow Designer

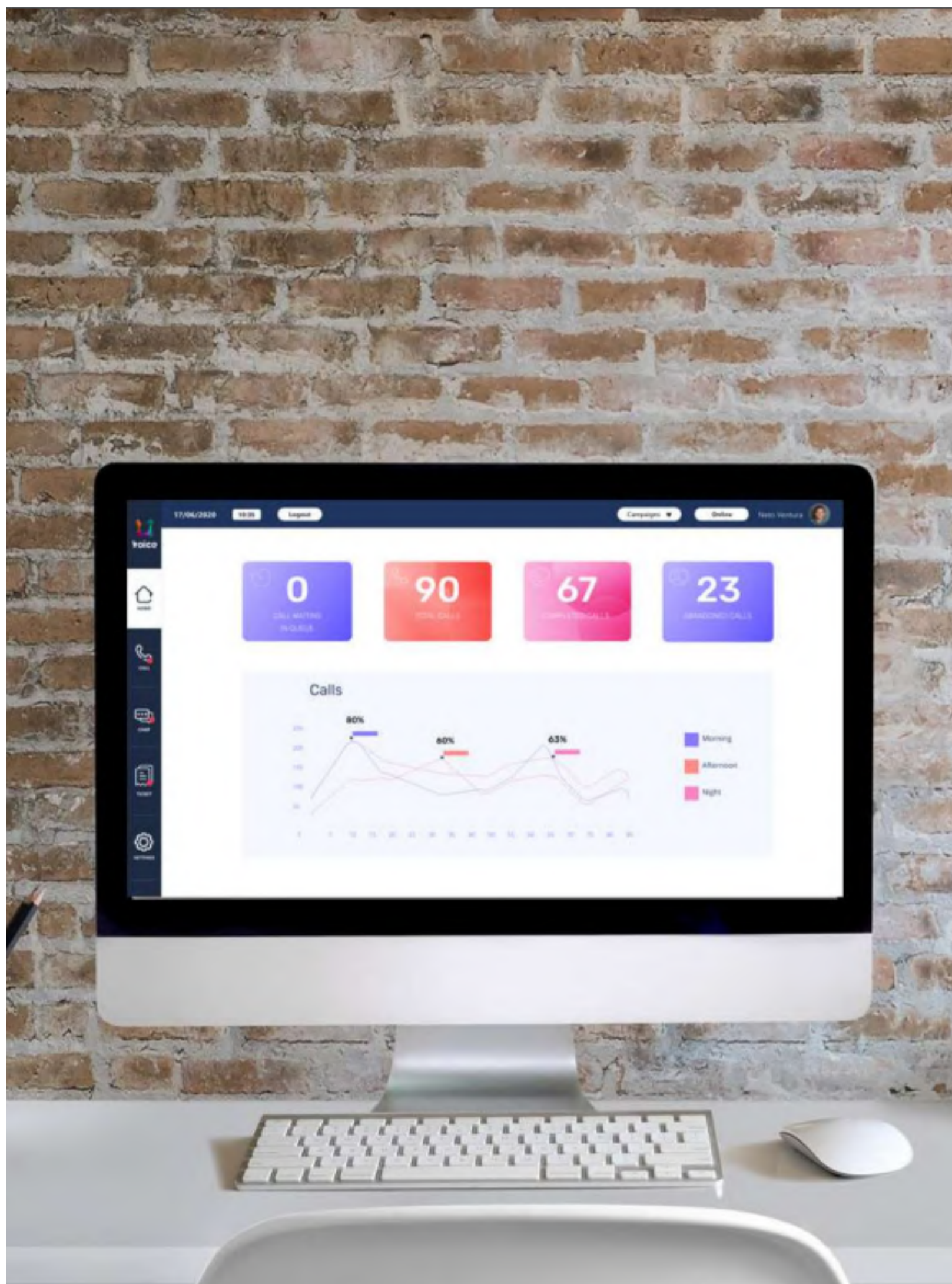


Call reporting

Hosted Video Conferencing & Platform Collaboration



- HD Video & Audio WebRTC | Codecs: VP9/VP8 and H264 for
- Video & G711 for Audio
- UC Portal Access (& with Scheduler)
- Dial pad for External Calling
- Screen-share Capabilities
- Video Conference Recording
- Real-time messenger in Video Conference
- Add and Administer Members (mute, hide video)
- Instant File-sharing
- Advanced Audio & Display Settings
- Customisable Visual Grid Layout

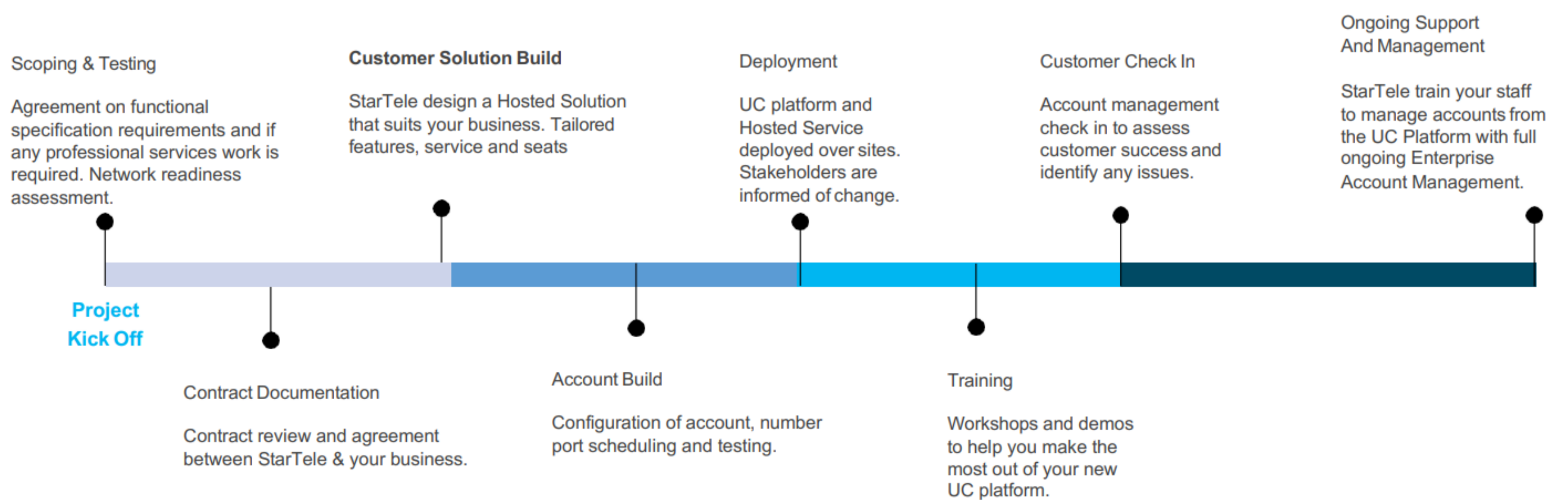


Overview of Contact Center

- Intelligent Call Queuing (ACD)
- Many Ringing Strategies and Side Options
- e.g:
 - Ring All
 - Longest Idle Agent / Round Robin
 - Agent with least talk time
 - Agent with fewest calls / Random
- IVR
- Real Time Call Monitoring
- Abandoned call can resume position
- Agent Management & Statistics

Project Timeline

Rapid Deployment for Service Providers



Suggested High-level Project Timeline | A fully resourced, detailed project plan will be created upon contract signature.

Full Managed Serviced Model



PLATFORM AS A SERVICE / MANAGED SERVICE

Carrier activity Porting + Regulation Inbound +
Outbound quality termination Software innovation +
Upgrades Feature dev + Deployment Network +
NOC API Development



GO 2 MARKET ADVISORY

Sales Channel, Content Enablement
Productisation/ Offerings, Pricing + Incentives



CUSTOMER SUPPORT PROCESSES

L1, L2, L3 Capability Support Collateral + How to
Guides SLA + Response Time Framework Reporting
+ Monitoring



ONBOARDING PROVISIONING CAPABILITY

Technology Tools Plug and Play Elements Enabling
Partners Onboarding team "as a service"
Professional Services + PMO



TRAINING AND DEV

Trainers available Knowledge sharing
Product Training + Guides Webinars + Live Demo
Capability End Customer Admin training as a service



BILLING AND INVOICING

Full Billing + Rating Engine Integrations to 3rd Party
Billing Retail Bill + Invoicing Capability Billing as a
service option

Full Managed Serviced Model

Webinar

Video guides

Mini PDF quick start guides

Bill analysis tool

Pre qualification tool

Training for marketing and sales teams

Productization and platform development

Consultancy on best practice UCaaS lead
generation

