



All About the Cloud!

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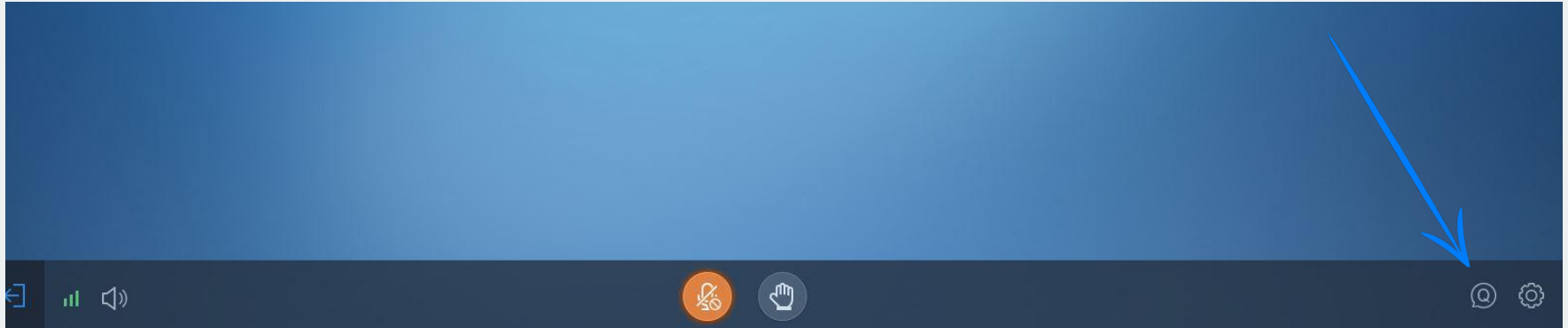
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**During the webinar please use the Q&A feature
located in bottom right corner of your screen!**

**We will answer the questions at the end of the presentation
Thank you!**



Reseller Benefits



Since 2002 VoIP Supply has delivered unparalleled service and expertise to over 125,000 customers worldwide.

VoIP Rental Program

our Device as a Service (DaaS) rental program gives your customers the widest variety of VoIP Products for a low monthly payment!

Hardware & Provisioning

featuring over 60 manufacturers that offer over 16,000 products and the ability to provision for you!

CloudSpan MarketPlace

a single place to shop various VoIP service providers - build up your MRR and receive discounts on hardware selling through VoIP Supply

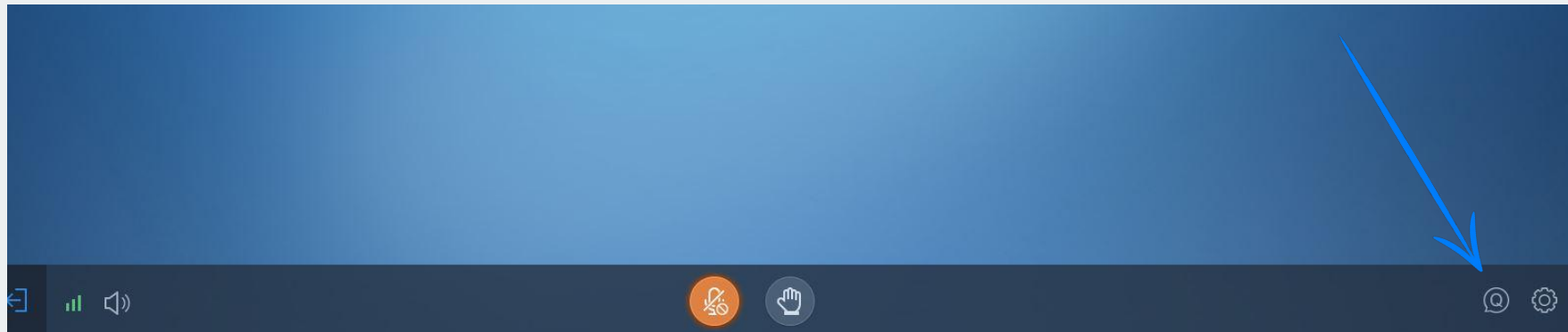
Fulfillment

provisioning and professional services from multiple warehouse locations in North America; providing real-time access to manage your projects from order through delivery

Refresh & Reclaim

offering certified reconditioned devices at a fraction of the cost plus offering an outlet for selling off used and excess VoIP equipment

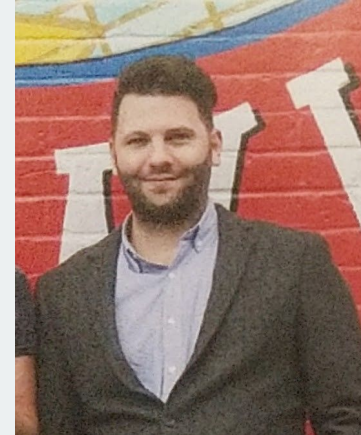
Q&A



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Agenda

- Review Promotions for this quarter in the new partner portal
- What's New in Switchvox Cloud?

What's New in Switchvox Cloud?

- Emergency Dialing Notifications
- Music on Hold
- Easy Call Pickup
- For more info...
 - <https://support.digium.com/s/article/Switchvox-Cloud-7-Upgrade>



Agenda

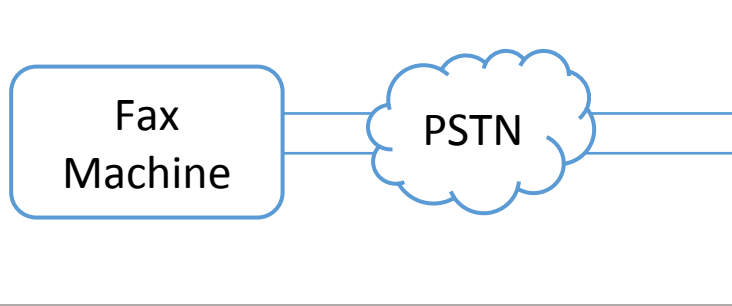
- Faxing Options and Competitors
- FAXStation
 - Service Architecture
- Pricing FAQ
- FaxStation Portal
- Q&A



FAXSTATION
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Scenario 1: Analog Lines

How it works: faxing with analog lines

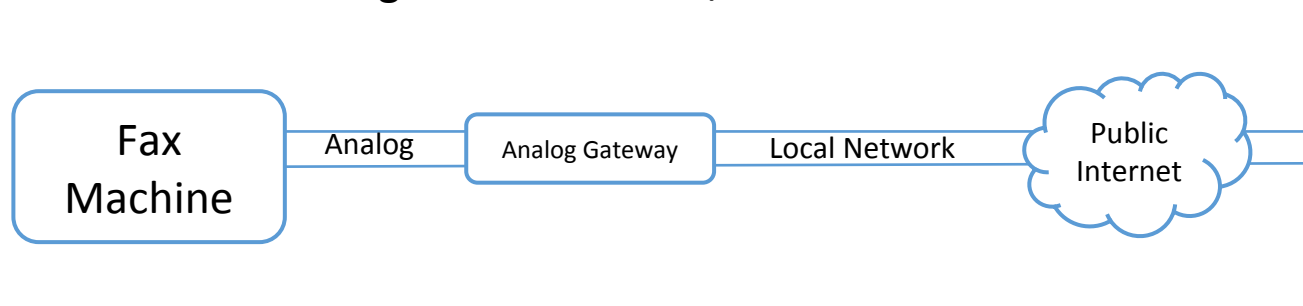


Problems:

- Price (\$50-\$100 per line)
- Little to no investment in PSTN Network

Scenario 2: SIP Trunks/T.38

How it works: faxing with SIP Trunks/T.38

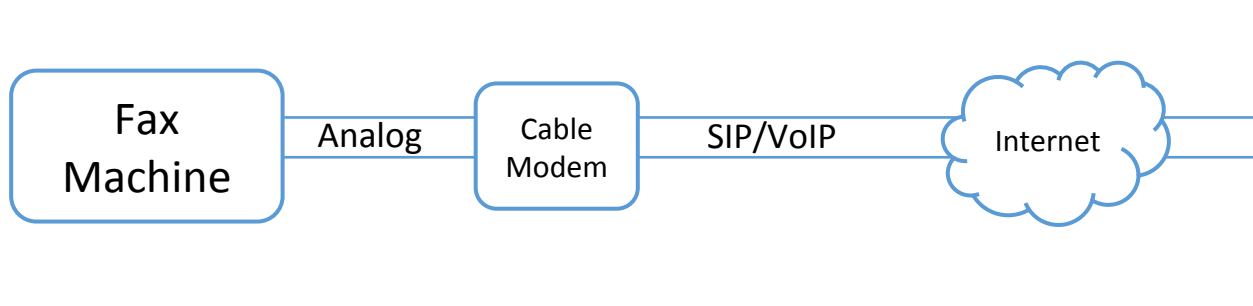


Problems:

- Requires real-time digital to analog conversion
- Dropped packets/jitter equals failed faxes
- T.38 Compatibility Issues

Scenario 3: Fax via the cable company

How it works: Fax via the cable company



Problems:

- Digital to analog conversion
- Still a SIP trunk
- Cable company does not understand telephony
- They understand analog signaling going through coaxial cable

Scenario 4: Connecting previous examples to a fax server

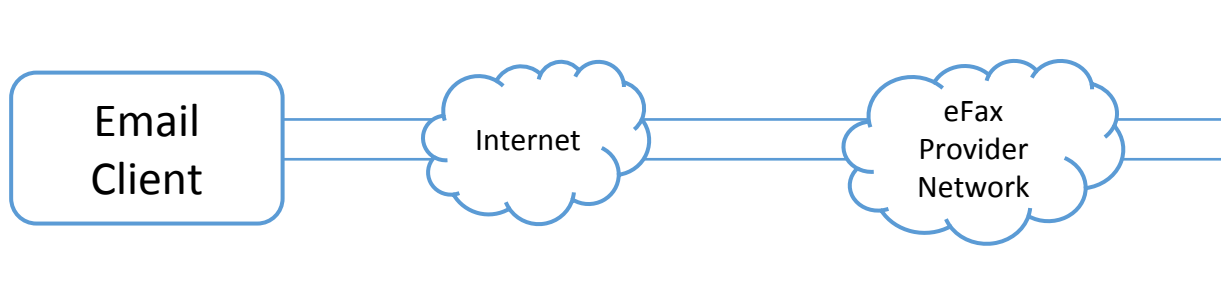
How it works: Either physical connection or configuration in a GUI

Problems:

- Everything we just covered
- Additional complicated hardware and possibly software (server AND desktop) Need to actively maintain both
- Finger pointing when faxes fail
- Depending on solution... can be very costly upfront and going forward

Scenario 5: eFax

How it works: eFax



Problems:

- Cannot connect to fax machine
- Learning curve for non-technical users
- Typically a per user charge

FaxStation – The Solution

Problems it solves:

- Can use fax machine and/or eFax
- Low monthly cost - No per user charges
- Will work in low bandwidth situations
- Avoid T.38 compatibility issues
- “One throat to choke”

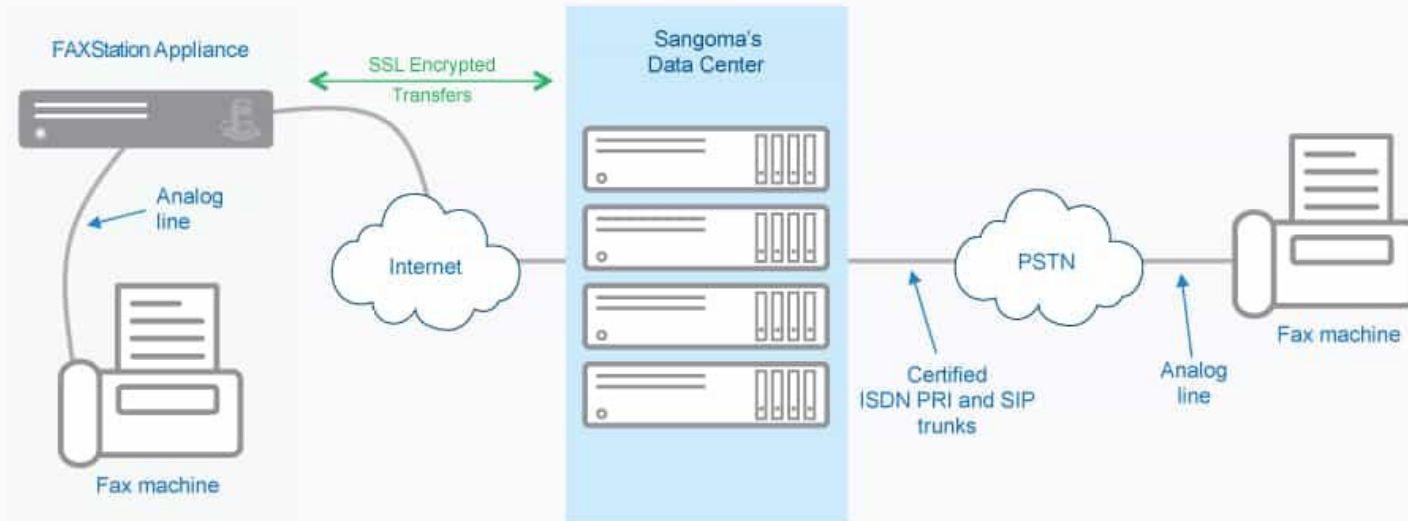


FAXSTATION
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FaxStation – How it works

SERVICE ARCHITECTURE



Pricing FAQ

Contract Eligibility

- 1 x high volume trunk minimum

MSRP Pricing:

DIDs

- \$1 each per month

3000 pages (high volume faxing)

- \$24.99 Month to Month
- \$22.99 1 year contract
- \$19.99 3 year contract

150 pages (low volume faxing)

- \$9.95 per month
- No contract discounts available



Pricing FAQ Cont'd

eFax

- No per user charge
- Only consideration is number of pages per month
- High Volume Faxing Trunks can be “stacked” together
- Low Volume Faxing Trunks cannot be “stacked”
 - Examples
 - 1000 users can share 150 pages per month
 - 2 users can share 15,000 pages (5 x high volume)

Pricing FAQ Cont'd

Fax Machine and Machine/eFax scenarios

- Each CPE has 4 ports
 - Need more? Get additional CPE
- Each port being used needs service attached to it and a DID
- Low Volume Faxing Trunks cannot be “stacked”
 - Any port assigned this trunk cannot exceed 150 pages
 - Even if other ports have high volume and are sharing that capacity
- High Volume Faxing Trunks can be “stacked” together and shared across the account
 - Even with multiple CPEs
- Takeaway
 - We care about the number of pages AND that service is assigned to a port in this scenario!!

Agenda - SIPStation

- SIPStation
 - Overview
 - How it is priced
 - Differentiators
- SIPStation
 - Unique architecture



SIPSTATION
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Overview - SIPStation

- How can you get started?
 - Need at least 1 trunk
 - Each trunk gives you 3k minutes
 - Additional trunks give you minutes that “stack” together
 - 5 trunks equals 15k minutes!
 - Each trunk gets you a bi-directional call path
 - 10 trunks would allow for 10 external calls
 - Ex. 5 inbound and 5 outbound
 - Ex 10 inbound
 - Ex 10 outbound
 - Need at least 1 DID



Pricing - SIPStation

- SIPStation Trunks
 - Month to month - \$24.99 MSRP
 - 1 year contract - \$22.99 MSRP (3 trunk min)
 - 3 year contract - \$19.99 MSRP (3 trunk min)
- DIDs
 - \$1 per DID
 - \$1.50 plus 2.4c per min per 800
 - \$10 per number to port
- SMS/Texting (only available on PBXact/FreePBX, need DID that supports SMS)
 - .01 per message inbound/outbound
- T.38 Faxing (All DIDs support this)
 - 2.4c per minute outbound
 - Free inbound



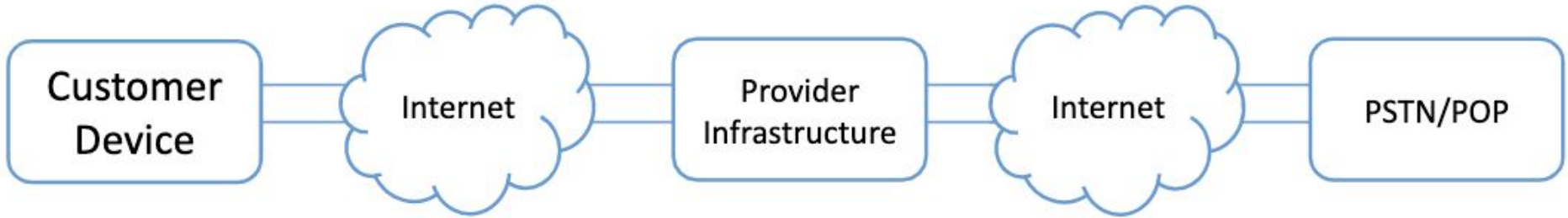
Differentiators - SIPStation

- Trunk Groups
 - Sharing capacity amongst multiple locations
- T.38 Faxing
 - Best effort, but with no guarantees
 - We have a dedicated
- Failover Options
 - DID based
 - IP Address/FQDN
 - Global Failover
- Bursting
 - Pay per min inbound/outbound when going above trunk capacity
- Built in Fraud Guard
 - International calls are capped to prevent costly toll fraud



Unique Architecture - SIPStation

Typical SIP Provider setup

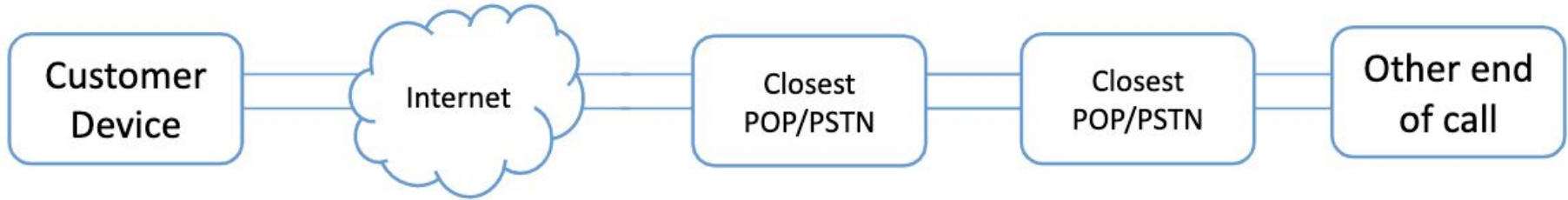


Problems

- Latency from so many hops
- Typically use LCR (least cost routing)
- Provider Infrastructure introduces a choke point

Unique Architecture - SIPStation

SIPStation Architecture



Why is this preferable?

- Using closest POP keeps latency/jitter to a min.
- Uses PSTN as much as possible
- Never goes through additional provider equipment

THANK YOU!

Q & A

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THANK YOU!