

HQ	Belmont, CA	Salt Lake City, UT	Wayne, PA	Boston, MA	San Jose, CA	Ottawa, Canada	Ottawa, Canada	Plano, TX	Plano, TX	Omaha, NE	Orem, UT	Holmdel, NJ	San Francisco, CA	
# Of Employees	2,500	130	350	900	1,300	4,000	4,000	330	600	10,700	750	1,700	350	
Public/Private	Public: RNG	Private	Private	Private	Public: EGHT	Public: MITL	Public: MITL	Private	Private	Private	Private	Public: VG	Private	
Seats in Service	1.2M	60,000 Cisco 40,000 Microsoft 40,000 Appia MetaSwitch	212,000	Confidential	1M	1.1M	1.1M	115,000 - Hosted 200,000 - Hybrid/ On-prem	475,000	600,000	280,000	578,000	Confidential	
Gartner Magic Quadrant 2018	Leaders	No	No	Visionaries	Leaders	Visionaries	Visionaries	No	Niche	Visionaries	No	No	No	
Sweet Spot	5-20,000	5-10,000	50-1,000	250-10,000	100-10,000	5-2,000	75-5,000	5-1,000	50-5,000	250-20,000	5-5,000	25-5,000	10-10,000+	
Key Acquisitions	Dimelo, Glip	Appia, SoundConnect	IPiphany, Mtel, Paragrid, Semperon, thevoicevactory, Webcore	Think-ing-Phones, Whaleback, Contactive	Contactual, VoiceNET, QSE, DXI, MarianaIQ	M5 Networks, Corvisa	ShoreTel	Fonality	Broadcore, Global DataGuard	InterCall, Intrado, Magnetic North, Smoothstone	Speak (Now Jive Visual Conferencing)	Vocalocity, Telesphere, Simple Signal, iCore, Nexmo	TalkIQ	
Primary Data Centers	NA: San Jose, Vienna (VA) EMEA: Amsterdam, Zurich APAC: Singapore, Sydney, Tokyo S. AMERICA: Rio De Janeiro	SKYPE: Atlanta, Salt Lake City CISCO: Atlanta, Salt Lake City, San Francisco Metaswitch: Atlanta, Chicago, St. Louis	NA: Austin, Cleveland, Las Vegas, Philadelphia, Phoenix, Wayne EMEA: London, Rotterdam, Tel Aviv APAC: Sydney	NA: Ashburn (VA), Boston, San Francisco, San Jose EMEA: Amsterdam, Frankfurt, London APAC: Hong Kong, New Delhi, Singapore, Sydney S. AMERICA: São Paulo	NA: Ashburn (VA), Canada (2), Santa Clara (2) EMEA: Amsterdam, London (4) APAC: Hong Kong, New Delhi, Singapore, Sydney S. AMERICA: Rio De Janeiro	NA: Chicago, Carrollton (TX) EMEA: UK APAC: Australia	NA: Canada, Dallas, Reston (VA) EMEA: France, Germany, UK APAC: Australia, Malaysia	NA: Los Angeles, Reston (VA) APAC: Sydney	NA: Dallas, Los Angeles, Virginia EMEA: London APAC: Singapore	NA: Atlanta, Dallas, Louisville EMEA: Slough (UK) APAC: Melbourne, Perth, Singapore	NA: Atlanta, Chicago, Los Angeles, Mexico, Salt Lake City, Seattle EMEA: London S. AMERICA: Brazil	NA: Atlanta, Chicago, Salt Lake City, Scottsdale EMEA: UK	NA: Chicago, Dallas, New Jersey, San Jose EMEA: Amsterdam APAC: Hong Kong, Tokyo, Sydney S. AMERICA: São Paulo AFRICA: Johannesburg	
IP Phones Supported	Cisco (SPA), Polycom, Yealink	Cisco (79/88/89xx models), Polycom	Aastra, Cisco (SPA & 79xx), Polycom, Spectralink, Yealink	Polycom, Yealink	Cisco, Panasonic, Polycom, Yealink	Mitel Connect 400 Series	Mitel 6900 Series	Polycom, Yealink	Polycom and Cisco	Cisco	Aastra, Cisco, Panasonic, Polycom, Snom, Vtech, Yealink	Cisco (SPA), Panasonic, Polycom, Yealink	Obihai, Polycom	
Skype/O365 Integration	Softphone Plug-In	Native	Softphone Plug-In	Softphone Plug-In	Softphone Plug-In	Softphone Plug-In	Softphone Plug-In	Chrome/Firefox Plug-In	Softphone Plug-In	Conferencing, CUCI Lync Plug-In	No	Softphone Plug-In	No	
Network Connectivity	BYOB, Layer 2 Direct Connect, Partnerships with VMware, CloudGenix, Riverbed, Cradlepoint, Windstream, GTT	BYOB, CallTower DIA/MPLS, Partnership with Bigleaf Networks	BYOB, EvolveIP DIA/MPLS/SD-WAN	BYOB, Fuze DIA/MPLS	BYOB	BYOB, Mitel DIA/MPLS	BYOB, Mitel DIA/MPLS, MiCloud Edge SD-WAN	BYOB, NetFortris DIA/MPLS/VeloCloud SD-WAN	BYOB, Masergy DIA/MPLS/SD-WAN	BYOB, West DIA/MPLS/Cisco iWAN SD-WAN	BYOB, Jive DIA/MPLS/VeloCloud SD-WAN	BYOB, Vonage VeloCloud SD-WAN	BYOB	
Platform	Proprietary	Cisco (Call Manager & HCS), Microsoft Skype, Metaswitch	BroadSoft	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	BroadSoft	Cisco (WebEx Teams - formerly Spark & HCS)	Proprietary	BroadSoft, Proprietary	Google Cloud Platform	

Self-Reported Compliance	PCI	CPNI, HIPAA, PCI	None; See below	None; See Below	GDPR Requirements for Data Processors, PCI Assist	Targeting HIPAA & PCI compliance Q3 2018	None; See Below	None	Self-reported compliance is in progress for Masergy's UCaaS products and services, please contact Masergy for specific information.	None; See Below	HIPAA, SOX	Self-reported compliance is in progress for Vonage's UCaaS products and services; please contact Vonage for specific information	None Specified
3rd-Party Verified Compliance	Cyber Security, FINRA, HIPAA, HITRUST CSF, SOC2, SOX	SOC2	HIPAA, HITRUST, PCI, SOC2/3	HIPAA, ISO 27001	CPNI, Cyber Essentials Plus UK, CSA Star Alliance Compliance, FISMA, HIPAA, ISO27001 & 9001 UK, Privacy Shield US/UK, SOX, UK Gov't ATO	None	HIPAA, SOC2	None	Third-party verification is in progress for Masergy's UCaaS products and services, please contact Masergy for specific information.	Third-party verification is available for a variety of West products and services, please contact West for specific information.	None	Third-party verification is in progress for Vonage's UCaaS products and services; please contact Vonage for specific information	PCI Compliant
GDPR Compliance	GDPR compliant as of May 25, 2018	CallTower will be GDPR compliant in Q4 2018	GDPR compliant as of May 15, 2018	GDPR compliant as of May 25, 2018	GDPR compliant as of May 25, 2018	GDPR compliant as of May 25, 2018	GDPR compliant as of May 25, 2018	No	GDPR compliant as of May 25, 2018	GDPR compliant as of May 25, 2018	No	GDPR compliant as of May 25, 2018	GDPR Compliant as of May 25, 2018
Contact Center	RingCentral/inContact	Clarity Connect (MSFT) Five9 (Cisco & MSFT) Telax (Meta, Cisco, MSFT)	BroadSoft (Basic) Proprietary (Advanced)	Proprietary (Basic) inContact, Five9, Talkdesk (Advanced)	Proprietary	Proprietary (SMB-focused) Mitel Engage (white-labeled Serenova) - Enterprise	Proprietary (SMB-focused) Mitel Engage (white-labeled Serenova) - Enterprise	Proprietary (Basic) T-Metrics (Advanced)	Omnichannel Contact Center based on Broadsoft/Cisco Platform	Proprietary (Basic) Magnetic North (Mid-market/Enterprise) Cisco (Enterprise)	Proprietary (Basic) inContact, Talkdesk (Advanced)	BroadSoft (Basic) inContact, Talkdesk (Advanced)	Proprietary
Int'l Coverage	Yes	Yes	Yes	Yes	Yes	Limited (Australia & UK)	Yes	Limited (Canada, Australia)	Yes	Yes	Limited (Canada, Mexico, UK)	Yes	Yes
SIP Trunking Available	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Monthly Subscription Avg.	\$25	\$20	\$20	\$25	\$20	\$20	\$30	\$20	\$20	\$25	\$20	\$25	\$25
Key Product/Service Gaps	Premium 3rd party contact center solution (inContact) may be overkill for some customers Inflexible seat bundles (cannot mix licensing types - every user must have the same license) Long-term SD-WAN strategy with key partners listed on page 1 not yet defined (as of July 2018)	Limited brand recognition Data centers only in the United States currently Must partner with other contact center solutions for more robust feature needs	Call center and SD-WAN services only available in the US (as of July 2018) Audio conferencing solution pricing model not very attractive; recommend 3rd parties for heavy conferencing needs Web and video conferencing solutions limited to 8-parties max; larger meetings require 3rd-party solutions sourced by the customer	Prefers to sell the IP Phones upfront instead of rolling into the seat price - High CapEx vs. competition Customer onboarding has been an issue after aggressive market share acquisition Although they do have an SMB team, they historically have shown a preference not to sell into the <250 seat market	Does not offer private circuits or SD-WAN product to guarantee call quality Audio and web conferencing solutions limited compared to others in the market Missing some collaboration features similar to Slack or Spark, as well as VM transcription	Acquired ShoreTel in September 2017, Mitel is committed to continuing to support and invest in the Mitel (legacy ShoreTel) Cloud solution Recently added data centers in the UK and Australia, but they are not integrated fully yet Currently seeking HIPAA and PCI compliance with a target date of Q3 QY18	Lack of G Suite integration Not a plug-and-play solution; requires more complex implementation Admin portal not user-friendly	Solid offering for sub 500 but has struggled to gain traction with 500 users and above No ability to address common industry compliances, such as HIPAA/HITRUST, nor GDPR. UCaaS/CCaaS offerings limited to domestic US as of July 2018	Their ability to address common regulatory compliances such as HIPAA and PCI haven't been documented clearly Audio/web/video conferencing solutions not a fit for larger events Limited brand recognition for telephony	Predominately Cisco; limits their attractiveness to customers exploring alternative platforms Single/dedicated tenant solution incurs higher costs than true multi-tenant; however, also offer multi-tenant Cisco platform for mid-market+ customers Won't consider opportunities <250 seats	No Microsoft Skype integration today PCI compliance on the roadmap Global calling routes through US currently	Integration challenges and customer service have been issues as Vonage aggressively pursued market share Many features are a la carte, which can increase the cost per seat vs. the competition that bundles these features in Their ability to address common regulatory compliances such as HIPAA and PCI haven't been documented clearly	No support for direct connectivity to Google's data centers, nor support for MPLS Organizations with many legacy analog devices, such as older manufacturing facilities and hospitals, are not a great fit for Dialpad 24/7 phone and email support only available at higher license tiers
Differentiators	Global Services in 100+ countries Glip team messaging, file sharing, and task management platform included for free with every license Largest developer community in the cloud space - 7,000+ Developers, 50 Glip Integrations, 130+ cloud application integrations, 250 Million APIs/month	Leverage two Gartner-leading UC platforms: Cisco HCS and Microsoft Skype for Business with complete Enterprise Voice and Meta Enterprise Voice White-label Big Leaf Networks SD-WAN solution; partner with Aryaka Provide services to over 65 countries with DIDs and over 100 with circuit connectivity/network	Recently expanded their international capabilities to EMEA and APAC Strong Cloud portfolio outside of UCaaS, including IaaS, DaaS, Backup, DRaaS, and Exchange/O365 Offer their own SD-WAN solution for bi-directional QoS over multiple transport links	Local DIDs in 60 countries Call center solution (Proprietary & InContact) and NNI's with major carriers to deliver QoS over public IP globally Financially backed SLA with 99.999% network reliability Very strong in the collaboration space, especially video conferencing	Local DIDs in 114 countries and unlimited Global calling for phone and contact center across 47 countries Have won awards for highest voice quality over public Internet Owns 100+ VoIP patents. Robust, native contact center offerings for SMB up to Enterprise clients Industry-leading security and compliance such as FISMA certification	Ability to sell Mitel Flex SIP Offer Summit platform, which can voice and SMS-enable customer-built applications The MitelConnect Cloud (former ShoreTel) platform will be the standard for deployments between 5 - 1,000 seats with Mitel's legacy cloud solution focused on enterprise-level customers	Customizable UCaaS & CCaaS solution well suited for complex enterprise needs Extensive global reach; can support local numbers in 40 countries Single-instance architectures provides security, uptime and control over updates	Strong collaboration solution via their proprietary HUD (Heads Up Display) software NetFortris acquisition added multiple connectivity options, including MPLS, DIA, Broadband, and Velo Cloud SD-WAN (Gateways in Atlanta, Chicago, Dallas, Los Angeles, New York, San Francisco) Strong hybrid options (on-premises and cloud). Built-in call center functionality ideal for inbound call centers	Other services include hybrid SIP Trunk/Hosted options on a global basis, basic and advanced contact center solutions, managed security, and SD-WAN offerings Financially backed SLA with 99.999% network reliability (when leveraging Masergy transport)	As Cisco's largest partner, they offer dedicated HCS instances to customers worldwide. Also are Cisco's only Spark/WebEx Teams-certified partner globally Global MPLS and SIP trunking solutions. 3 contact center offerings for Basic to Enterprise needs Manages 9-1-1 for over 95% of American telephone numbers facilitating over 290,000,000 emergency calls in 2017	Simple licensing structure (one seat with pricing based on volume) Very strong in the higher-ed vertical - have dedicated Higher Education RFP team to assist agents in the bidding process Offer Jive business continuity solution for local calling in the event of a WAN outage	Vonage brand recognition, offering several services including SIP, UCaaS, CRM integration with numerous platforms, and SD-WAN Integrations into customer's existing productivity tools, and solving unique communication use cases via their CPaaS platform Nexmo Unlimited calling to landlines in 60+ countries and to mobile phones in over 10	Built on Google Cloud's Platform using microservices architecture Mobile-first strategy emphasizing the same user experience on the cell phone as the desktop client Unlimited SMS/MMS included
Cloud App Integration	SalesForce, Google Gsuite, Microsoft Dynamics Online, Office 365, Oracle SalesCloud, ServiceNow, Slack, Zendesk, Zoho	SalesForce, ACT!, Bullhorn, Microsoft Dynamics Online, Office 365, Zoho	SalesForce, ACT!, Google Gsuite, Microsoft Dynamics Online, NetSuite, Office 365, Zendesk	SalesForce, Bullhorn, Google G Suite, Microsoft Dynamics Online, Office365, NetSuite, SugarCRM, Zendesk, Zoho	SalesForce, Bullhorn, Google G Suite, Microsoft Dynamics Online, Office365, NetSuite, Zendesk	Salesforce, ACT!, Google G Suite, Microsoft Dynamics Online, Office365, NetSuite, Zendesk	SalesForce, ACT!, Microsoft Dynamics Online, Office365, NetSuite	SalesForce, eAgent, Office365, Zendesk	SalesForce, Google Gsuite, Microsoft Dynamics Online, Office365, NetSuite, Zendesk	SalesForce, Microsoft Dynamics Online, Office365, Oracle Siebel, SAP	SalesForce, CurveDental, Office365, Redtail, Zoho	SalesForce, Bullhorn, Job Diva, Microsoft Dynamics Online, Office365, NetSuite, Zendesk, Zoho	SalesForce, Google Suite, LinkedIn, Office365, ServiceNow, Zendesk
Notable Clients	Belkin, Chili's, Hyatt	Coca-Cola, LendingTree, Velcro	Applebee's, NSM, Virgin	Associated Press, Domino's Pizza; Groupon	Allstate, Aon, ReMax, Regus	Orion Township, NJ Shares, Cape Medical Supply	San Diego Padres, Taft Schools	Dallas Mavericks, Oakland Raiders, Thorntons	Cunningham & Lindsey, Hubble, TopGolf	ADT, HSBC, McDonald's	Ford, Jackson Hewitt, Panasonic	Airbnb, Knee Walker Central, Snapchat, Uber	WeWork