



StartReady.com

Microsoft Based
Communication Products

STARTREADY ROADMAP

H2-2011 Roadmap details

- Business Roadmap
- Technical Roadmap

StartReady's Values

Quick innovator for Lync Business



Single Product Solutions for

- **quick,**
- **transparent,**
- **qualitative,**
- **extended and**
- **cost effective**

Lync implementations.

We are distinctive in all perspectives.

StartReady

Unique Positioning of a “Single Product Solution”

1

Unique StartReady Infrastructure Products

- Appliances for Lync
- Hosted Lync



2

Unique ‘Customer Care’ Model via *Management Suite*

- Distinctive Implementation
- Guaranteed continuity & availability



3

Embedded functional Extensibility

- Extensions for the 7 pillars of communication
- Embedded in Infrastructure & Management Suite
- Innovating on Microsoft Lync Platform & Office 365



Leverage StartReady
**Infra Products ,
Management Suite &
Functional Extensibility**
for specific Customer
Solutions

**“Single Product
Solution”**

“Single Product Solution”

- Technical innovation to deliver complete Microsoft Lync based communication solutions to customers, *as a solutions in one product*
 - Installation as one product
 - Maintenance as one product
 - Extensions as part of the product
- Business driver
 - Sold as a single product solution

StartReady's differentiation for SPS's for Lync Business

- **Quick** 2 day technical implementation of Microsoft Lync, including PBX replacement
- **Transparent** Fixed-price, product based approach. Guaranteed within time and budget.
- **Qualitative** Complete SLA – all activities focused on continuity and customer care. Proven technical innovation for Public & Private Cloud solutions.
- **Extended** Scalable from Small to Large customers. Functionally extendible from general to complex communications scenario's.
- **Cost effective** Best price/user/month, in relation to performance.

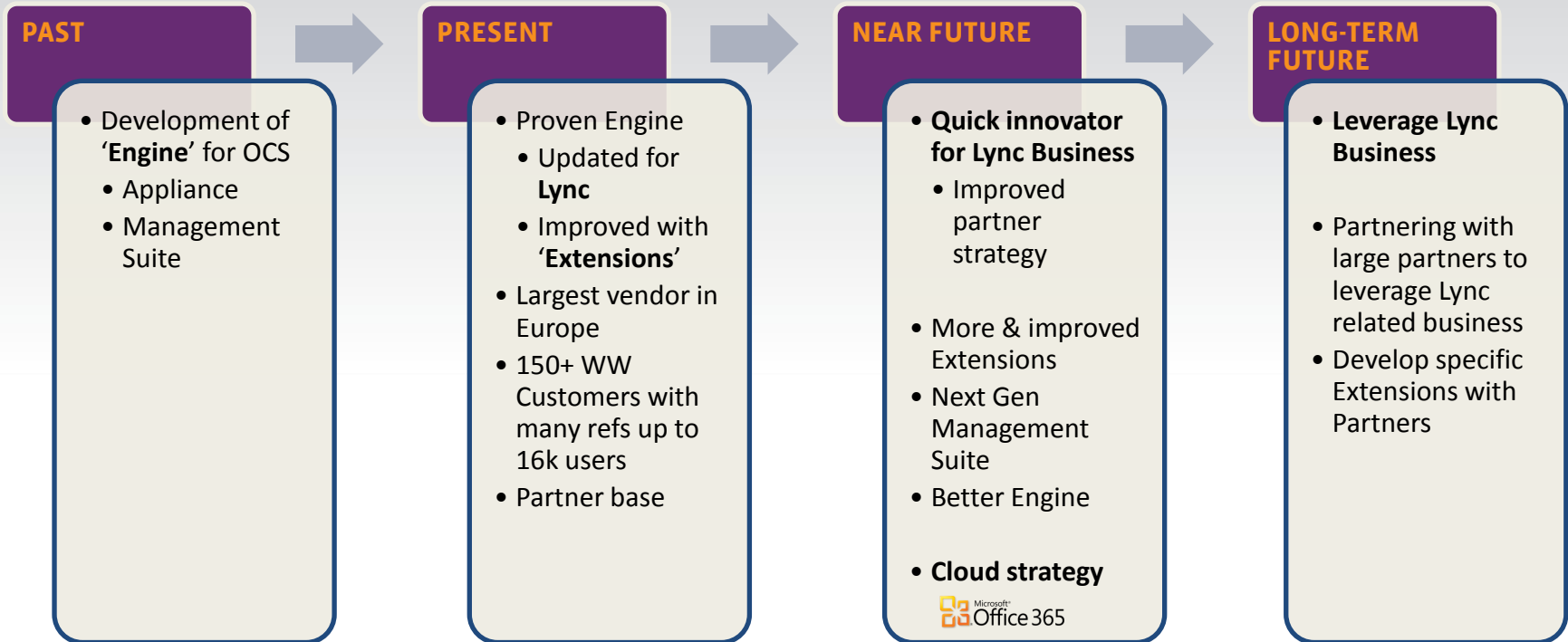
5 differentiations to win the Lync Business
in partnership with StartReady

StartReady Roadmap

Past – Present - Future

- Roadmap based on positioning statement

Single Product Solution for **quick, transparent, qualitative, extended** and **cost effective** Lync implementations.



StartReady Roadmap

Continues Investments

NEAR FUTURE

- **Quick innovator for Lync Business**
 - Improved partner strategy
- More & improved Extensions
- Next Gen Management Suite
- Better Engine
- **Cloud strategy**

– **Improved Partner Strategy**

- In collaboration, jointly develop market approach
- Including technical roadmap

– **Hosted & Appliance(s)**

- From Small Businesses to Enterprises

– **Complete ‘Customer Care’ Model.**

- Improved continuity & availability (HA)

– **Office365 Strategy**

- O365 is **enabler** for StartReady business
- StartReady is **enabler** for Microsoft business
- Appliance leverages O365 suite (E1-E4 plans)
- Cloud Connector for technical integration



StartReady Roadmap

Continues Investments

NEAR FUTURE

- Quick innovator for Lync Business
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- More & Improved Extensions

- **Extension Strategy.** *Align* Customer's Business Strategy with the ability to only select features needed.
- **Fill the Gaps.** *Enhance* Lync functionality based on customer needs.

- Next Gen Management Suite
- Better Engine
- Cloud Strategy

StartReady Roadmap

Continues Investments

NEAR FUTURE

- Quick innovator for Lync Business
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- More & Improved Extensions
- Next Gen Management Suite
 - **Improved Management.** *Focus on Monitoring, Reporting & Continuity.*
 - **Monitoring.** Pro-active Maintenance & Support
 - **Reporting.** Insight in Health, Incidents, Changes & Usage
 - **Continuity.** Patch Management & Backup/Restore
- Better Engine
- Cloud Strategy

StartReady Roadmap

Continues Investments

NEAR FUTURE

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- More & Improved Extensions
- Next Gen Management Suite
- Better Engine
 - **For all customer sizes.** *Enhancements for Availability, Scalability & Security.*
 - **Availability.** High-Availability & Survivability
 - **Scalability.** Public Cloud & Private Cloud: for Small & Large Organizations
 - **Security.** DMZ & Anti-virus solutions
- Cloud Strategy

StartReady Roadmap

Continues Investments

NEAR FUTURE

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- More & Improved Extensions
- Next Gen Management Suite
- Better Engine
- Cloud Strategy
 - **From the Ground to the Cloud.**
Integration with Office365.
 - Office365 Cloud Connector for seamless integration with all E-plans in Office365.



Backup slides

TECHNICAL ROADMAP DETAILS

StartReady Roadmap

based on 7 pillar 'Capabilities' & Infra components



**Functional
Extensions to
Lync Platform**

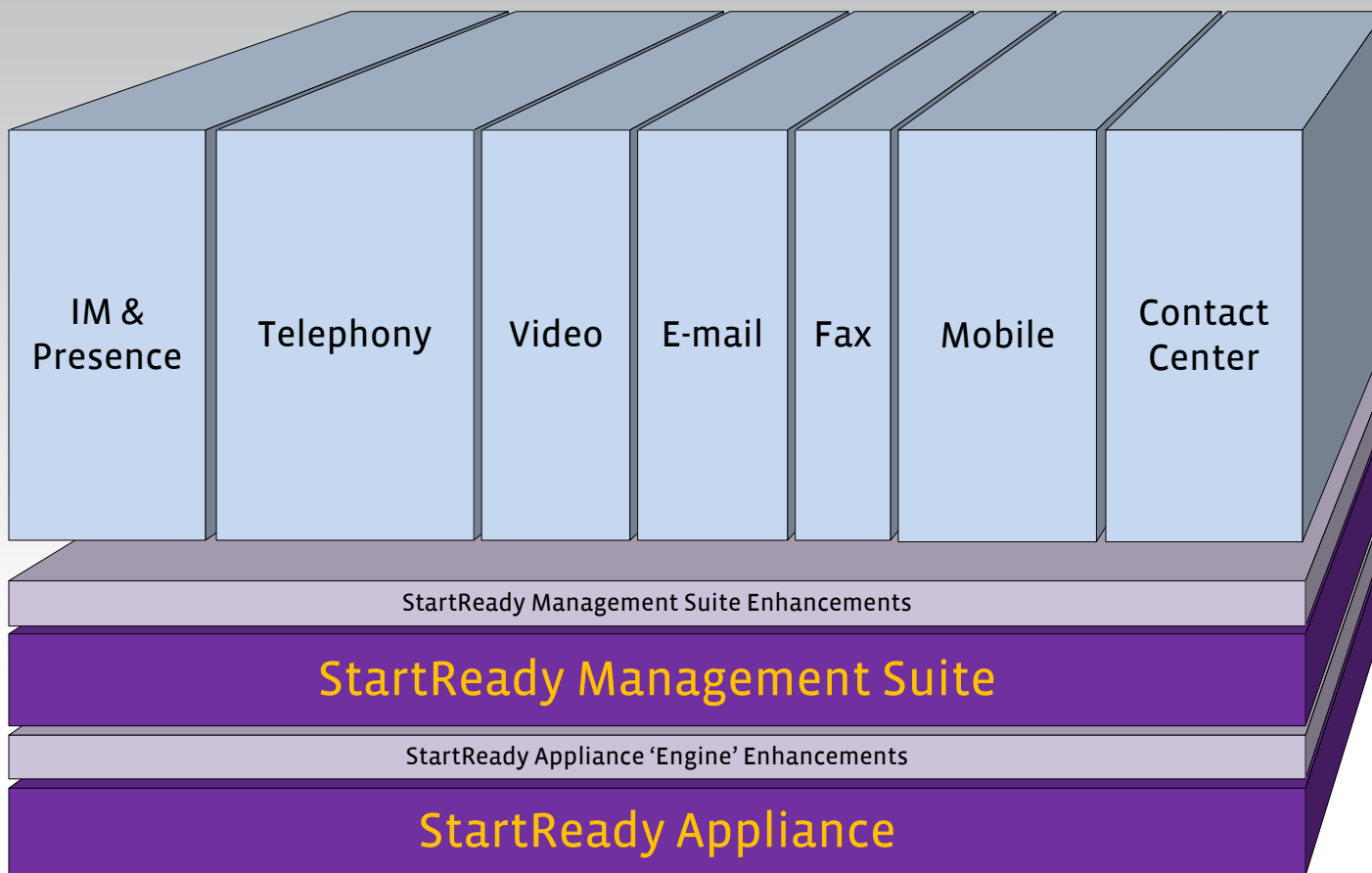
StartReady Management Suite

StartReady Appliance Engine

**Infrastructural
Improvements
to StartReady
Platform**

Technical Roadmap

Lync Stack overview



StartReady Products

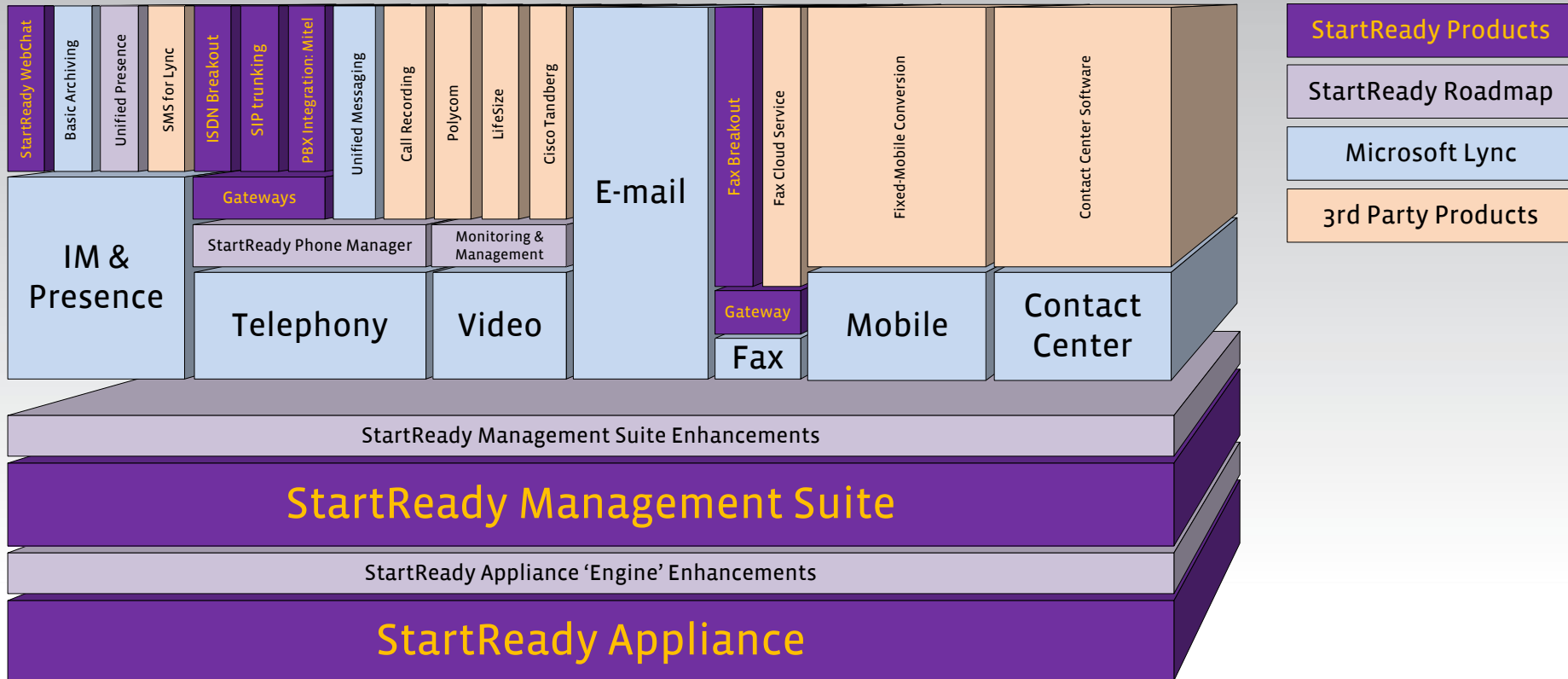
StartReady Roadmap

Microsoft Lync

3rd Party Products

Technical Roadmap

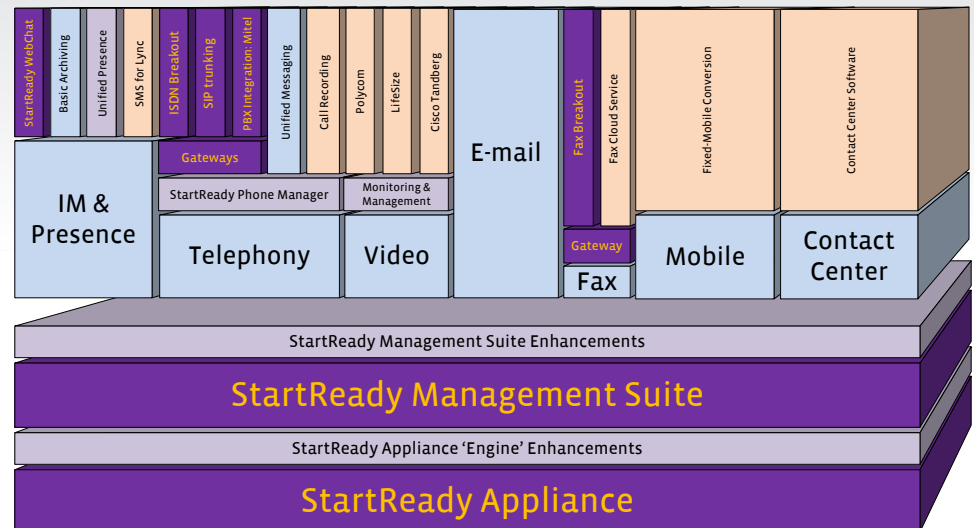
Functional additions to 7 Pillars



Technical Roadmap

Functional additions to 7 Pillars

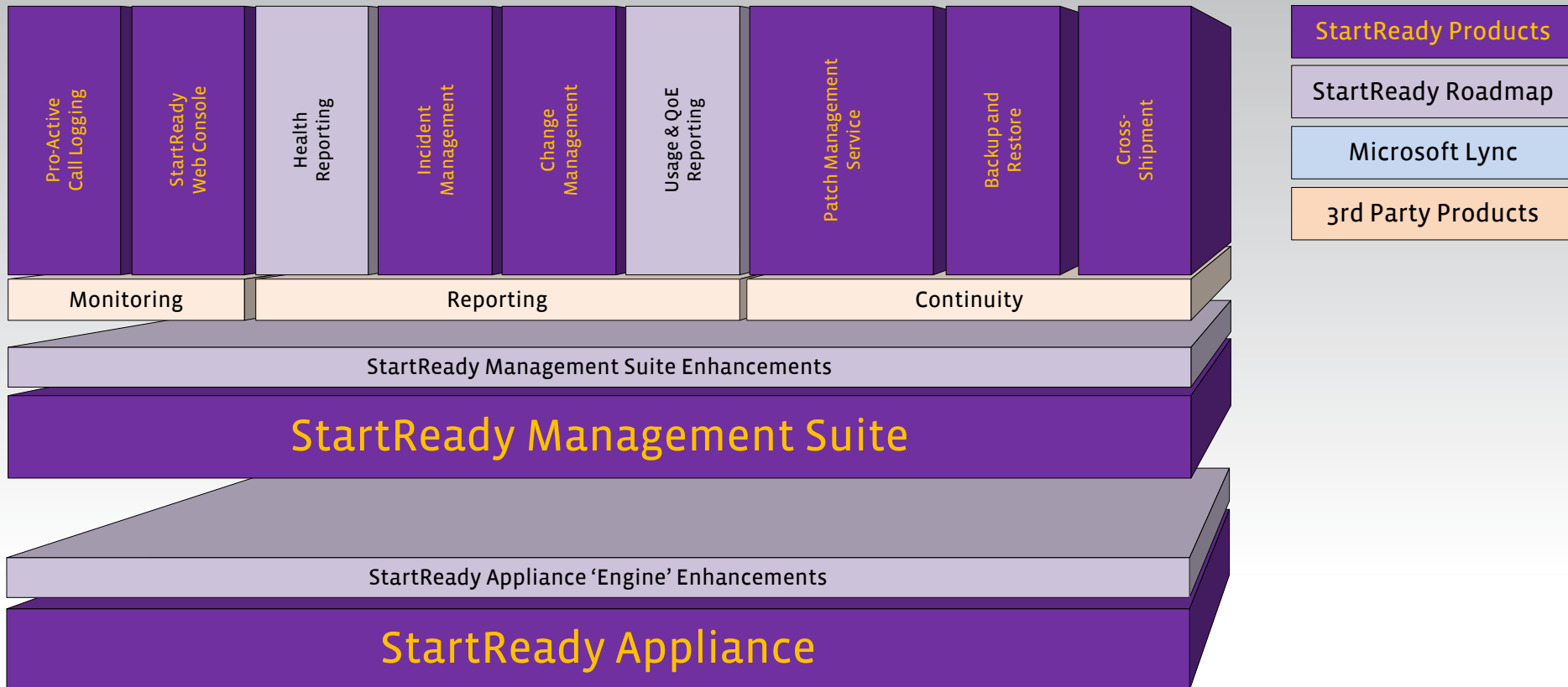
- **IM/Presence**
 - StartReady WebChat
 - Microsoft Basic Archiving *
 - StartReady Unified Presence
 - SMS for Lync (3rd party)
- **Telephony**
 - StartReady Phone Manager
 - Gateway (3rd party device in Appliance)
 - ISDN *
 - SIP *
 - PBX Integration *
 - Microsoft Unified Messaging *
 - Call Recording (3rd party)
- **Video**
 - Polycom, LifeSize and Cisco Tandberg Integration
- **E-mail**
- **Mobile**
 - Fixed Mobile Integration (3rd party)
- **Contact Center**
 - Contact Center Software (3rd party)



*** Already released product/solution**

Technical Roadmap

Technical additions Management Suite



Technical Roadmap

Technical additions Management Suite

- **Monitoring**

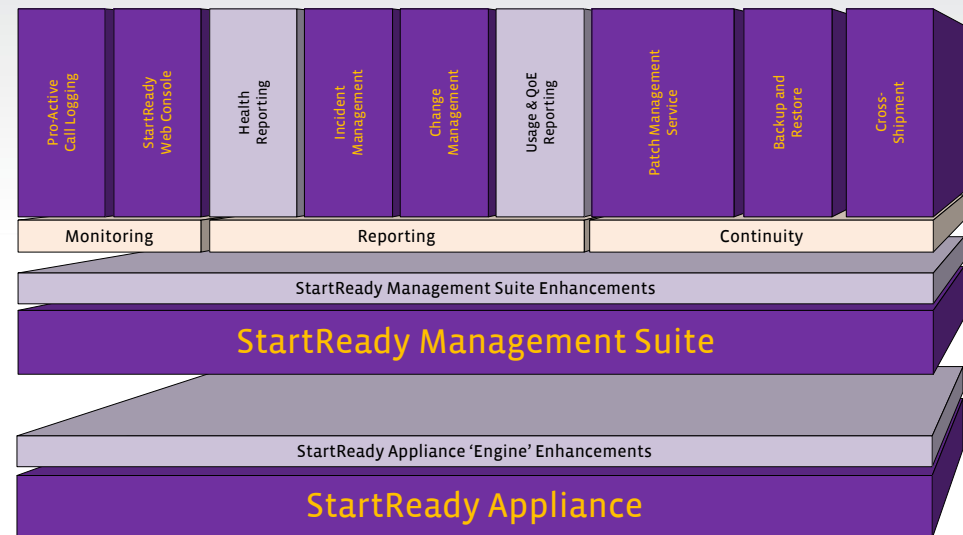
- Pro-active Call Logging *
- StartReady Web Console *

- **Reporting**

- Health Reporting
- Incident Management *
- Change Management *
- Usage & QoE Reporting

- **Continuity**

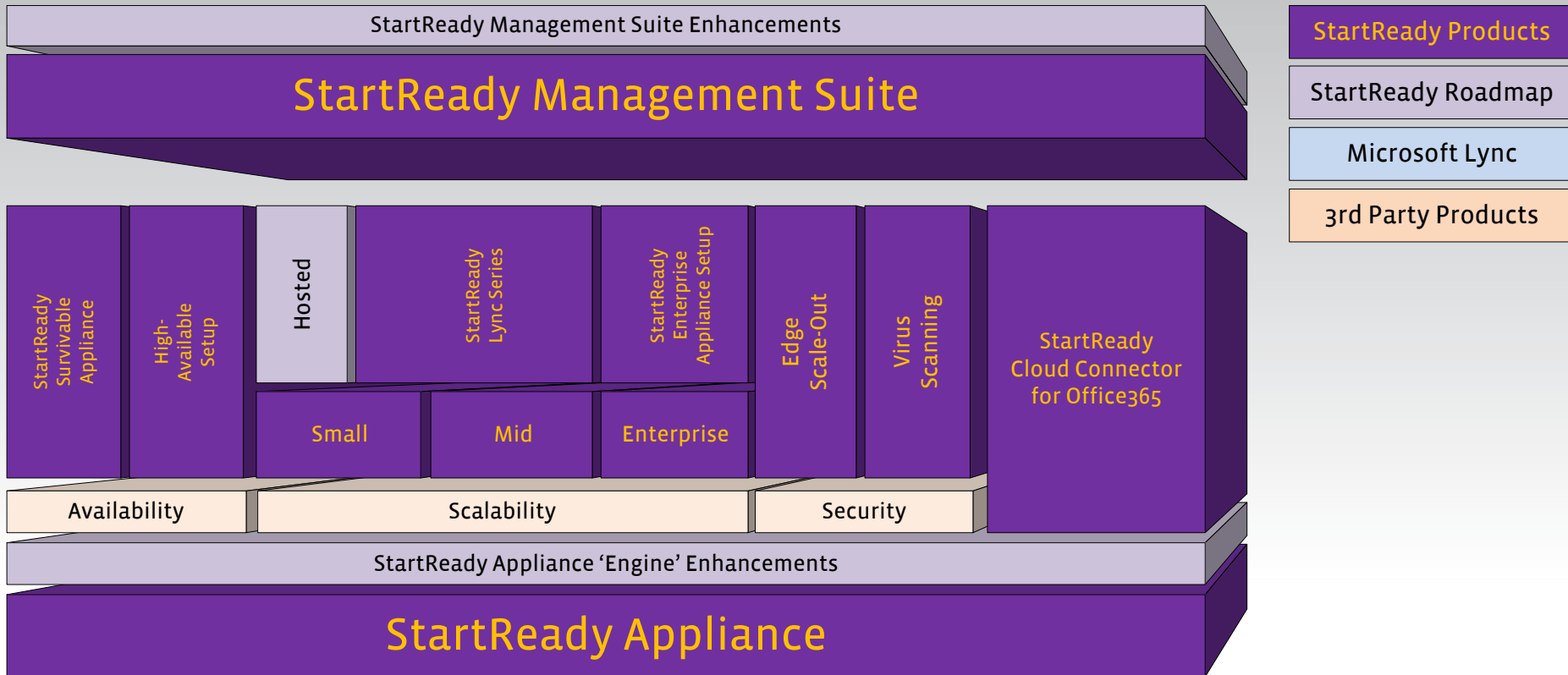
- Patch Management Service *
- Backup and Restore *
- Cross-Shipment *



* **Already released product/solution**

Technical Roadmap

Technical additions Appliance Engine



Technical Roadmap

Technical additions Appliance Engine

- Availability

- Survivable Branch Appliance *
- High Available Setup *

- Scalability

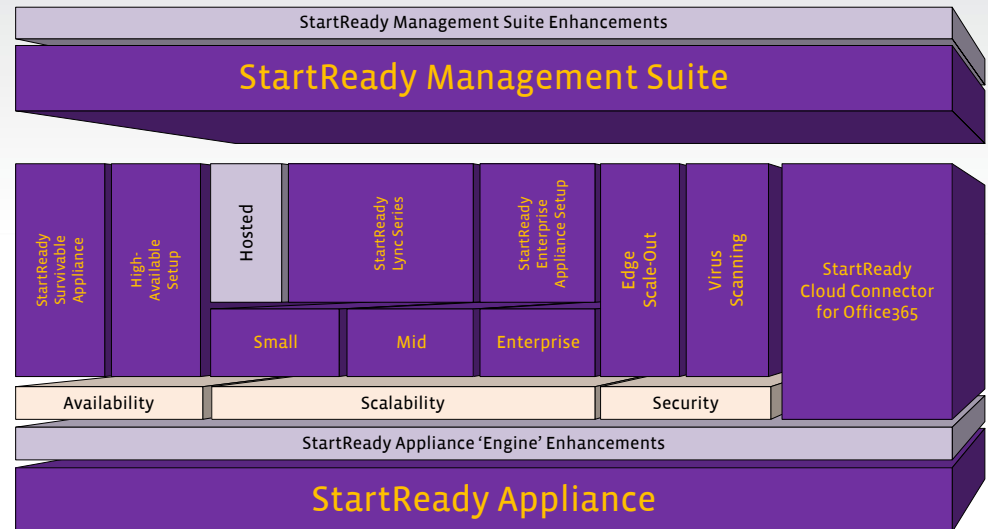
- Hosted
- Enterprise Appliances *

- Security

- Edge Scale-Out
- Virus Scanning *

- Cloud Connector

- StartReady Cloud Connector for Office365 *



*** Already released product/solution**

Introduction by StartReady – who/what/when

StartReady The Company in details

- StartReady delivers Microsoft Based Communication Products,
 - Microsoft Lync vendor for **quick, transparent, qualitative, extended** and **cost effective** Lync implementations. Distinctive in all perspectives.
 - #1 product is a Microsoft Lync based **Appliance**;
With 100% focus on PBX Replacement
 - Organization started in 2007 in the Netherlands;
 - Founded by 2 ex-Microsoft employees;
 - Gold Certified Microsoft Partner;
 - Currently 20 employees;
 - Offices in USA, NL and DE;
 - International oriented, sales solely via Partners;
 - Scalable service- and maintenance organization;
 - 120+ customers in NL, BE, UK, AU, CH, DE and USA.

THANK YOU



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Microsoft Based
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Innovate. Differentiate. Win Business.

