

PortaOne Conference

Executive Summary

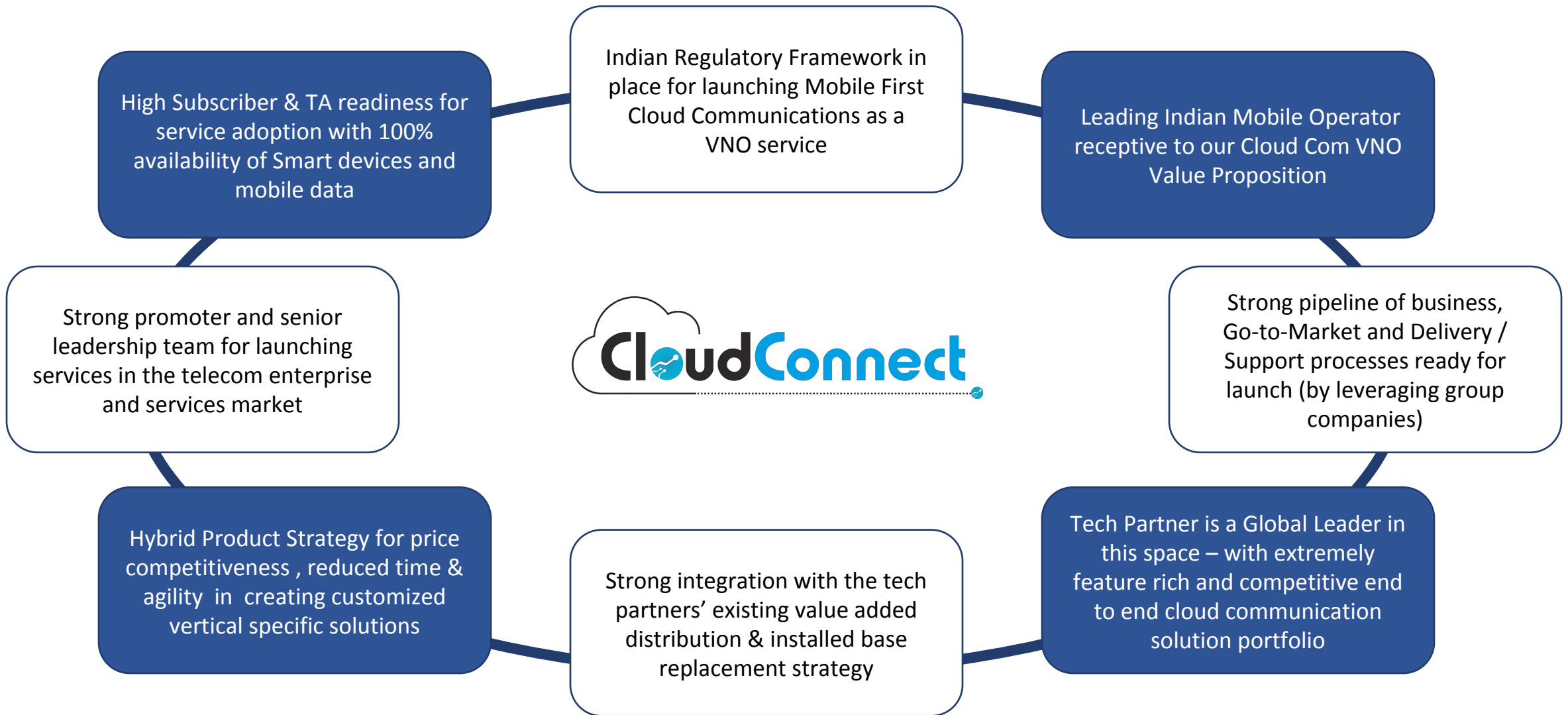
- Cloud Connect to launch, end-to-end cloud PBX & Unified Communication (UC) Services in India in 2018 as a VNO.
- Will be India's first fully regulatory compliant, Mobile First VNO – with clear Value Plus “Business Acceleration” Focus.
- The cloud telephony market in India is currently untapped and is pegged at a value of ~USD 1bn
- EPABX and fixed line replacement / augmentation, as well as “the new way to communicate & collaborate thru UC” are Cloud Connect's primary value propositions.
- Cloud Connect's target segments include SME's, Very Small Businesses (VSB's) and Small Office Home Office (SOHO's)
- Led by a highly experienced management team with strong domain experience.

Key financial highlights

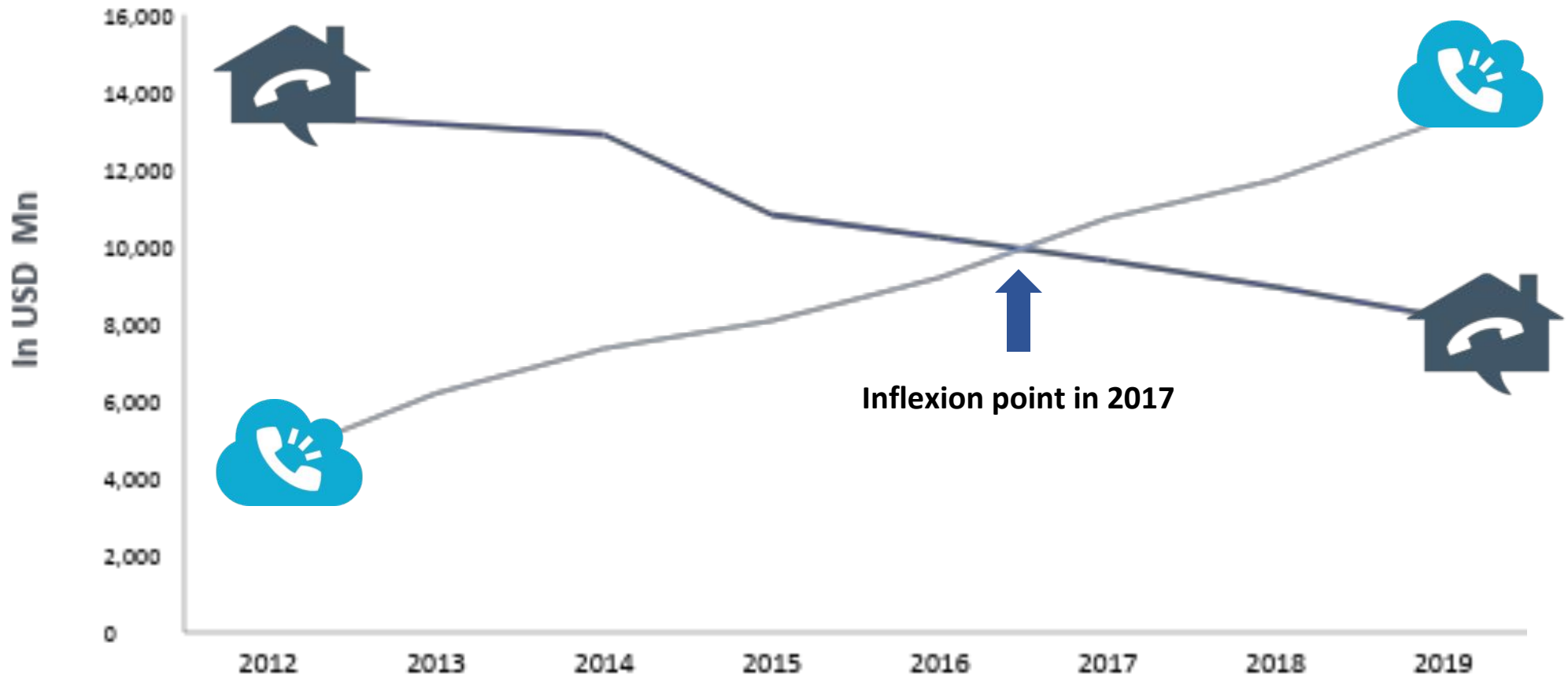
Fig US \$ Mn

- **32x revenue growth in first 4 years to \$ 36M**
- **~ 60K Enterprises, 1.4Mn subscribers in 4th year**

Key Eco-system Highlights



On Premises vs Cloud Telephony Inflexion Point



Many global players in the cloud telephony space have achieved scale



Name	HQ	Revenue (USD Mn)	Customers	Geographies	Products/ Services
ShoreTel	Sunnyvale, USA	\$360.3Mn (Dec'16)	~101,000+ customers	USA, Europe, Australia	Offers business communication solutions for companies of all sizes. It provides unified communications and contact centre software solutions which are based on its IP and IP-PBX systems (ShoreTel has been acquired by Mitel)
RingCentral	San Mateo, USA	\$ 379.7Mn (Dec'16)	+300k customers	USA, Canada and UK	Provides cloud-based business communication solutions mainly to SMBs: RingCentral Office, RingCentral Professional and RingCentral Fax
8x8, Inc.	San Jose, USA	\$209.3Mn (Dec'16)	+35,000 customers and >250,000 users	USA and UK	Provides a set of comprehensive on-demand unified communication and collaboration solutions to SMBs, mid-market and distributed enterprises
Vonage	New Jersey, USA	\$956Mn (Dec'16)	659,000 customers for Vonage Business	USA	Provides unified communication platform, cloud communication services and even provides residential VoIP solutions
broadsoft	Maryland, USA	\$341Mn (Dec'16)	Over 15mn UC lines installed	North America, Europe, Australia, China	Provides cloud-based Unified Communications solutions to communications service providers, based on their UC-One solution which consists of two product platforms, BroadWorks and BroadCloud



The Indian Market Opportunity

Cloud services in India are fast replacing physical contact experiences - 7years Story

Some key examples

The Old

The New

1. Payments



Cash/ Credit Card PoS



Mobile Wallets - 100 Mn users

2. Cab Hailing



Call/ Visit a taxi stand



Cab hailing apps - 50Mn users

3. Shopping



Visit a store and shop



Online shopping - \$20 Bn value

4. Food Delivery



Call the restaurant



Online/ app based ordering

Key Target Segment

Installed Fixed Line and First Time Enterprise Communication Base



Installed base of Enterprise PABX lines in India: **15-20 Mn**

Enterprise PABX lines installed in India annually: **1.8Mn**

Installed base of Non-PABX Enterprise fixed lines in India: **10-15 Mn**

Target universe for Cloud Connect:

25– 35Mn devices = \$0.6bn that can be replaced

Gartner's India Estimates

- Gartner Expects Enterprise Cloud Communication Market in India to be in excess of \$ 300 M
- Its also likely to register higher than 10% AGR.

Future Market Insights Estimates

- Future Market Insights places Indian Cloud Communication Enterprise market for SME, VSB and SOHO at \$ 365 M with 13.3% AGR.
- Specific to Cloud Communication Target Segment , it estimates market at \$ 252 M with 13.5% AGR

Both these research findings place India as an evolving market for Cloud Communication.

Cloud Connect Board of Directors



Gokul Tandan - *Executive Chairman, Roam1 and Managing Director VirtualSoft*

Mr. Tandan provides a crystal clear vision and practical thought leadership to the technology, telecommunications and marketing services sectors through his extensive experience in creating and catalyzing the growth of some of the most well known Indian telecom subscriber equipment and technology giants, including the HCL Group of Companies.

He did his Economics Honours from St Stephens College, Delhi University in 1974 and his MBA from IIM Calcutta in 1976.



Anil Pande- *Director & Chief Strategy, Product and Operations Officer*

Mr Anil Pande is a telecom and IT industry veteran with over 15+ experience in both these sectors with leading companies such as Wipro, PCL, BPL Telecom and Reliance Communication. He has served in senior executive positions in BPL and RCOM heading profit centres .He has also served as CEO of a e-learning outfit. The highlight of Mr Pande's career has been that he has joined most of these positions at a start up stage and then participated in building and growing the business. Roles he has served over his career include Enterprise Sales, Consumer Sales and Marketing, Product and Profit Centre Head.



Rajendra V. "Raju" Kulkarni- *Director – Finance and Corporate Affairs – Roam1*

With over 30 years of diverse experience in the manufacturing and services sector Mr. Rajendra Kulkarni specializes in managing Finance and Corporate Legal Affairs. Mr. Kulkarni holds a LLB & DFM degree along with being a B.Com graduate. He began his journey in the Stainless Steel, non-ferrous metals manufacturing sector and also created and managed a major Auto Ancillary sector for Tata Motors Ltd. Raju has been a founder director in both VirtualSoft (Roam1's Parent) and Roam1, since their inception.

Cloud Connect Executive Team



Arijit Sarkar- *Chief Executive Officer*

Arijit brings over 2 decades of rich and diversified sales, marketing, business development and alliances management experience with him and has worked with industry leaders such as Wipro, Intel & IBM amongst others. In his highly successful career, he has conceptualized, strategized and executed various industry initiatives successfully at a global level. He did his graduation from Delhi Collage of Engineering. Arijit is married to Ruby and is extremely fond of music, sports, reading, travelling and networking.



Vidhu Nautiyal- *Chief Product Officer*

Vidhu is Business Administration Graduate from Annamalai University with an overall experience of more than 8 years in Telecom Industry. He has been associated with Companies like BlackBerry and Global Vantage. He understands the business challenges and understand the implementation of the new technologies in telecom world. He is driven by a passion to build enterprises with a vision of 100% Customer Satisfaction.



Rohit Mahajan- *Chief Technology Officer*

Rohit is B.tech in IT stream. He have 7 years of experience in VoIP domain. Worked on different open source dialers, PBX and sof switches. Worked as a Cisco engineer to provide support to Cisco customers using Cisco BTS, call manager and pgw
He have good expertise on SIP, h.323 , mgcp protocols.



Product Strategy

Product Offerings



*Popular services such as Microsoft Lync, Skype for business and Zoom can be layered over the cloud PBX solution to provide an end-to-end solution

Cloud Connect Usage and Retention Drivers



Loyalty and Rewards Program



Field Force Management Plug Ins



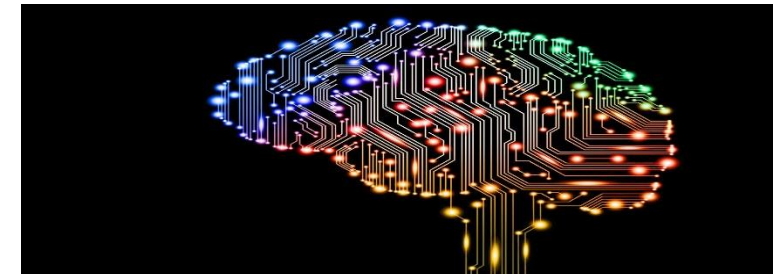
Work Flow Management Plug Ins



Analytics and Productivity Tools



Ubiquitous Collaboration Plug Ins



Artificial Intelligence Experience Enhancements

Cloud Connect would be system integrator for above applications and we would need APIs from PortaOne to integrate these solutions.

Cloud Connect Growth Drivers – Vertical Integration



Domestic Call Centre & BPO Industry



Roaming +



Connected Guests



eLearning



Service Aggregators



Enterprise Directory

THANK YOU

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