

MESSAGING 2016

ABOUT AVOTUS

With more than 30 years of industry experience, Avotus is the award-winning provider of **Intelligent Communications Management (ICM)** solutions. ICM solutions enable users to optimize, manage and protect against misuse and abuse of their critical investments in telecom and technology. Avotus' ICM lifecycle can be deployed in a manner that allows each engagement to self-fund the next, while putting cash on the client's bottom line at each step. ICM solutions include: Enhanced Usage Reporting (EUR) for Unified Communications, Expense Management with ITAM Robot (EM), Intelli-Sourcing and Wireless Management. Avotus and its partners serve more than 1,000 clients in North America and around the world, many of which are industry-leading Fortune 5000 companies. ICM is Avotus' Intelligent approach to managing wireline and wireless assets, and a safeguard for your next-generation communications solutions.

KEY MESSAGES – VALUE PROPOSITION AVOTUS DELIVERS: (Remember DVS)

- “Data” for Informed Decision-Making
- “Visibility” into your Network
- “Savings” both Immediate and Long-term



TOTAL SAVINGS GUARANTEE (TSG)

Avotus' Total Savings Guarantee (TSG) is our unprecedented commitment to our customers. Avotus truly believes that it can save you significant money while enhancing visibility and supporting sound decision-making. TSG is Avotus' way of putting OUR money where our mouth is. It is our guarantee to provide the most effective solutions in a manner which creates unique value. TSG demonstrates our confidence in our capabilities and willingness to stand behind everything we do. If Avotus does not save you more money than it costs for the engagement, we will credit you the difference. That's the Avotus Total Savings Guarantee (available on select ICM solutions with “trackable” savings)

RISK FREE ENGAGEMENT

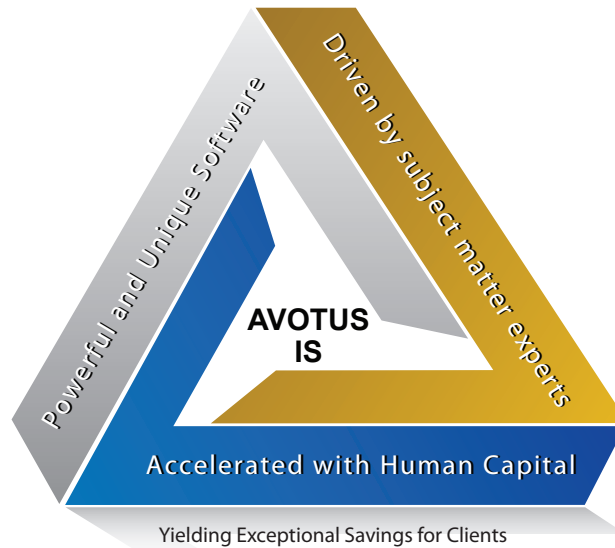
ICM delivers our “Cleanse it – Buy it Smart – Keep it Clean” philosophy, which is the optimal way to manage telecom and technology investments. Enterprises struggle to keep telecom budgets reasonable, while simultaneously maintaining a high level of service and updated infrastructure. Doing so effectively means examining the overall need and spend, and uncovering areas for potential opportunity and savings. Avotus serves as a valuable partner by enhancing these efforts with our unique software and passionate subject matter experts. Avotus makes this process easy and affordable. Our ICM suite of services is designed to save you money and create an immediate positive return on investment. Our proprietary technology uncovers opportunities, provides pricing transparency and optimizes network performance on an ongoing basis. This unprecedented level of automation, control and transparency is key to realizing long-term cost savings while, empowering enterprise clients in their interactions with large carriers. What's more, the savings realized through implementing just one of Avotus' service ultimately is designed to fund the next engagement. This step-wise process ensures that our ICM suite maximizes savings while meeting internal budgets.





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AVOTUS TRIANGLE – HOW WE DO IT



OUR SOLUTIONS - VERTICALS

Intelligent Communications Management – **Enhanced Usage Reporting (ICM EUR 9.0)**

Avotus ICM EUR provides an accurate and comprehensive view of usage across your employee communication assets. Moreover, the platform integrates, tracks and reports on usage for Unified Communications services, enabling communication managers to gain unprecedented visibility into the full suite of Unified Communications features including: Instant Messaging, Presence, Voice, Wireless, and Video Conferencing with one unified tracking and reporting platform. ICM EUR enriches your usage reporting capabilities enhancing data collection, visibility, security and ultimately savings – while simultaneously protecting businesses from unknown risks such as employee abuse and misuse, security breaches and legal implications (regulatory compliance).

Key ICM Enhanced Usage Reporting Benefits:

- Tracking and exception reporting across all UC features detects abuse and ensures compliance with corporate guidelines and regulatory requirements
- Multi-site and Multi-vendor integration provides full visibility via single portal
- Enhanced visibility across wireline, wireless, VoIP, UC and TDM based links
- Full asset-tracking module for traditional and non-traditional TEM assets
- Organized Call Detail Record (CDR) reporting

Through our partnership with TrustSphere, a recognized market leader in relationship analytics, Avotus combines its big data capture and reporting capabilities for Unified Communications with TrustSphere's advanced social network analytics technology to form an innovative "**relationship analytics platform**" that extends beyond email and throughout the full Unified Communications (UC) platform. EUR UC 9.0 positions Avotus' technology as a critical hub or data for a host of Data Analytics solutions.





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Intelligent Communications Management – **IT Asset Management (ITAM) Robot – Expense Management**

The Avotus ITAM Robot builds and monitors telecom and IT asset inventory. Real-time inventory is discovered, identified and matched against invoices and contracts that are then optimized in the Avotus Cloud Services platform. Online Analytical Processes (OLAP) are then used to create a true Configuration Management Database (CMDB) of all IT and telecom assets.

The ITAM Robot technology is truly a game changer in its ability to associate the physical network layer (i.e. PBX, Switch, Router, Broadband) with the investment layer (i.e. Invoice, Contract, Payment) in a single CMDB to provide critical visibility and control of network assets and investments. The Avotus solution integrates an agile rapid application development platform with the discovery and orchestration tools necessary to enhance savings.

Key ITAM Robot Benefits:

- Automated and real-time asset inventory
- Wayfast process automation
- Multi-tech invoice automated capture

Intelligent Communications Management – **Intelli-Sourcing**

Avotus ICM Intelli-Sourcing is a unique electronic Request For Proposal (e-RFP) process that regularly delivers 20 to 40 percent savings when sourcing telecom, IT and technology investments. Both our ICM Express and ICM Enterprise products create leverage for our clients that enables Avotus to deliver exceptional savings, SLA's and contract terms. Intelli-Sourcing is unique from generalist sourcing platforms for its ability to manage complex telecom RFP's and foster competition on a price and quality basis simultaneously.

Intelligent Communications Management – **Wireless Management**

As a larger share of telecom spend has shifted to wireless assets, Avotus has responded with a suite of ICM Wireless services to assist clients in managing, tracking and securing wireless assets. The portfolio includes enhanced usage reporting, asset tracking, contract optimization, sourcing and wireless help desk. Easy to use portals allow clients to gain visibility, submit requests and monitor the process. Avotus Wireless solutions integrate with ICM EM, UM and Intelli-Sourcing platforms for complete visibility.

Avotus' **Employee Value Program (EVP)** extends corporate wireless discounts to all employee-owned devices, as simple registration and portal access help company's shift to Bring Your Own Device (BYOD) environments and enhance employee benefits. Staffed by dedicated and knowledgeable mobility experts, EVP provides a superior level of customer service and support, much like a concierge experience – all at no cost to either party.





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OUR PARTNERS

Avotus seeks long term, mutually beneficial strategic partnership as its primary distribution strategy. Skilled Channel Managers support partners and demonstrate to them how Avotus solutions enhance and integrate with the partner's core services to enhance revenue and improve conversion rates. Avotus' channel partners utilize their expertise to either refer, integrate and/or resell Avotus' solutions to enterprises. As an Avotus channel partner, you have access to many valuable resources that improve the value proposition for your customers.

