A Force To Be Reckoned With

broadsmart®
an Ooma company

+

Ooma® Enterprise

Covering All Your Custom Phone System & Connectivity Needs

Proudly listed on the NYSE since 2015 and trading under the symbol: OOMA

This Resource for Ooma CHANNEL PARTNERS and INTERNAL Training Purposes ONLY

Ooma Enterprise

Value Proposition:

We help businesses think through their unique communications challenges to create a tailored solution that is reliable, scalable, and cost efficient.

Ooma Enterprise Customer Profile

- **Size:** 20-500+
- **Primary Geo:** US/Canada
- **Industries:** Franchises; Fast Food; Financial/Real Estate; High Tech; E-Commerce
- **Titles:** IT decision makers and influencers; telephony decision maker / manager
- **Ideal Make up/Situation:**
  - Custom integration via APIs would provide value to the business
  - Organization has a strong concentration of knowledge workers
  - Leverages SaaS applications that would provide value to integrate with
  - Ideally has a small call center environment within the business
  - Has global office locations, but US HQ, they would like to unite under a single system
  - Growing rapidly (need to add users quickly and easily)

Office and Enterprise: Side-by-Side Positioning

	Positioning	Key Features	Key Benefits
Office	**Ooma Office** is the business phone system that's built to service the needs of small businesses. *"sound like a big business at a small business price"*	• No contracts • Simple cost structure of $19.95/user/month • All-inclusive feature pricing • Curated, relevant feature set	• Operate more efficiently • Save money • Easy to set up and use • Get the most reliable service available • Stay connected to your business anywhere
Enterprise	**Ooma Enterprise** is the communications solution tailored to how your business works. *"business communications built exclusively for you"*	**People:** Knowledgeable solution architects and tenured, dedicated customer success professionals. **Tech:** Tailored solutions: • From integrating apps, to rapidly deploying reliable phone systems over curated/dedicated internet connections and global data centers • Broadband services • HIPAA compliant • SLAs	**People:** The **ability to collaborate** with technically minded problem solvers that speak IT. (Get advice you can trust.) Someone that knows, reviews, listens to your business **to anticipate your needs and committed to your success.** **Tech:** • **Accelerate time-to-market, increase productivity and reduce costs** • **Customized for your environment and business process** • **Peace of mind** through a complete solution with unparalleled reliability

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Target Customer Personas

Office and Enterprise: Side-by-Side Positioning

Title	CIO/CTO/VP	IT Director	IT Manager
Role	Strategy/Leadership	Leadership/Tactical	Tactical/Day-to-Day
Reports to	CEO	CIO, CTO, VP	Director
They….	• Own the technology roadmap. • Bring various conflicting needs into one budget. • Are often the guiding individual when deciding a route forward. • Vet important investments through direct reports and peers. • Consider the impact of any change to the whole organization.	• Manage operations. • Gather input and requirements across the organization and summarize the findings for executive staff. • Identify rogue projects that could interfere with other projects. • Will often manage and solve issues before bubbling up. • Have budgetary control.	• Are focused on a single solution, such as communications, or offering and may not be involved in big-picture strategy. • Sometimes are the technical clearing house to ensure operability. • Do not have budgetary control.
Why am I looking… **trigger events**	• Need a solution that can scale and meet strategic requirements that e.g. increase collaboration • Acquisition • Growing beyond current system • Department complaints • Hears of hot new trend	• Reliability is an issue and hearing it from users. • Company is growing. • Asked to evaluate • Existing system is sunsetting	• Boss told me so.

Channel Management Team

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