

AirePBX Sales Battle Card

AireSpring's award-winning AirePBX cloud phone system delivers unified communications capabilities with enterprise class features. While many cloud phone solutions leave you with no choice but to rely on the public internet, AirePBX offers fully managed connectivity over AireSpring's owned and operated nationwide advanced IP network. Receive consistent voice quality with end-to-end Quality of Service (QoS) and 24/7 network monitoring. AireSpring pre-configures your equipment and dispatches a trained technician to perform professional on-site installation and testing of IP phones, routers and switches to ensure that your communications system works perfectly.

Enterprise Features

Full Mobile Integration (Enterprise)

- Make and take calls from your mobile device, switch between your desk phone and mobile device mid-call, or redirect calls to other staff when you're not in the office.

CRM Integration (Enterprise)

- Integrate to Salesforce, Sugar CRM, and others with your AirePBX phone system.
- Incoming calls automatically generate CRM screen pops so users can easily and instantly review customer information.

Team Presence (Enterprise)

- Set your status so co-workers know when and how to reach you.
- Check on the availability status of your co-workers to see whether they are on the phone, at their desk, in a meeting, and more.
- Integrates with Outlook calendar so your co-workers know when you're available.

Total Call Control

- Send calls to voicemail, your cellphone, or any other number.
- Screen calls from certain individuals.
- Ring all devices at once.

Traditional Analog Fax Supported (Managed Connectivity)

- Real support for traditional analog fax machines via our FREE Enterprise-Grade Router/Gateway.

Internet Faxing (Enterprise)

- Enterprise seats include inbound/outbound faxing.
- Send and receive faxes via e-mail.
- Enterprise seats include FREE internet fax number.

AirePBX Call Center Seat Features

- Aire PBX Call Center is now a stand-alone seat and not an add-on product.
- These seats work in conjunction with AirePBX Business or AirePBX Enterprise seats.
- Gain the capabilities of an inbound call center.
- Use the real-time wallboard for a bird's-eye view of the whole system and display call statistics on any monitor or TV.
- Monitor, whisper, or barge on phone calls for total admin control, to maintain high quality service standards.
- Create custom codes to indicate agent activity and call disposition.

What makes AirePBX different?

When you get AirePBX with Managed Connectivity, all the finger pointing between vendors stops. All you get is issue resolution and dedicated customer service from a single provider.

FREE White-Glove Professional On-Site Installation (Managed Connectivity)

- We send professional installers to your office to set up and test your equipment and phones.

FREE On-Premises Enterprise Grade Router/Gateway (Managed Connectivity)

- AireSpring provides a fully managed enterprise-grade router/gateway to manage VoIP and Data traffic.

True QoS Guaranteed (Managed Connectivity)

- By setting up separate VLANs for voice and data on the customers local LAN, we can protect voice traffic even when data circuits are clogged.
- While other providers stop at the customer WAN, AireSpring's switch touches the LAN, too, providing more control over voice communications.

One Throat to Choke (Managed Connectivity)

- No matter how many vendors you use, you only need to call AireSpring for your voice and network issues.

Real Support for Traditional Analog Fax (Managed Connectivity)

- Real support for traditional analog fax machines via our FREE Enterprise-Grade Router/Gateway.

FREE Advanced IP Desktop Phones (3 yr. term)

- AireSpring includes FREE IP business phones including the Polycom VVX300, Polycom VVX400, and the Cisco 303g with a 3 year contract.

Predictable Costs

- Monthly service fees include EVERYTHING (upgrade and updates).
- No big upfront investments, no costly hardware replacements.
- Unlimited local calls and low-cost LD bundle.

Online customer Portal

- Our AireCare portal gives you 24/7 access to your billing and service details.
- View call records and reports per user, per hour at any time.

Customizable Solution

- Mix and match your AirePBX seats and provide your staff with unique feature sets designed for their specific needs.

Personalized Service

- Dedicated project manager ensures successful turn-up from start to finish.
- Repair technicians available 24/7.
- Escalation list that goes up to the CEO.

Pre-Sales Questions

- Is your current phone system reliable?
- Do you plan to expand your business? If so, how will you manage growth?
- Do you have a unified phone system across all of your locations?
- Is your phone management centralized?
- Do you ever need to monitor your service quality?
- Would integration between your phone system and CRM be helpful?
- Tired of finger-pointing between multiple providers?
- How do your remote users and branch offices currently integrate with your company?
- Do your communication costs fluctuate?
- Do you have remote users and road warriors you'd like on the same phone system?
- Is it a burden on your IT staff to maintain and upgrade your current phone system?

Objections

OBJECTION

ANSWER

Investing in a new hosted phone system is too expensive.

When compared with the cost of maintaining a traditional PBX system, hosted PBX solutions offer a better total cost of ownership (TCO). AireSpring also now offers free IP phones with a three-year term!

I'm tired of my vendors finger-pointing whenever I have an issue that needs fixing

Managed Connectivity stops the finger-pointing between providers. You only need to call AireSpring for your voice and network issues. We'll find the source of the problem and solve it.

Hosted solution seems too complicated

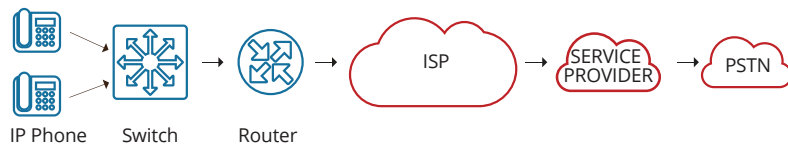
Not with our white-glove service, it isn't. We deliver, install, and test everything, then monitor and "host" the system once it's running, so you don't have to.

I don't need all of these features

AirePBX comes in two versions, Business and Enterprise. For a straightforward cloud PBX, AirePBX Business has everything you need without the extra features and for a lower price.



Competition



Why Partner with AireSpring?

AIRESPRING HELPS YOU CLOSE SALES & RETAIN CUSTOMERS

- AireSpring is 100% channel-focused.
- We respect your relationship with your customers and manage the engagements appropriately before and after the sale.
- Our sales engineers, customer service team and Channel Managers help you close the deal.
- AirePBX is a business critical application, and will improve the "stickiness" of your accounts.
- Earn additional revenue upselling with a full suite of award-winning AireSpring products.