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MASERGY UCaaS with WEBEX PARTNER CAMPAIGN-IN-A-BOX

Updated: 4/13/22

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General Information

This is a campaign framework provided by Masergy Channel Marketing that will allow our partners to take assets, content, and web-approved copy to create your own campaigns.

Provided content includes:

- Landing page copy and images
- Emails and assets
- Logos and branding guide
- Links to selling tools to support campaign

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Campaign Details

Campaign Theme(s):

- Masergy UCaaS with Webex difference
- UCaaS + Network

Campaign Short Description

We want to make it easy for you to talk to your prospects and clients about Masergy UCaaS with Webex. Masergy UCaaS with Webex is a best-of-breed UC solution for business communications and team collaboration. The solution brings together calling, messaging, meetings, and business app integration into a secure, cloud-based workspace—the Webex app for PC, Mac, and mobile devices. And all of it rides on Masergy's industry-leading, global software-defined network, which is optimized to deliver the kind of reliability and performance required to support bandwidth-intensive cloud communications.

Landing Page Content

Landing Page Header Graphic:
For the landing page you're building for your Masergy campaign, we suggest a header graphic that includes people working/collaborating, as in the images below. *These particular images are copyrighted and are only placed here as examples for you.* Please use images you own the rights to for your landing page.

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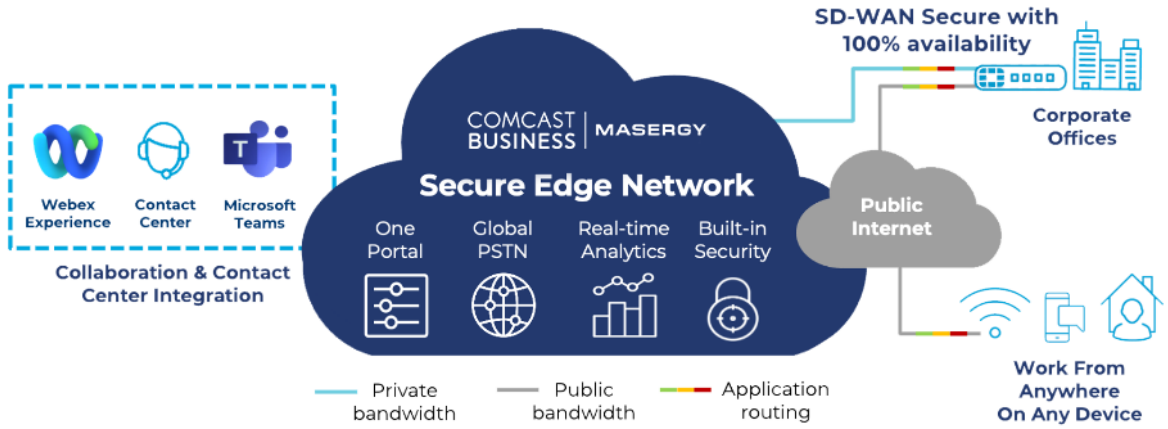
Landing Page Headline:
Connect and Collaborate Everywhere

Landing Page Text:

Secure, reliable unified communications powered by Webex and built on Masergy's network

Employees want the flexibility of working from anywhere at any time. That means giving them the right tools to collaborate and connecting them over a network purpose-built for bandwidth-hungry, real-time business communication applications. That's where our technology partner Masergy comes in.

Masergy delivers secure, hosted unified communications (UC) built on the Webex® platform. Masergy UCaaS with Webex is a complete collaboration solution, providing intuitive calling, messaging, and meetings while integrating top enterprise cloud services, such as Microsoft 365, Google Workspaces, Salesforce, and more to enable simple, secure team collaboration anywhere, on any device. The Masergy difference is that their UC solution is embedded in their global, highly secure and high-performance software-defined network.



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Masergy unified communications solutions include:

- **Voice and Video Calling:** Give your teams intuitive, feature-rich calling capabilities no matter where they are, no matter what device they're using.
- **Video Meetings:** Join a scheduled meeting or start an ad-hoc meeting from anywhere with just the push of a button on your browser, mobile app, or conference room endpoint.
- **Messaging:** Group and one-on-one messaging has never been easier. You can also escalate a message to a video or voice call with a single click.
- **Collaboration:** File- and screen-sharing is quick and easy over messaging or in video meetings.
- **SIP Trunking:** Add encrypted unified communications features (such as messaging or presence) to your existing PBX in a phased, cost-effective approach that allows you to migrate business phone service to the cloud at your desired pace.
- **IP Phones:** Masergy offers easily managed, cloud-ready phone systems from industry-leading brands like Cisco and Polycom.

Highlights of Masergy's UCaaS Solution:

- A completely **global solution** available in 120+ countries
- SIP Trunking for **hybrid deployments**
- Offers **PSTN replacement** in 25+ countries
- **100%** in-sequence **packet delivery** on Masergy's global network
- **24/7 monitoring** by Masergy's certified security and network analysts
- **45 seconds:** average time to reach a live Masergy support analyst

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Built for the enterprise

- Managed service
- Secure voice and video infrastructure
- Workflow integration with major SaaS apps

Best of breed solution

- Webex
- Cross-platform app for every device
- Superior performance via global network

Global coverage

- Scalable
- Cloud-based PSTN in 25+ countries
- VoIP and video available in 120+ countries via app

One portal

- End-to-end visibility
- Available on any device
- Real-time control of UCaaS, SIP, and SD-WAN

Unparalleled experience

- Simple to use
- Self-service through unified portal
- 24/7 monitoring and support from 3 Masergy NOCs

Masergy Calling for Microsoft Teams

Over 115 million people use Microsoft Teams daily to collaborate via text chat, voice and video calls, or video meetings. Microsoft Teams can even replace your company's existing PBX telephone system, allowing users to make or receive calls from a desk phone or an internet-connected device. However, this requires an additional public switched telephone network (PSTN) service, and that's where Masergy steps in.

Masergy provides PSTN and SIP Trunking services across 25+ countries, delivering superior call quality while reducing management and costs across disparate vendors.

- **Reduce costs**: Eliminate per-user license fees with Masergy's "pay-for-what-you-use" calling plan
- **Improve call quality**: A four-time visionary in Gartner's Magic Quadrant for Network Services Global, Masergy's network is known for pristine VoIP and video services
- **Expand service reach**: Use Masergy's network to deliver voice calling services across 25 countries for wide international reach
- **Reduce administrative workload**: Get a fully managed service including 24/7 performance monitoring and real-time analytics in one portal

UCaaS: When "Good" isn't Good Enough

Ever have an online meeting where choppy audio and video distracts, frustrates, or worse—embarrasses you? Many people assume that their network can support cloud communications when, in fact, good isn't good *enough*.

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Many companies are enabling permanent remote work environments. With more video conferencing and calls, the network is more important than ever. Let our technology partner, Masergy, help you eliminate the frustration and improve productivity.

(Link to any one or all of the "Good Enough" videos below.)

Videos

Teaser: Do you need unrivaled application performance from your network, but the quality has gone bananas? Swing your way to success with Masergy's UCaaS with Webex.
Video: Service Gone Bananas: Avoid the Monkey Business (https://youtu.be/NdnH370LZCk)

Teaser: Would you choose a car that looks nice but is always breaking down? Drive to success with Masergy's UCaaS with Webex.
Video: Another Breakdown: Drive and Deliver UCaaS (https://youtu.be/d4fBYFfY7W4)

Teaser: Tired of struggling with a UCaaS solution that consistently leaves you hanging? Get near-perfect application performance from Masergy's UCaaS with Webex.
Video: Caller Left Hanging: Design for Voice & Video (https://youtu.be/36wmGBBCChQ)

Teaser: Don't let your conference calls turn into near-death experiences. Jump to the best with Masergy's UCaaS with Webex.
Video: Near-Death Experience: Jump to UCaaS Success (https://youtu.be/x3rtYqAiTFM)

Email Campaign

EMAIL #1 (and associated/recommended social copy for LinkedIn and Twitter)

Explanation for Partner: This is the first email. CTA is to watch a video.

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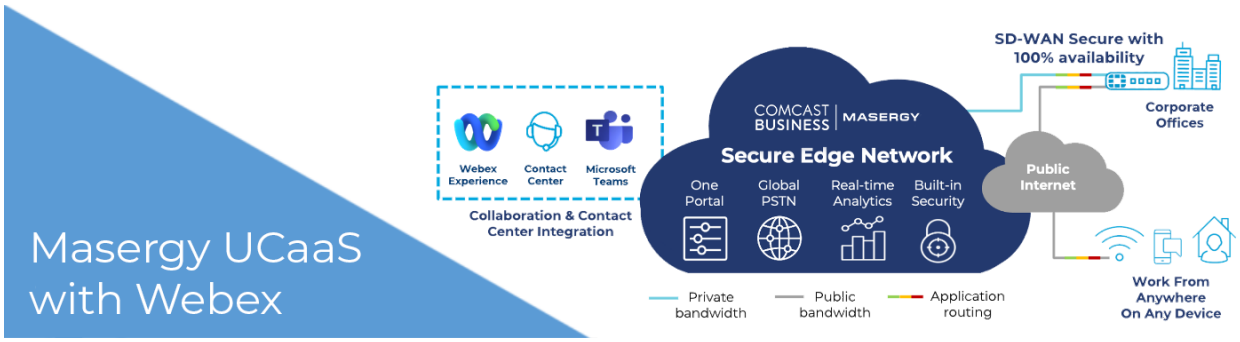
Email Header:



Subject Line: Secure, reliable Unified Communications on Masergy's global network

Email Headline: Supercharge your UC w/ Masergy UCaaS with Webex

Email Text:
Need to upgrade your aging PBX to enable remote work and team collaboration? Consider Masergy, our technical partner for unified communications, and their new Masergy UCaaS with Webex solution.

Masergy uniquely combines a secure, hosted unified communications platform built on the enterprise Webex experience and integrates it into their high-performance global network—delivering stable 100% site-level availability and backed by Masergy's industry-leading service level agreements.

- Enable your distributed teams to work anywhere, on any device
- Deploy secure UC via a managed cloud service, onsite SIP trunks, or a hybrid of both
- Consolidate UCaaS, SIP, and WAN analytics into a single pane of glass view for self-serve convenience… or let Masergy manage it all for you 24/7

To see Masergy UCaaS with Webex in action, watch this short video.

Contact us today to discuss your needs with one of our unified communications experts.

Call to action button text:

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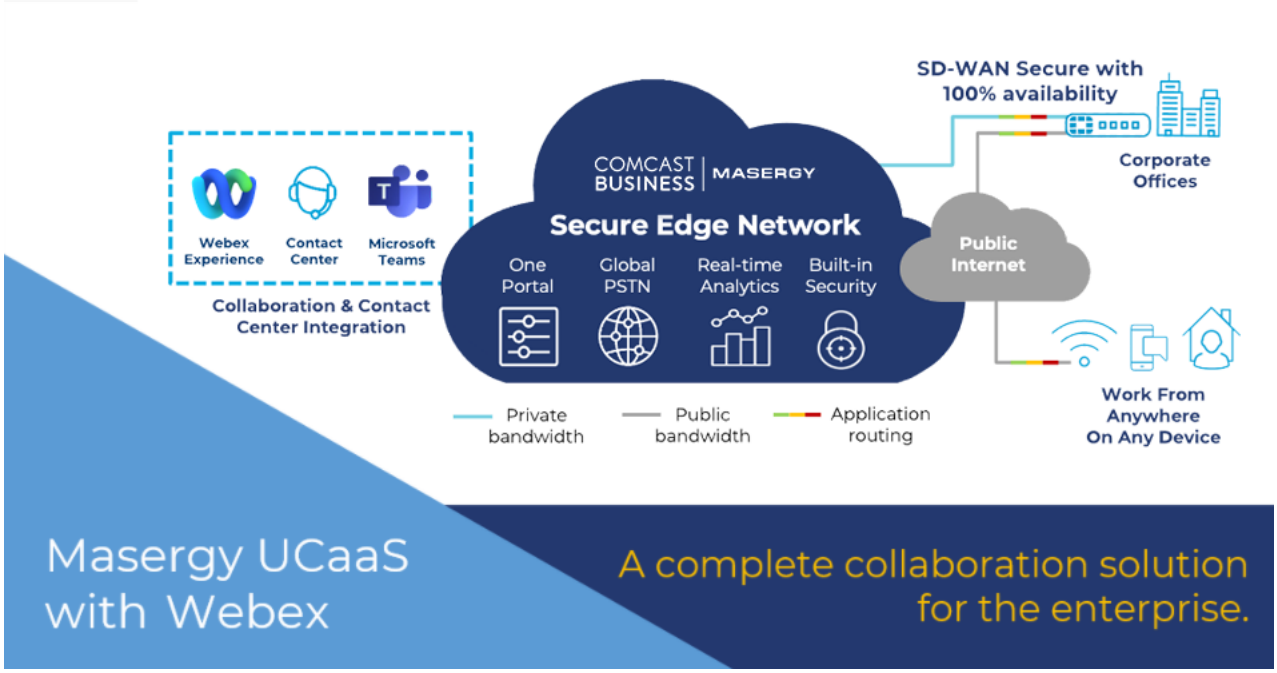
Watch Video

(Link to this video from YouTube: https://youtu.be/88xNkDnZzv4)

Social (LinkedIn, Twitter) Post:

Upgrading an old PBX? Ask us about Masergy UCaaS with Webex, a complete collaboration solution for the enterprise. #UCaaS #enterprisesolutions #collaboration #masergy

(Link to this video from YouTube: https://youtu.be/88xNkDnZzv4)



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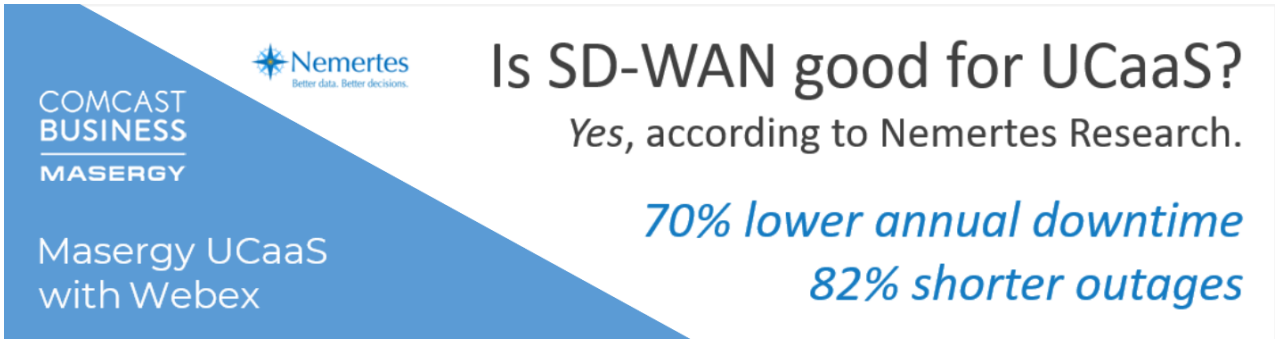
EMAIL #2 (and associated/recommended social copy for LinkedIn and Twitter)

Explanation for Partner: This is the second email. CTA is to download a study.

Email Header:



Subject Line: Eyeing UCaaS but concerned about your network? 👀

Email Headline: UCaaS + SD-WAN = Success

Email Text:
Cloud-based communications technologies like unified communications as a service (UCaaS) are highly dependent on the network, which explains why many IT leaders pair it with SD-WAN to ensure application reliability and performance. Our technology partner Masergy embedded their Masergy UCaaS with Webex solution into their global, software-defined network to ensure security, reliability, and performance.

Nemertes Research offers a guide for coupling UCaaS with SD-WAN.

- Learn why research shows a direct correlation between SD-WAN and UC success
- Explore how SD-WAN supports cloud communications and which solution type is best
- Discover the benefits of an integrated approach and how to choose coupled solutions

Download the Nemertes Report here.

We'd like to learn about your current environment and goals for cloud communications. May we contact you later this week?

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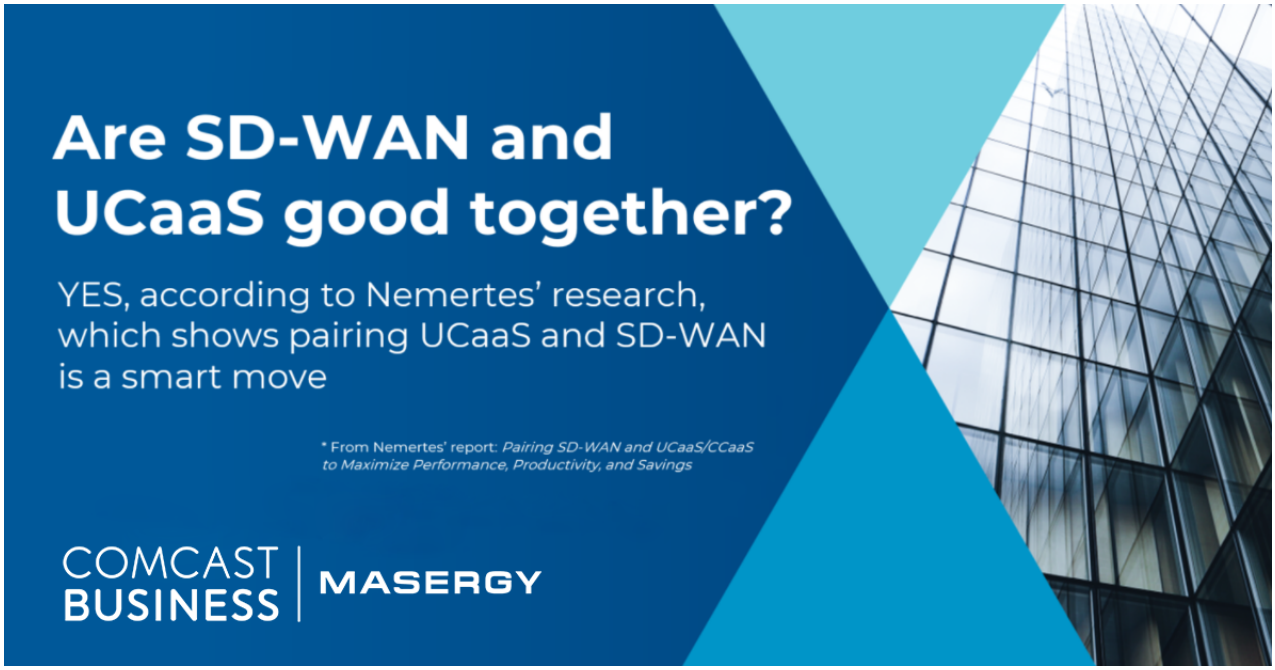
Call to action button text:

Download Report

(Link to a landing page with gated study; PDF of Nemertes study *Pairing SD-WAN and UCaaaS/CCaaS* available in the UCaaS Campaign Assets folder.)

Social (LinkedIn, Twitter) Post:

Is SD-WAN good for cloud communications? Yes, according to Nemertes' research. Enterprises get 70% lower annual downtime and 82% shorter outages. #SDWAN #cloudcommunications #unifiedcommunications #UCaaS
(Link to a landing page with gated study; PDF of Nemertes study *Pairing SD-WAN and UCaaaS/CCaaS* available in the UCaaS Campaign Assets folder.)



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EMAIL #3 (and associated/recommended social copy for LinkedIn and Twitter)

Explanation for Partner: This is the third email. CTA is to watch a video.

Email Header:

Subject Line: Your team deserves enterprise-class Unified Communications

Email Headline:
Traditional over the top UCaaS is only as reliable as the public internet

Email Text:
Whether your digital transformation plan involves moving 250 or 25,000 users to the cloud, our technology partner Masergy provides an enterprise-class experience. Masergy UCaaS with Webex combines Cisco's leading UC platform with Masergy's award-winning software-defined network, providing you with an all-in-one UCaaS solution that delivers secure, reliable connectivity for global communications.

- **Calling:** Feature-rich cloud calling capabilities on any device
- **Meetings:** Video and audio conferencing used by over 600 million people worldwide
- **Collaboration:** Webex provides one app to launch chat, meetings, file sharing, video, whiteboarding, and more
- **Integration and Automation:** Seamlessly connect to top SaaS applications, including Microsoft 365, Salesforce, Google Workspaces, and 200+ other enterprise apps

To see Masergy UCaaS with Webex in action, including integration with Microsoft Teams, watch this short video.

Our UC experts are eager to hear your requirements and goals for cloud communication, so contact us today.

Call to action button text:

Watch Video

(Link to this video from YouTube: https://youtu.be/Dw6MJm7n6xc)

Social (LinkedIn, Twitter) Post

Traditional over-the-top UCaaS is only as safe and reliable as the public internet. Your team deserves better: Masergy UCaaS with Webex. #UCaaS #SDWAN #workforcesolutions

(Link to this video from YouTube: https://youtu.be/Dw6MJm7n6xc)

EMAIL #4 (and associated/recommended social copy for LinkedIn and Twitter)

Explanation for Partner: This is the fourth email. CTA is to download the Masergy Calling for MS Teams product sheet.

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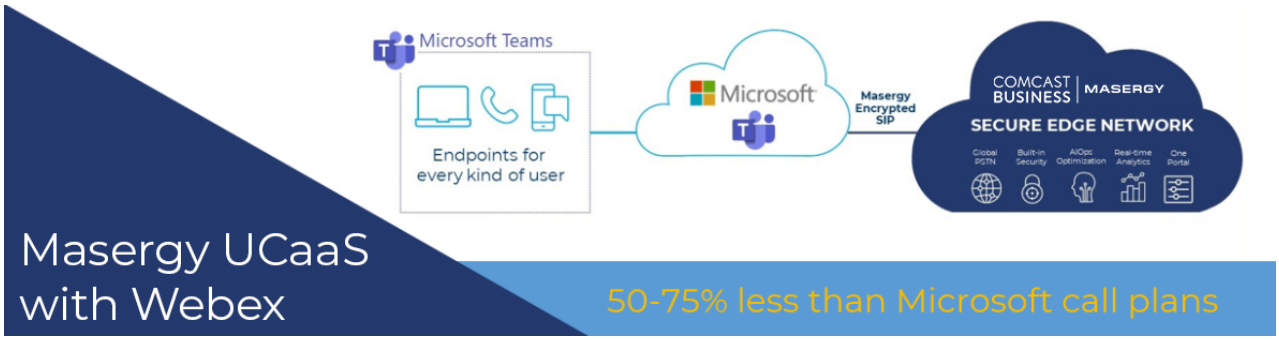
Email Header:



Subject Line: Add seamless voice calling to your Microsoft Teams environment

Email Headline:
Complete your Microsoft Teams deployment by adding voice calling

Email Text:
You've made your choice, and it's the choice over 115 million other users make daily: Microsoft Teams is your go-to platform for communication. Adding telephony services to your Teams environment creates a single, powerful solution for all communications and collaboration. And our technology partner Masergy makes it easy, beneficial, and cost-effective to do so by:

- Providing right-sized calling plans that are 50-75% less than Microsoft call plans
- Delivering a detailed layer of analytics and service controls for quality assurance
- Providing cloud-delivered direct PSTN and SIP trunking services in 25 countries

Contact us today for more information about Masergy Calling for Microsoft teams or Masergy UCaaS with Webex.

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Call to action button text:

Download Brief

(Link to a PDF of the Masergy Calling for Microsoft Teams solution brief, available in UCaaS Campaign Assets folder.)

Social (LinkedIn, Twitter) Post

Take a right-sized, efficient approach to adding telephony services to your Microsoft Teams environment. #microsoftteams #PSTN #workforcesolutions #voicecalling
(Link to landing page with co-branded Masergy Calling brief.)

Masergy Logos and Branding

Masergy Logos and Branding Guide in Campaign Assets folder

Primary Brand Color: #0095C8
Secondary Brand Color: #7A99AC

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Content for Individual Sellers

If you are an **individual seller** and would like to tell your prospects and customers about Masergy, please use the content below.

Email Templates

Email to CUSTOMERS

Explanation to Partner Seller: Use the template below to communicate Masergy to current customers or customers you have sold to in the past. The language is conversational and informal, as we assume you are familiar with the contacts who will receive this email from you. But you are encouraged to change the text so it sounds more like "your voice." And please be sure to update the information in the brackets.

Email Subject Line: How are things with you?

Email Text:
Hey [first name],

It's been a while so I wanted to reach out to check that you and your family are doing all right, and make sure everything is going well with [insert product you sold them].

Also, I wanted to tell you a little about a solution we've sold to a few customers that's making a big difference in their cloud communications. It's called Masergy UCaaS with Webex, and it's different from traditional UCaaS because it sits on top of Masergy's global software-defined network. This means it delivers the performance required for bandwidth-intensive applications like voice and video... plus it's way more reliable than UCaaS from other vendors that ride on the public internet.

Here's a short video that gives you more info: https://youtu.be/88xNkDnZzv4

I'll reach out to you next week for a quick chat. How's Wednesday looking for you?

<your name and signature info>

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Email to PROSPECTS

Explanation to Partner Seller: Use the template below to communicate Masergy to prospects (accounts you haven't sold anything to in the past). You are encouraged to change the text so it sounds more like "your voice." And please be sure to update the information in the brackets.

Email Subject Line: Good isn't *good enough* for Cloud Communications

Email Text:

Hi [first name],

Your company's communications are too important to trust to a network that wasn't built for voice and video.

Many of our customers are very happy with Masergy UCaaS with Webex, which is powered by Cisco and embedded in Masergy's global software-defined network. Masergy's UCaaS gives you the complete enterprise Webex experience, but it's delivered securely and reliably with industry-leading SLAs (including 100% availability for both cloud connections and SD-WAN sites).

Here's a short video that gives you more info: https://youtu.be/88xNkDnZzv4

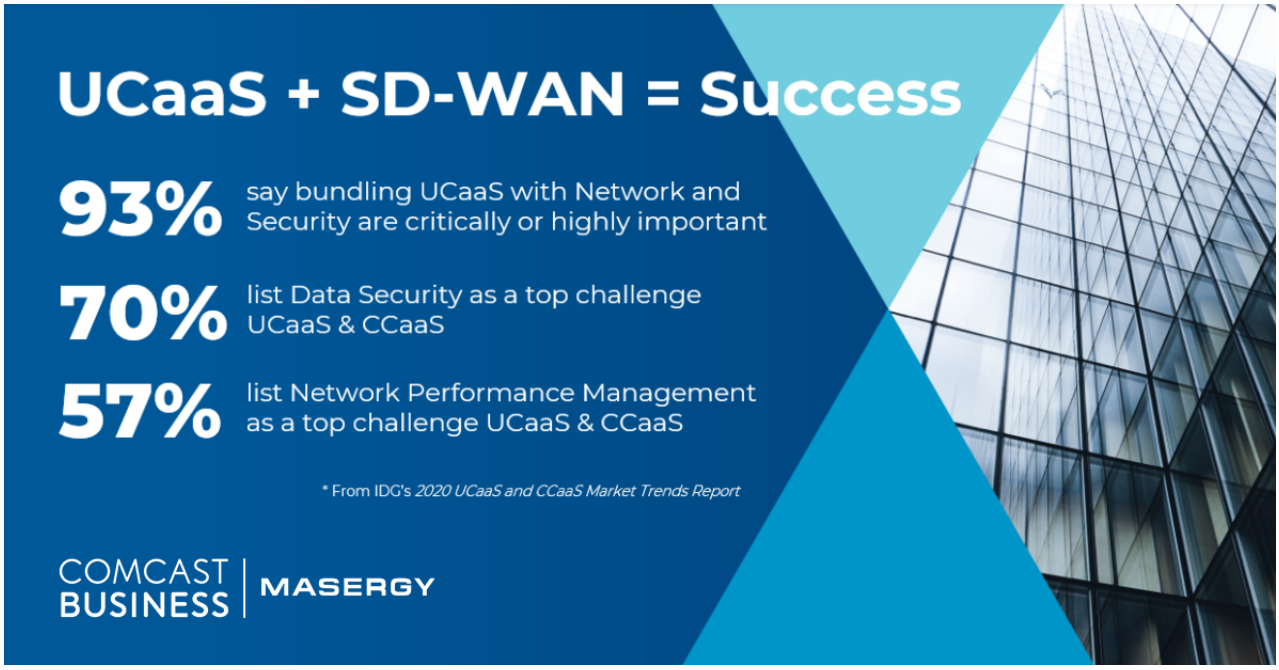
I'd like to reach out to you for a quick chat. How's Wednesday afternoon looking for you?

Best,

<your name and signature info>

LinkedIn Images and Text

Explanation to Partner Seller: Use the graphics and text below to create LinkedIn posts. You can also use the LinkedIn graphics and suggested text that accompanies the four Marketing Emails, starting on page 8.



Text: Ask me for IDG's research study that outlines what IT leaders have indicated is critical for securely and successfully deploying UCaaS. #UCaaS #SDWAN #unifiedcommunications #Masergy

(Continued on next page)

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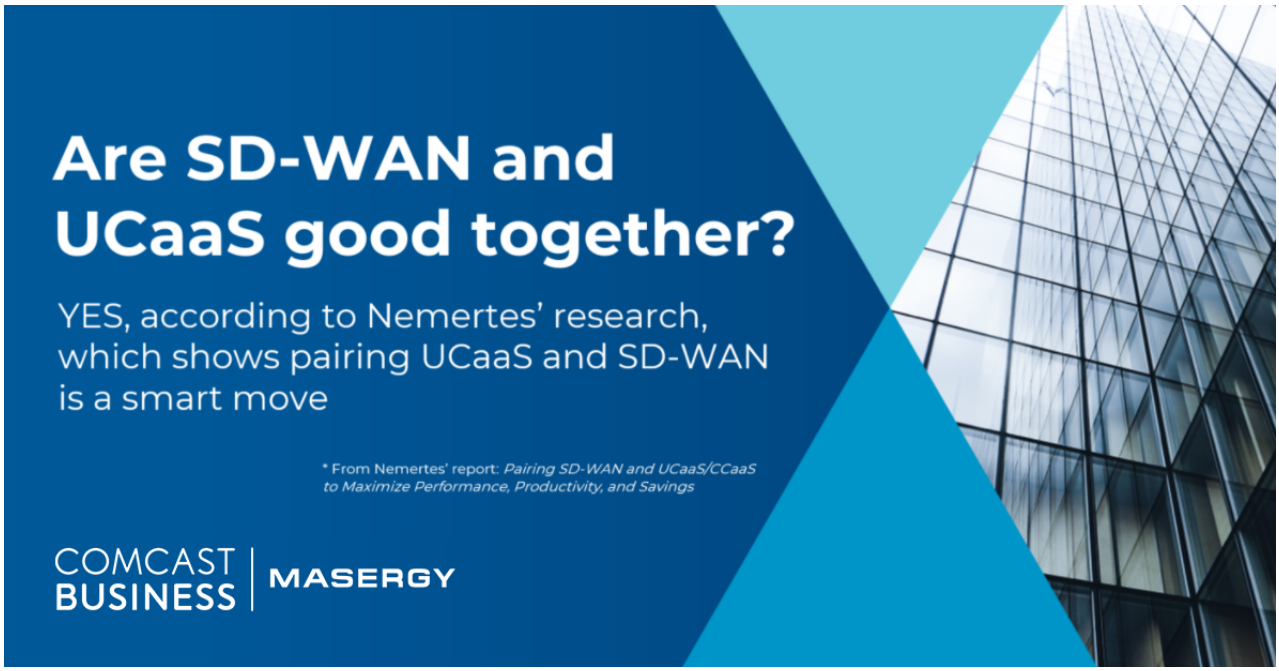

Text: Our partner, Masergy, pioneered software-defined networking 20 years ago. Now they've embedded UCaaS solutions (powered by Cisco) into their global SD-WAN network, creating a highly secure, high-performing platform. Ask me about Masergy! #UCaaS #networksecurity #unifiedcommunications #Masergy

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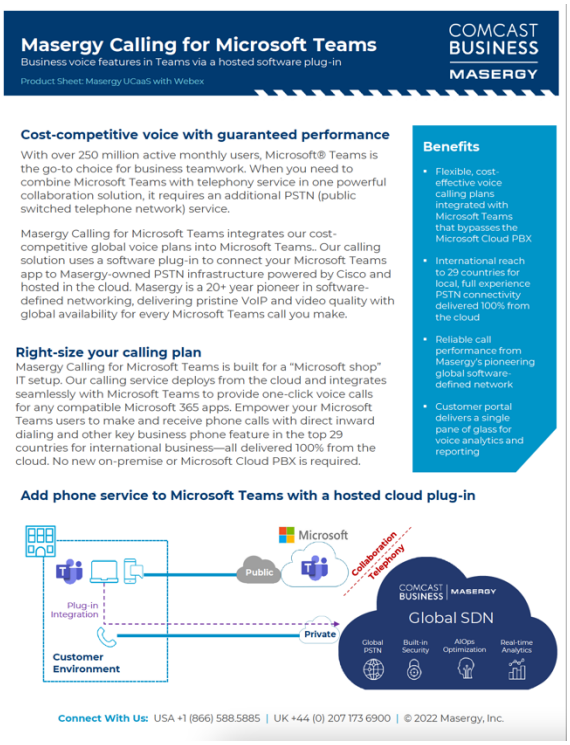
Selling Tools, Collateral and Content

Visit our Partner Portal for tools to help you position and sell the Masergy UCaaS with Webex solution.

- Product, Technical, and Solution Briefs
- Presentations
- FAQ and Right to Win (selling "cheat sheet")
- Videos
- Case Studies
- White Papers, and more

If you don't have a log-in for our Partner Portal, email partner-portal@masergy.com to request it.



Masergy Calling for Microsoft Teams

Business voice features in Teams via a hosted software plug-in

Product Sheet: Masergy UCaaS with Webex

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Cost-competitive voice with guaranteed performance

With over 250 million active monthly users, Microsoft® Teams is the go-to choice for business teamwork. When you need to combine Microsoft Teams with telephony service in one powerful collaboration solution, it requires an additional PSTN (public switched telephone network) service.

Masergy Calling for Microsoft Teams integrates our cost-competitive global voice plans into Microsoft Teams.. Our calling solution uses a software plug-in to connect your Microsoft Teams app to Masergy-owned PSTN infrastructure powered by Cisco and hosted in the cloud. Masergy is a 20+ year pioneer in software-defined networking, delivering pristine VoIP and video quality with global availability for every Microsoft Teams call you make.

Right-size your calling plan

Masergy Calling for Microsoft Teams is built for a "Microsoft shop" IT setup. Our calling service deploys from the cloud and integrates seamlessly with Microsoft Teams to provide one-click voice calls for any compatible Microsoft 365 apps. Empower your Microsoft Teams users to make and receive phone calls with direct inward dialing and other key business phone feature in the top 29 countries for international business—all delivered 100% from the cloud. No new on-premise or Microsoft Cloud PBX is required.

Benefits

- Flexible, cost-effective voice calling plans integrated with Microsoft Teams that bypasses the Microsoft Cloud PBX
- International reach to 29 countries for local, full experience PSTN connectivity delivered 100% from the cloud
- Reliable call performance from Masergy's pioneering global software-defined network
- Customer portal delivers a single pane of glass for voice analytics and reporting

Add phone service to Microsoft Teams with a hosted cloud plug-in

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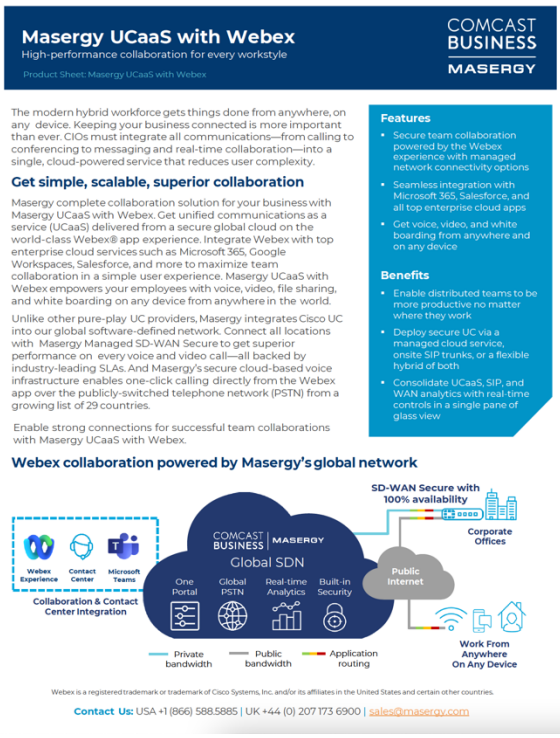

Masergy UCaaS with Webex

High-performance collaboration for every workstyle

Product Sheet: Masergy UCaaS with Webex

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The modern hybrid workforce gets things done from anywhere, on any device. Keeping your business connected is more important than ever. CIOs must integrate all communications—from calling to conferencing to messaging and real-time collaboration—into a single, cloud-powered service that reduces user complexity.

Get simple, scalable, superior collaboration

Masergy complete collaboration solution for your business with Masergy UCaaS with Webex. Get unified communications as a service (UCaaS) delivered from a secure global cloud on the world-class Webex® app experience. Integrate Webex with top enterprise cloud services such as Microsoft 365, Google Workspaces, Salesforce, and more to maximize team collaboration in a simple user experience. Masergy UCaaS with Webex empowers your employees with voice, video, file sharing, and white boarding on any device from anywhere in the world.

Unlike other pure-play UC providers, Masergy integrates Cisco UC into our global software-defined network. Connect all locations with Masergy Managed SD-WAN Secure to get superior performance on every voice and video call—all backed by industry-leading SLAs. And Masergy's secure cloud-based voice infrastructure enables one-click calling directly from the Webex app over the publicly-switched telephone network (PSTN) from a growing list of 29 countries.

Enable strong connections for successful team collaborations with Masergy UCaaS with Webex.

Features

- Secure team collaboration powered by the Webex experience with managed network connectivity options
- Seamless integration with Microsoft 365, Salesforce, and all top enterprise cloud apps
- Get voice, video, and white boarding from anywhere and on any device

Benefits

- Enable distributed teams to be more productive no matter where they work
- Deploy secure UC via a managed cloud service, onsite SIP trunks, or a flexible hybrid of both
- Consolidate UCaaS, SIP, and WAN analytics with real-time controls in a single pane of glass view

Webex collaboration powered by Masergy's global network

Webex is a registered trademark or trademark of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

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