HOSTED CLOUD TELEPHONY / UNIFIED COMMUNICATIONS AS A SERVICE (UCAAS)

RM1557.14 G-Cloud 14 (Lot 1 Hosting & Lot 2 Software)

exponential-e
APPLIED INNOVATION

HM Government G-Cloud

Crown Commercial Service *Supplier*

bsi.
ISO 9001 Quality Management
ISO 27001 Information Security Management
ISO/IEC 20000-1 Information Technology Service Management
CSA STAR Cloud Security
ISO 22301 Business Continuity Management
ISO 50001 Energy Management
ISO 14001 Environmental Management
BS 10012 Data Protection
ISO 27017 Security Controls for Cloud Services

CCS Approved Supplier:

RM1557.14 G-Cloud 14, RM3764.3 Cyber Security Services 3 DPS, RM6116 Network Services 3, RM6100 Technology Services 3, RM1043.8 Digital Outcomes (DOS) v6, RM6095 Gigabit Capable Connectivity DPS, RM3825 HSCN DPS, RM6094 SPARK DPS

Jisc

PCI✓

CYBER ESSENTIALS CERTIFIED PLUS

HSCN

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Overview of the Service

Exponential-e's Unified Communications as a service is a cloud-based Unified Communications and Collaboration service powered by Cisco Webex with Broadworks, which are delivered over a business-only, reliable and low latency network. The service is hosted from our highly secure Data Centre facilities, removing the need for our Voice customers to invest in racks and power in their communications room or Data Centre. The service is based on a monthly fee and significant cost savings can be achieved with a Hosted UCaaS solution by deploying IP handsets to each site. Customers can benefit from upgrades and enhancements carried out within the Exponential-e network without having to deploy additional equipment on premise or pay excessive up-front costs to receive the latest telephony services and features.

Our Cisco BroadSoft Platform architecture has been designed to quickly and easily scale to support our growing customer base. The platform deployment is built to support over 75,000 registered subscribers. Continued growth is supported by simply adding servers into the relevant server clusters.

The platform is structured around server clusters, using market leading Oracle technology, delivered in a resilient configuration across geographically redundant sites. Each server cluster is proactively monitored with strict controls in place to manage capacity. At a session border controller (SBC) level we again have different clusters for resilience and scalability, with the carrier facing cluster supporting 8000 concurrent SIP sessions across resilient paths to 5 carriers including BT, Gamma, Bandwidth and Colt.

Key Benefits of Unified Communications

- ✓ Save time and travel costs by introducing UC applications
- ✓ Future-proof solution, continually updated through central upgrades and development
- ✓ Flexible capacity that scales as required, growing with your business
- ✓ User mobility enabling users to work from anywhere
- ✓ Improve productivity through an intuitive and collaborative interface

Key Product Features

Exponential-e offers two business user packages to build a flexible Private UCaaS platform. These are described in more detail in this section.

Common Area License

The Common Area package provides a basic entry level telephony service, which encapsulates a foundation level feature-set to make and receive calls.

Collaborate License

The Exponential-e Collaborate package provides multi-channel, multi-device communication that enables users to work and share ideas regardless of location, thereby boosting productivity easily and conveniently. It is Ideal for organisations wishing to promote collaboration between workers, regardless of where they are based, whether in the same office, visiting clients, working from home, or out travelling. This solution enables fast and fluid communication through voice, video, instant messaging, and desktop-sharing. Users can collaborate using their phone, computer, tablet, and mobile phone providing flexibility and streamlining workflow.

Users have their 'always on' virtual meeting room at any time, a secure place called My Room, where you can invite both colleagues and guests to join in for a Conference call, interactive video, chat, and desktop sharing, from their browser or phone.

Connect customers, suppliers, or anyone outside the business from Chrome, Internet Explorer, and other browsers. Participate in Chat, Voice, Video, and Desktop sharing without downloading an app using the latest Web RTC technology.

In addition to these packages, additional services can be added to increase functionality and create a tailored user experience.

Key Technical Features

As a Cloud-based platform, the Exponential-e Unified Communications as a Service is deployed in a resilient, highly available manner with multiple levels of redundancy. The underlying infrastructure is distributed across multiple Data Centres. As such, your UCaaS is automatically protected against failure of any single component or connection within the platform.

Disaster Recovery – The UCaaS is therefore designed to continue its operation despite a catastrophic loss of any one Data Centre.

Backup and Restore – Unlike a Cloud (IaaS (Infrastructure as a Service)) environment, the UCaaS does not retain any customer data files which might require backup.
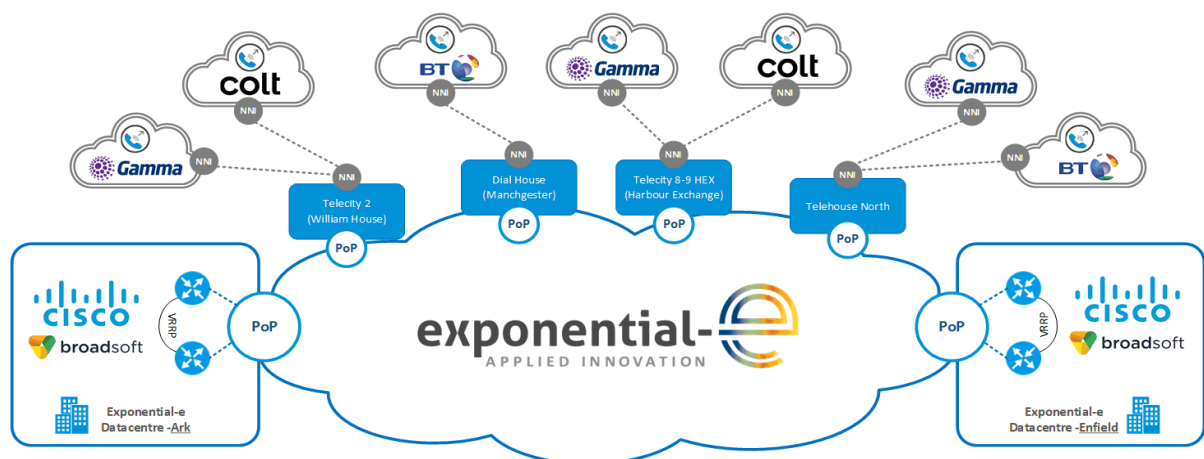
Service Offerings

The list below includes the key services offered for each of the two license options.

Feature	Functional Summary	Common Area	Collaborate
Alternate Numbers	Additional DDIs for a UCaaS user	X	X
Anonymous Call Rejection	Automatically rejects calls from parties that have hidden their identity	X	X
Call Logs	Provides call information dashboards and reports for a group of lines based on data updated every 15 minutes	X	X
Call Forwarding Always	Forwards a call to one destination regardless of caller id or user line state	X	X
Call Forwarding Busy	Forwards a call to one destination when the user is busy	X	X
Call Forwarding No Answer	Forwards a call to one destination when the user does not answer	X	X
Call Forwarding Not Reachable	Forwards a call to an alternative destination when the user's devices are not registered to the UCaaS platform	X	X
Call Forwarding Selective	Forwards a call to one destination based on a pre-defined set of rules e.g. the calling party's phone number	X	X
Call Transfer	Enables the user to transfer an incoming call to a specified destination	X	X
Call Waiting	Enables the user to answer a call while already engaged in another call	X	X

Call Return	Enables the user to return the call from the last party that called	X	X
Do Not Disturb	Enables the user to appear to be busy and so cannot answer calls	X	X
Fax Messaging	Fax to email		X
Group Night Forwarding	Out of hours call forwarding for group services such as hunt groups	X	X
Hot Desking	Provides extension mobility between devices by enabling users to login to access their voice service from multiple devices.		X
Last Number Redial	Ability to call from a list of recently dialled numbers	X	X
Music On Hold	Comfort music when a caller is placed on hold		X
N-Way Call	Enables the user to add more than one additional participant to an existing call		X
Priority Alert	Alerts the user for calls set as priority	X	X
Push to Talk	Ability to page individual extensions		X
Selective Call Control	Enables the user to specify criteria for incoming calls to be automatically accepted or rejected with a call treatment applied		X
Shared Call Appearance	Enables incoming calls to appear on multiple devices simultaneously		X
Speed Dial	Enables the user to define shortcuts for frequently dialled or hard-to-remember digit strings (e.g. conference access codes)		X
Three-Way Call	Enables the user to add an additional participant to an existing call	X	X

Voice Messaging User	Enables callers to leave voice messages, and the user to be notified of and then retrieve the message	X	X
Webex	Webex collaboration client for PC, tablet and mobile – features detailed in Webex table below		X

Feature	Functional Summary	Collaborate
Calling		
Dial Pad	Dial pad to manually dial calling numbers	
Audio / Video Calling	Incoming and outgoing audio and video calls	
Desk Phone Control	Ability to dial out from a physical handset via Webex	
Seamless Call Handover	Moves the call seamlessly between WiFi networks	
- Login/logout	Ability to login and out of call centre queues and see agent login status	
Video Call - Virtual Background	Ability to add a customised background	
Background Noise Reduction	Restricts background noise from disrupting call audio	
Messaging		**Collaborate**
Presence	Presence status for on call, presenting, in meeting, active, last active and do not disturb	X
Chat	1-2-1 chat	X
Spaces	Group chat	X
Persistent Chat	Continuous chat history	X
File Sharing	Share file 1-2-1 or within a space / group chat	X
Screen Capture	Screen print	X
Edit Messages	Edit messages once they have been sent	X
Drag and Drop Files	Share documents and files by dropping them into chat	X
Emojis & Emoticons	A range of Emojis & Emoticons	X
Reactions	React to a chat message	X
Favourites	Favourite chat contacts	X

Embedded Previews (pdf, gifs)	Preview PDFs within the space	X
Embedded Video Playback	Play video files from with the space	X
File Viewer - Show file in Conversation	File preview	X
External Participant Indicator	Shows participants outside of your customer group	X
Space cover photo	Upload a photo to a space profile	X
Sharing- screen, application, whiteboard, annotation	Share your screen or share a specific application, whiteboard, or annotation	X
Common Meeting Features		Collaborate
Space Meeting Participants	Personal meeting space for internal participants	25
Desktop Sharing	Share entire desktop	X
Application Sharing	Share a specific application	X
Screen Sharing on Mobile	Share your screen to a mobile device	X
Whiteboard	Virtual white board within a meeting	X
Annotation	Annotate documents within a meeting	X
HD video	High-definition video	X
Full screen and gallery view	Different views of meeting participants	X
Mute all/participant	Mute participants	X
In-meeting participant search	Search option to find specific participants	X
Virtual backgrounds	Ability to add a customised background	X
Background noise reduction	Restricts background noise from disrupting call audio	X
Support pairing with Cisco Webex Devices	Webex device integration for PMR and Spaces	X
In-app meeting scheduling	Schedule meetings from within Webex	X

Cisco Webex Client

Cisco Webex for Broadworks client supports both iOS and Android devices to provide app services of the client. Additionally, the desktop client is supported on Windows and MAC operating system.

Cisco Webex client shall provide users with the ability to integrate the UCaaS with their smart phones (and associated call charges) which will allow all users to choose between their Smart phone and/or desk phone without any loss in functionality. This will be achieved using our Collaborate licence which is available as an App for iOS and Android. The Webex application has the same call features as the desk phone so that all employees can choose between smartphone and/or desk phone operation on a per-user basis without any loss in functionality.

Key Features

- ✓ Instant messaging - with presence lets employees know, with just a quick glance, whether colleagues are available and if they can have a quick IM chat to answer questions and share information.

- ✓ Video - immediately connects disparate locations for efficient collaboration via laptop or mobile device, building consensus and camaraderie through visual cues.

- ✓ Desktop sharing internally and externally - gives an entire project or pitch team the ability to view demonstrations and presentations in real-time on their own devices—and reach consensus faster.

- ✓ File transfer - allows immediate transfer of essential electronic resources.

- ✓ Market offer designs that meet the needs of all businesses.

Additional Service Offerings

The Call Analytics and Contact / Call Centre options listed below are all additional service offerings, and carry additional charges, depending upon requirements.

Call Analytics

Whether you are looking to optimise costs and resources or enhance existing contact processes, our advanced Call Analytics solution can provide a platform to further the development of your business.

Our comprehensive solution encompasses call reporting and call management services which provide key insight into the effects of current practices, enabling you to enhance the end user experience. A versatile, intuitive, and cost-effective solution is designed to adapt to the specific needs of your business. Deploying your call management system has never been

easier with our Cloud-Based solution which side-steps the need for costly infrastructure, producing no additional capex costs.

You can limit costs further with our monthly per-user charge instead of being restricted by traditional long-term contracts. Profit from a highly scalable solution which allows you to manage anywhere from 2 to 10,000 users across multiple sites with ease via our dedicated customer portal.

Call Analytics Lite

- ✓ The essential tool for managing your communications.
- ✓ Cradle-to-grave historical and scheduled reporting.
- ✓ Trend analysis over various intervals (i.e. every 30 minutes, daily, weekly, and monthly).

Call Analytics 1000

- ✓ Offers real time call analytics
- ✓ Display on desktop wallboard or Wallboard App
- ✓ Monitor extension activity
- ✓ View the status of colleagues
- ✓ Recover abandoned calls and potential lost revenue
- ✓ View over 200 sets of historic and real-time statistics on live wallboards either on-site or remotely via your preferred device (mobile, laptop, etc.)
- ✓ Digital wallboards can be configured to display the metrics you require whilst statistics can be viewed in chart format to easily identify trends and track performance levels.
- ✓ Includes features from Lite

Call Analytics 2000

- ✓ The complete call centre tool
- ✓ Measure factors such as time on duty
- ✓ Manage staff, campaigns and resources effectively
- ✓ Optimise customer service
- ✓ Includes features from Lite and 1000
- ✓ Hunt Group Reporting

	Call Analytics Lite	Call Analytics 1000	Call Analytics 2000
Feature			
Historic call logging and reporting	x	x	x
Cradle-to-grave call visibility	x	x	x
Trend analysis by timeframe	x	x	x
Scheduled reporting	x	x	x
Dashboard View	x	x	x
Report API	x	x	x
Mobile app (Android and iOS)	x	x	x
Real-time call analytics		x	x
Abandoned call recovery		x	x
Monitor extension activity		x	x
Call control		x	x
BLF view		x	x
Alarms for key performance metrics		x	x
Wallboard			x
List view			x
Chart view			x
Financial statistics			x
Analysis by Hunt Group			x
Agent reporting and control			x
Account/disposition code statistics			x

Feature Comparison Table fig1

The Call Analytics mobile app is available on Android and iOS devices, allowing you to access real-time wallboards, reports and agent activity from your mobile devices, anytime, anywhere and is available as an add on for Call Analytics Lite, 1000 and 2000.
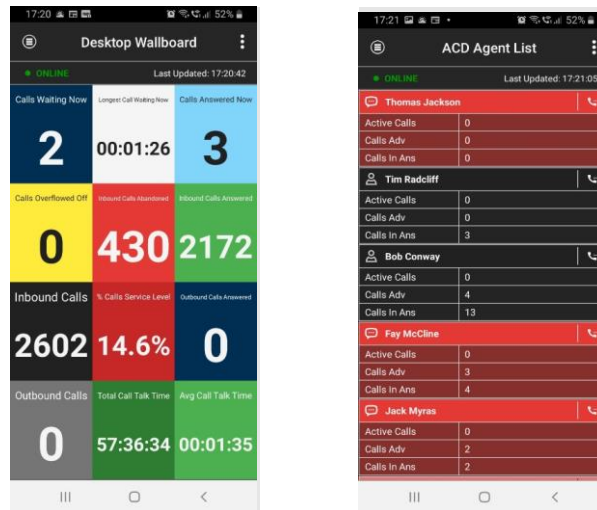
Android and IOS application

Call and Contact Centre Applications

Call Centre - Agent

Maximise Agent Productivity with Exponential-e Call Centre application. Empower Agents by simplifying call handling and escalation, providing visibility of queue statistics and allowing them to manage their ACD status. An essential tool in empowering Agents toward optimum call handling efficiency. All information relevant to the incoming caller, the status of fellow Agents and Supervisors, and the overall Call Centre situation is presented within a refined business interface.

The Agent interface provides a Personal Wallboard displaying the overall Call Centre conditions, including calls in queue and longest wait time, as well as the Agent's own statistic. This introduces gamification and competition amongst customer facing teams and encourages Agents to take an active role in self-managing their adherence to their performance indicators.

The sophisticated Call Centre interface allows the agent to maximise time and call handling whether they are office or home based. Advanced call centre features, such as disposition codes, unavailable codes, configurable wrap-up, auto-answer, standard and emergency escalation are all available at the click of the mouse. In addition, the ability to see the availability of fellow Agents provides a level of business intelligence typically only available to Supervisors on competitive systems.

The following functionality is included:

✓ Join/Leave Queues - Agents can optionally Join or Leave any Call Centre, for example to join a queue that is experiencing a peak in calls.

- ✓ ACD Control - ACD state governs the availability to take calls. Agents can change their state and assign Unavailable Codes as necessary Uniform distribution of incoming calls to the available agents.

- ✓ Agent Productivity - Encourage productivity and gamification by giving Agents the tools and business performance indicators to maximise output.

- ✓ Skilled and Weighted call distribution to specialised agents

- ✓ Multiple Call Centre Queues - Call Centre Queuing of the incoming calls that cannot be answered immediately

- ✓ Abandoned Call Capture - When a Supervisor assigns previously abandoned calls, the Agent simply double clicks to call back.

- ✓ Overflow to a given destination when the group is unable to accept calls

- ✓ Group policies (circular, regular, simultaneous, skilled, uniform, or weighted call distribution) used to redirect calls to agents.

- ✓ Supervisor Escalation - The Agent can immediately alert a Supervisor for assistance should the need arise mid call.

- ✓ CRM Integration - Integration into popular CRM's such as Agile, MS Dynamics, Salesforce, Sugar, Zendesk and Zoho.

Various services, such as the Priority Alert service can be assigned to a Call Centre as a whole, rather than assigning services to each agent individually. In addition, a prefix can be appended to the Caller ID for calls distributed by the Call Centre service, thereby enabling Call Centre agents to be distinguished from direct incoming calls, for example, "Support – John Smith".

A variety of statistics are provided to monitor the performance of Call Centres, such as Average number agents busy and Average hold time before call loss. Statistics are also provided to track individual agent performance, such as Average time each agent spends on a call and Amount of time each agent logged on and idle.

Call Centre – Supervisor

The Call Centre Supervisor application is a powerful reporting and management interface that gives Supervisors and team leaders relevant, real-time, performance information on Agents and queues, presented in a concise and intuitive table format. The Supervisor can remotely change an Agent's ACD state and force them to join or leave queues. In this way the Supervisor is provided with real-time visibility of queue conditions and the tools to take appropriate action to ensure the best possible customer service.

Supervisor can be configured for any customer environment by selecting from 40 different statistics. The ability to set customisable alerts and thresholds notifies the Supervisor, both on screen and audibly, when their intervention is required. Specific alerts can be set for calls in queue, average wait and missed calls, either for individual queues or across all call centres that the Supervisor is managing.

In Unity Supervisor Enterprise, abandoned calls are displayed in the "Abandoned calls" tab with the Caller's remote number and time and date stamp. These abandoned calls can then be assigned to agents for a call back, providing an optimum experience for all incoming callers.

The following functionality is included:

- ✓ Call Centre Management - Visualise and balance your Agent resources against incoming callers to maximise call handling efficiency.

- ✓ Thresholds & Alerts - Set custom thresholds so you know immediately when sub optimal conditions occur, and what to do about it.

- ✓ Abandoned Capture - Captures the Caller ID of all abandoned calls and allows the Supervisor to assign these to Agents for call-back.

- ✓ Agent Management Immediately change an Agent's ACD state and queue assignment to respond to changing calling patterns.

- ✓ Escalation & Barge-In - Assist Agents with Escalation and Emergency Escalation, or directly barge into a call if needed.

- ✓ Configurable Statistics - Customise the Supervisor main UI by choosing from 40 real-time Agent and Queue statistics.

Contact Centre Agent

Our Contact Centre provides your customers richer inbound experiences on their media of choice. Supporting Web Chat, Voice and Email queues, allowing your customer engagement teams to multi-task any incoming contact, ensuring optimal customer service and first contact resolution.

The Contact Centre application connects your customer to an agent quickly by using intelligent and flexible routing parameters. All media streams can be managed uniformly with consistent overflow, escalation and distribution policies.

By providing blended experiences for agents, our Contact Centre allows customers to scale their customer handling capability and process more transactions without increasing Agent head count. Supervisors can visualise incoming traffic across all media types, allowing them to manage Agent and Queue resources in real-time.

The following functionality is available:

- ✓ Email Queues - With support for Exchange and Gmail queues, the Contact Centre Server logs in as the email client and distributes emails to agents that are assigned to each email queue.

- ✓ Pure Cloud Solution - As a cloud based platform we can scale media streams and Agents with no limits and no bottlenecks meaning that we can support you today and in the future.

- ✓ Intelligent Agent ACD - Will intelligently manage the agents availability to queues, for example making them unavailable to voice queues when they have received web chat or email media.

- ✓ Copy & Paste Deployment – The Contact Centre portal allows supervisors to define their web chat queue and routing behaviour then copy and paste the JavaScript into their web page to go live immediately.

- ✓ Web Chat Customisation - Define how the chat animation will appear, what customer fields are required and which avatar and colour scheme to use to seamlessly embed chat into your website.

- ✓ Canned Web Chat Responses – Able to support multiple concurrent webchat sessions, providing Agents with quick links to canned responses, attachments and links, improving customer response times.

- ✓ Escalate Chat into Voice Calls - Need to verify card details? Provide more information? Quickly escalate web chats to voice calls and emails with just one click.

- ✓ Advanced Routing - Featuring sophisticated routing options for all media types and options for connecting customers to the best-equipped Agent and making greatest use of available resource during peak periods.

- ✓ Call-Back Queues - As an alternative to inbound voice queues, our contact centre supports Call Me Back queues, where the customer's details are queued to an Agent, who then initiates the call-back with a single click.

- ✓ Twitter Queues - Adding Twitter to your customer service offering allows Agents to respond to Tweets, Direct Messages, praise and rants of frustration quickly, all from within the Contact Centre.

	Call Centre Premium User	Call Centre Unity	Contact Centre Unity
Features			
Call Queue	X	X	X
Comfort Message	X	X	X
Entrance Message	X	X	X
Escape Digit Enable	X	X	X
Estimated Wait Message	X	X	X
Music on Hold Message	X	X	X
Queue Status Notification	X	X	X
Call Whisper Message	X	X	X
Route Type (Skills, Priority)	X	X	X
DNIS	X	X	X
Holiday Service	X	X	X
Night Service	X	X	X
Supervisors	X	X	X
Threshold Alerts	X	X	X
Join / Leave Queue		X	X
Disposition Codes		X	X
Inbound / Outbound DNIS		X	X
Agent ACD State		X	X
Supervisor Alerting		X	X
Personal Wall Board		X	X

Abandoned Call Back Queue		X	X
Force Disposition Code		X	X
Unavailable Codes		X	X
Silent Monitor		X	X
Call barge in		X	X
Call Recording Control		X	X
CRM Connector Add-on		O	O
Twitter			O
Webchat			O
Web Call Back Queue			O
Email Queue			O

Reception Software Attendant Console

Our Unity software attendant console allows Receptionists and front desk users to intelligently manage multiple calls using its advanced call handling capability. Efficiently manage inbound callers with both consultative and blind transfer capability, the ability to add call notes which transfer with the call and pre-defined contact groups to easily search for specific contacts, e.g. Accounts, Help Desk etc. Featuring a dynamic Busy Lamp Field, the ability to tag callers on hold and "popping" notifications when desired extensions become free.

The BLF contacts search field dynamically searches all directories including group, departments, speed dials and Outlook contacts. The reception console also allows the user to change the service configuration of other users. For example, if an employee is sick, the Receptionist can change their call forwarding to another number or employee.

The following functionality is included:

✓ Instant Messaging - IM any Unity colleague and drag a live call onto the IM session to transfer the call for truly fluid communication.

✓ Hold and Link - This essential feature allows the Receptionist to hold and link a call to a busy user. Once the user is available, Unity will notify or automatically transfer the call.

✔ Calendar Integration - Know when your colleagues are busy by displaying calendar events for today and tomorrow for selected users.

✔ Drag and Drop - Designed for simplicity and ease of use, users can drag and drop calls and contacts to perform call and message management

✔ Previously Transferred - When a call is received, Unity Reception will automatically tell you who the caller was last transferred to, if available.

✔ Add Call Notes - Users can add a note to a call and when the call is transferred, either to other users or to call centres, the note is transferred as well.

✔ Contact Groups - Pre-defined contact groups of internal and external contacts can be pinned, making it easier to quickly find and load specific contacts.

✔ Call Queue and Personal Wallboard – Provides visibility to front desk staff how many calls are in a queue and who the caller is.

✔ CRM – Integrate into many popular CRM's such as MS Dynamics and Salesforce.

Handsets Models

Some examples of the available handsets and conference phones which we typically supply is below. We also supply handsets and conference phones from other manufacturers, and these are all fully detailed within the GCloud 14 Pricing document.

Yealink T33G

✔ Yealink HD Voice

✔ 2.4" 320 x 240-pixel colour display with backlight

✔ Two-port 10/100M Ethernet Switch

✔ PoE support

✔ Wall mountable

Yealink T43U

✔ Yealink HD Voice

✔ Acoustic Shield with Smart Noise Filtering

✔ 3.7" colour screen with backlight

✔ Two-port Gigabit Ethernet Switch

✔ POE support

✔ Wall Mountable

Yealink T46U

- ✓ Yealink HD Voice
- ✓ Acoustic Shield with Smart Noise Filtering
- ✓ 4.3" screen with backlight
- ✓ Two-port Gigabit Ethernet Switch
- ✓ POE support
- ✓ Supports EXP43 Expansion Module

Yealink W73P

- ✓ HD Voice
- ✓ Noise Reduction System / Noise Cancellation
- ✓ Up to 35 hours talk time
- ✓ Up to 400 hours standby time
- ✓ Up to 50m indoor coverage / 300m outdoor coverage

Yealink CP965

- ✓ HD Voice
- ✓ Yealink Noise Proof Technology, Smart Noise Filtering
- ✓ 6m microphone pick up
- ✓ 12 microphone, 360-degree array
- ✓ Full-duplex speakers
- ✓ Built in Wifi / Bluetooth

Pre-Requisites

Customer Responsibilities

✓ The control and management of access and responsibilities for end users including appropriate connectivity, security and accreditation if required. Where access is required over HSCN, the customer is responsible for adhering to the Code of Connection and assigning appropriate IP addresses from their own allocation to their services hosted on the Exponential-e platform.

✓ Procurement of any additional partner services, product licenses or subscriptions as required for the customer's specific implementation.

✓ Customers must be aware of the variable nature of the billing based on usage.

Support Services

Service Desk

The Exponential-e Service Desk operates 24 x 7 x 365 and serves as the primary interface between the support department and our customers. Its function is to record and respond to customer requests for assistance with queries or problems and the resolution of these queries/problems with respect to all Exponential-e services.

The Service Desk will be the single point of contact for the authority, regardless of product or service. The Service Desk consists of Level 1, Level 2, Level 3 and Level 4 support which is available 24 x 7 x 365 to our customers.

Level 1 Technicians – Service Desk Technicians answer telephones on the Service Desk and perform the first stage of incident analysis and resolution. The Technicians will for example diagnose hardware and circuit incidents, reboot hardware, carry out password resets and make minor configuration changes. They will also escalate incidents internally and externally.

Level 2 Engineers – These are experienced engineers that are escalated to if it is not possible for Level 1 Technicians to diagnose and resolve an incident within the agreed SLA time.

Level 3 Specialists – These are highly experienced technical specialists who are involved in the resolution of the most complex technical situations.

Level 4 Infrastructure – This is a highly skilled team who manage and maintain the Exponential-e Core Infrastructure.

Escalations

There are 4 escalation levels starting at level 1 up to level 4. A summary of the levels is given below:

- ✓ Level 1 - Initial escalations should go via the Service Desk
- ✓ Level 2 - This is the Service Desk Manager/Duty Manager responsible for Service Desk
- ✓ Level 3 - This is the Senior Leader responsible for the Service Desk
- ✓ Level 4 - This is the Engineering Director

Should your users experience any issues with the UCaaS or handsets, they can contact our Support Desk and raise a fault report on a 24 x 7 x 365 basis.

Target Response Times and Target Fix Times for Voice Services				
Priority Level	Description	Target Response Time / Target Troubleshoot Time	Target Fix Time	Update frequency
Critical	Total Loss of Service	5 minutes to respond 1 Hour to troubleshoot	5 hours to resolve	Hourly
High	Partial Loss Service	5 minutes to respond 1 Hour to troubleshoot	10 hours to resolve	Hourly
Normal	Intermittent Loss of Service	15 min to respond 1 Hour to troubleshoot	48 hours to resolve	Every 4 hours
Low	Information/Change request, no impact to the customer	4 Hours to respond	48 hours to resolve	Once per day

Service Levels

Service Lead Times

Exponential-e's Unified Communications Service lead times are typically 30 working days from order acceptance. Lead times are indicative and subject to changes, if either the customer and/or further information becomes known which would have affected the initial design. Exponential-e shall use best endeavours to ensure that the customer may utilise the Service within this Target Service Commencement Date. However, where the Service is also part of a

solution involving Connectivity Services, access to the Service shall also be dependent upon the lead times for the Connectivity Services.

Service Availability

The Target Availability Service Level for each type of UCC Service is provided within the Service Level Agreement sections of the relevant Service Handbook.

Availability is calculated on a calendar monthly basis using a 730-hour month and the following formula:

$$P = \frac{730\ Hours - A}{730\ Hours} \times 100$$

Where P = Percentage availability. A = Sum of all events of unavailable service in that month measured in hours.

The UCaaS availability is defined, for each particular Customer Site, as the ability to make/receive calls to/from the PSTN from the Session Description Protocol.

Target Availability

Service	Target availability
UCaaS Services	99.99%

The Service Level Agreement is only provided where an uncontended Exponential-e private Ethernet over Fibre connectivity service is used to access the Voice Services Platform. Where alternative Exponential-e connectivity service are used (e.g. Ethernet over Copper or Broadband), 3rd party Ethernet over Fibre connections used or connectivity is achieved via a mobile or desktop client over the Internet, no service level agreement will apply.

On-Boarding and Off-Boarding

Service On-Boarding is the process by which we would engage with a customer to:

- ✓ Build the base Hosted Environment
- ✓ Customise the various features and options
- ✓ Connect the customer to our platform
- ✓ Migrate any PSTN numbers to the platform
- ✓ Commission the service

Exponential-e will engage a variety of Telecommunication Service Providers to route calls. Although the choice of upstream Telecommunications Service Providers is not significant to customers during day-to-day operation, it will have an impact during the initial Implementation phase when Telephone Number(s) or Number range(s) are transferred to an Exponential-e UC Service.

Service Off-Boarding is the process by which we would engage with a customer to:

- ✓ Migrate any PSTN numbers away from the platform
- ✓ Decommission the Hosted service

Termination

Data

At the point of termination, all customer data, accounts, and access will be permanently deleted and will not be able to be subsequently recovered or restored.

Costs

There are no termination costs for this service. Customers are responsible for extracting their own data from the platform if required.

Exponential-e may make an additional charge for transferring data out of the service.

Data Restoration / Service Migration

In many circumstances, Exponential-e can help facilitate a bulk migration to the platform using local data import. This is priced on a time and materials basis from the G-Cloud 14 SFIA rate card.

About Exponential-e

Introduction

Founded in 2002, we are an award-winning, privately owned British Cloud and Connectivity provider. The majority owner, CEO and founder of the company - Lee Wade - is still at the helm of Exponential-e and demonstrates the same passion for our customers, service innovation and business as he did at our inception. We pride ourselves on delivering super-fast, low latency Connectivity, flexible and resilient Cloud solutions Unified Communications, Cyber Security and world-class IT Services. Organisations from all sectors of the economy run critical services underpinned by our technological innovations. We deliver leading-edge solutions to over 3,300 customers in every vertical sector.

Our Network

Exponential-e's own Cloud infrastructure is fully integrated with our 2Tb Gigabit Carrier-Class Ethernet Network, utilising premium grade enterprise compute, and is supported by our UK based 24 / 7 x 365 Customer Service Desk to deliver a non-stop compute platform to you and your end users.

What differentiates us from the competition is how we utilise our own network to deliver multiple services over one connection, with 100% Network visibility and control, and the cost efficiencies this provides our customers. Our fusion of complementary technologies, a carrier-class network and Cloud infrastructure, means we can deliver enterprise applications at super-fast, low latency, with an end-to-end SLA, for a superior end-user experience.
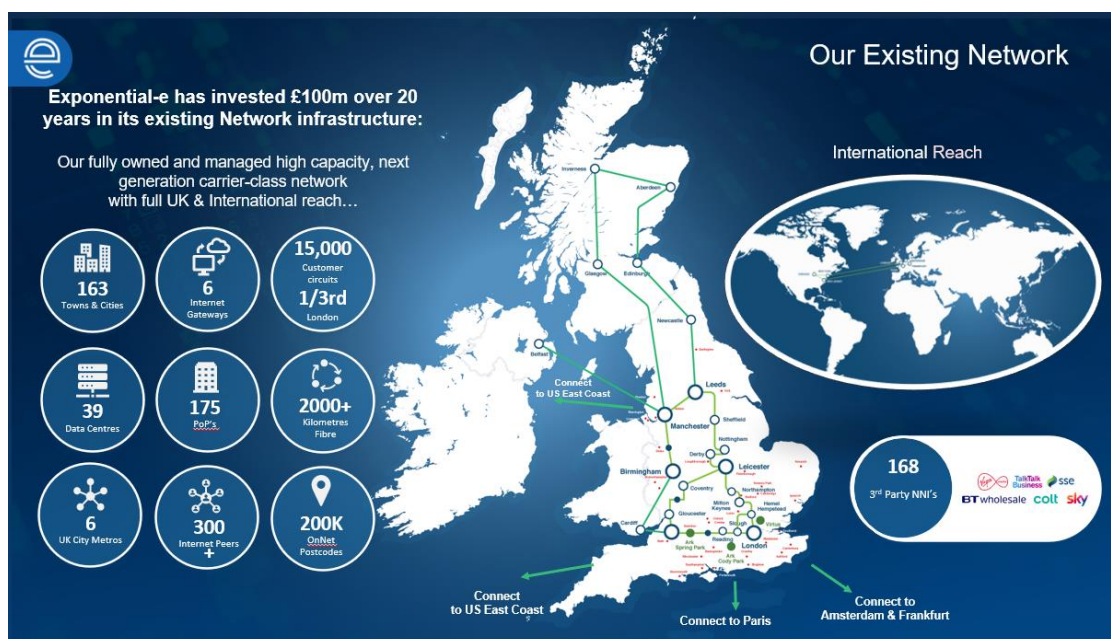
Our Accreditations

We support the security and compliance standards of the Public Sector by embedding our compliance certifications into our Business Management Systems. We support the security and compliance standards of the Public Sector by embedding our compliance certifications into our Business Management Systems.

Public Sector Framework Presence

Exponential-e are an experienced supplier on a number of UK Public Sector frameworks, and are adept at guiding operational, technical and procurement teams through the various routes available for consideration when buying goods and services from our organisation.

Our Promise

Our brand promise is to 'Constantly exceed expectations with innovation and service'. In order to achieve this, we promise to deliver the following:

✓ Customer Service Excellence: Our first priority we never compromise on, this culture spans across every department and is championed by every board member

    ✓ **Trusted Supplier:** A reliable and fully owned carrier-class network, with pro-active support from our 24 x 7 x 365, fault find and fix Service Desk, and verified financial stability inspire customers' confidence in us

✓ **Technical Capability:** Working within nine international ISO and British Standards, we design, manage and support customers' complex, bespoke network, Cloud and Voice requirements

✓ **Applied Innovation:** Ensuring customers' businesses remain at the leading edge with a dynamic approach to investment, R&D and innovation, and consistently delivering industry firsts.

By the start of FY2023, our turnover had reached approximately £232 million and ongoing recruitment activity meant that we had over 840 employees. Our success is driven by the quality of service we provide and is underpinned by investments in people and infrastructure that enable us to deliver on our brand promise.
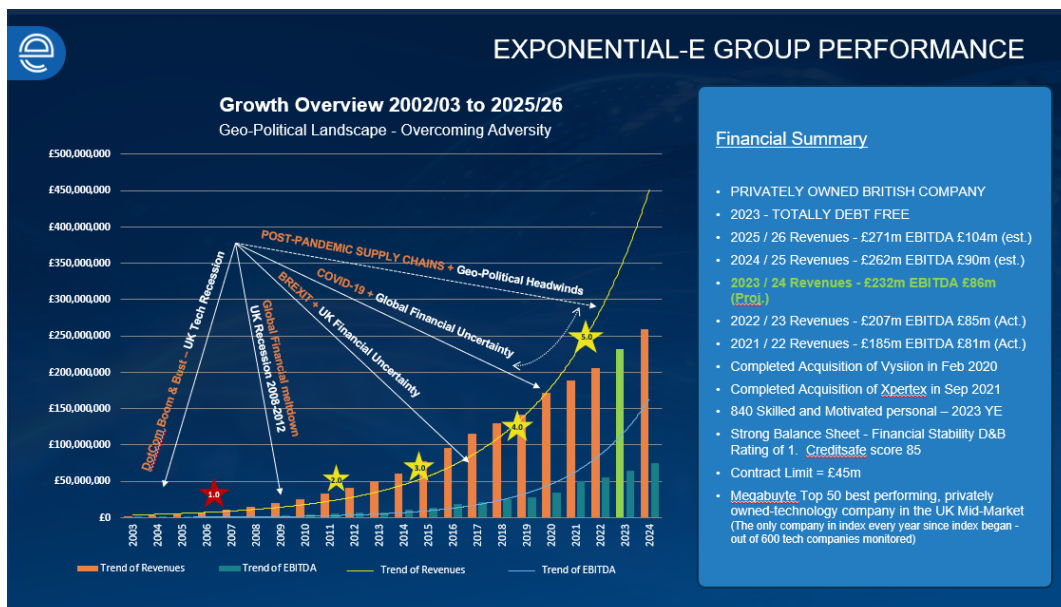
Exponential-e's Approach

Our approach is based on a partnership philosophy, ensuring we deliver high quality, competitive services. In keeping with this, our technology solutions provide cost-effective connectivity, future-proof networking and uncompromising customer support. Our approach is designed so that there are no hidden extras from you. From the initial point of contact, including technical consultancy, project management and on-going customer support, we are entirely transparent about our work and the costs involved.

To maximise the value for money customers receive, we constantly challenge the performance of the service through 24 x 7 x 365 monitoring and management via the Exponential-e Service Desk, feeding back at monthly service reviews that constantly benchmark your expectations. During these reviews, we propose and implement continuous improvement targets for service levels and cost efficiency. On award of any contract, we analyse the service required and explore how we will improve the services year-on-year.

Thought Leadership and Applied Innovation

We have a long history of technical innovation from our inception in 2002, as the timeline images below illustrate:

With 'applied innovation' at the heart of our company, our success has been to continually deliver the benefits of technical innovation to our customers. For example, we were the 1st UK service provider to offer internet over Ethernet in 2002, and the 1st service provider in Europe to deliver Virtual Private LAN Services (VPLS) in 2006. Consistently, we have led the market in innovation and commercial engineering to transform our customers.

We have an entire team devoted to seeking out new products, features and enhancements. We pride ourselves on our ability to generate, identify, and deploy the latest technologies. Our commitment to innovation has seen us develop pioneering new products and services for our customers and deliver all manner of industry firsts. We will constantly keep you informed of new technologies that ensure you remain current and knowledgeable as to innovative solutions and best practices. The most effective means of doing that is during our regular Service Management review meetings; the reviews will take place on a monthly or quarterly basis, or upon request. These sessions are used to understand your requirements, address any current service issues, and for our team to update you on new market trends or technologies our researchers have identified.
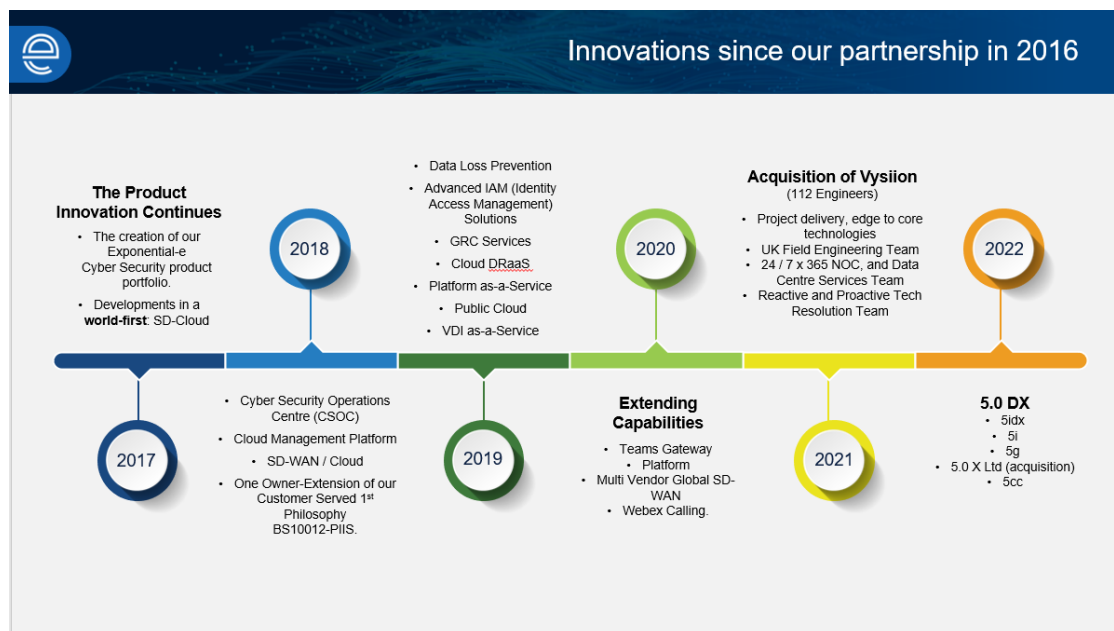
You will have the opportunity to attend regular events that provide an opportunity to speak with our subject matter specialists and to exchange ideas and experiences with other Exponential-e customers. We are firmly committed to listening and collaborating with our customers, and partners, in order to deliver innovative technical solutions that drive tangible business benefits.

You will also be sent updates from our marketing department, highlighting new features or services available in the market. New products, features or services that we feel are well suited to our customer's infrastructure, or will benefit their IT environment, will be brought to their attention. Initially, many of our customers adopt our WAN solution and are often keen to complement this service with our Cloud, IT and Voice services.

Meeting our Brand Promise

For over 20 years we have focused on building trusting relationships with our customers by placing service excellence at the heart of our operations. Key to our success is the development and sustainment of effective working partnerships through regular service review meetings, proactive management and - most importantly - continually seeking to improve the services which will be delivered.

In order to ensure that we are continuously improving, we benchmark customer satisfaction which provides us with the analysis to improve. Measuring our customer satisfaction is achieved through our Net Promoter Score and our Voice of the Customer Programme.

Our current 3 monthly rolling NPS score is more than double the UK Industry average.

Our Voice of the Customer Programme gives you the opportunity to provide real-time feedback by simply clicking on one of four icons on each Exponential-e employee's email-signature (Gold- Excellent, Green- Good, Amber- Could have been better, Red- Poor).

These awards are all testament to our solutions and achievements in innovation. Details of our other awards can be found on our website.

Meeting our brand promise through customer service excellence is embedded into our culture; anytime our customers recognise our people doing well, we reward this throughout the business. At Exponential-e, we're committed to service excellence and are empowering our people to deliver it.

Our Capability

Fibre Infrastructure: Design, Planning and delivery of private fibre assets throughout the UK. From Telecoms to windfarms . . .

Network Platforms: Owned and operated infrastructure underpinning all services end to end

Multi-Cloud Platforms: Full Multi-cloud capability with cloud management platform and software network integration

Managed IT Services: Full 24/7 365 IT Outsource full stack capability with multi-discipline across key technologies

NOC Service Desk 24/7: Full SIAM shared or dedicated NOC/service Desk – delivered via UK based personnel 24/7 365.

CSOC 24/7: SIEM with integrated threat management delivered via UK personnel 24/7 365.

Professional Services: Consult, Advisory, Design and Transform services for digital transformation.

Our Capabilities

EXPONENTIAL-E CAPABILITIES

- End User Engagement
- Cloud Management Platform
- Software-Defined Tech
- Multi-Cloud Capability
- Digital Transformation Team
- Cyber Security
- Unified Comms & Contact Centre
- Network Reach
- Migration Skills / Tools
- Professional Services
- Managed IT Services
- Managing Legacy Systems