

FRONTIER ANYWARE

Frontier AnyWare is an advanced business communications and collaboration solution that empowers users to work more efficiently and productively, no matter their location. Our focus on ease-of-use and a mobile work-style delivers streamlined features and intuitive interfaces, so users can easily interact with each other, rather than focusing on how the software works.

Frontier AnyWare comes with advanced contact center features* that allow agents to be more connected to their customers than ever before. By using intelligent routing, and leveraging CRM integrations*, we can provide a unique level of personalization to each of our users.

POSITION FRONTIER ANYWARE TO WIN

Simplicity, security and user experience are the driving forces behind the single platform of Frontier AnyWare.

- **A single platform:** provides the simplest way for IT to deploy, manage, and maintain Unified Communications (UC) for Cloud environments.
- **A new, sleek user interface:** a new high-water mark for a natural, collaborative experience. AnyWare offers a single, elegant way to quickly and efficiently control your business phones, contacts, instant messaging, conferencing, scheduling, video calling and collaboration.
- **New Security layer:** with Frontier AnyWare, voice, web and signaling traffic is encrypted, making it one of the most secure solutions in the industry. The new layer is built into the datacenter and it allows customers to use AnyWare desktop applications or remote phones, without having to launch a VPN.
- **Phones Portfolio expansion:** Button box enables additional 96 buttons to be attached to an iP485g phone, thus giving the operator, receptionist and contact center supervisors greater flexibility.



VENDOR PROFILES

8X8

8X8 offers a cloud-based VoIP business phone system that delivers voice, video, messaging and call center solutions. Some of its features include, hosted telephony, web conferencing and unified messaging. 8X8 holds a top position in Gartner’s UCaaS Magic Quadrant.

JIVE OFFICE

A cloud-based business phone system that includes a suite of Hosted VoIP communication features, like unlimited voicemail boxes, auto attendants and local and long-distance calling.

RINGCENTRAL

RingCentral Office is a cloud-based business communications system with enterprise-grade voice, fax, text, online meetings, conferencing, and collaboration. RingCentral’s flagship service is called RingCentral Office, its features include: Enterprise voice and messaging, Automated attendant, Multi-level IVR, Audio, web and video conferencing, Business SMS (instant messaging), Mobility, Application integration & Voicemail transcription.

VONAGE

Vonage is a cloud-based collaboration solutions provider. Generally, Vonage offers its products and services in a modular or à la carte fashion. Many features, integrations, require additional fees, this means that often clients end up paying more than the original price, if they want a truly robust business solution. Vonage Business Products include: Vonage Business Cloud: Focused on Small Business, Vonage Enterprise: Enterprise-grade Unified Communications & Nexmo The Vonage API Platform: Innovative, Cloud-based Building Blocks.

SALES STRATEGY - COMPETITOR INSIGHTS



- Global sales, support and partner presence
- Well positioned in the enterprise sector
- Large portfolio of software / bundled with Office 365



- Highlighting advanced features; online portal, visual dial plan editor, find Me/Follow Me, Custom schedules



- Promoting the cloud-native Vonage Business Cloud platform & the Nexmo API
- Selling advanced customization capabilities like a programmable CC and AI-powered features



- Adding new enterprise-level features & apps for larger businesses and expanding coverage internationally for multi-national customers
- Bundling services & promoting integrations

COMPETITIVE OBJECTIONS

8X8

How they sell against us

8x8 will approach customers with statements to attack AnyWare, such as...

1. “Frontier’s future is uncertain as its partner, Mitel, is being acquired”
2. “Frontier does not specialize in managed VoIP Solutions”
3. “Frontier has a complex portfolio”

How we respond

- Frontier AnyWare is a popular cloud platform and a feature-rich collaboration solution.
- Frontier AnyWare bundles simplified options (vs. 8 plans from (8x8), into plans priced as a per-user recurring monthly fee.
- Frontier’s platform as-a-service (CPaaS) allows software developers to build and integrate customized third-party applications.
- Integration with Google Cloud’s Contact Center AI transforms the customer experience: AI-powered Virtual Agent, Agent Assist & Analytics.

JIVE OFFICE

How they sell against us

- Most competitors will point out that Frontier’s partner, Mitel, has been through a number of acquisitions, and currently is owned by a venture capital firm, believing this casts a negative light on the company.

How we respond

- Frontier AnyWare is a nationwide end-to-end, Unified Communications Provider.
- Frontier is a cloud specialist company, and thanks to it’s partnership with Mitel, it is larger than any other competitor in the marketplace today, in terms of both seats and revenue.
- Although our partner, Mitel, may be owned by a private equity firm, it has over \$1B in annual revenue according to its last public report, as well as multiple positive ratings in industry reports, like Gartner Magic Quadrant.

VONAGE & RINGCENTRAL

How they sell against us

Frontier, Vonage & Rincentral offer pretty much the same features, but they tend to focus on things like:

- Pricing and extra features
- Unified Fax functionalities
- Delivery of transcribed voicemail to email
- Availability of Hybrid and on-premise options

How we respond

- Ability to mix and match different profiles or class of service in the same account
- Audio Conferencing included at no additional charge
- Automatic Call Recording
- Contact Center solutions can include premise-based solutions for resiliency
- Omnichannel and open Media
- High Customization

SIDE-BY-SIDE COMPARISON

CRITERIA	FRONTIER ANYWARE	8X8 - VIRTUAL OFFICE	JIVE OFFICE	RINGCENTRAL	VONAGE BUSINESS
Reliability					
Uptime (>99.99%)	●	●	●	●	●
Network Access	●	●	●	● Third party MPLS	●
Compliance	● PCI-DSS, SOX, FD CPA, HIPAA, ISO27001:2005	● HIPAA, FISMA, PCI-DSS, CPNI, FIPS140-2	● ISO 27000:2013, SOC Type 2, Private Shield Certification, HIPPA Compliant, Gramm Leach Bliley Act	● SSAE16, ISO27001:2013, HIPAA, CPNI	● PIC, SOX, FCC

Advanced Collaboration Features

Web Conferencing	●	●	●	●	● Third party
Video Conferencing	●	●	●	●	● Third party
Integrated Chat	●	●	●	●	●
Seamless experience	●	●	●	●	●

Call Handling Features

Call Handling	●	●	●	●	●
Advanced features	●	● No boss/secretary features	●	●	●
Unified Fax	●	● Additional cost	●	●	● Additional cost
Voicemail to email	● No support for voice transcription out of the box	●	●	●	●
Call recording	●	●	●	●	●
Audioconference capacity	●	●	●	●	● Additional cost
Contact Center features	●	●	●	●	●

FRONTIER ANYWARE	8X8 - VIRTUAL OFFICE	JIVE OFFICE	RINGCENTRAL	VONAGE BUSINESS
Integrations				
Outlook	Outlook	Google	Outlook	Outlook
Zendesk*	Facebook	Redtail	Google	Google
Dropbox	Twitter	Roydan	Oracle Sales Cloud	Sage ACT!
LinkedIn	Salesforce	Salesforce	Zendesk	Salesforce
Salesforce*	Netsuite	Zoho	ServiceNow	Netsuite
Google	Google	Maestro	Salesforce	Sugar CRM

DIFFERENTIATION

- Easy to deploy & manage
- Simple packaging & pricing
- Intuitive user experience
- Configured to the way you work
- New Contact Center features*
- HIPAA Compliant, ISO 27001:2005 certified

Running on a dedicated, private instance model with geo-redundancy, designed for high-availability.



* Available in our next release

MOBILE-FIRST COLLABORATION

Empower employees to be productive from anywhere.

KEY FEATURES





- **Dashboard:** The personal Dashboard allow employees to stay organized by delivering a single source for them to view tasks, @ mentions, and new items.
- **Workspaces:** Keep projects organized by creating virtual rooms for teams to collaborate in. Workspaces can be private or public to ensure the appropriate team members, or anyone within the organization, are engaging.
- **File Sharing:** Upload files directly to a workspace so team members can easily find and access documents from anywhere.
- **Tasks:** Assign tasks with due dates to team members and get a holistic view of a workspace's to-do list, determining workload and appropriate timelines - all within a single app.
- **Conferencing:** Join and create conference calls directly from a workspace. With a single click, members can quickly join a conference and automatically launch the call from within their team workspace.
- **Messaging:** Chat with teammates within a workspace or one-to-one through direct messaging. Users will be notified of unread unread messages, as well as any messages they are mentioned in if they are away when the message is sent.
- **Mentions:** Get users' attention by tagging them with @ mentions, so they are notified of questions and comments within workspaces. The @all mention makes it easy to get the attention of every team member within a specific workspace to quickly address timely questions or concerns.
- **SMS Texting:** Incorporate Short Message Service (SMS) texting within the business to allow one-to-one texting with clients and customers. Use any Teamwork app linked with the sender's business identity, and negate the need for a mobile device number.



COMPETITOR PROFILES

MICROSOFT TEAMS A collaboration tool to bring your team's conversations, meetings, files and notes together into a single place for collaboration. Teams is built on Office 365. Supports both persistent and threaded chats. Skype is deeply integrated, so teams can participate in voice and video conferences.	SKYPE FOR BUSINESS Skype for Business lets you add up to 250 people to online meetings, provides enterprise-grade security, allows you to manage employee accounts, and is integrated into your Office apps. It costs \$2 per month, per user.
CISCO WEBEX Team Collaboration application supports persistent group messaging, whiteboarding, ad-hoc VoIP and video meetings up to 100 participants, file/content sharing, calling, and integration to Cisco and 3rd-party applications. Cloud-only, with integration to on-prem services & hardware from both Cisco and third parties. Supports over 155 integrations. Flex Pricing: Freemium client supports 3-way video meetings.	ZOOM Zoom Phone is an add-on cloud phone system the company announced last year in 2018. It enables enterprises to consolidate their business communications and collaboration solutions and replace their PBXs. Call-to-Video Progression, Contact Center, Salesforce Integration, Zero-Touch Provisioning & Service integration to Polycom and Yealink, will ease the task setting up and deploying Zoom Phones.

SALES STRATEGY - COMPETITOR INSIGHTS

 Microsoft Teams	<ul style="list-style-type: none">• Global sales, support and partner presence• Well positioned in the enterprise sector• Large portfolio of software / bundled with Office 365
 Skype for Business	<ul style="list-style-type: none">• Highlighting advanced features; online portal, visual dial plan editor, find Me/Follow Me, Custom schedules
 Cisco webex	<ul style="list-style-type: none">• Webex Teams is the centerpiece of its Cloud Collab strategy. Has a big portfolio of collaboration solutions for businesses of any size• Tight integration• An incumbent in the UC&C space
 zoom	<ul style="list-style-type: none">• 100% Cloud-based app-driven strategy• Actively promoting their centralized administration portal to intelligently monitor business interactions• Now offering: Zoom Phone that includes business phone system features. Tightly integrated with web conferencing featureset

HOW DO WE COMPETE AND WIN?

ZOOM

- There is literally NO STAND-ALONE PHONE SOLUTION. This is an add on to zoom video.
- There is no support for seats below 50 users.
- There are no native handsets that create a true end-to-end solution.
- Zoom does not have published support for disaster recovery situations in the event of internet outages.

CISCO WEBEX

- Note that Cisco WebEx doesn't include PSTN services.
- Cisco WebEx does not natively support E911 services.
- Cisco currently only supports 3 Cloud providers for Cisco WebEx. Cisco does support using WebEx with your onsite system such as Cisco Unified Communications Manager.
- Cisco only supports the 7800 and 8800 series phones with WebEx, and not the 6900 or the 3900 series phones. These are the value-priced phones that are used in common areas and lobbies, so this solution would not be a fit for any organization requiring that support.

MICROSOFT

Competitive Strategy

- Initiate the sales strategy around Frontier's strengths in Networking, Contact Center and VOIP solutions. Microsoft simply does not have the enterprise level features in these areas.
- Offer MiTeam as an integrated solution that builds on this customer centric focus.
- Don't forget about handsets - they win the day, but only in certain circumstances.

Cooperative Strategy

- Win the application war and integrate with Microsoft Teams.
- Acknowledge that for a certain use case, and in the current customer environment, Microsoft Teams may be a sound choice for enterprise instant message and chat, but not for business operations such as Contact Center.
- Focus the story on bridging the gap between intra-corporate communication among office workers and sites, to communication and customer support.

SIDE-BY-SIDE COMPARISON

CRITERIA	FRONTIER ANYWARE	MICROSOFT TEAMS	SKYPE FOR BUSINESS	CISCO WEBEX	ZOOM PHONE
Reliability					
Uptime (>99.99%)	●	●	●	●	●
Network Access	●	●	●	●	●
Compliance	● PCI-DSS, SOX,FDCPA, HIPAA, ISO207001:2005	● ISO 27001, ISO 27018, SSAE16, SOC 1&2, HIPAA, EUMC	● ISO 27001, ISO 27018, SSAE16, SOC 1&2., EUMC	● ISO 27001:2013, GDPR	● SOC2, TRUSTe, FedRAMP
Advanced Collaboration Features					
Web Conferencing	●	●	●	●	●
Video Conferencing	●	●	●	●	●
Integrated Chat	●	●	●	●	●
Seamless experience	●	●	●	●	●
Call Handling Features					
Call Handling	●	●	●	●	●
Advanced features	●	●	●	●	●
Unified Fax	●	●	●	●	●
Voicemail to email	●	●	●	●	●
Call recording	●	●	●	●	●
Audioconference capacity	●	●	●	●	●
Contact Center features	●	●	●	●	●

KEY BENEFITS

- **Easy to Use, Simple to Manage:** The modern, intuitive user interface makes it easy for end users and admins to get work done fast. Users can enjoy native integrations, a seamless experience across devices and real-time management - all with minimal training required!
- **Work from Anywhere:** Mobile apps allow users to work while on the go and a global presence creates a consistent user and customer experience around the world.
- **Short Implementation, Long-Term Success:** Dedicated success managers, simple provisioning and training to ensure a seamless transition, quick onboarding and long-term success.
- **Evolve as Needs Change:** Flexible service plans give customers the power to add functionality and upgrade permissions as their business changes.
- **Reliability You Can Count On:** Deployed out of highly secure, Tier 4 data centers with several layers of redundancy and encryption, plus 99.995% uptime backed by SLAs and financial penalties if we don't deliver.

DIFFERENTIATION

- Easy to deploy & manage
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- Intuitive user experience
- Configured to way you work
- New Contact Center features*
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