



Partner Sales Playbook

Atmosphere® Voice for Cisco Webex Calling



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Who is IntelPeer?

We believe that business communications are meant for more than just simple interactions.



Innovative Solutions

15 years of providing business communications



Customer Base

Thousands of happy customers



Enterprise Focused

2 million+ end users



High Growth

>40% predictable revenue

Atmosphere® Communications Platform CPaaS 2.0



Now the enterprise can quickly, easily and affordably design and deploy unforgettable omni-channel customer interactions



Voice/SMS

Voice & SMS are a great starting point to build out practical bundles



Insights

Make better business decisions with enriched customer interaction data



Engage

Easily create and manage omni-channel campaigns with pre-built templates



SmartFlows

Build custom, integrated omni-channel communication workflows

Why customers choose IntelePeer?



Built for the Enterprise

Flexible, Scalable SIP & Communication Apps



Award-Winning Support

Award-winning live-agent support 24x7x365



Industry-leading Reliability

99.999% service availability



Quicker Time to Value

Proven expertise, best practices, and automation



Atmosphere® Voice for Cisco Webex Calling

Features, capabilities, and pricing

IntelPeer & Cisco Partnership



- 2003** IntelPeer creates all-IP platform delivering SIP trunking
- 2011** IntelPeer SIP trunks certified on Cisco products starting with Cisco Unified Communications Manager 8.5
- 2012** SIP certified with CUCM 8.5
- 2014** SIP certified with CUCM 9.1
- 2015** IntelPeer and Cisco engage on Webex Calling PSTN enablement
- 2016** Webex Calling launches with IntelPeer as first integrated media provider
- 2016** SIP Certified with CUCM 11.0
- 2016** Achieved Cisco Solutions Partner status
- 2017** SIP certified with Business Edition 6000 (BEK6) and Business Edition 7000 (BEK7)
- 2017** IntelPeer Services Layer enables ThinkTel to launch Webex Calling service in Canada
- 2018** IntelPeer Launches SMS for Webex Teams
- 2019** IntelPeer partners with Cisco on new Webex Calling CCP offering

Cloud Calling & PBX Features with Cisco Webex Calling



1 **Cloud-based Phone & PBX**
Make HD-quality calls from a Cisco IP phone or Webex apps for a business phone system that goes where you do.

2 **Complete Calling Plan**
Get all the features you need in unlimited calling plans priced on a per-user basis.

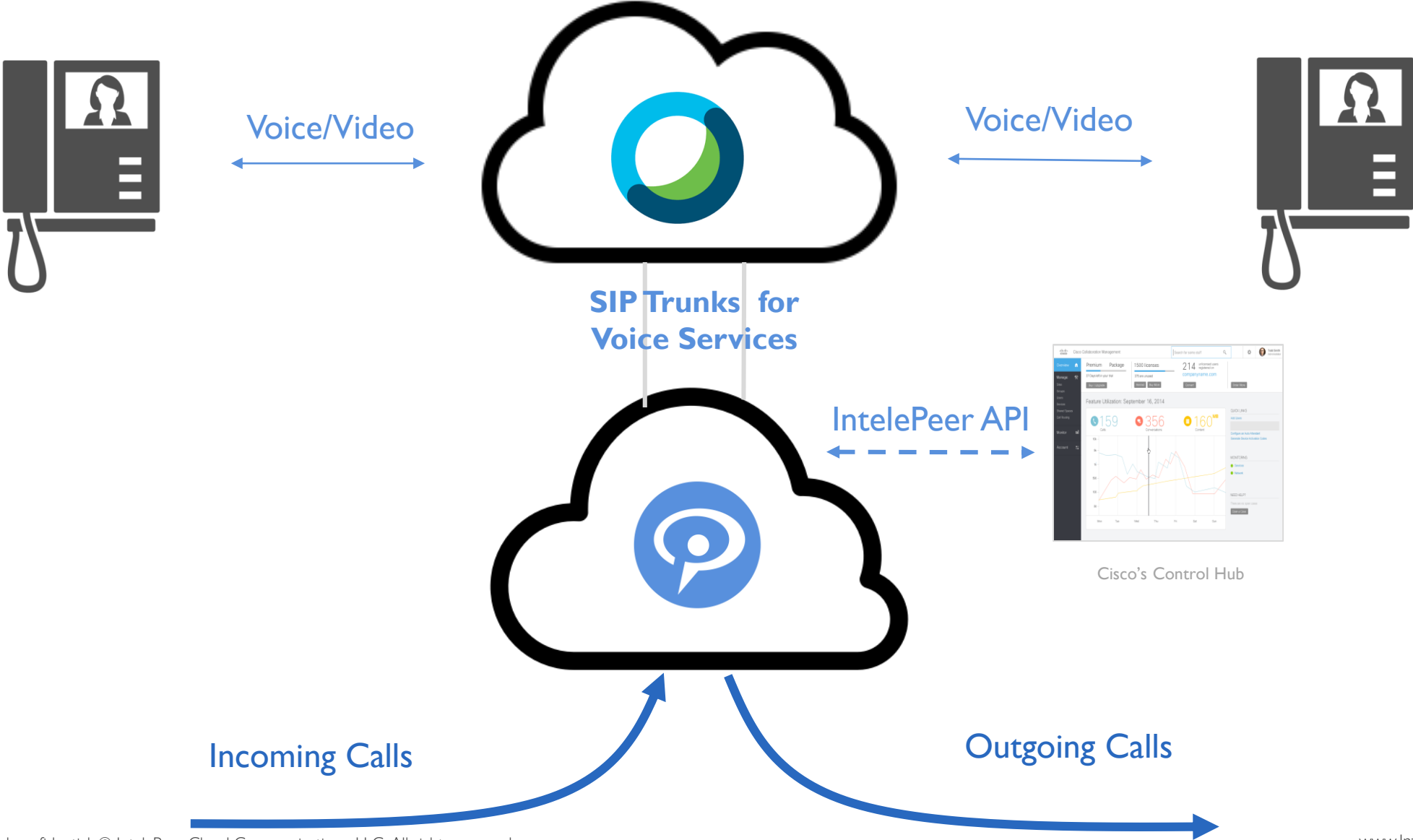
3 **Speedy Turn Up**
Start making calls quickly – your business moves fast and our service keeps up.

4 **Single Pane of Glass**
Manage administrative tasks and services through the Webex Control Hub.

5 **Secure & Reliable**
We've got your back with TLS/SRTP encryption, 99.999% uptime, and a triple-redundant, highly-available network.

6 **Flexible & Scalable**
Easily grow your services as your business needs change, that's the beauty of the cloud.

Voice Services For Cisco Webex Calling



Atmosphere® Voice for Webex Calling



Pricing

Volume & Term Discounts

Voice Services Bundles

\$8.95
per user

- ✓ 1 telephone number per user
- ✓ Service available in U.S. 50 states & Canada
- ✓ Unlimited calling to U.S. 50 states & Canada
- ✓ Carrier port/transfer fee included
- ✓ E911 included

Quantity	1-Year	2-Year	3-Year	5-Year
1-249	\$8.95	\$8.55	\$7.90	\$7.00
250-999	\$8.10	\$7.70	\$7.15	\$6.30
1000-2500	\$7.65	\$7.30	\$6.75	\$5.95
2500+	Contact Intelpeer Sales			

*Any Canadian bundles will be billed in USD



Additional Pricing



Vanity/Specialty Numbers

\$75 per request (specific telephone numbers or sequence of numbers)



International Termination

Separate charges apply - [view full price list](#)



Satellite Termination

Separate charges apply - [view full price list](#)



Volume & Term Discounts

Per-unit pricing on Atmosphere® Voice Services bundles and reserved numbers varies based on volume, term length, and invoice type - [view options](#)

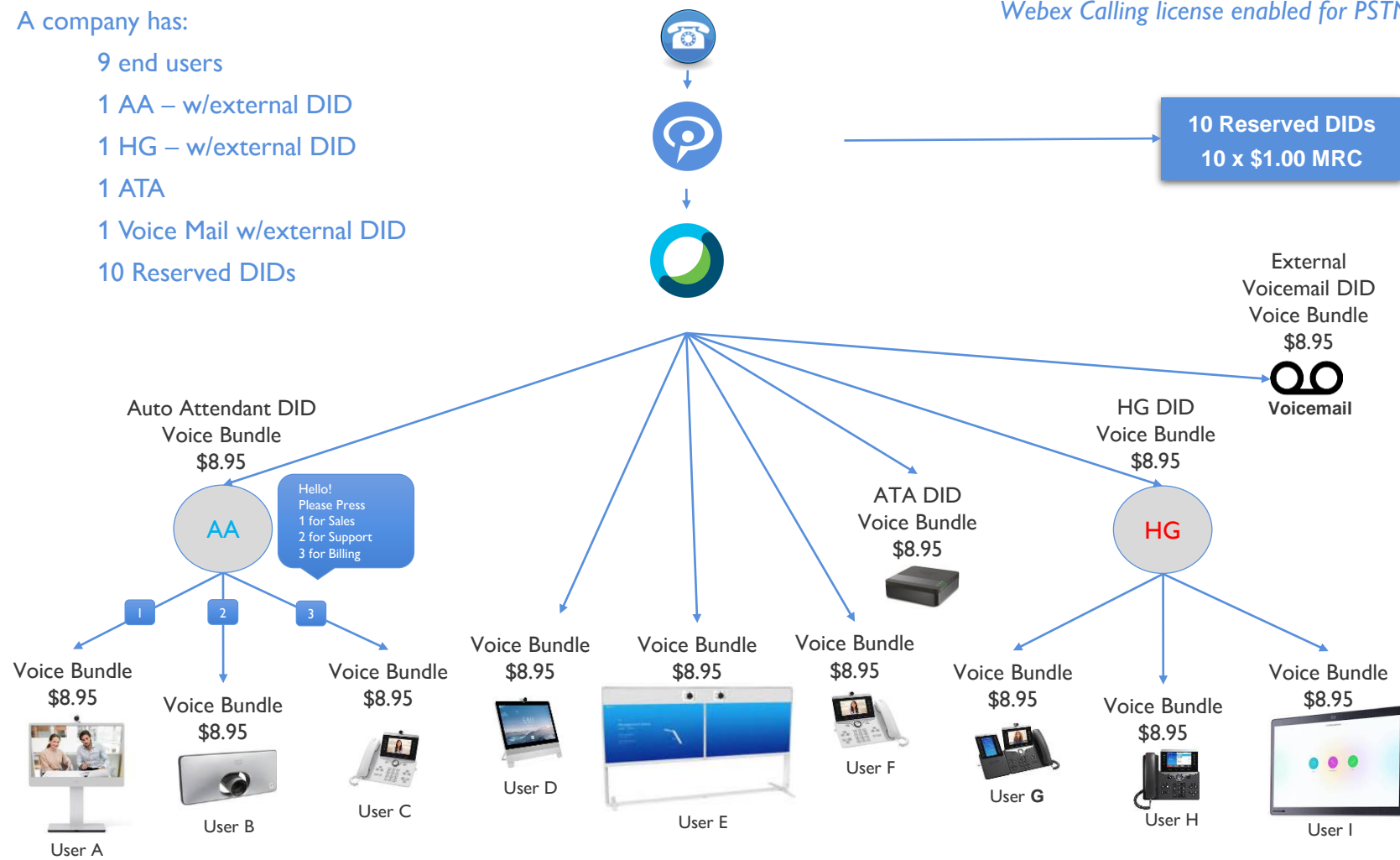


Big picture...

One Voice Services Bundle is required for each Webex Calling license enabled for PSTN calling.

A company has:

- 9 end users
- 1 AA – w/external DID
- 1 HG – w/external DID
- 1 ATA
- 1 Voice Mail w/external DID
- 10 Reserved DIDs



13 Voice Bundle's needed at \$8.95
 10 Reserved DIDs at \$1.00



Cisco Capital Lease

Atmosphere® Voice Services can be included as part of a Cisco Capital lease

- ✔ Customers who move to our Voice Services bundles improve communications and save 30-40%.
- ✔ Monthly savings can be allocated to pay for partner core products (licenses, Webex boards, phones, professional services, etc.)
- ✔ The entire solution can be packaged into a Cisco Capital lease to present a simple, single Operating Expense payment for the customer.
- ✔ Contact your IntelPeer sales rep to learn more.



Voice Services Trial

IntelPeer offers customers an opportunity to try Voice Services for Cisco Webex Calling at no charge for up to 90 days after the date of service activation

- ✓ Separate from IntelPeer's MSA/contract
- ✓ Up to 10 Voice Service Bundles
- ✓ Inbound & outbound calling
- ✓ Select your top three area codes
- ✓ All trial numbers are provisioned with active 911 service
- ✓ Restrictions:
 - Number porting / RespOrg
 - Ordering numbers not in inventory
 - International long distance
 - No 911 testing (live service)
 - Toll Free Service



Selling Atmosphere[®] Voice Services

How to identify qualified prospects



Target Customers

Atmosphere® Voice Services for Cisco Webex Calling can meet the needs of any size enterprise

Trigger opportunities include:

- ✓ Current solution no longer suits the business
- ✓ Service contract has expired
- ✓ Not satisfied with existing cloud service provider
- ✓ Current solution doesn't meet business requirements
- ✓ Needs to prepare for future growth
- ✓ Looking for ways to control communication costs





Why Atmosphere® Voice Services?

Benefits and Differentiators

Our Approach



- ✔ We focus on the lifetime value of our customers. As a result, we work with them to build tailored solutions without breaking the bank.
- ✔ Customer success is our biggest priority. We provide an unmatched level of support from concept to launch and beyond.
- ✔ Backed by our carrier-grade network, we deliver reliable voice to highly-integrated business solutions.



What makes IntelPeer the right choice?



Expert Support

Talk to a real person every time you call in for help. We're here 24/7 to quickly solve any issue, big or small!



Buildable Solutions

Use our communication building blocks to create better business processes and customer experiences.



Rock-Solid Network

Enjoy high-quality calling and peace of mind with our resilient network and disaster avoidance capabilities.



Dedicated Account Managers

Have one point of contact to guide you through the deployment process and everything that comes after.



Implementation Process



Atmosphere® Voice Services

Cisco Webex Calling Implementation

1

Contracting

- ✓ Customer fills out form for trial or full access at intelepeer.com/contact-us
- ✓ Trial terms are sent via DocuSign to customer
- ✓ Non-trial customers receive IntelPeer Master Service Agreement (MSA) via email

2

Set Up

- ✓ Trial customers will receive list of trial numbers and additional instructions via email
- ✓ Non-trial customers will receive IntelPeer portal log-in credentials and ordering instructions via email; selects IntelPeer as provider in Cisco Control Hub

3

Service Delivery

- ✓ Once trial is completed, customers are converted to active account and receive IntelPeer MSA
- ✓ IntelPeer manages number transfers and provisioning
- ✓ IntelPeer bills customer for voice service bundles



Support & Escalation

Atmosphere® Voice Services Sales

Contact your IntelPeer Regional Director or partnerprograms@intelepeer.com; (877) 336-9171

Webex Calling license/subscription/phone orders

Submit through Cisco Control Hub

Trial conversion

Activated in Cisco Control Hub; contact IntelPeer Channel Sales if there are any issues: sales@intelepeer.com; (888) 680-8754

Service delivery

Contact IntelPeer: support@intelepeer.com; (888) 680-8754

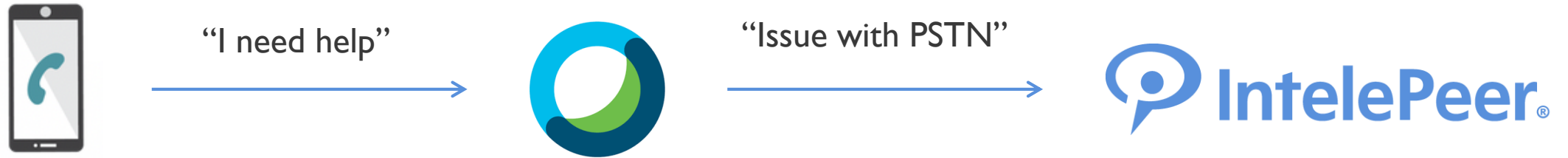
Billing

Contact IntelPeer for inquiries: billingsupport@intelepeer.com; (888) 680-8754

PSTN/technical support

Submit through Cisco Control Hub

Support Call Flow



Webex Calling customers call Cisco as their first point of contact....

...Cisco will engage IntelPeer when trouble found in our space.



In Conclusion

The days of one-size-fits-all communications are over



Why Atmosphere® with IntelPeer?

A Winning Platform:

- ✔ **Complete Communications**
Combine cloud, contact center, and premises to address every business need
- ✔ **Deploy Quicker**
Access functionality online without the need for software deployments
- ✔ **Spend Less**
No costly equipment to purchase or deploy
- ✔ **Increase Uptime**
Survive site outages with redundant connectivity, network-based routing, and automatic fail-over
- ✔ **Scale on Demand**
Quickly add capacity to meet changing demand and business needs

With Winning Support:

- ✔ **Customized Solutions**
Get a solution and architecture that meets the unique needs of your business
- ✔ **Expert Support**
Deploy with confidence thanks to our expertise in voice services for premises and hosted environments
- ✔ **Dedicated Account Manager**
One point of contact through deployment and everything that comes after
- ✔ **Focused on Partner Success**
Fully-committed to delivering the tools and services that partners need



Partner Tools

Additional resources:

[Log onto Cisco partner portal](#) - all of Cisco's resources in one place

[IntelPeer Cisco partner resources](#) - datasheets, SPIFs, configuration guides, and more

[Register for IntelPeer's partner portal](#) – sales collateral and product information