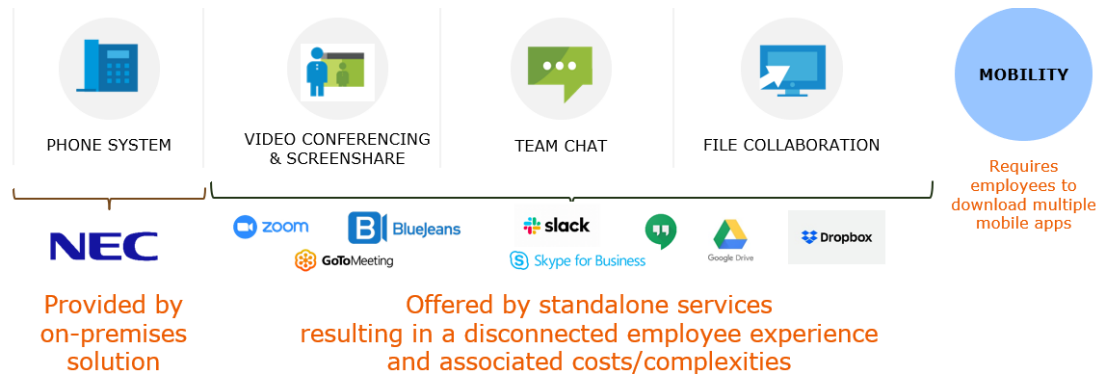


UNIVERGE BLUE CONNECT BRIDGE

What is UNIVERGE BLUE CONNECT BRIDGE

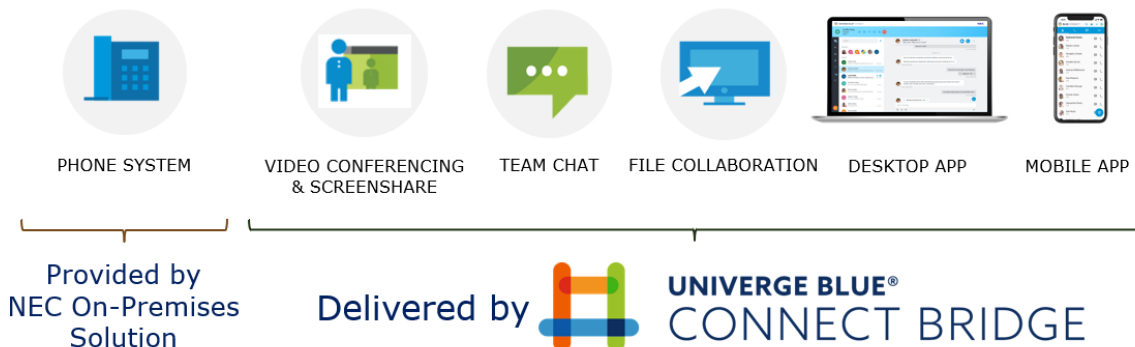
On-premises systems were built for an era where most work happened in the office, and voice was the primary mode of communication. Today, the modern workforce requires a flexible and mobile workspace – where they can use a multitude of communication tools to stay connected with colleagues and customers – and work from wherever life takes them. This has been especially true with the onslaught of the COVID Pandemic and is further exasperated by the global chip shortage which is impacting on-premises solution delivery. With UNIVERGE BLUE CONNECT BRIDGE, your customers can extend their existing NEC phone system investment with cloud-based voice via desktop and mobile apps creating an all-in-one communications experience. It allows them to collaborate in the office, at home, or anywhere in between with integrated video conferencing, chat, team messaging and file sharing / backup. One communications platform. One low monthly payment. Crazy simple!

To address these challenges, many businesses have tried to implement a variety of disparate applications to fulfill their workforce needs but this creates a cumbersome, less than efficient manner to address these needs.



With UNIVERGE BLUE CONNECT BRIDGE, these challenges are addressed by an all-inclusive, all-in-one application from the cloud which provides communications between on-premises phones, public telephone network and desktop/mobile softphones in the cloud. Couple this with the ability to hold on-demand web meetings and video conferencing, providing one-on-one or team chats, to managing PC/MAC files via sharing, back-up and synchronization, and your customers will have a comprehensive solution to help their business to compete and serve their customers. This is what UNIVERGE BLUE CONNECT BRIDGE, coupled with an on-premises NEC communications system provides.

NEC's UNIVERGE BLUE CONNECT BRIDGE delivers all the mission-critical tools in one, fully integrated application for desktop and mobile.



What Problems/Challenges does UNIVERGE BLUE CONNECT BRIDGE Solve

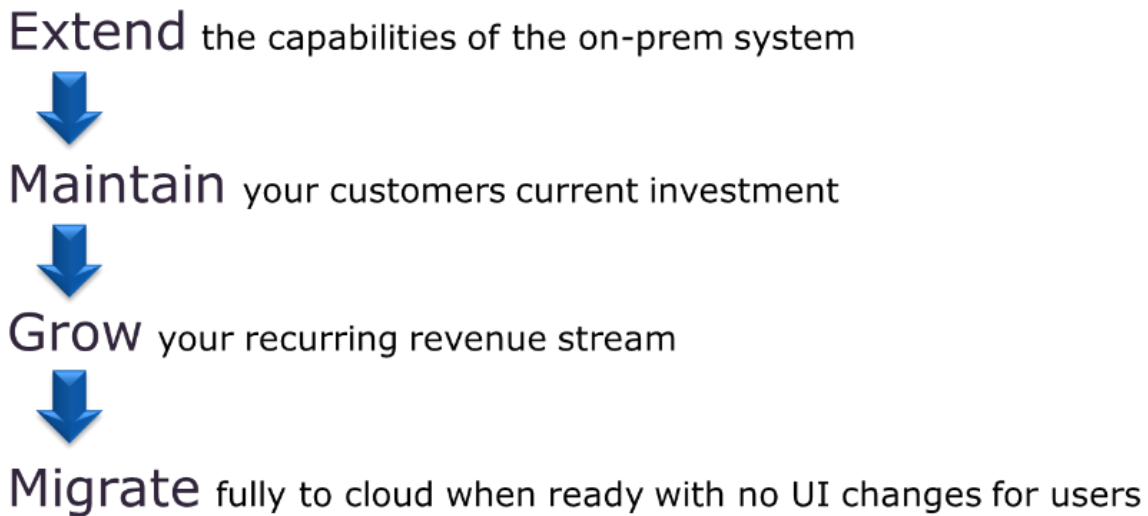
On-Prem Limitations		CONNECT BRIDGE Solution
The User		The User
<ul style="list-style-type: none"> • Lack of flexibility – employees need to primarily work in office to get work done 	➔	<ul style="list-style-type: none"> • Flexibility – gives employees access to the tools they need to increase productivity and get work done from wherever
<ul style="list-style-type: none"> • Using multiple collaboration solutions to solve for video conferencing, team chat, and file sharing needs-- creating a disjointed user experience 	➔	<ul style="list-style-type: none"> • Combines existing NEC on-premises phone system with a single cloud-based solution with video conferencing, team chat and file sharing application accessible from anywhere via desktop & mobile apps
The Business		The Business
<ul style="list-style-type: none"> • Already invested in NEC on-premises solution, does not want to throw away this investment 	➔	<ul style="list-style-type: none"> • Extends the life of on-premises phone system by seamlessly integrating modern over the top cloud collaboration tools with existing solution
<ul style="list-style-type: none"> • Operational costs and complexities with using multiple vendors for collaboration solutions 	➔	<ul style="list-style-type: none"> • Single vendor, billing and support for all communication and collaboration needs
<ul style="list-style-type: none"> • High cost to future-proof existing on-premises system to meet the ever-changing demands of your business 	➔	<ul style="list-style-type: none"> • Apps automatically update with the latest & greatest collaboration features – no complex deployment or additional cost required

What Benefits does UNIVERGE BLUE CONNECT BRIDGE Provide

The Partner	The Business	The User
<ul style="list-style-type: none"> • Leverage trusted NEC brand: Provide new & existing customers with the cloud collaboration tools they need; from a brand they trust. • Increase MRR: By adding new cutting-edge cloud services that integrate with your customer’s NEC on-premises solution. • New opportunities: Begin selling cloud to existing customers to solve today’s business problems. • Improve customer loyalty: Increase existing customer engagement & stickiness by adding cutting-edge cloud services that fully integrate with their NEC on-prem solution. • Own your customer: Unique customer ownership program keeps the relationship strong & owned by you, the partner. 	<ul style="list-style-type: none"> • A trusted global brand: Fast, reliable & financially manageable services; provided through a single, trusted, proven & reliable provider—NEC. This means less complexity, better integration, & more centralized support. • Cloud-enable on-premises solution: Extend on-prem solution with cutting-edge cloud communication tools to future-proof business communications. • Single vendor for all business communications and collaboration: Reduce number of vendors, simplify payments, spend less time on training & administrative work, & more time on getting work done. • Scalability and management: Easy-to-use administrative portal to add & remove users, lines, & cloud communication services, ensuring business only pays for the licenses it needs. • Path to UCaaS: When ready to migrate to full UCaaS with UNIVERGE BLUE CONNECT, NEC will migrate a business’s entire on-prem workload to the cloud without any changes or interruptions to the user experience. 	<ul style="list-style-type: none"> • Streamline communications: Spend less time switching between applications & more time getting work done with access to internal inbound/outbound calling, team chat, video conferencing & file sharing—all in a single, integrated application. • Mobility: Easy to install desktop & mobile applications make it easy to communicate, collaborate & stay connected from any device, anywhere. • Easy to use: Intuitive & consistent user interface enables users to learn the system quickly & use it more efficiently.

UNIVERGE BLUE CONNECT BRIDGE Positioning

First and foremost, CONNECT BRIDGE is positioned to help customers extend the capabilities of their current PBX while maintaining their current investment in that PBX. At the same time, it helps you, our NEC Channel Partners, grow your recurring revenue while protecting your customer base from pursuing other alternatives to meet their growing mobility and remote work challenges. Finally, it provides choice for your customers, allowing them to determine when it is best to move fully to the cloud.



Existing On-Prem Customers

- Augments an existing on-prem solution with desktop & mobile apps, collaboration services (chat, meetings, files)
- Extends the existing on-prem solution with mobile and remote office capabilities
- Creates an "at your own pace" migration path to the cloud

New On-Prem Customers

Sell with on-prem:

- To enhance collaboration capabilities (chat, meetings, files)
- To add mobile and remote office capabilities
- As built in, future cloud migration
- As connection to partial UCaaS sales (some PBX users and some full cloud)