



Averistar SMB Calling Offer



What is the SMB Calling Offer?

- A commercial proposal for a 3-5 year spend commitment
- Includes Collaborate migration and UC One SaaS solution components and will include more in the future
- Funding to support key initiatives and drive ongoing mutual success

SMB Calling Offer - Details

Software and/or SaaS

- Upfront 3 year commitment based on current/forecasted run rate – option to extend to 5 yrs.
- 20% buffer for SPs to take advantage of, reduce spend or exceed prediction
- Maintenance & Support capped for the contract term
- Dedicated MDF fund of 2% annually



MPP & Headsets

- Mandatory part of each new Offer
- Targets Net-new and competitive displacement
- "Take or Pay" against commitment
- Contra funding for MPP onboarding and sales & marketing initiatives



UC One SaaS

- Mandatory part of each new Offer
- For new UC One SaaS partners and "trade-in" of legacy Collaborate users
- Blended price per user based on predicted forecast

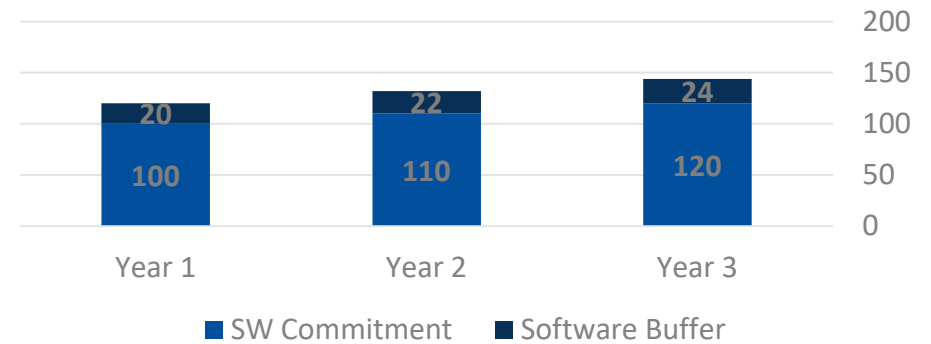
**SP Issues single PO for total value with one time, quarterly or annual invoice options.
Cisco Capital financing also available for qualifying partners.**

The Magic Buffer

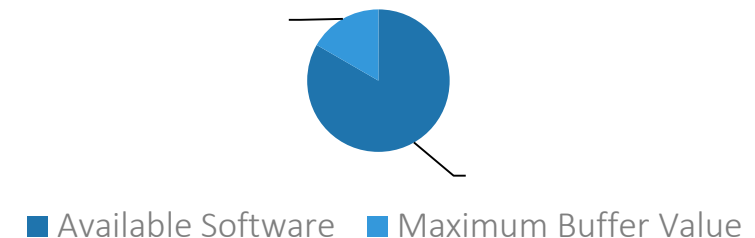
Buffer allows SP's to:

- Benefit from a potential 20% total reduction in spend
- Buffer does not attract any M&S so immediate cost saving is realized
- Use the buffer to exceed total s/w spend without incurring additional costs

SPA Software Model



Term Sheet Total



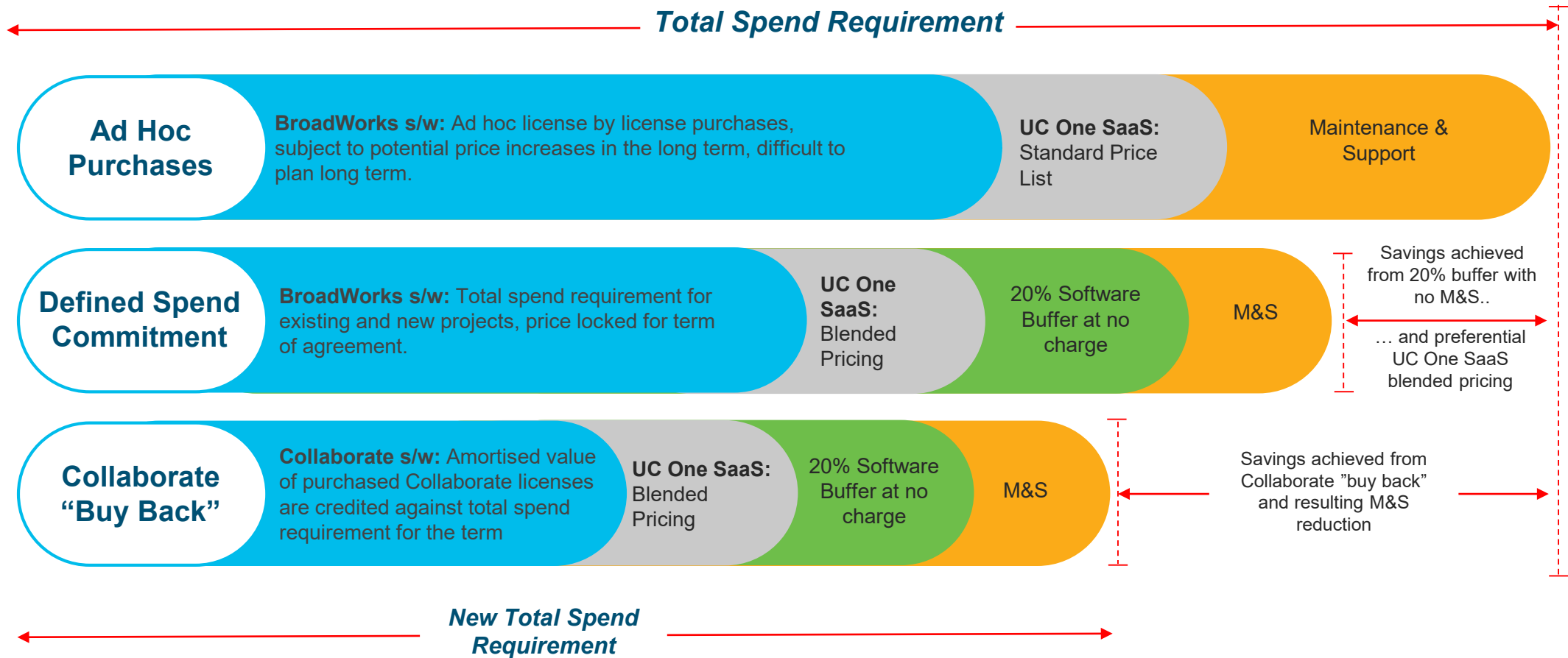
UC One SaaS “buy back” - how does it work?

- Agree the value of Collaborate Licenses purchased to date
 - Customer can migrate UC Complete seats to Premium Enterprise to ensure continuity of service
- Customer provides detail on amortisation of software assets
 - We provide additional guaranteed software "Buffer" in the Offer to ensure there is no reduction in assets on Customer balance sheet
- As part of the UC SaaS commitment - Cisco remove the M&S attributed to Collaborate
 - Saving made from day 1 of the Offer

MPP & Headsets

- Commit on Hardware spend over the Term of the agreement
- OR
- Commit to milestone delivery of Hardware based on value
 - Enjoy protected discounts over agreed periods
 - Benefit from Contra/ Marketing monies in return for commitment
 - Accelerate Sales on other Cisco products
 - Fund Additional Sales headcount/ activity
 - Run Sales Incentive Programs

How does SMB Calling Offer save you money?



Indirect Savings - Marketing Support



MARKETING
DEVELOPMENT FUNDS



Other Cisco Programs



MPP CONTRA
MARKETING FUND

- Defined at the time of creating the Offer for the course of the term
- Higher the commitment the higher the potential budget
- Objective is to drive sales and marketing activity in each year of the term
- Marketing monies can be used for Business Development, Digital and Traditional Marketing & MPP accreditation (see next slides)

Examples of MDF Qualifying Activities



Business Development

Sales Incentives – Cash/Non Cash

Certification/ Specialization

Seminars & Events with Internal Audience

Funded Heads

Learning Credits

Sales Meetings

Sales, Technical & Marketing Training

Network Assessment

Market Research/ Customer Intelligence

Cloud Professional Services



Digital Marketing

Social Media and Social Selling

Collateral (Digital)

Search Engine Optimization

Web Newsletter & Email

Webinars

Web & Video Advertising

Marketing Automation



Traditional Marketing

Advertising (Non Digital)

Sponsorship/ Tradeshows

Event Deposit

Telemarketing

Merchandising

Solution Centre

Sales Call Out Days

Collateral Non-Digital

Seminars & Events with External Audience

Building out the Commit Software

- Determine your forecast
 - Consider current sales run rate plus anticipated growth and determine the licences required
 - New projects, e.g. segment expansion, should be included in the spend
 - New proposition, e.g. SIP Trunking, which may require new licence types can also be included as spend
 - Platform migrations and consolidation
- What is the current M&S % rate?
 - What is the warranty period?

MPP Phones and Headsets

- How to determine the MPP & Headset requirements?
 - Who is the current device vendor and what is their installed base?
 - What percentage of the current base, Cisco or otherwise, will be refreshed over the course of the term?
 - What is the expected attach rate of MPP devices against the forecasted number of users/seats?
 - What is the mix of devices that are required?

Example Offer

	Initial Term			Optional Term		Overall Value 3Y	Overall Value 5Y
	Year 1	Year 2	Year 3	Year 4	Year 5		
BroadWorks	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$1,500,000	\$2,500,000
M&S	\$56,250	\$112,500	\$168,750	\$225,000	\$281,250	\$337,500	\$843,750
BroadWorks and M&S Total	\$556,250	\$612,500	\$668,750	\$725,000	\$781,250	\$1,837,500	\$3,343,750
UCSaaS	\$30,000	\$60,000	\$90,000	\$90,000	\$90,000	\$180,000	\$360,000
Net New MPP Business	\$240,000	\$320,000	\$400,000	\$400,000	\$400,000	\$960,000	\$1,760,000
Headsets	\$40,000	\$80,000	\$120,000	\$120,000	\$120,000	\$240,000	\$480,000
Refresh MPP Business	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Contract Value	\$866,250	\$1,072,500	\$1,278,750	\$1,335,000	\$1,391,250	\$3,217,500	\$5,943,750

What's in the Detail?

	Year 1	Year 2	Year 3	Year 4	Year 5	Overall Value 3Y	Overall Value 5Y
BroadWorks	The sum of all spend including perpetual Software						
M&S	A simple percentage of the overall SOFTWARE spend.						
BroadWorks and M&S Total	Sum of BroadWorks and M&S						
UC One SaaS	The spend on UC One SaaS based on the annual forecast provided as part of the data collection and input to the offer.						
Net New MPP Business	The spend on MPP devices attached to net new users.						
Headsets	The spend on Headsets devices attached to net new users.						
Refresh MPP Business	The spend on MPP devices that are part of a competitive refresh program, upgrades to EOL of Cisco devices, etc.						
Total Contract Value						3 Years	5 Years

Example Savings

	Initial Term			Optional Term		Overall Value 3Y	Overall Value 5Y
	Year 1	Year 2	Year 3	Year 4	Year 5		
SPA Value	\$866,250	\$1,072,500	\$1,278,750	\$1,335,000	\$1,391,250	\$3,217,500	\$5,943,750
Potential Free Licenses	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$300,000	\$500,000
Additional Buffer Available (Coll. trade in)	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$72,000	\$120,000
Potential Free Maintenance	\$18,600	\$37,200	\$55,800	\$18,600	\$18,600	\$111,600	\$148,800
Warranty period savings	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750	\$56,250	\$93,750
UC One SaaS Savings	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$54,000	\$90,000
Marketing Funds	\$11,725	\$13,450	\$15,175	\$16,300	\$17,425	\$40,350	\$74,075
Contra Funding	\$5,600	\$8,000	\$10,400	\$10,400	\$10,400	\$24,000	\$44,800
Total Savings years 1-3			\$814,950				
Total Savings over 5 Years							\$1,338,300



Thank You



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