

Global SIP Trunk

Commercial Presentation

May 2021

01

Customer Challenges
& Value Proposition

Customer Challenges
Value Proposition

02

Our Global SIP Trunk
Solution

Definition - Elements -
Architecture

03

Commercials

Telefónica's Position

04

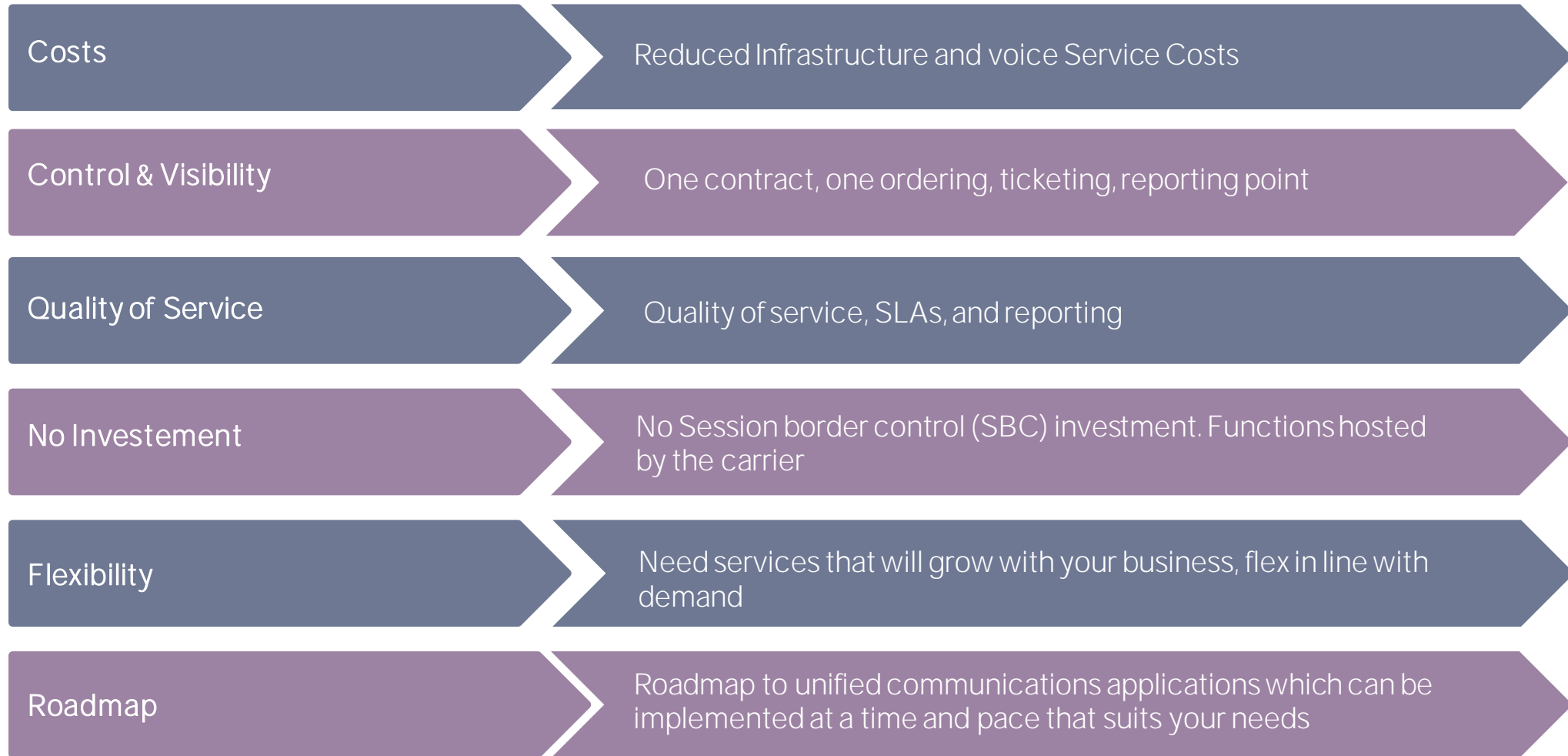
Success Stories

Customer Challenges & Value Proposition

Customer Challenges
Value Proposition

01

Customer Challenges



VALUE PROPOSITION



COSTS / FINANCIAL

- Opex vs. Capex
- Cost Control & visibility
- Free on-net calls and flexible number of channels
- Pay per use



FLEXIBILITY AND SIMPLICITY

- Scale and up down of channels
- Not specialized HR required
- Simplicity in deployment
- Single connection for Voice, Video and Data.



GLOBALIZATION

- Global management complexity
- Standard Services and Process everywhere
- Leveraging provider relations with PSTN operators worldwide.
- Integrated with networking and UCC services



QoS

- QoS guaranteed and committed
- E2E management
- Redundancy options, back-up solutions, security protocols
- Interoperability


Our Global SIP Trunk Solution

Definition - Elements - Architecture

02

Service Description

OUR PRODUCTS




Workstream collaboration

- Persistent chat
- Document sharing
- Task Management



Webex Teams
Virtual spaces for chatting, document sharing, task management...




Meetings

- Videoconferencing: HD Video sessions + Terminals Video/Immersive
- Web conferencing: screen sharing, access from PSTN, Web&Video



mConferencing
Meetings and videoconferencing services as telepresence.

Web Conferencing
Including all meeting capabilities from Web conferencing as WebEx.




Collaboration - UC

- Instant Messaging
- Presence
- Peer-to-peer VoIP Video
- Screen sharing



Hosted UC
PBX capabilities, hang group, call transfer, Jabber Soft client, IM&P

Cloud UC
PBX capabilities, hang group, call transfer, BTBC Soft client, IM&P



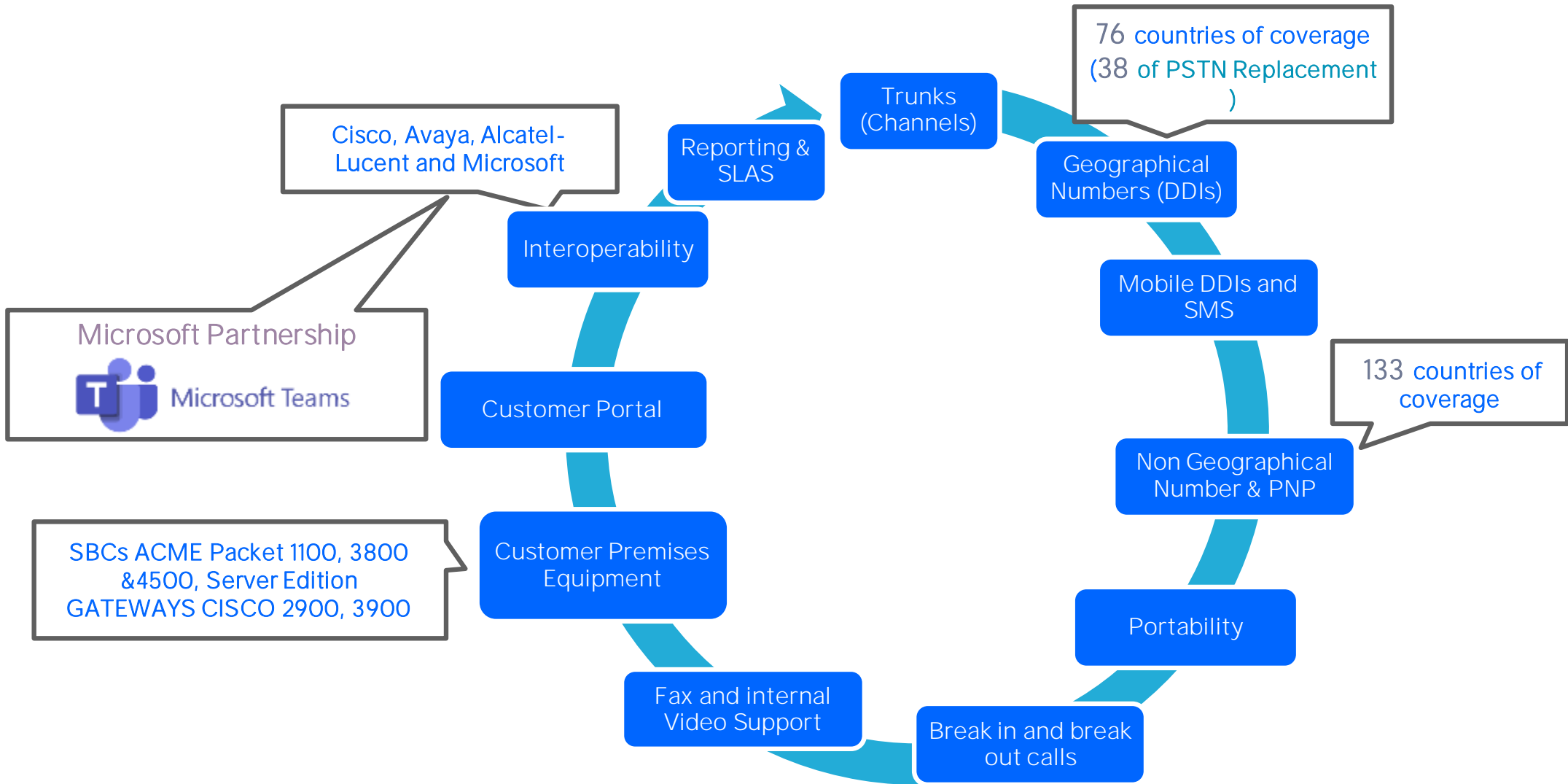
Voice

- Hosted PBX
- PSTN Services

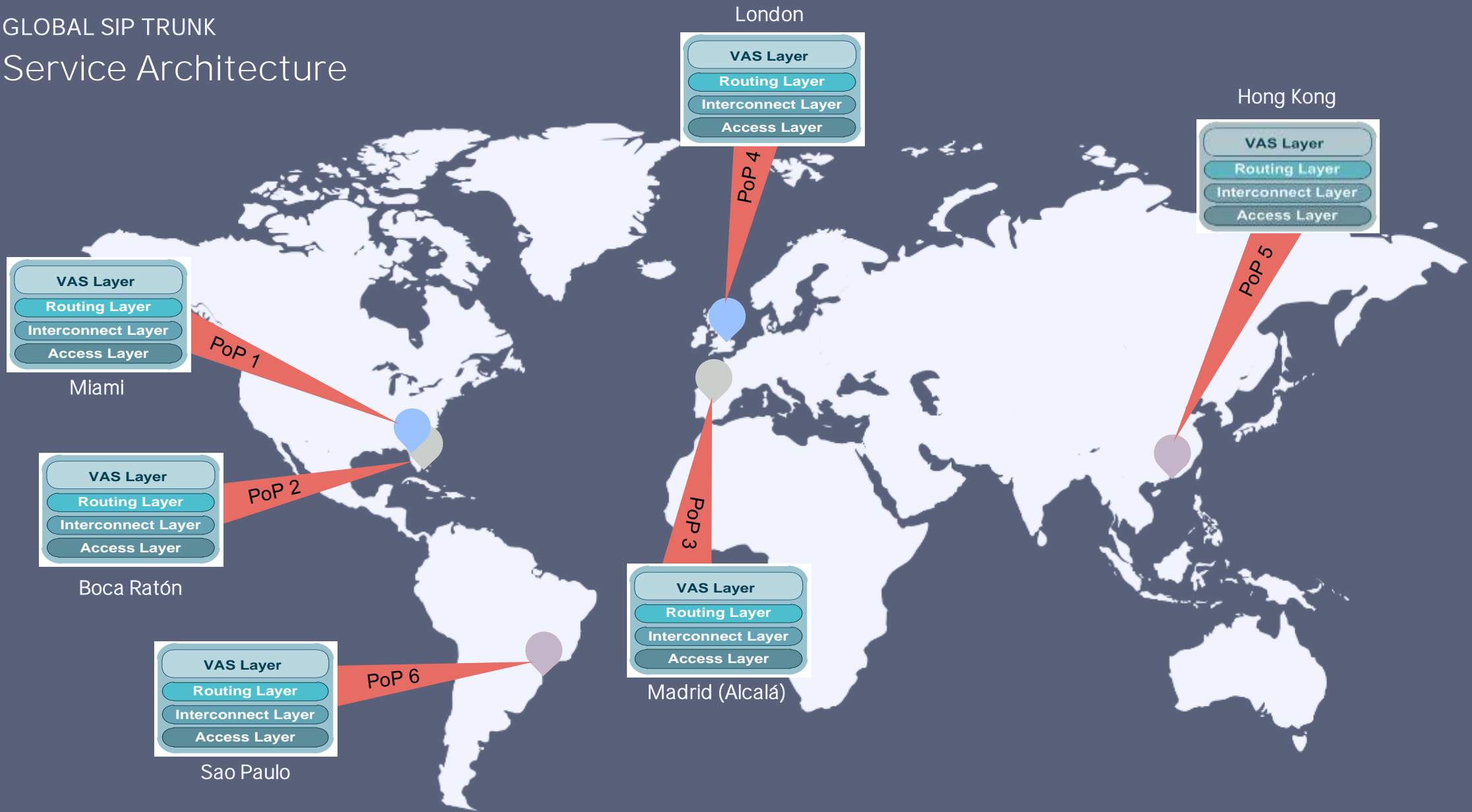


Global SIP Trunk
PSTN services (DDIs and termination)

Service Elements



GLOBAL SIP TRUNK Service Architecture



Local and geographic redundancy

Mobile DDI w/SMS-enabled Service description

New type of numbering has been integrated in to Global SIP Trunk services, expanding the capabilities and use cases for customers.



Voice Calls

People answer call from mobile number is easier than from fixed numbers



SMS-enabled

Another channel of communication with end-users.
It is P2P not A2P



SIM-free

Any type of SIM is not necessary. It is a Virtual Mobile Number

Direct Call Routing In Microsoft Teams

Enhance the functionality of your collaboration toolset by adding PSTN calling to Microsoft Teams

Telefónica's global connectivity to Microsoft means that no infrastructure/ connection to our Global SIP Trunk is required:

- Significant cost savings per user compared to Microsoft's Call Plans
- Industry leading reach with full PSTN replacement in 40 countries.
- Geographic, non-geographic & international ranges available in up to 127 countries
- Flexible cloud based service including secure & reliable hosted SBC, removing the need to procure & maintain on-premise hardware.
- Seamless transition & number porting from legacy platforms, & the capability to create a single company-wide numbering plan



Commercials

Telefónica's Position

03

GLOBAL SIP TRUNK

Telefónica wins Best Latin American Wholesale Carrier

For 2nd consecutive year
Telefónica wins this award

Considered to be one of the most prestigious awards in the industry, the Global Carrier Awards are judged by an independent panel of industry experts and celebrate innovation, excellence and vision.

The panel recognised Telefónica's investment in the region, as well as the work it has done to enhance its service portfolio, expand its network and transform its processes and service platforms for its customers.



GLOBAL SIP TRUNK

Telefónica wins Best Antifraud Innovation Award

Global Carrier Awards 2020

Telefónica presented a "full house" submission with an impressive-sounding and comprehensive explanation, all backed up by strong numbers.

Our judges were mesmerized by the innovation in Fraud Detection which Telefónica is evolving at pace and at a standard expected in a global carrier

Telefónica offers a robust anti-fraud system, and it has been enhanced with innovative features, both technical and commercial



Success Stories

04

A LATAM AIRLINE

Our customer:

A leading LATAM Airline searching for a digital transformation partner from a holistic perspective.

Outsourced Contact Center consolidation across two countries: Colombia & El Salvador. Retain/Port phone numbers. Competitive Pricing & SLA's. Near real-time reporting. Quick integration of mergers

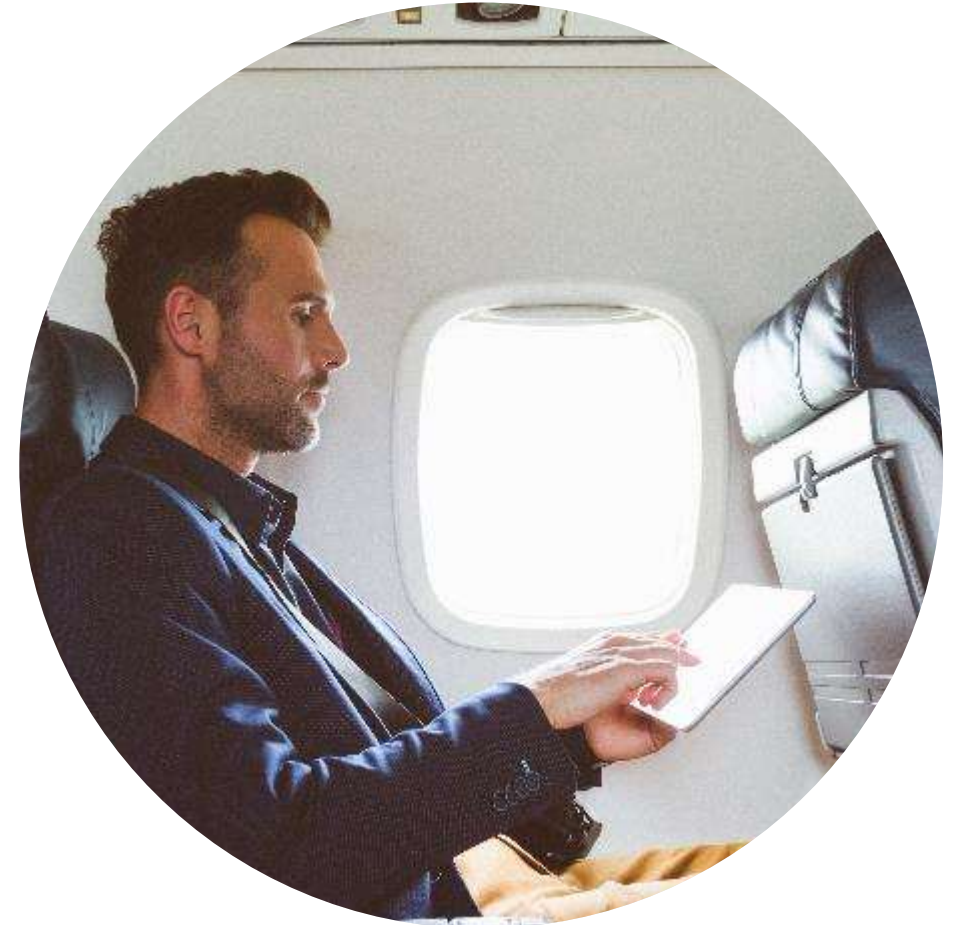
Telefónica solution:

A leading LATAM Airline searching for a digital transformation partner from a holistic perspective.

Outsourced Contact Center consolidation across two countries: Colombia & El Salvador. Retain/Port phone numbers. Competitive Pricing & SLA's. Near real-time reporting. Quick integration of mergers

Customer benefits:

- Best Network Solution (MPLS, SIP, TDM)
- Improved Call Management Efficiency
- Competitive Pricing
- Quick provisioning of new numbers
- Near real-time enhanced reporting



A COMPUTER SOFTWARE CORPORATION

Our customer:

- One of the biggest software supplier worldwide.
- Contact Center Consolidation across two regions: LATAM & EMEA. Advanced Features (Rerouting and Reporting). Retain/Port phone numbers. Competitive Pricing & SLA's. Understanding of Local Markets. Willing to adapt to our Products and Services.
- One stop shop

Telefónica solution:

- Global Advanced Network & Capabilities (MPLS, SIP Trunking, High Availability) • Rerouting
- 70 countries, 400+ ITFS, 20 sites • Over 75M Minutes/year
- 800+ SIP Channels & Automatic

Customer benefits:

- Best Network Solution (MPLS, SIP, TDM) • Goals
- Competitive Pricing • Very strong regional presence, experience & influence local operators (our own)
- Enhanced reporting & SLA's, aligned with customer's KPIs and Business • Improved Call Management Efficiency



IMPORTANT VoIP OTT

Our customer:

- One of the biggest VoIP OTT supplier worldwide.
- Require a complete voice service to be able to offer their voice products outside North America (Geographic DDIs, Geo-redundancy, voice traffic, portability), especially in Latin-America and Europe.

Telefónica solution:

- Unique contract and interconnection
- 10+ countries, 2,600+ DDIs
- Over 4.2M Minutes/year

Customer benefits:

- Global Single Point of Contact
- Local and Geographical Redundancy
- Full regulation compliance.
- Coverage Worldwide through single
- SIP Trunk connection
- Competitive Pricing
- Enhanced reporting, aligned with customer's KPIs and Business Goals





Telefónica
Global Solutions