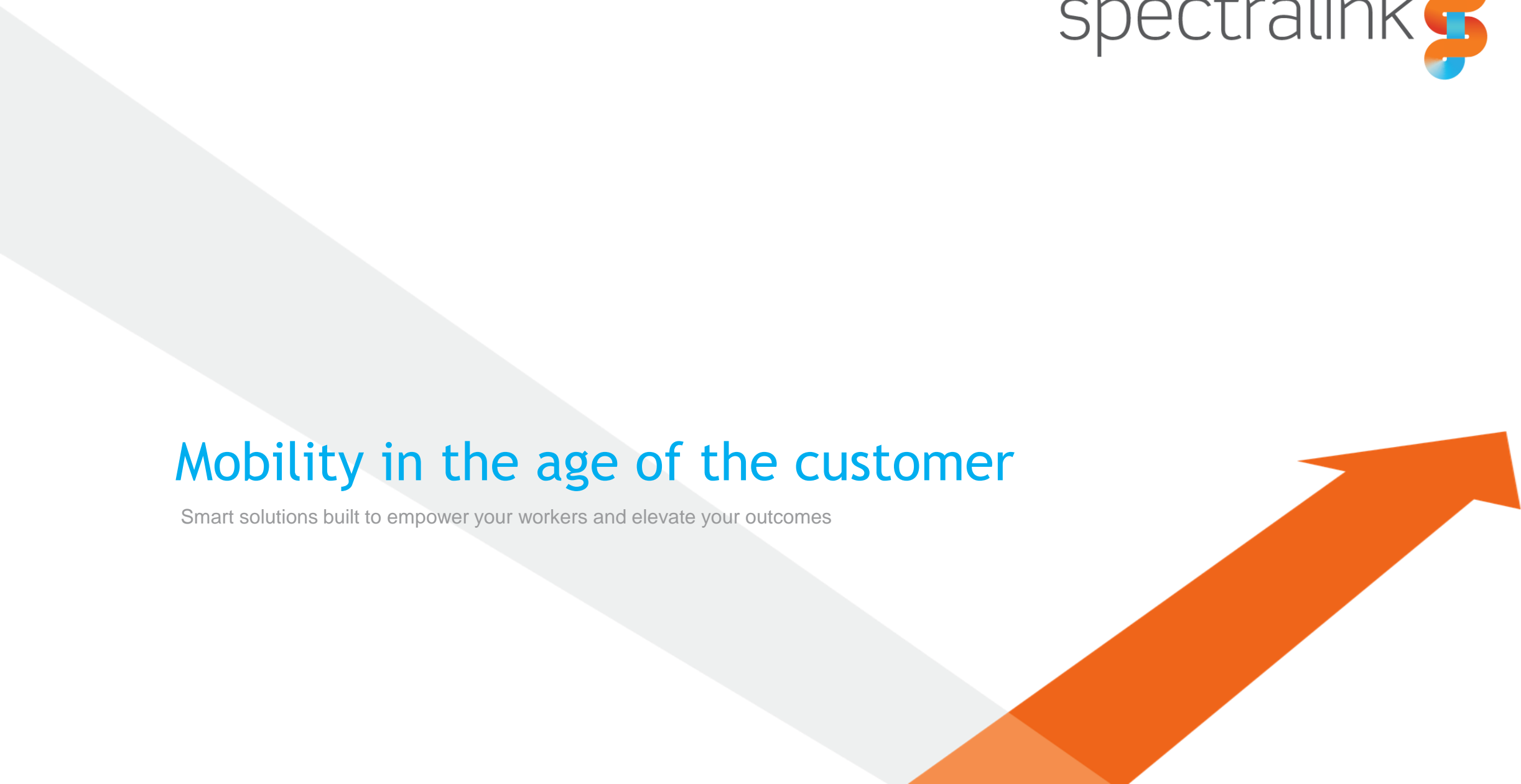


Mobility in the age of the customer

Smart solutions built to empower your workers and elevate your outcomes



Welcome to the age of the customer.



“Today’s customers are more powerful than ever, with the ability to shift markets and define a company’s success in a matter of seconds.”

–Salesforce.com, March 2016¹

Success depends on creating a superior customer experience.

**“It’s not about the product.
It’s about the customer
experience and the people.”**

–Tiffany Bova, Salesforce.com¹

89%

of companies will compete mostly on customer experience versus product or price²

72%

of businesses say that improving the customer experience is their top priority³

Customers have high expectations (and low barriers to change).

Customers want and expect organizations to provide **more personalization, value and responsiveness.**

71%

of consumers say customer service provided on any day at any time influences their loyalty¹

66%

say they are likely to switch brands if they are treated like a number instead of an individual²

70%

say technology makes it easier than ever to take their business elsewhere³

How will you drive differentiation? Enterprise mobility is key.

Across all industries, enterprise mobility is critical to enhancing the key areas of your organization that shape the customer experience.

CUSTOMER SERVICE

- Improved responsiveness
- Higher-quality care and support



OPERATIONS

- Hassle-free processes
- Faster problem alerts and resolution
- Agility to meet changing market demands



SALES

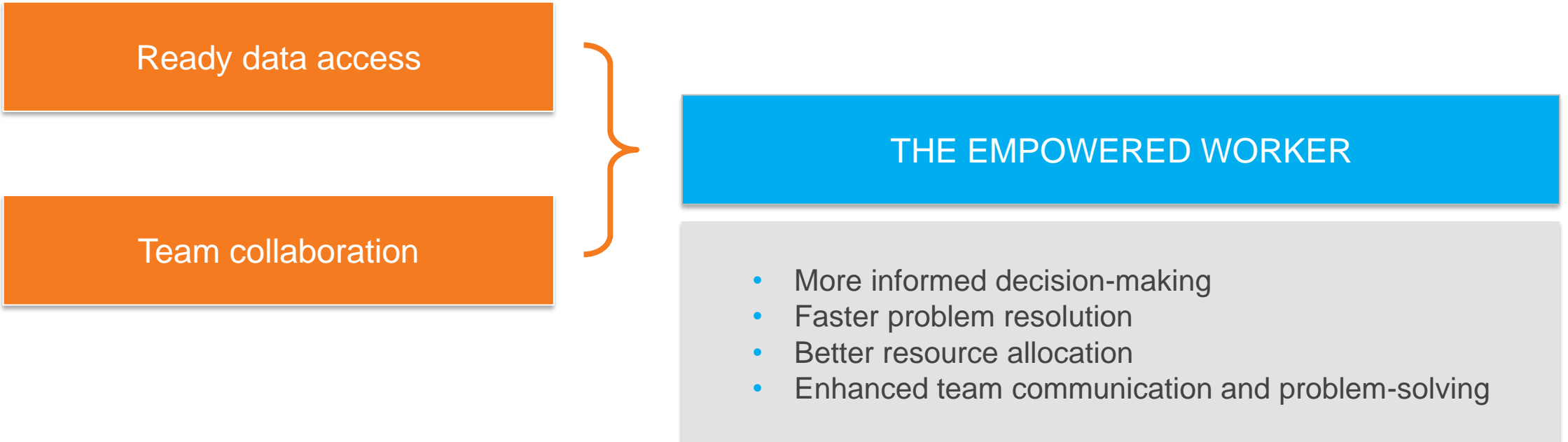
- Personalized engagements and offers
- Shopping conveniences



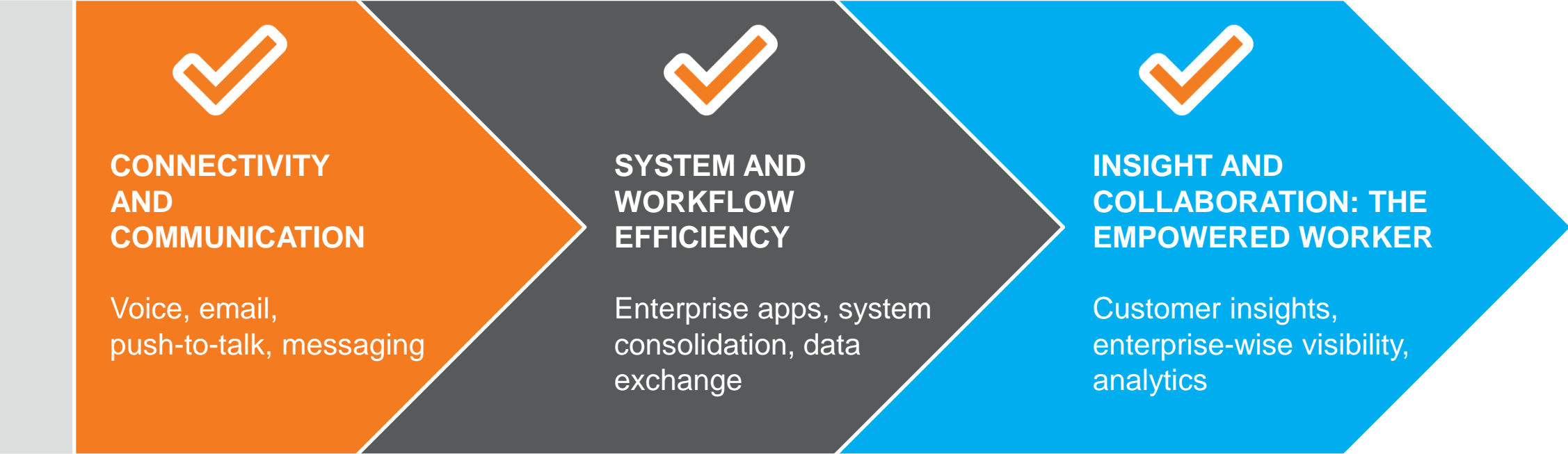
ENTERPRISE MOBILITY ENABLES:

It requires a solution that empowers workers in new ways.

Enterprise mobility can give your workers access to the data, teams and tools they need to enrich the customer experience at every opportunity.



It's what's next—and what's possible now—in mobility's ongoing evolution.



It can mean powerful gains for organizations.

Mobile-optimized companies are:

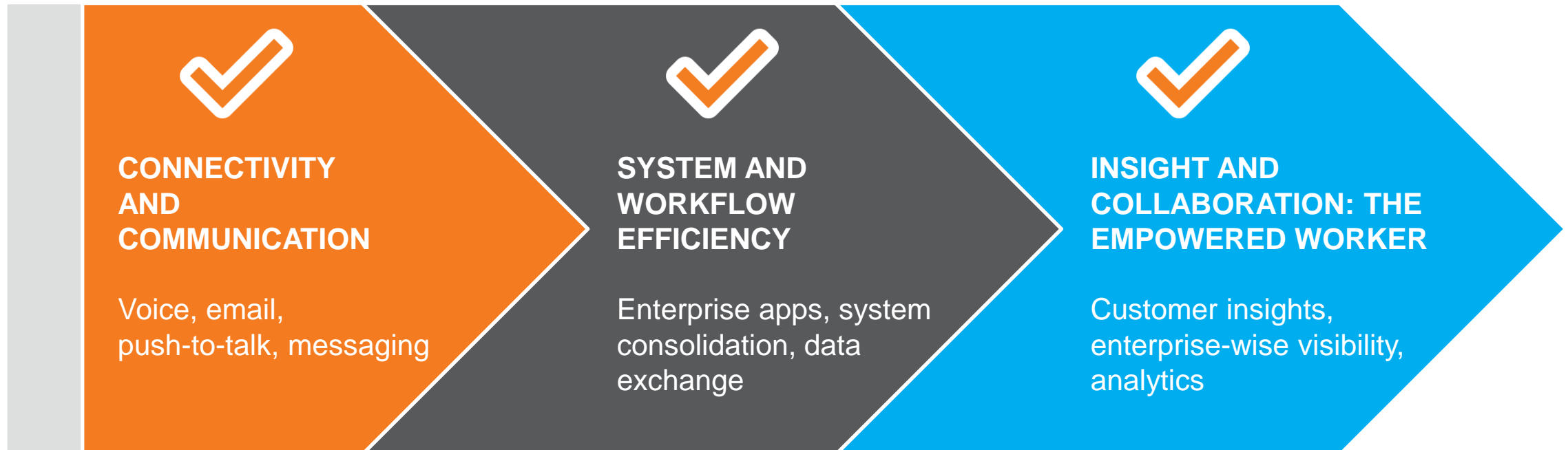
2.5x better at fostering innovation and creativity¹

30% better processes²

23% higher productivity³



But not everyone is here yet. Where are you on the progression path?



In fact, many companies are falling short of their mobility goals.

37%

of U.S. companies say that mobile technologies will have the biggest transformation impact on their businesses in the near term.¹

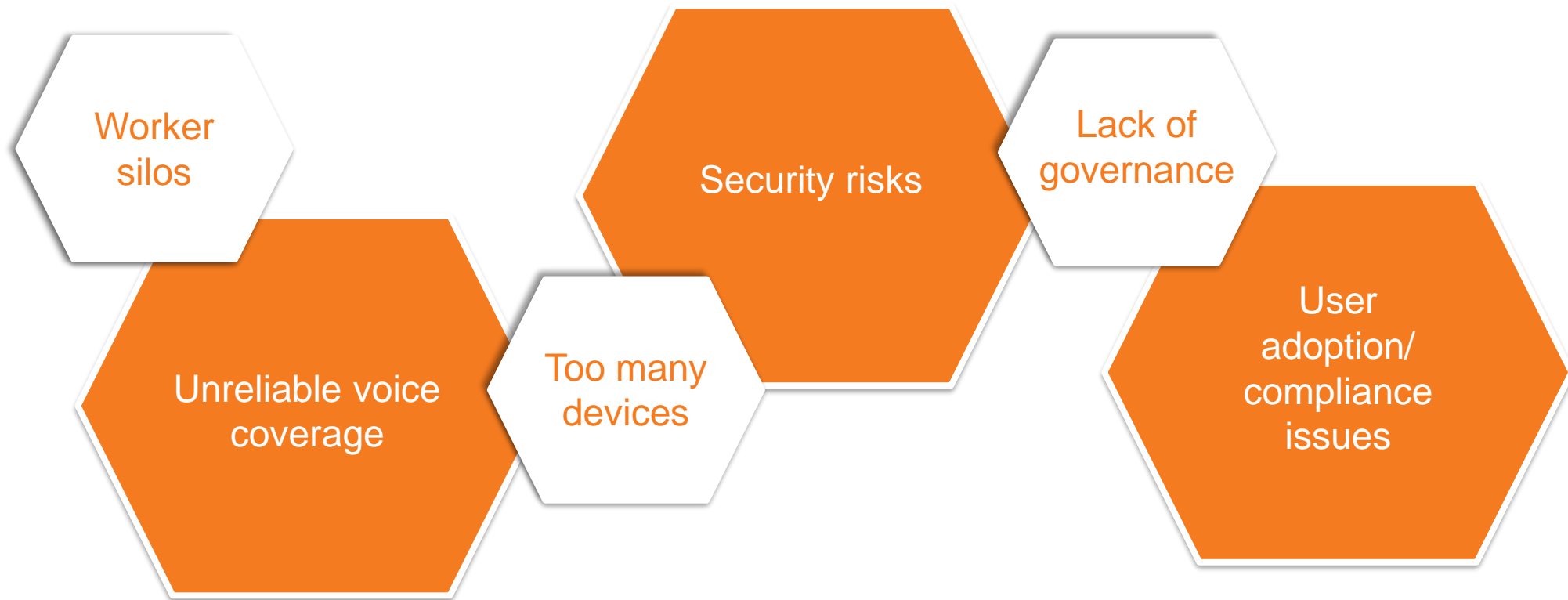
11%

of U.S. companies are mobile-optimized²

50%

of U.S. businesses are behind the curve when it comes to enterprise mobility³

Various obstacles getting in the way.



ARE YOU FACING ANY OF THESE CHALLENGES?

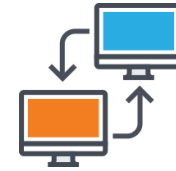
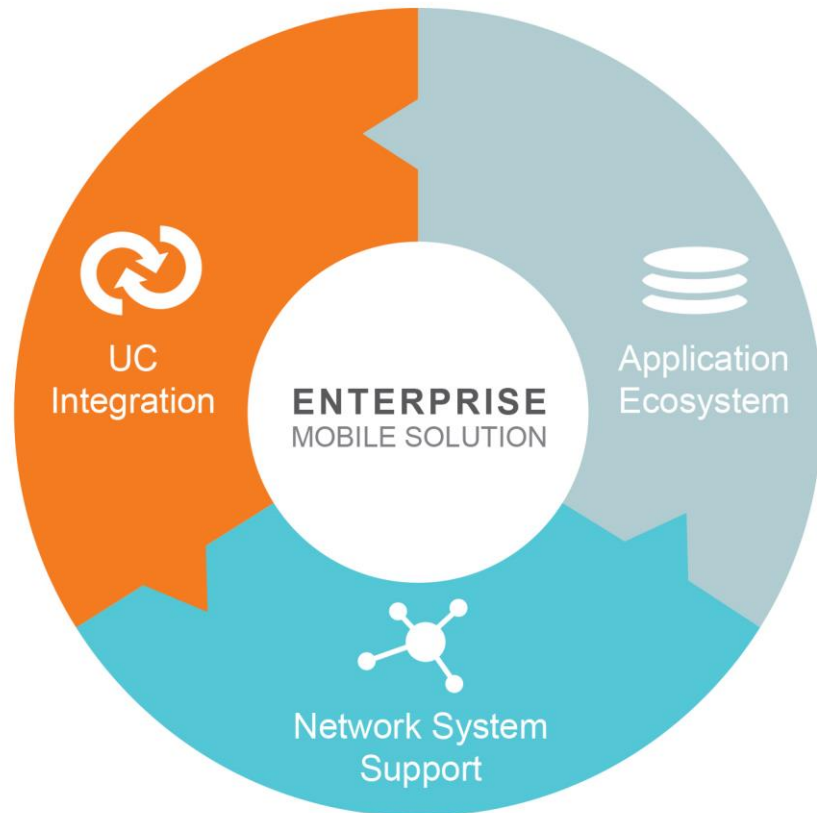
The Right Solution will Deliver More.



“Workplace mobility goes beyond providing a high-performance Wi-Fi. It’s about taking the tools that empower the creative and collaborative spirit found everywhere workers are.”

--Intelligent CIO

Evaluating enterprise mobility solutions



Reliable network connectivity

- Built for voice and data



Seamless integration

- Support existing infrastructure
- Open platform
- On-premise or in the cloud



Purpose-built

- Security
- Reliability
- Durability

And tools built for the way people actually use them.

INDUSTRY-FOCUSED

WORKER-SPECIFIC

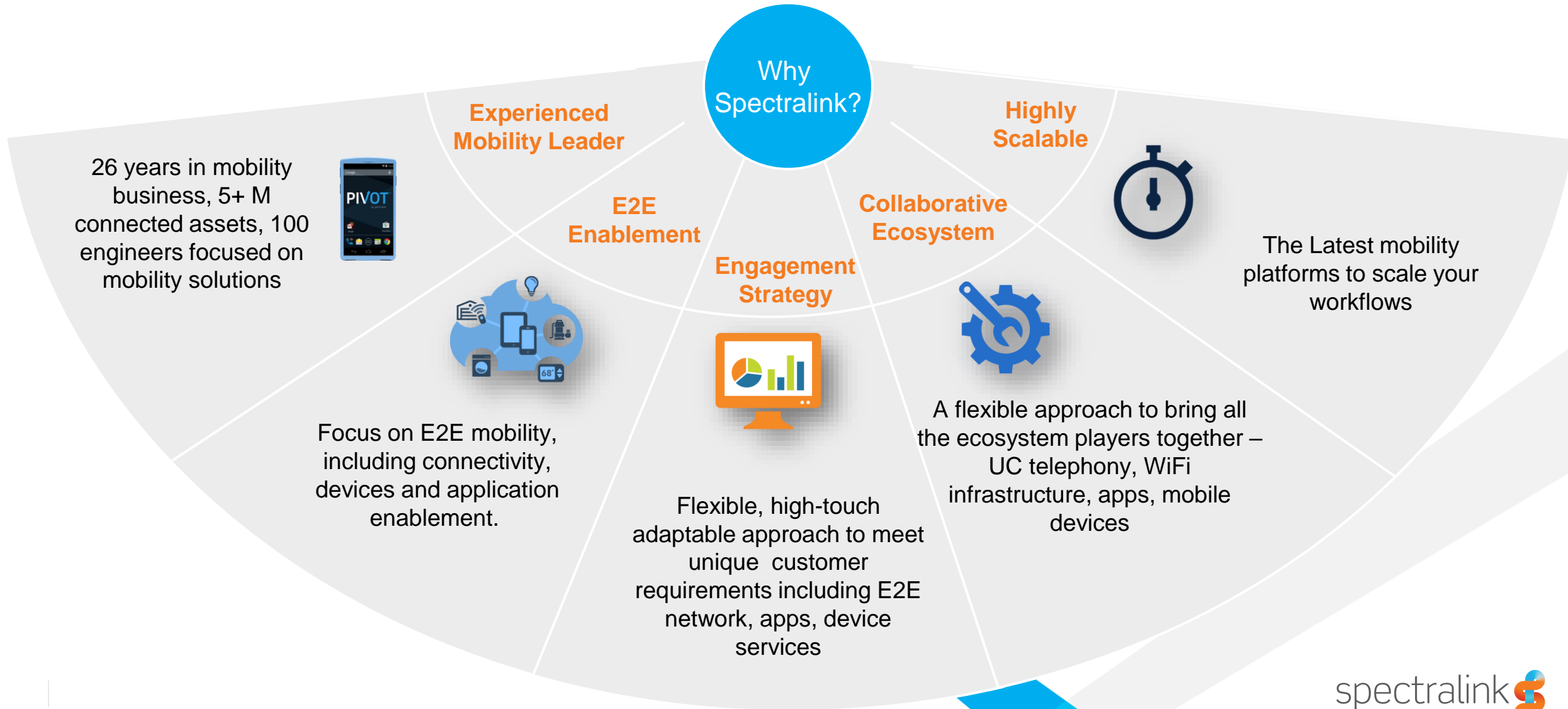
WORKFLOW-ALIGNED



How does your current mobility solution measure up?

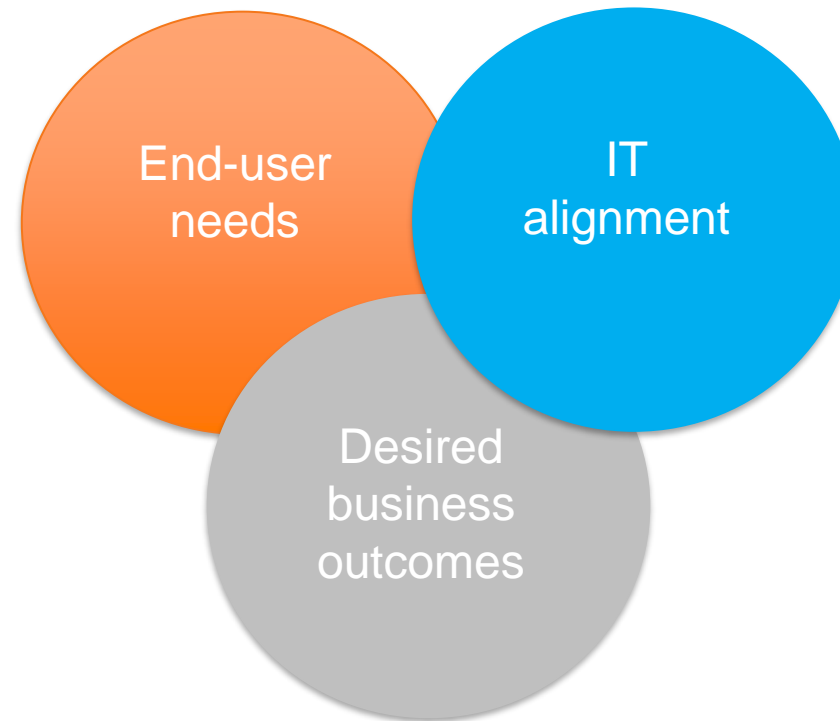
- Does it meet end-user needs?
- Does it empower workers to achieve desired outcomes?
- Does it meet IT alignment requirements?

Spectralink: Mobility solutions built to move your business forward



We partner with you to engineer the right mobility solution.

Our solutions are built to address your organization's specific mobility goals and needs.



Building Blocks for Success - Where to Start

Infrastructure	Business User	IT alignment
What communication systems do we have in place?	What processes do my mobile workers engage in?	Are there areas for consolidation?
What applications do team members use? And, how often?	What critical information do users need access to?	What support Services available, i.e., systems integration, project management, life-cycle support programs?
Is middleware required? Recommended?	Do users encounter any security or privacy threats?	Can they seamlessly connect to all systems and data? How do they use the data? Do they need permission to change it?
Do users encounter any security or privacy threats?	Do they have all the applications they need? Even when away from their desks?	What security measures do we have in place to minimize risk? At the system level, application level, etc.

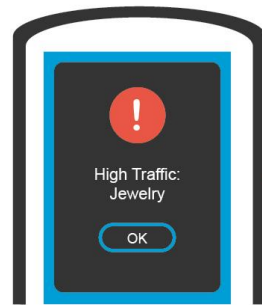
The result: enterprise mobility devices that empower *your* workers.

- Purpose-built devices
- High-quality, reliable access
- Tailored to your workflows



Enterprise mobility + Skype for Business

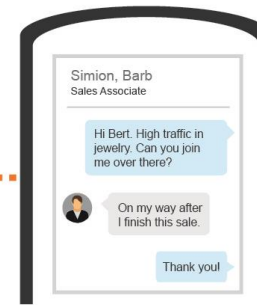
Retail workflow



High traffic in one department sparks alert to the team.



Associate is notified of location and responds.



She IMs additional associate for backup.



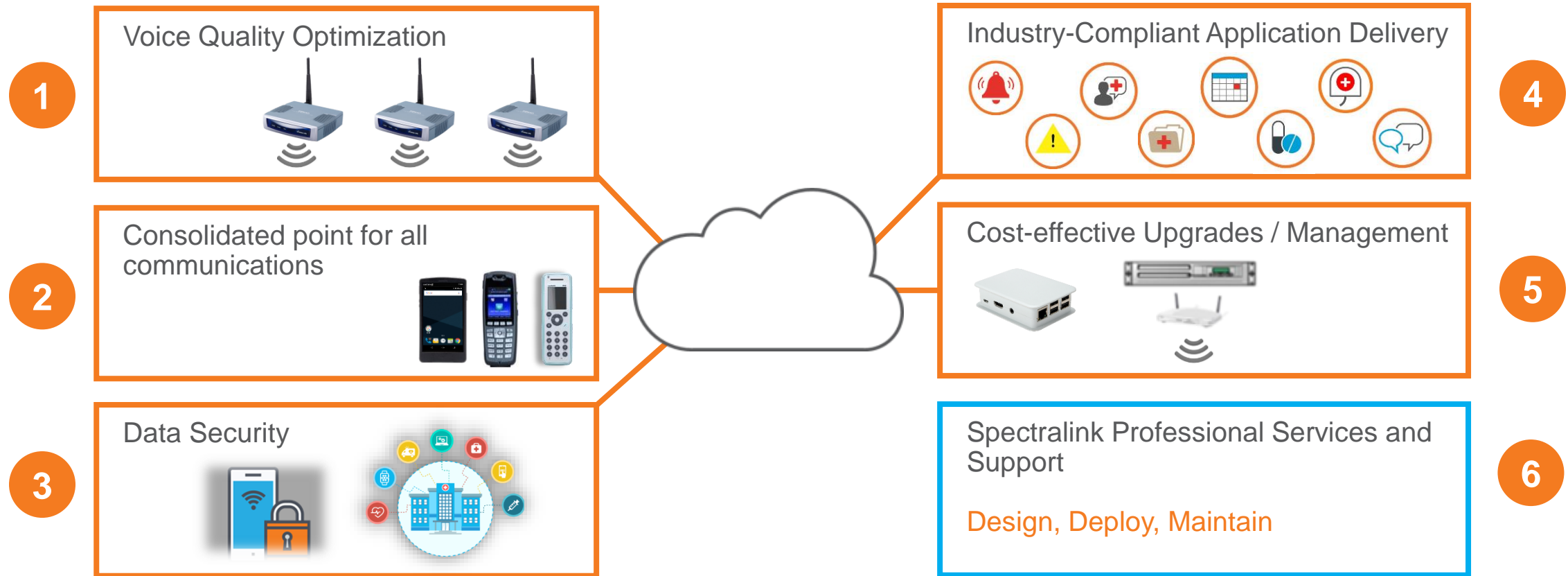
Then associate scans and looks up item inventory for guest.

Business applications push data to mobile worker.

Purpose built devices allow for roaming/availability throughout the facility (front/back of store).

UC capabilities help facilitate collaboration with other team members.

High-quality, reliable access optimizes enterprise-wide mobility.



Tailored to your workflows: Expansive application ecosystem

Leverage the industry's largest ecosystem of application partners:



Tailored to your workflows: Open for innovation

Leverage our open, Android platform

- Make existing applications mobile
- Enable customized workflow applications
- Unify communications and protect your mobility investment

57%

of all organizations surveyed offer 2-10 custom enterprise apps¹

23%

of large organizations (over 10k employees) are deploying more than 20 custom enterprise apps²

With Spectralink, you gain true end-to-end mobility.

ENTERPRISE MOBILITY

Enhanced Mobile Voice

Voice quality

Call control integration

App partnerships

Enterprise-grade devices



Application Workflows

Inventory Management

Personalized Assistance

Retail Analytics



New Business Insights

Customer Preferences

Device management

Team-based Performance



With Spectralink, you gain true end-to-end mobility.

Are you ready to move forward?

NEXT STEPS:

- Outline the end goals
- Identify business critical processes
- Assess current infrastructure
- Etc....
- Items to be developed by Sales Rep and customer



Appendix: Optional slides

Strong Global Presence

- Founded 1990
- 170 employees
- Offices in USA, UK and Denmark
- More than 3 Million mobile devices shipped
- 500+ channel partners globally



BOULDER



HORSENS



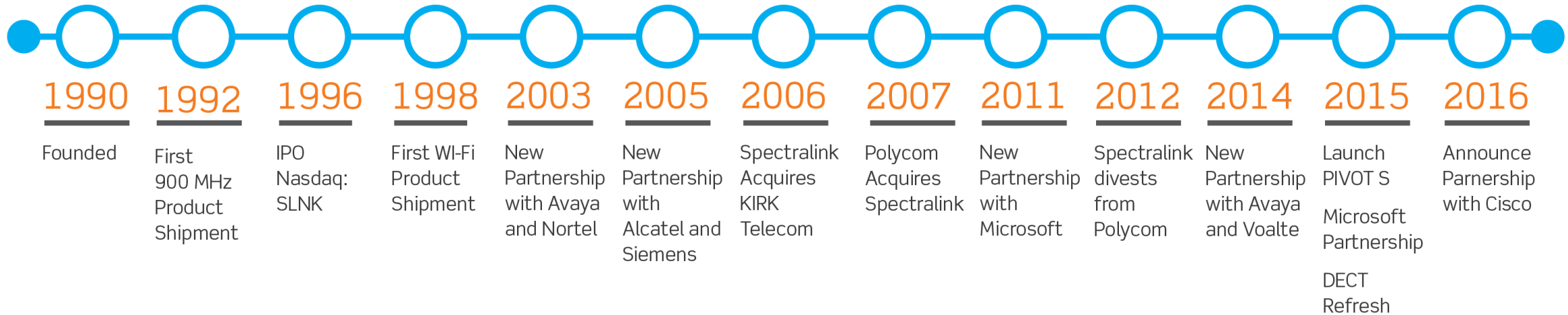
BRACKNELL



SHENZHEN



Our Timeline



A proven record of success—for our customers and our company

Industry recognitions



Blue chip customers



Our Customers



Healthcare



Retail



Manufacturing



Hospitality

Strong position in key enterprise verticals