

UNIVERGE SV9100

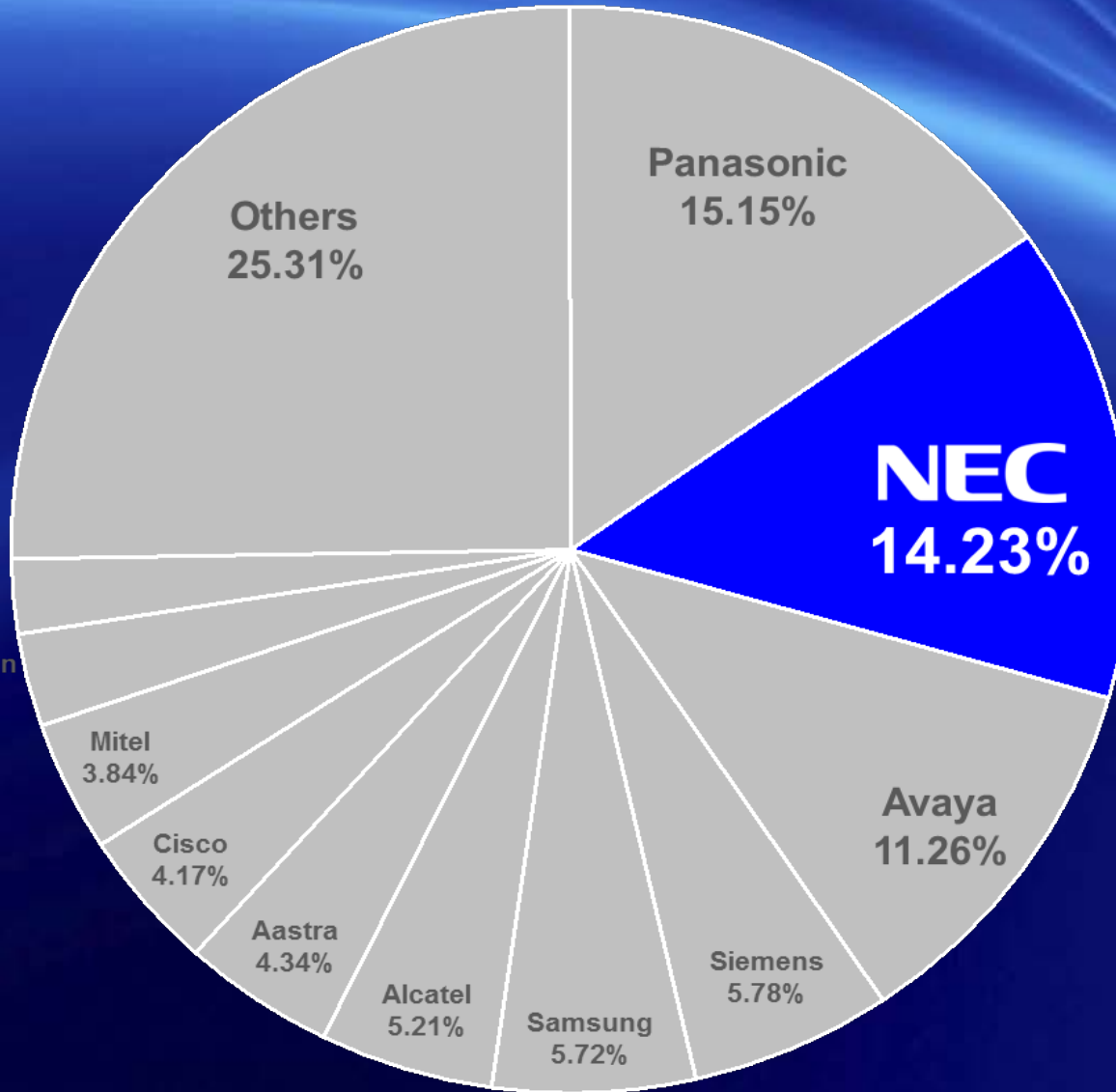
2014

Worldwide SMB Market Share 2012

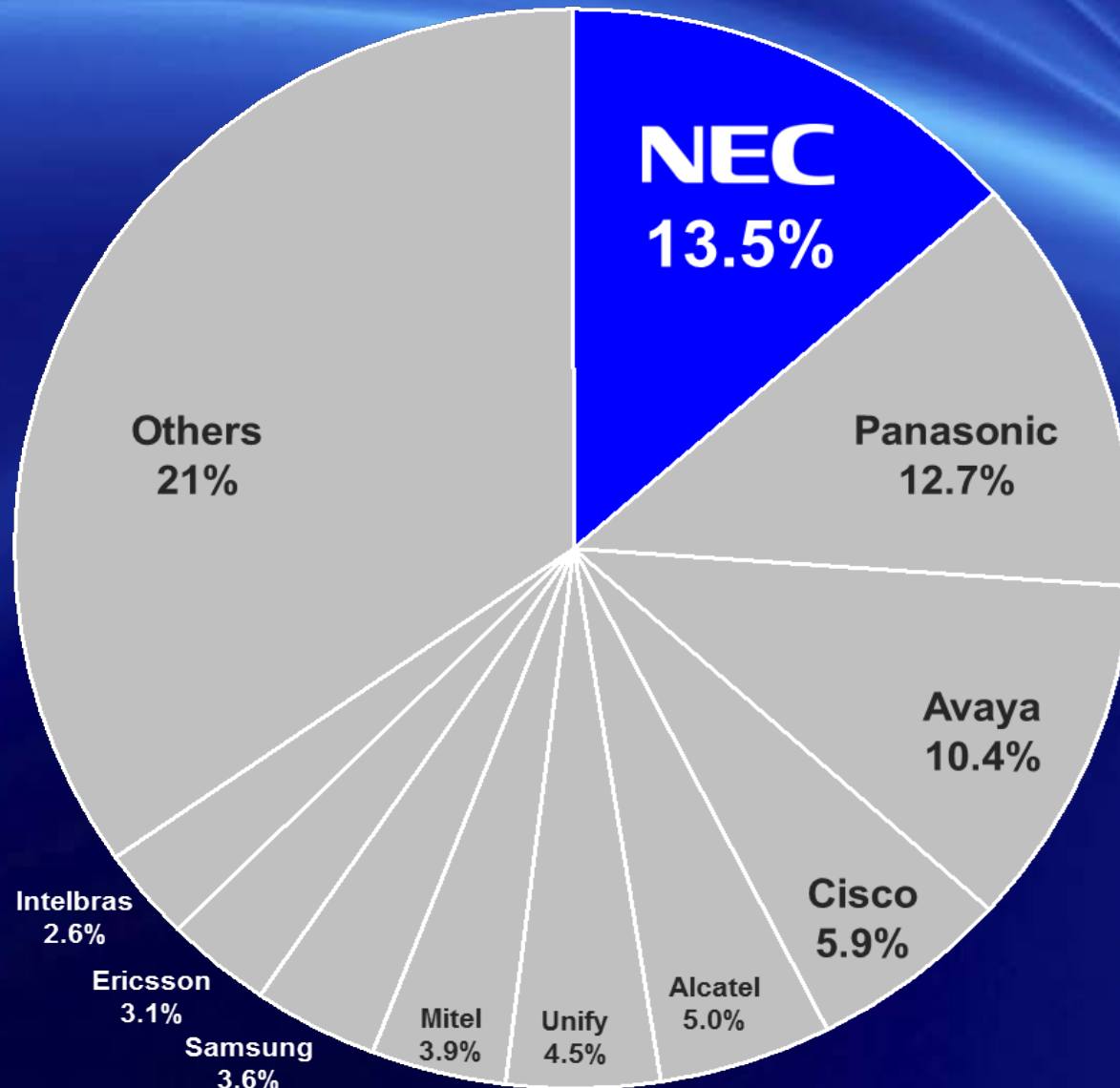
#2



**NEC Increased
Line Shipments**



Worldwide SMB Market Share 2013

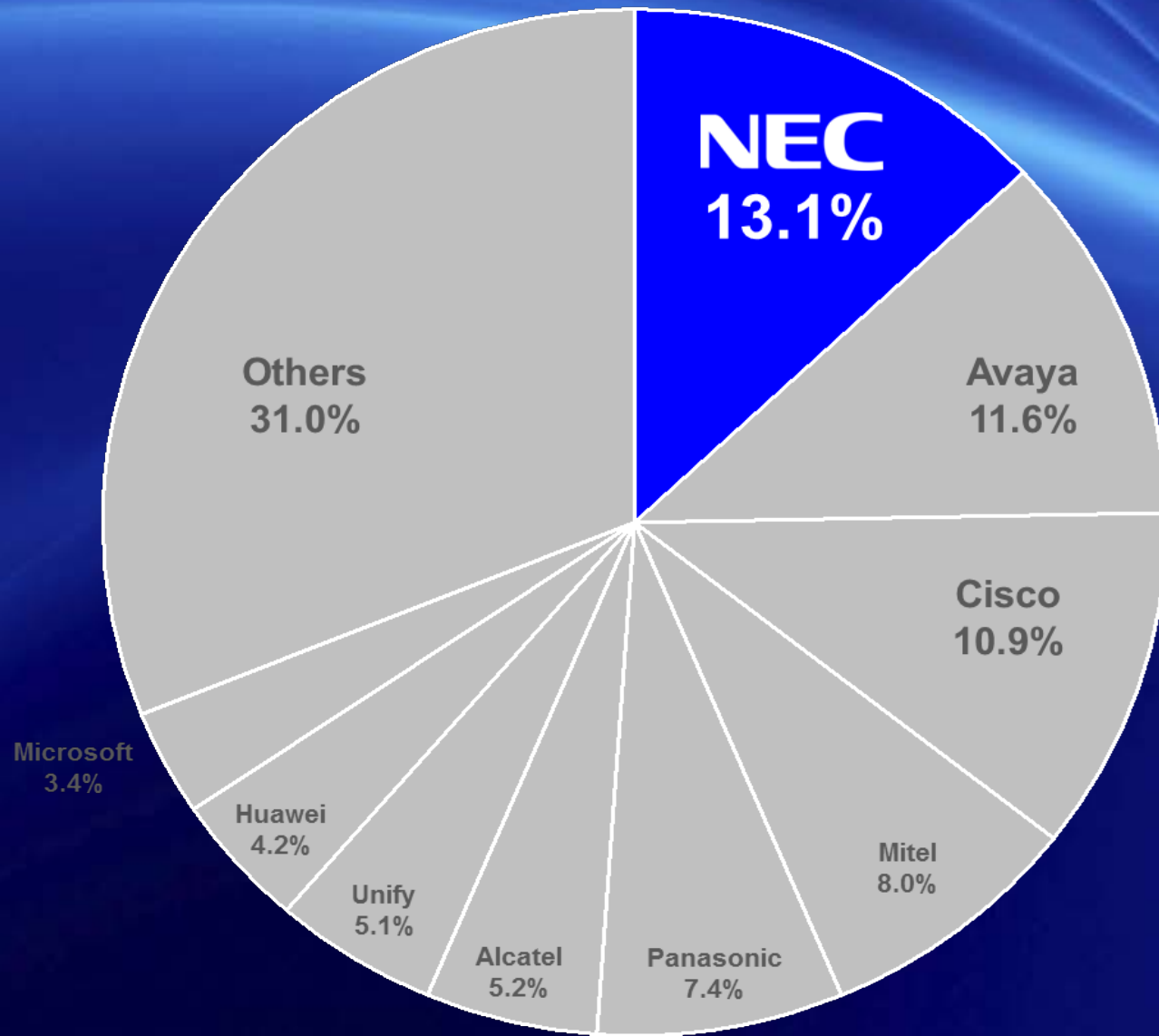


#1



**NEC Increased
Line Shipments**

Worldwide Market Share 1Q 2014



#1



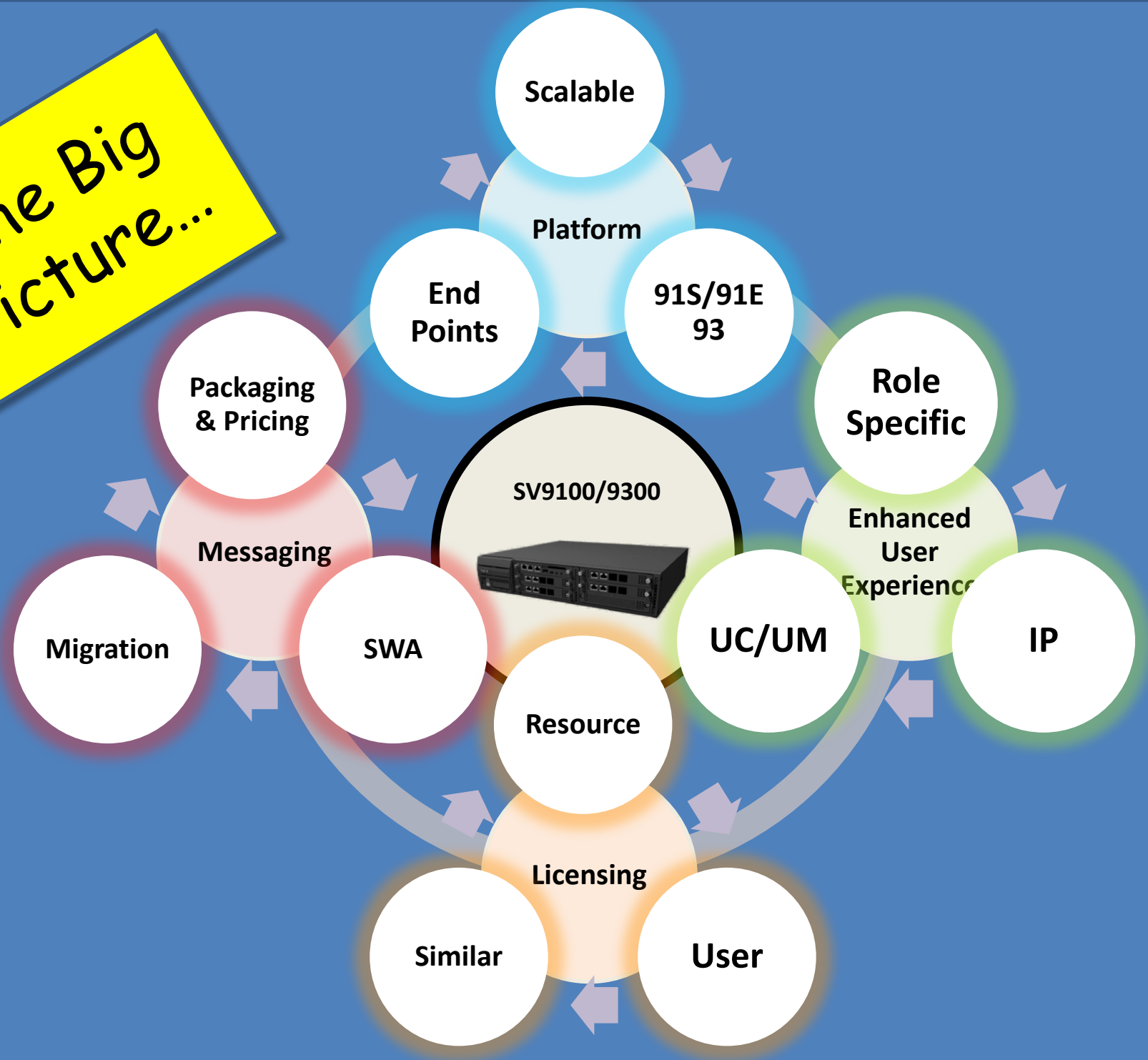
**NEC Increased
Line Shipments**

SV8100/8300 Success

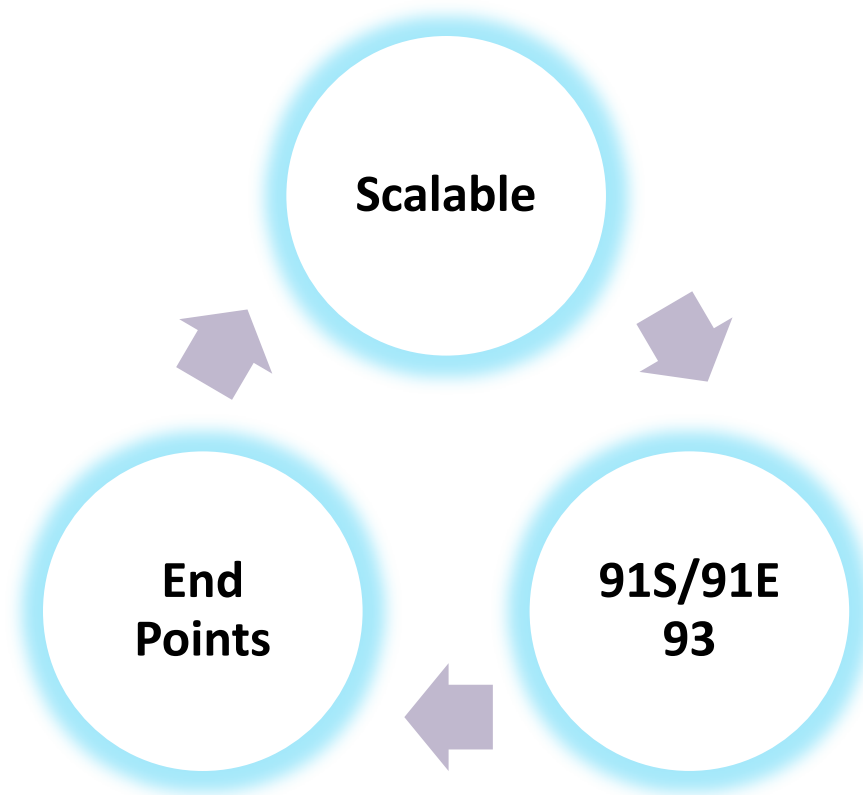
- ✓ SV8100 was introduced in May 2008
- ✓ Global system shipments 300,000 and growing
- ✓ Global terminals shipped 7,000,000 and growing
- ✓ This is the product and you are the sales team that put us in the #1 market position
- ✓ We want this to continue
- ✓ Thank you!



The Big Picture...



Platform



The Big Picture, Platform

Scalable

NEW Platform is familiar but expanded

Capacity

9100 capacity = 1,296
9300 capacity = 2,048.



SV9100 400 TRK + 896 EXT/ SV9300 512 TRK + 1536 EXT

The Big Picture, Platform

SV91S/91E

Same platform, common license concept,
scalable.

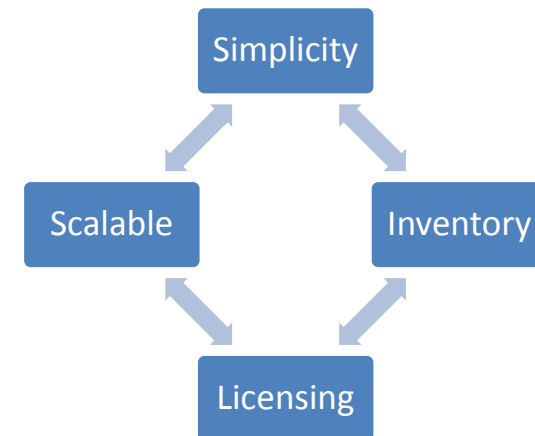
SV9100S

Includes 48 System
Resource Licenses
Price Focus
VM included

SV9100E

Support for up to
1,296 resources
IP included
VM/UM
UC included

**Upgrade
Path**



The Big Picture, Platform

SV91S/91E

Growth Strategy

SV9100S

Price Focus

IP/UC available

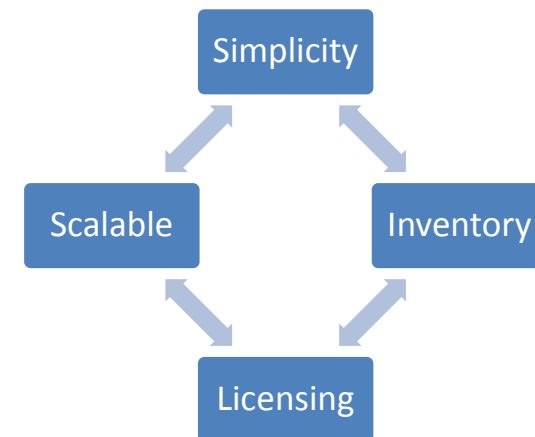
**Upgrade to
SV9100E**

SV9100E

IP/UC Focus

**Upgrade to
SV9300**

**Upgrade
Path**



The Big Picture, Platform

End Points

Enhance existing offering

- ✓ Continue to offer the DT300 Digital and DT700 IP, until...
- ✓ Introduce new line of DT400 Digital and DT800 IP (September)
 - ✓ Add-on modules allows for maximum flexibility.



The Big Picture, Platform

End Points

DT400/DT800

- ✓ Economy level, Value level, and Sophisticated level options
 - ✓ Gigabyte models are expandable, support grayscale or, color XML displays
- ✓ Thinner design
- ✓ Improved LED visibility/diffusion of feature keys and MW indication
 - ✓ Red, amber, and green LED's
- ✓ Full circumference dial key illumination.



The Big Picture, Platform

4th QTR Release

End Points

UT880 – Trendsetting endpoint

- ✓ Phone and tablet functionality in one device
- ✓ Android OS support
- ✓ 7 Inch Touchscreen
- ✓ Download applications from NEC App Store
- ✓ Camera with full video capability
- ✓ Bluetooth
- ✓ Supports UC Suite.



The Big Picture, Platform

End Points

UT880 – Reinvented desi-less, gigabit endpoint



Idle Mode

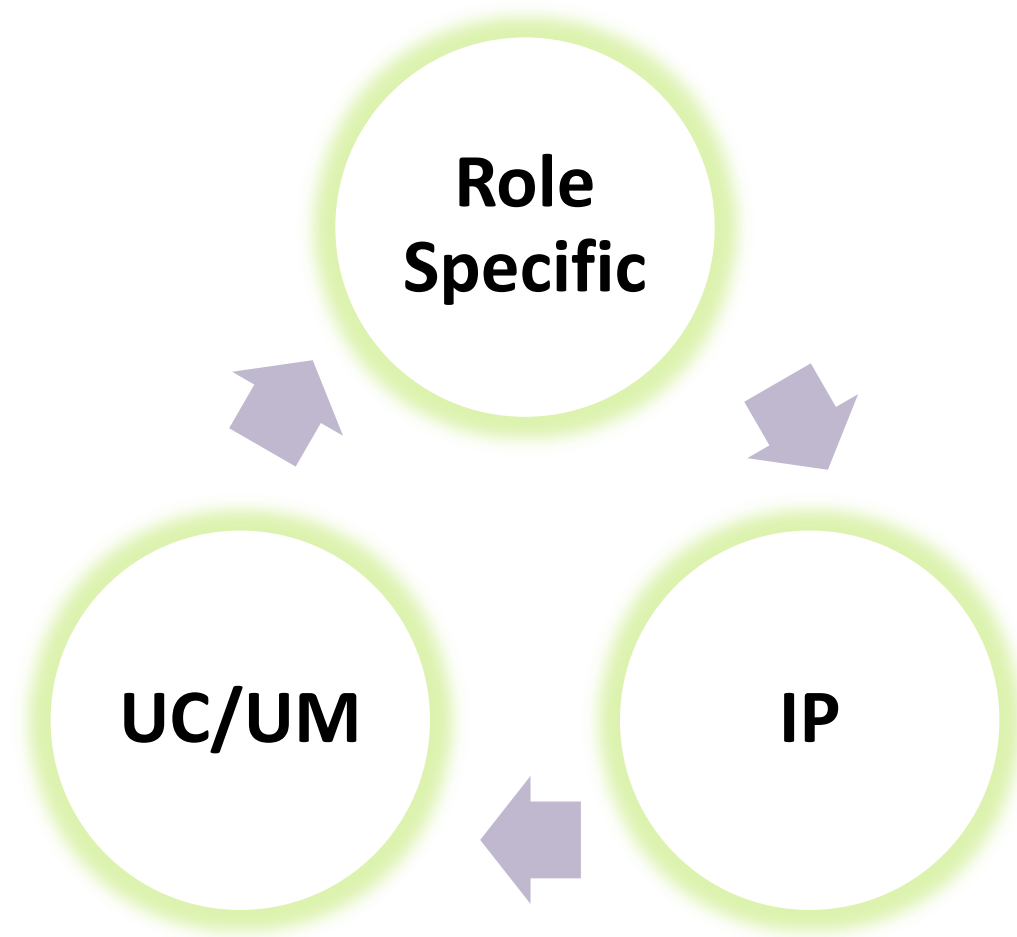


UC Mode



Phone Mode

Enhanced User Experience



The Big Picture, Enhanced User Experience

IP

9100E; Built in IP, UC, VM/UM

- ✓ IP is the expected technology
- ✓ New user license concept, IP and Digital have the same MSRP
- ✓ IP and digital endpoints have the same MSRP
- ✓ IP will cost less than Digital.



The Big Picture, Enhanced User Experience

UC

Improved User Experience

- ✓ Thanks to Smartphones, expectations of business phone systems have increased
- ✓ Enhanced user experience (UC) improves efficiency by saving time while increasing both user and customer satisfaction
- ✓ Enhanced user experience (UC) provides us with that significant reason to replace and update the previous generation business phone system, just like the smart phone has replaced the flip phone.

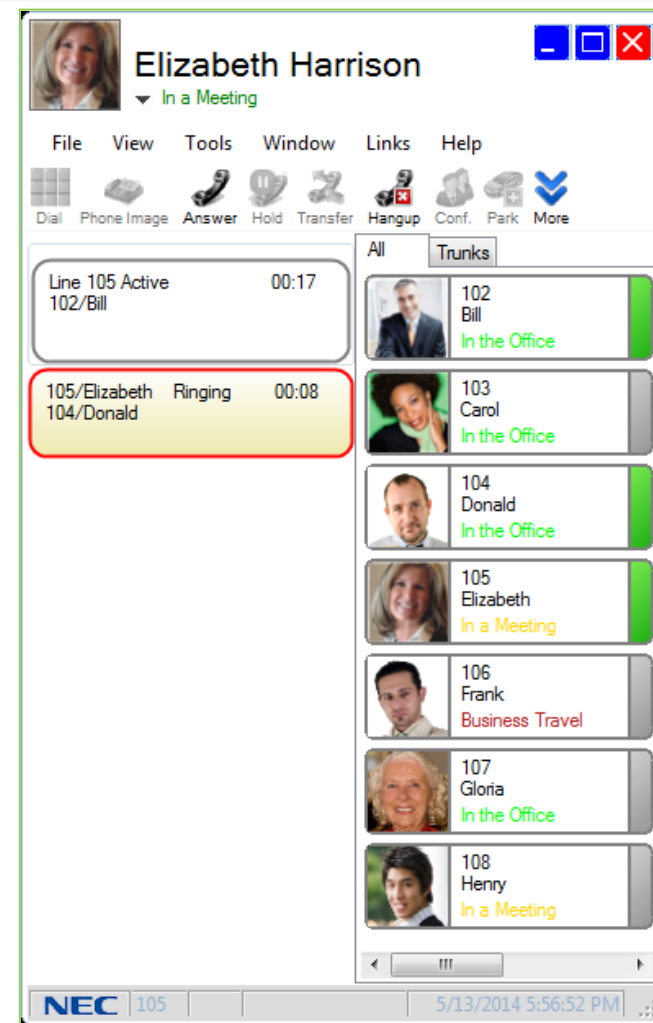


The Big Picture, Enhanced User Experience

UC

UC Suite included

- ✓ Works like Smartphone but from your desktop
- ✓ Highlight any phone number with your mouse
 - ✓ Email signature, website, Word, Outlook contacts, etc
- ✓ Right click and your SV phone will dial the number
- ✓ Everyone benefits from Highlight Dial.



The Big Picture, Enhanced User Experience

UC

UC Suite included

- ✓ UC Client Provides:
 - ✓ Click to Answer/Transfer
 - ✓ Outlook calendar integration
 - ✓ Presence
 - ✓ VM Greeting
 - ✓ Call Forward
- ✓ Compatible across multiple platforms
 - ✓ Windows, Linux and Mac.



The Big Picture, Enhanced User Experience

UC

Improved User Experience, New Terms

What was...

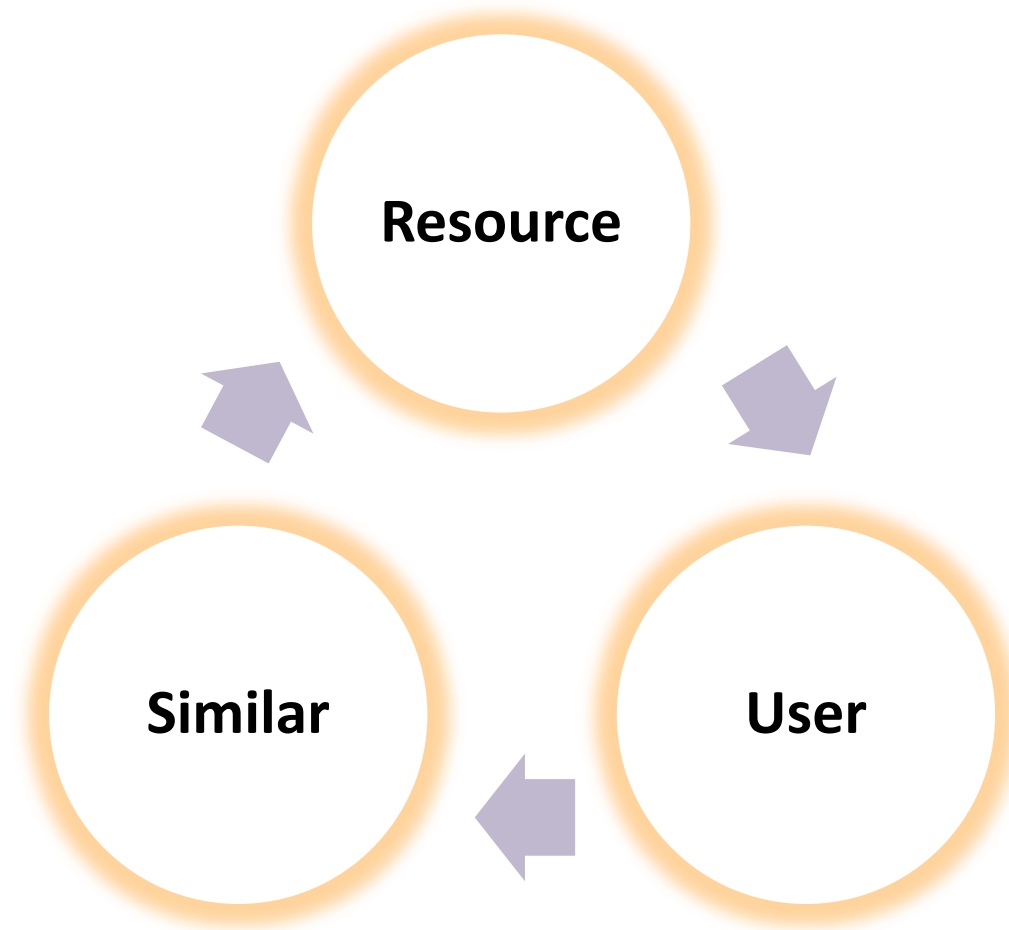
- Speed Dial List
- DSS
- BLF
- ICM
- Xfer to Cell Phone
- Xfer to Home

Is now...













- Contacts
- Click to Call
- Presence Status
- IM / Chat
- Mobile Client
- Remote IP Station.



New Licensing concepts



The Big Picture, Licensing

	Standard User	Premium User
IP Client: Right to use as an IP endpoint		
Voice Mail: Mailbox with Email Notification (InMail/UM8000)		
Mobility: Mobile extension “twin” internal extension with another phone, i.e. home / mobile / remote office		
UC Suite: Web Client, Desktop Client, Voice Mail Integration, and Microsoft Outlook Integration		
UC Suite Attendant/CRM Integration: UC Attendant features plus supported CRM integrations		
Contact Center Agent: Activates embedded contact center functionality and enables Agent login		

SV9100 Big Picture Summary

UC

UC/UM is now Included

➤ *Focus on the End User Experience*

IP

IP technology is built into every 9100E

Migration

Easy migration from 8100/8300

Virtual Kits

Flexible and expandable from low cost startup price

Coming Soon

Constant Feature Enhancements.

Thank You from Advanced Telecom!

