

## Overview

RingCentral, Inc. is a global provider of cloud unified communications and collaboration solutions. More flexible and cost-effective than legacy on-premise systems, RingCentral empowers today's mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax. RingCentral provides an open platform that integrates with today's leading business apps while giving customers the flexibility to customize their own workflows. RingCentral was recognized as a leader in the 2016 Gartner Magic Quadrant UCaaS, Worldwide, for the second consecutive year. RingCentral is headquartered in Belmont, CA.

## Key Features and Differentiators

### RingCentral Office:

### Awards

- Recognized as a leader in the Gartner Magic Quadrant UCaaS, Worldwide, in 2015 and 2016
- TMC – 2016 Internet Telephony Product of the Year Award Winner for RingCentral Office

### Differentiators

- Customers can pay monthly or annual prepay, and contract terms vary
- Glip - RingCentral's client that integrates cloud communications and team collaboration and is included in every seat
- No-cost, no-hassle updates are automatically implemented every 8 weeks
- 1,000 users simultaneously on audio conferencing solution is included in every seat, with no usage fees associated
- Over-the-top (OTT) solution; MPLS connection available
- RingCentral Developer Platform: open API for custom workflow solutions and integrations

### RingCentral Contact Center:

### inContact Awards

- Gartner – 2016 Leader the Magic Quadrant for UCaaS
- IDC Marketscape – 2016 Leader of the Cloud Contact Center Market
- Differentiators
  - Ability to tailor the solution based on customer needs
  - No geographic restrictions
  - High level of integrations and customizations
  - Equipped to compete against top-tier on-premise solutions

## Ideal Customer Profile

RingCentral's solution is easy to sell, as it brings game-changing advanced communications and collaboration capabilities to customers from all business sizes and verticals—organizations spanning SMBs to large enterprises globally.

### RingCentral Office

- RingCentral excels at 5,000-10,000-seat deployments and is suitable for businesses of all sizes
- Healthcare: HIPAA compliant with Business Associate Agreement (BAA) and ongoing substantiation of how RingCentral protects Patient Health Information (PHI)
- Technology, professional services, manufacturing, education, and retail
- Benefit from RingCentral's strategic alliances and associations/relationships

### RingCentral Contact Center

- Strongest in retail, finance, high-tech, professional services, healthcare

## Qualifying and Technical Questions

### Why RingCentral?

#### Top Reasons to Sell

- Trusted by more than 350,000 businesses worldwide
- Industry leader in innovation, with \$55MM annual R&D spend
- Reliable and secure: Tier 1 network peering and geo-redundant architecture with 99.999% uptime
- Channel harmony: For 50+-employee opportunities, RingCentral has vertically and segmentally aligned Subject Matter Experts available to connect with partners and provide sales support, with 100% commissions
- Notably recognized as a leader in the Gartner Magic Quadrant UCaaS, Worldwide, for two years running, among many other accolades
- RingCentral UCaaS is resold by some of the industry's largest carriers, such as AT&T, British Telecom, and Telus Canada

#### Product Reach

- RingCentral Global Office native calling in 32 countries and available across North America, Europe, and APAC, totaling over 80 countries
- Mobile-first approach, iOS, and Android apps available
- RingCentral's developer platform: open API and SDKs for smooth workflow, with over 200 apps available