

GROUP COLLABORATION, COMMUNICATION AND MULTI-PERSONA SERVICES

JANUARY 2018

THE OPPORTUNITY FOR MOBILE SERVICE PROVIDERS

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BUSINESS COMMS MEETS DISRUPTION

The mass-adoption of mobile as the primary means of business communications has created challenges for both users and businesses.

Many independent workers or “prosumers” have to juggle business and personal personas simultaneously, while the always-on nature of mobile devices upsets their work/life balance. When it comes to Over-The-Top (OTT) VoIP users have become painfully familiar with the best-effort quality and cumbersome user experience of these services as opposed to the relative simplicity of native dialer applications and high quality of cellular voice. For small businesses and teams, a mobile workforce challenges them to maximize productivity and customer service with simple and reliable mobile group communications and collaboration, without spending time, money and resources to navigate complex Unified Communications (UC) services.

Mobile service providers are in fierce price wars with each other to acquire and retain their high-value customers, but have done little to build long-term loyalty or sustainable competitive advantage. The opportunity is now for these providers to deliver a new breed of services, targeted at the growing and underserved market segments of the global workforce. Building these services on core capabilities stemming from network ownership and control cannot be easily replicated by internet rivals, and will position the mobile service provider to capture new revenues above and beyond their traditional business communications offerings.



A person's hands are shown writing in a spiral-bound notebook on a wooden desk. A smartphone lies to the right of the notebook. The entire image is overlaid with a semi-transparent blue filter.

1. MARKET PULSE

THE RAPID SHIFT TO MOBILE

Analysts forecast that by 2020², there will be two billion mobile devices used for business.

The mobile device is the preferred method of communications by today's worker. Consider that 60% of employees use their smartphones as their primary communications device and enterprise mobility is expected to grow to 40% of overall IT spend by 2020².

However, business mobile users aren't equipped with the right built-for-business apps and services.

They collaborate with clients and customers using their primary mobile identity, but struggle to cleanly manage their work/life balance with only a single telephone number.

More employees are relying on OTT messaging apps for team collaboration, forcing users to mix business and personal information with no way to connect to customers on a closed ecosystem.

Their employers are also challenged to enhance team and customer communications across company-provided, as well as Bring-Your-Own-Devices (BYOD), with effective management and policy control – and are failing due to the absence of comprehensive and intelligent solutions.

¹ 451 Research, 2016 Trends in Enterprise Mobility

² Frost & Sullivan, 2016

NEW SERVICE CONCEPT FOR BUSINESS GROUPS WITH NATIVE DIALER SERVICES AND BUSINESS FEED



Business

81% use a mobile phone for work. 60% as their primary device.



IM

SMS with customers top feature requested by mobile-centric businesses.



Always ON

72% use a single mobile phone for work and personal life.



Collaboration

41% of micro-businesses desire collaboration features.



OTT APP

Only 10% use an OTT VoIP App.



Budgets

94% indicated willingness to pay above premium.

2017 Metaswitch Survey of US and UK Businesses

CLOUD IS GREAT BUT OTT VOICE HURTS

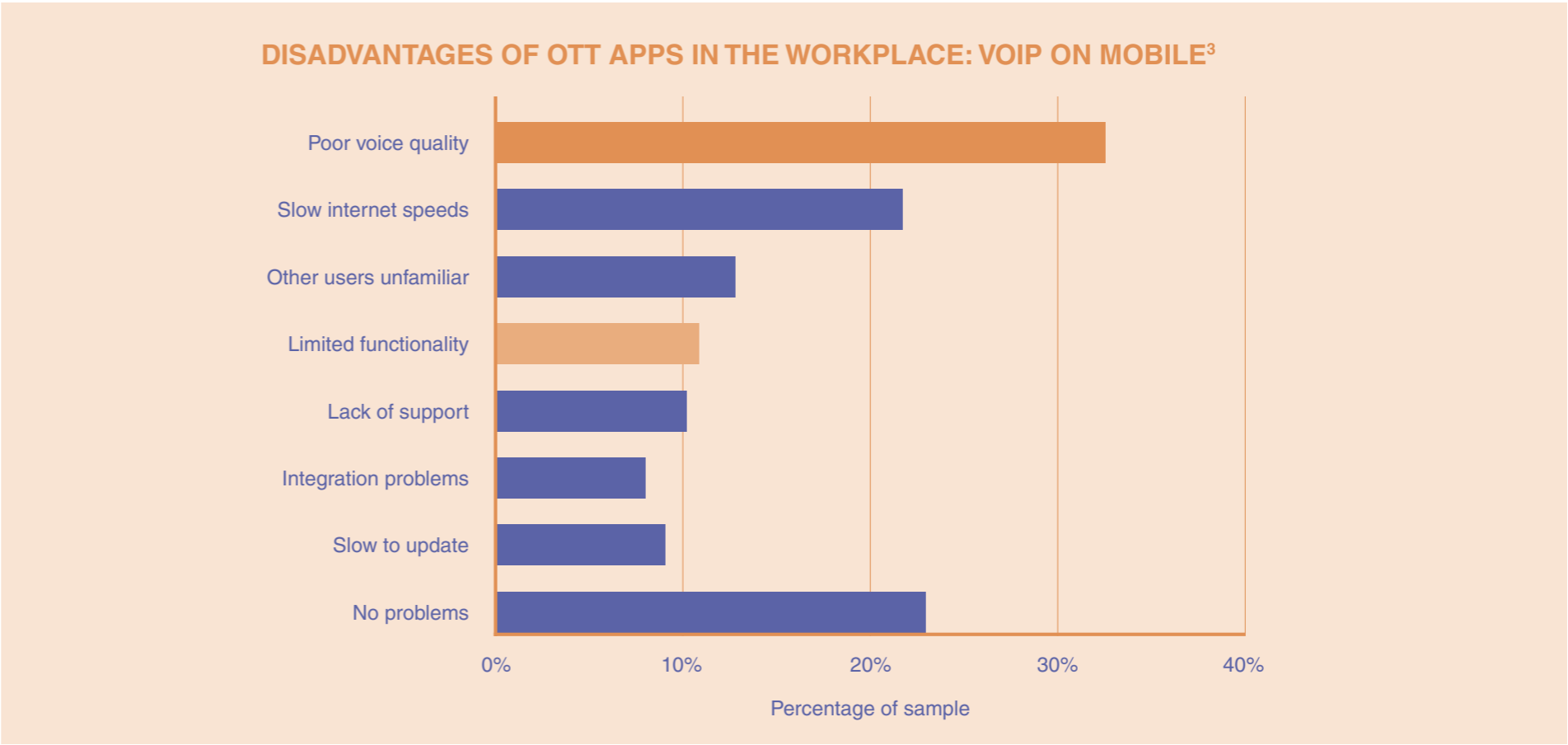
Despite the market need and potential from this large user base, historical and current market approaches have proven ineffective.

Mobile service providers have only added limited value to mobile services, offering what is essentially corporate voice/data plans and mobile VPN offers to their largest customers. These provide rudimentary voice-only capabilities like private short code dialing and call restrictions and lack wide adoption. Other approaches add simultaneous-ring services across wireline and mobile numbers, but didn't include any messaging services and lack the ubiquity required by BYOD users.

In attempt to fill the mobile void, some UC providers have extended their offerings into mobile via separate OTT applications. These aim to provide an integrated experience across mobile and desktop environments, ignoring the dominance of the mobile only-workforce.

While there is a shift from on-premise PBX to cloud UC in the enterprise, these applications are flawed for the mobile user and suffer low mass-market adoption due to user experience and quality issues. Their market penetration is further hampered by complex service adoption, administration overheads and high price points.

³ Use of 'Over-the-Top' Communication Apps in the Workplace, IndustryView, 2015 <http://www.softwareadvice.com/voip/industryview/otc-apps-report-2015/>



CONSUMER WEB GIANTS HUNGRY FOR BUSINESS

There has been a massive shift of users towards consumer apps – especially for messaging and a new breed of team collaboration services offered by companies such as Slack. Businesses are also recognizing the value of ecosystems as a place where their customers already are; and are willing to jump onboard the Facebook or Whatsapp bandwagon to reach more users in more ways.

The reality is that SMS is still the universal channel for global users, and Apple Business Chat and others are positioning their core messaging apps for businesses to connect with customers. These massive consumer companies are now welcoming the business communications opportunity for their platforms to be extended, and users are willing to pay for services that add value, while further threatening the mobile operators in the process.





2. MOBILE NATIVE MARKET SEGMENTS

The market is clearly in need of a better way, but the business market is not monolithic and no provider should take a “one-size-fits-all” approach to its service packaging. Business solutions must better examine and answer the unique communication challenges facing prosumers, small businesses and teams which have become increasingly mobile-native.

THE PROSUMERS

A growing independent workforce of “prosumers” (professional consumers) is forming as a global, connected economy creates new opportunities for work outside of the traditional office.

For example, there are 53 million Americans self-employed or freelancing⁴ – either as their sole source of income or as a complement to their primary source. This represents 34% of today’s workforce in the US and is expected to grow to 50% by 2020. 40% of these are from the “mobile-native” millennial generation. Likewise in the European Union, independent workers are

the fastest-growing group in the European labor market⁵.

This workforce includes many self-employed tradespeople who are continuously on the move – examples include a plumber in a van; a personal physiotherapist visiting patients at home; or a software contractor working from a laptop in a cafe. Their business cards typically feature just mobile numbers and email addresses; many of them don’t even have desks, let alone desk phones!





These on-the-go entrepreneurs need to manage work and personal communications, and while some may have simply chosen to have two smartphones (or dual SIMs), it is far from an ideal solution. In some cases, two numbers might not even be enough, with many in the “gig economy” now running several different business interests in parallel.

These prosumers seek schedule flexibility and better management of their work/life balance.

They’re looking for communications solutions that give them:

- Multi-personas on a single device, fully integrated with the native dialer
- High quality voice that is not dependent on IP data services
- A landline phone number
- Simplicity in management and use across devices
- Temporary numbers, for separate clients or projects

⁴ Freelancing in America: A National Survey of the New Workforce

⁵ Future Working: The Rise of Europe’s Independent Professionals, 2013

SMALL BUSINESSES AND TEAMS

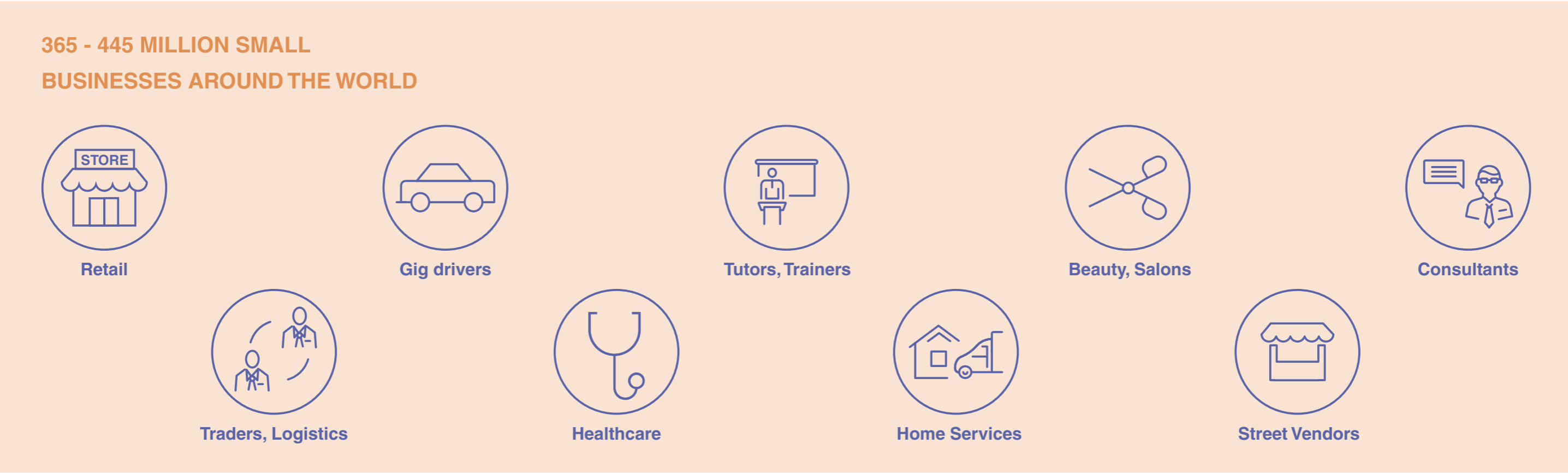
While prosumers can typically be thought of as single-employee business, the small business and teams marketplace also offers significant opportunities for mobile service innovation.

Over 90% of global businesses employ less than 10 employees⁶. They may have one physical location, but it is probable that several workers are mobile, connecting from home, “on the road” or at a client’s office.

These businesses are very diverse – they could be a small flower shop, home-repair firm, or a craft brewery -- yet they share common ground when it comes to their communications profile and needs. Small businesses typically have

a mix of inbound and outbound voice calls, including those between staff, as well as those with clients or suppliers. They may also have seasonal or contracted temporary workers who are not “desktop-centric”, but are reliant on their mobile devices.

⁶ World Bank



Within larger businesses there are groups of individuals forming teams that are in frequent communication, and desire tools to enhance their intra-team collaboration from their mobile devices.

The employees in these teams can include those who are inherently mobile, such as hotel housekeeping, delivery drivers and utility repair; or mobile professionals, such as a team of sales people. While employed within a larger enterprise, their needs and behaviour are very similar to that of the small business.

Small businesses and teams are also more agile than larger businesses, free from legacy technologies and mindsets, but needing simple and reliable services that do not get in the way of doing business.

Typical requirements for these entities include:

- Multi-identities – fully integrated with the mobile native dialer
- Effective management of incoming and outgoing calls
- Simplicity in provisioning, management and use
- Temporary lines for seasonal and temporary workers
- Rapid customer service and problem resolution by quickly routing calls to the proper staff
- Intuitive team collaboration and messaging





3. INTRODUCING MAX BY METASWITCH™

Many service providers have already started to shift to IP communications, IMS network cores and VoLTE on 4G and 5G networks. By exploiting their inherent infrastructure, brand and distribution advantages, mobile service providers can create meaningful non-price differentiation and build greater loyalty in the high value, high growth business mass market with the addition of a better communications experience.

MaX by Metaswitch™ (MaX) is a cloud-native, carrier-grade mobile group communications product that uniquely combines the native dialer experience of the smartphone with network-based voice services, group communications and collaboration features while still offering simple management and control. MaX is easily deployed in mobile networks and provides mobile operators the opportunity to offer highly contextual and immersive communications services, which maximize the mobile user experience.

With Multi-Persona and Group Communications and Collaboration solutions designed specifically for prosumers and small teams, MaX enables

providers to increase revenue and better compete with OTT messaging and UC services, taking maximum advantage of the market transition to cloud native mobile infrastructure. By leveraging the native dialer on any mobile device, MaX makes group communications easy, eliminating the need for a variety of OTT voice and messaging apps. Users can support multiple personas on a single mobile device, and access those personas across multiple devices, allowing them to seamlessly balance business and personal calls with embedded network intelligence. Furthermore voice quality is never compromised as services are delivered via a managed, mobile cellular network.

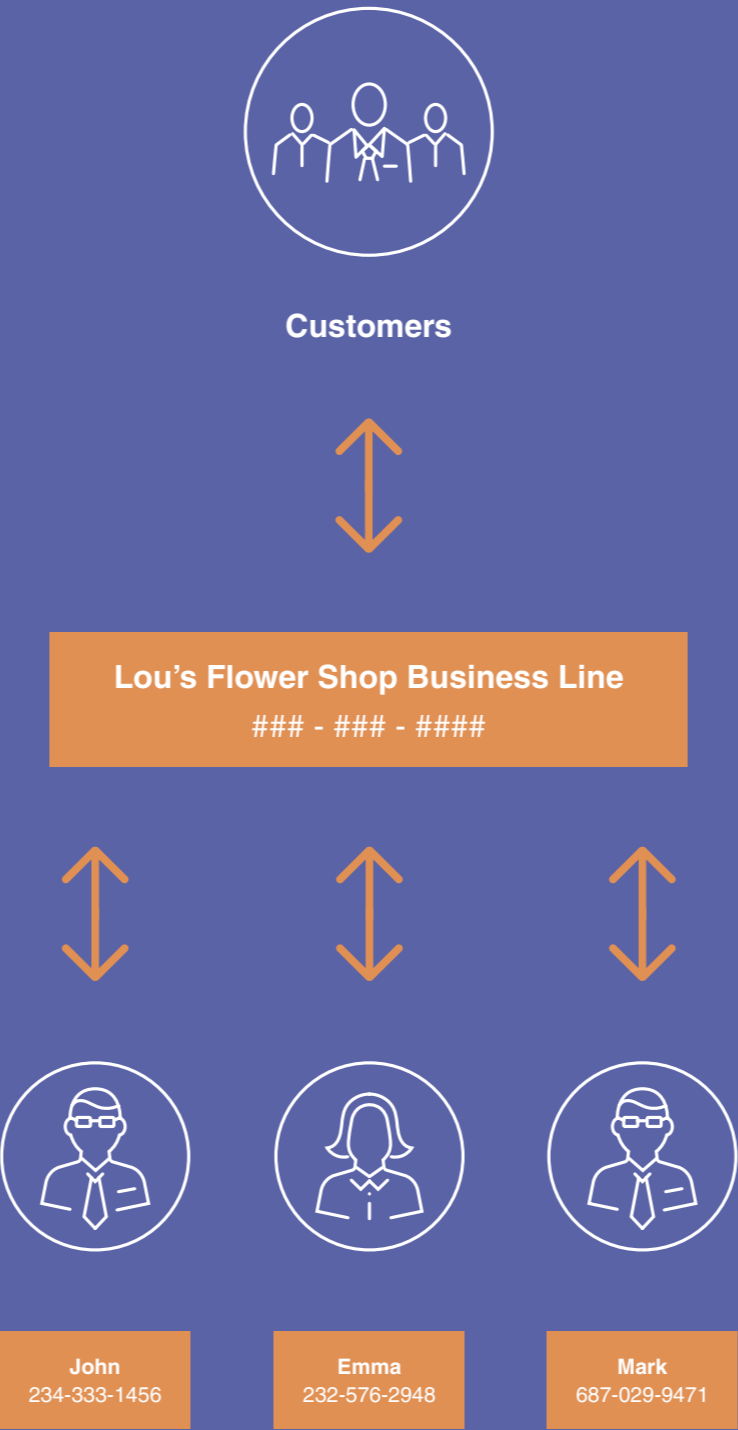


MULTI PERSONA MEETS THE NATIVE DIALER

User experience is central to service adoption. A perfect union of network-based multi-identity capabilities, with the purity of the native dialer on any smartphone, is the primary basis of the MaX mobile native experience.

This capability enables service providers to offer number identities for various use cases – from a second number for a single user, to a pilot line for a family or business group. Additional temporary lines can also be assigned for personal privacy or customer support use depending on the needs of the customer.

PILOT LINE USE CASE OF MULTI-PERSONA VOICE AND SMS



Members keep their personal numbers

It's Intuitive

All users expect to make calls using their mobile “big green button” and receive calls on the standard device interface. MaX brings the ideal solution, which not only relies on native dialer availability, but adds new services, like multiple personas or line identities without requiring any user interaction such as “star-codes.” Furthermore, existing features such as conferencing and call waiting are not impacted by the integration of MaX. The native client is the only voice interface needed.

With significant investments in IMS/VoLTE networks, only mobile service providers allow subscribers to take advantage of the native dialer with multiple public identities - invoking the mobile device’s native phone client regardless of the identity used to make the call. Incoming calls to all user identities are presented the same way.



It Learns

While the ability to deliver additional personas on a single device as a simple add-on to an existing service has been explored in the past, there has been limited adoption due to the challenge of managing multiple identities. The native client has been built for a single identity and is not easily extensible. Furthermore, any approach that burdens the subscriber to consider each time the identity being used, whether they are making or receiving calls creates additional friction for the user.

MaX introduces Network Intelligence to leverage the central role that mobile service provider networks play in delivering communications. The ability to actively learn user call patterns (incoming/outgoing communication) and the context of previous calls (business or personal) enables the provider to deliver both the desired experience and build an additional relationship with the customer.

The learning can be controlled or modified by user input, policy controls implemented by the network, or even third party applications via open policy APIs.

It Works

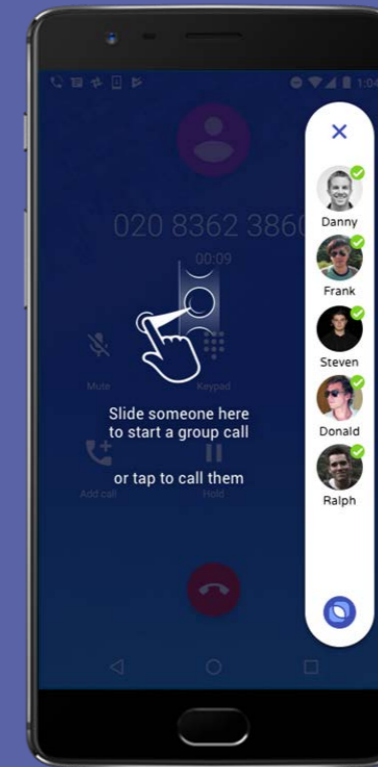
Using network voice, MaX calls are delivered via the provider's cellular network. Unlike OTT apps in which calls traverse the IP data path and therefore are not guaranteed priority handling, voice calls are QoS-assured. This reliability is particularly valuable for business users where the quality of communications with colleagues and customers are critical to business functions.

COMMUNICATE AND COLLABORATE WITH COLLEAGUES AND CUSTOMERS

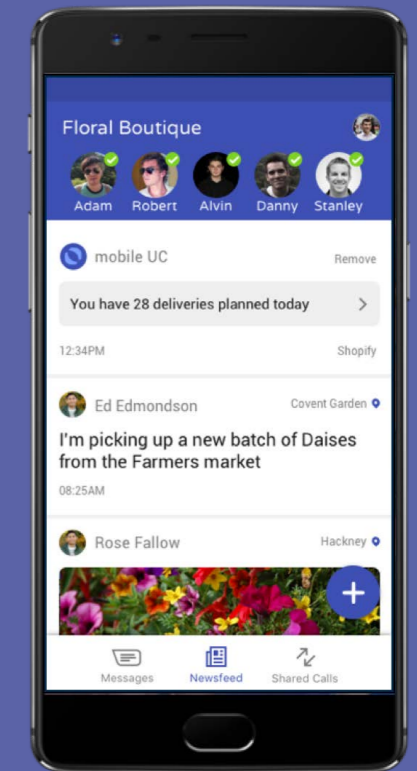
MaX uniquely delivers the right set of group communications and collaboration features to maximize small team productivity and customer service.

Group collaboration is facilitated by group conferencing push-to-talk communications, as well as group chat and SMS, including multi-user/business SMS intuitively displayed as a “feed” for each team member.

Customer communication is enhanced by a shared business identity, employee identities and the ability to join, transfer, and conference customers seamlessly through the mobile interface.



*Business Groups Service
Powered Using MaX By Metaswitch.*



Particularly important for the busy small business, without the time or resource to dedicate to the set-up and management of its communications service, the collaboration application provides a simple UX to configure users and services such as voicemail, presence and policy controls.

THE RESULT: NEW REVENUE GENERATION AND CUSTOMER LOYALTY

In the past, mobile service providers have only offered a limited set of business communications services to the market. As a result, mobile operators have seen their ARPU decrease for their core voice and broadband offerings and have lost traction versus OTT and UC applications.

These applications however are flawed and don't deliver the business outcomes and quality of experience that mobile users expect.

Mobile service providers are uniquely positioned to deliver better, mobile-native solutions that appeal to the growing mass market of underserved prosumers and small business.

The opportunity is now to capitalize on the gap in the marketplace and bring compelling new multi-persona, group collaboration and communications services, like those enabled by MaX by Metaswitch, to drive new revenue generation and elevate customer loyalty.

For more visit www.metaswitch.com/

