

IstraCloud

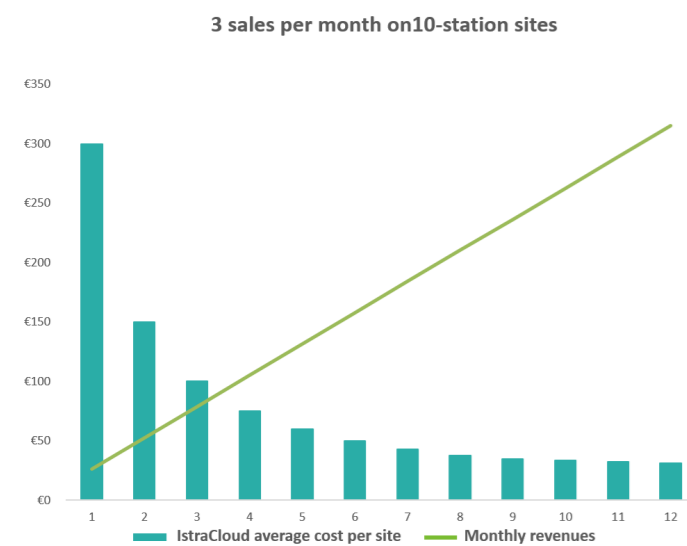
YOUR DEDICATED PLATFORM WITHOUT INVESTMENT

899 EUROS EXCL. VAT/MONTH

	MONTHLY FEE	STARTING UP
IstraCloud package Including 250 licences + Support + Customization of interfaces (myIstra and myTelephony)	500 € excl. VAT	—
IstraCloud hosting 3000 user + Operator infrastructure	399 € excl. VAT	—
Technical, administrative and sales training*	—	3 750 € excl. VAT

*Centile Telecom Applications and Pronet Internet Services Ltd are certified training centers

RAPID RETURN ON INVESTMENT AND EXPONENTIAL MARGINS

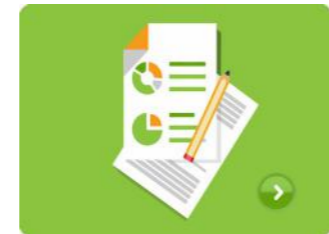


Selling price to customers
20€ excl. VAT / user (except Data link)

12-month monthly sales: 7.200€ excl. VAT
12-month average cost per site: 31€ excl. VAT

Target margin: 50%
(except installation, material and maintenance)

12-month customers base:
360 users and 36 sites



TRAINING

Technical and administrative training to learn how to install the solution, run the platform and manage orders.

Sales and marketing training to gain skills in selling Unified Communications.



COMMERCIAL KIT

Web banner and emailings
Product sheet
Sales presentation
Customizable quotation



ACCELERATION

Campaigns to generate leads
Dedicated presales support on significant business
Co-marketing budget



**8 WEEKS TO ACTIVATE
YOUR FIRST CUSTOMERS**



Centile Telecom Applications SAS
Tel : +33 (0)497 231 270 | sales@centile.com



Pro-Net Internet Services Ltd
Tel : +44 (0)20 71270851 | sales@pro-net.co.uk

Your dedicated Unified Communications Platform

The White label Solution for integrators

- ROBUST AND SCALABLE PLATFORM
- TECHNICAL, SALES & MARKETING PARTNER'S PROGRAM
- EASY TO USE AND IMPLEMENT
- FIXED-MOBILE CONVERGENCE
- RAPID RETURN ON INVESTMENT AND EXPONENTIAL MARGINS
- OPEN ECOSYSTEM TO ENSURE YOUR FREEDOM

Become a Unified Communications Operator in 8 weeks and accelerate your business



Your dedicated Cloud Unified Communications Platform

PBX ENHANCED WITH UNIFIED COMMUNICATIONS FEATURES

Innovative features: You provide your customers with Unified Communications and Fixed-Mobile Convergence services:

- ◆ Click2Call
- ◆ CRM integration
- ◆ Presence
- ◆ Instant Messaging
- ◆ Fixed-Mobile Convergence (FMC)
- ◆ Voicemail to Email
- ◆ Corporate & Personal directories
- ◆ Customized Call Queuing
- ◆ Conference Bridge



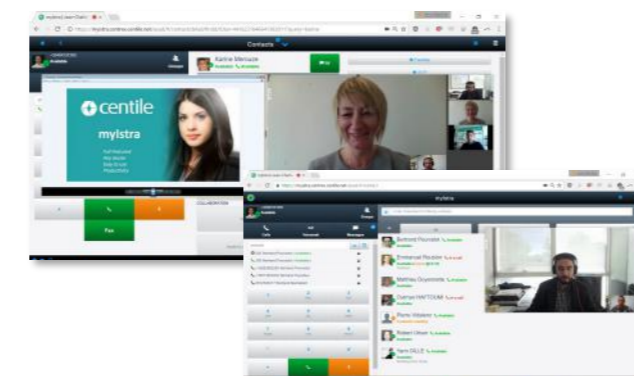
IstraCloud MORE MORE THAN A HOSTED IPPBX, A SERVICE PLATFORM



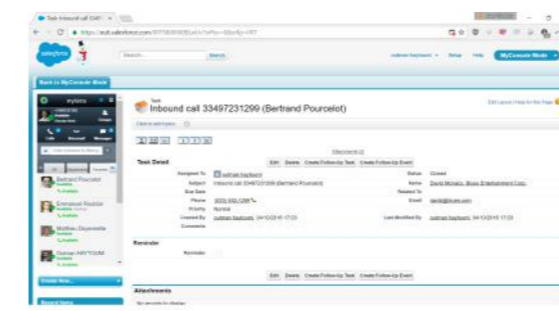
RICH USER EXPERIENCE

mylstra application covers all the needs of enterprise users, from the very basic telephony to the very advanced, including collaboration and CRM integration ...

mylstra is available from all terminal types (PC, tablets, smartphones iOS & Android, etc.) and allows users to quickly and simply access their features such as rules management (groups, forwarding and services), directory, unified messaging and presence.



mylstraCollab is an extension of mylstra application allowing each user to benefit from video conferencing and screen sharing in conjunction with unified communication devices (headset, cameras).

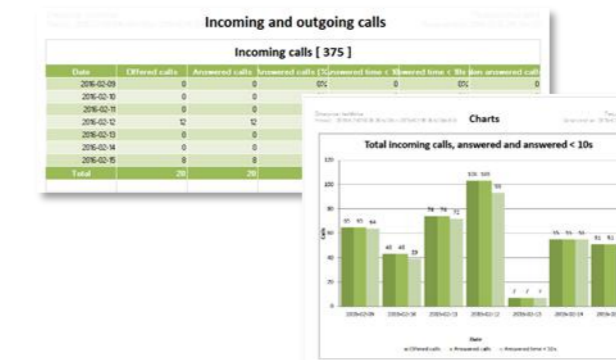
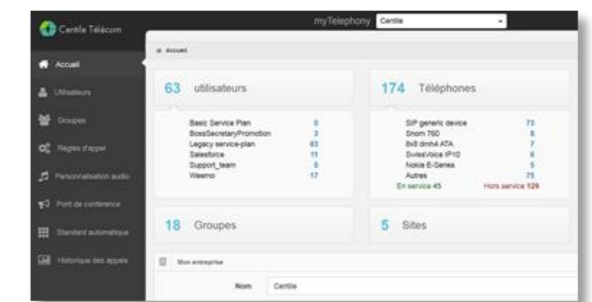


mylstraCRM allows the integration of telephony into the portal of Salesforce CRM. The user can now make a call in one click and have client's information popping up on incoming calls to increase productivity.

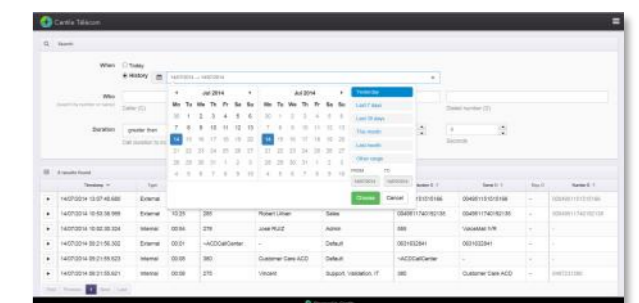
MANAGEMENT OF SERVICES FACILITATED

The administrative portals of ISTRA platform offer a facilitated operational management of services.

myTelephony is a simplified management portal enabling, on one hand, enterprises to be independent and on the other, for operators to be more efficient in managing their customers' base. It allows, in particular, the management of users (extensions and assigned terminals), PSTN numbers, groups, sites, calling rules, welcome messages and music on hold, conference bridge, and auto attendant.



myReports enables enterprises to measure the performance of their teams in terms of efficiency of processing incoming calls and telephony consumption. The interface provides statistical reports based on call tickets generated by the ISTRA platform.



myRecordings is an easy to use web based interface granting users the display of the recorded calls. The recordings can be played back in a browser, or downloaded in common formats (MP4, OGG, AU) for subsequent usage.

Become a Unified Communications operator and rapidly generate recurring revenues