

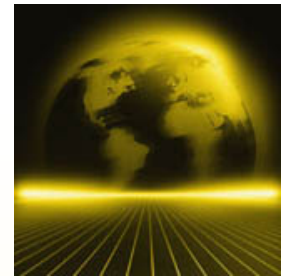
SAI Corporate Overview
Call Accounting for the Global Enterprise
April 2009

sierragold[™] by SAI



About SAI

- Domain expert since 1980
- Technology leader
- We partner with our customers for a superior customer experience
 - **Over 40% of our Fortune 500 customers have been with SAI for 10 years or more**
- 30+ Employees
- Privately held, profitable, self-funded





Our Leadership

- David L. Schmidt, CEO & Founder
- Bob Lamvik, COO
- Valerie Evans, SVP Customer Advocacy
- Brad Hall, VP of New Business Development
- Jim Hawkins, VP, Alliance Technologies
- Debra Basaldua, Director of Marketing
- John Evans, Director Systems Integration & Hotline Support



Our Mission

We are passionate about helping our customers proactively manage costs and usage, for voice, data, and wireless devices across the global enterprise



Enterprises are challenged by their ability to...

...globally implement, manage, and track multiple communication devices and channels; control costs and correctly allocate/manage expense across the enterprise



Pain Points

- Limited visibility of wireless usage/costs
- Inability to track usage and expenses for multiple sites, including those outside the US
- New system implementations that can drain limited resources
- Fear of security breaches
- Compliance with e-discovery legal regulations
- Lack of tools to effectively manage VoIP networks



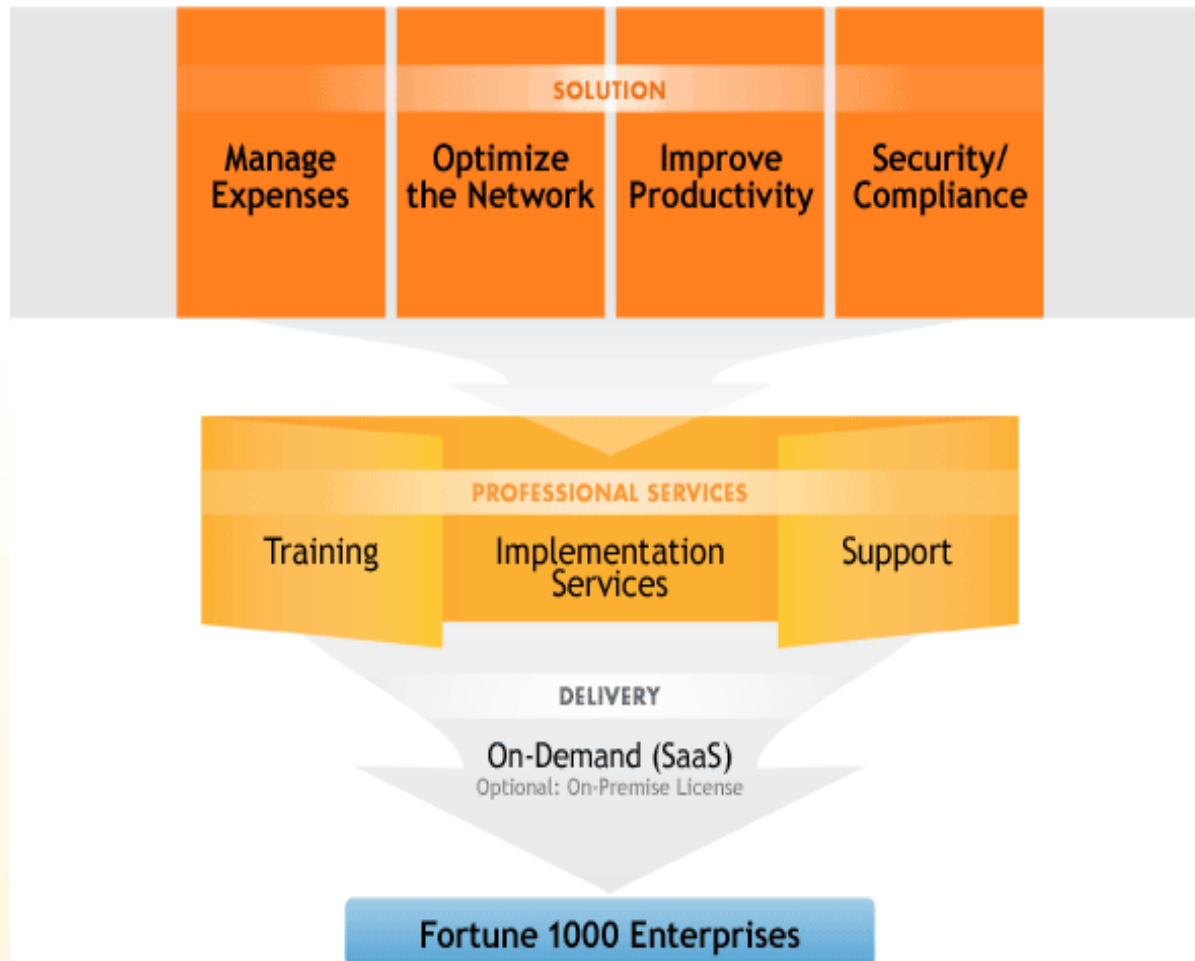
Sierra Gold At-A-Glance

- Combination of Web services and call processing technologies
- Automates the processing, viewing, and distribution of usage management information
- Enables quick and easy business intelligence from communication systems
- Collects CDR data from multiple sources





SierraGold™

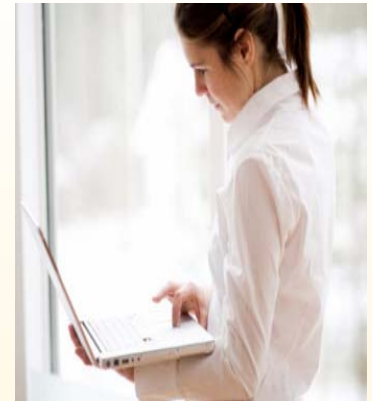




Delivery: On-Demand (SaaS)

- We host and manage Sierra Gold
 - Perform data backups
 - Monitor system security
 - Provide application updates
 - Collection of CDR data
- We guarantee business continuity
- Customer benefits:
 - Minimize capital expenditures
 - Rapid and low risk deployment
 - Accessibility from anywhere, anytime
 - Low solution maintenance

Alternate Delivery Option: On-Premise License





Key Messages



Manage Expenses

Optimize the Network

Security & Compliance

Improve Productivity



Manage Expenses

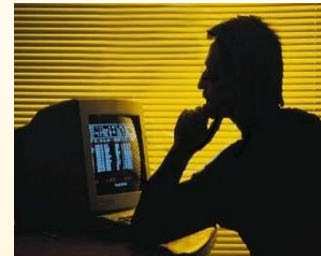
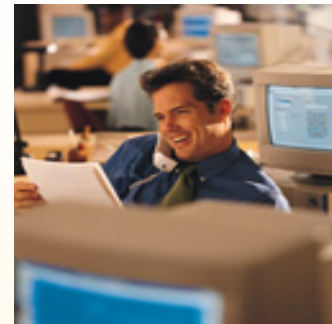
- Single view of wireline/wireless usage and expenses, including sites outside US
- Business unit accountability
- Cost effective call routing
- Manage out-of-policy calls
- Fraud protection
- Eliminate unused extensions





Optimize the Network

- Identify over or under-utilized circuits
- Analyze traffic to facilitate VoIP migration
- Monitor trunks – prevent call blockage
- Ensure cost effective routing (LCR)
- Troubleshoot network problems with real-time access to raw CDR data
- Capacity planning





Security & Compliance

- Compliance: e-discovery and record retention
 - Long term retention of CDR as a forensic tool
- Fight toll fraud
- Track/manage wireless usage
- Identify suspicious call activity
- Monitor high risk lines (i.e. modems) for suspicious calling activity
- Identify origin of harassing calls or calls to "911"





Improve Productivity

- Identify training opportunities
- Accurate and efficient incoming call transfer
- Reduce time spent on corporate directory maintenance
- Visibility into outbound call activity
- Manage staffing requirements
- Minimize impact on IT resources with hosted solution





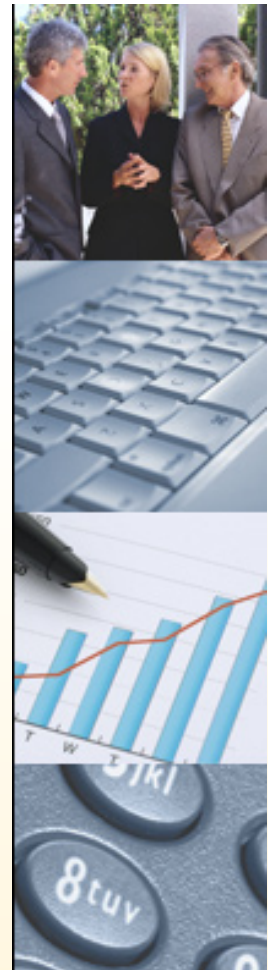
Competitive Landscape

- Market consolidation continuing
- Weak players exiting
- Key competitors attempting to morph into TEM suppliers (diluting their offering)
- Very few usage management specialist



SierraGold Benefits

- Gain visibility across voice, data, and wireless devices
- Efficiently manage global communications usage and expenses
- Meet requirements for governance, compliance and risk management
- Allocate costs across the enterprise
- Enhance employee productivity and security
- Rely on a proven, simple, easy and secure implementation





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[www. sierragold.com](http://www.sierragold.com)

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