

VERSATURE BUSINESS PHONE SOLUTIONS

MORE THAN JUST A DIAL-TONE



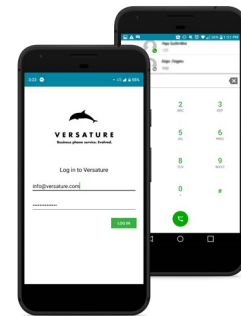
VERSATURE
Business phone service. Evolved.

COMMITTED TO CUSTOMER SUCCESS.

From the first phone call, businesses know they are dealing with a company who has a vested interest in their success. Versature has made a conscious investment in the highest quality of customer care so our customers receive the guidance and assistance they need to be successful. Customers appreciate our customer-centric approach from the initial customer needs assessment through to onboarding, and continual support. Always learning from our **100% Canadian-based** Technical Support and Customer Success teams based right out of our Ottawa office. With a continued focus on delivering best-in-class customer service and support Versature has maintained 30%+ year-over-year growth and a net churn of -2% for 2019.

EMPLOYEE ENABLEMENT.

Sales and service staff aren't always at their desks, they can be out, managing inventory, working a prospect or in meetings. In addition to call-routing, Versature provides a **mobile app** for your employees that will ensure they never miss an opportunity or a client because they're unavailable. Versature also offers **cordless phone options** to allow employees to roam.



ADVANCED ANALYTICS FOR SALES AND SERVICE.

Versature provides more than just a phone service, we provide business intelligence that actually impacts your bottom line. Versature Insights is the hub of your **business call analytics**, organizing complex data and metrics to improve decision making, giving you deeper insight into who's busy, or what sets your top performers a part. Create a culture of high-performance or self-management with **Performance Wallboards**. Improve the performance of your sales and service teams with **call recording**.



BUILT FOR SCALE.

Versature's cloud-based solution makes it simple for multi-location organizations to maintain efficiency with features like live dedicated or shared reception and auto attendants, advanced call routing, queues, and ring groups.

Versature's **inclusive call queues** can be implemented to distribute calls to the appropriate department, while also providing management with visibility on metrics such as average answer speeds or abandoned call rates. In addition, you can also provide customers with the option to request a call back should they not wish to wait for busy service staff to answer the phone.

INTEGRATED.

Not only does Versature offer access to our open API, but we have existing connectors to other popular business services and platforms including **Salesforce, Klipfolio, Slack, and Google Chrome.** This allows you to integrate your data with data from your other operational systems.



INFRASTRUCTURE.

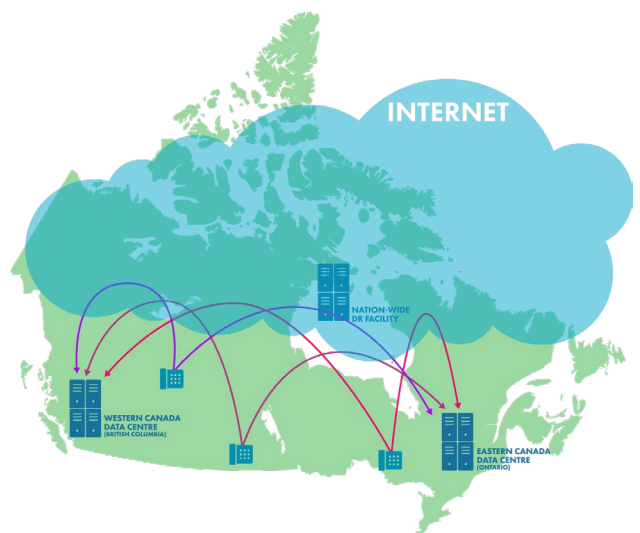
Many Hosted VoIP providers will take an approach to providing voice services over a private internet connection, which would connect to a single data centre on the vendors back-end. This approach is often pitched as being more reliable or more secure in an attempt to cast uncertainty or doubt. Versature has taken a **geo-redundant approach to back-end infrastructure** in an attempt to be more agile and avoid single points of failure in the delivery of our services.

A construction company excavating and taking out a private internet connection or a DDOS attack at a vendor's sole data centre facility would undoubtedly result in service interruptions or outages. Versature has **built redundancies, business continuity and failovers** into virtually every aspect of our backend infrastructure in order to be able to identify and route around issues if or when they are to occur.



Versature maintains **three data centres or points of presence**, which are dispersed throughout the country. There are immediate plans to add two additional facilities within Canada as well. It is important to note that **Versature client phones all support dual registration**, meaning the phones are capable of connecting and registering to multiple data centres on our back-end at all times.

This means that, even if one data centre were to be hit with an earthquake, flood, fire or DDOS attack and go down entirely, the system would recognize this and re-route your voice traffic through one of our back-up data centres, elsewhere in the country, which your phones are already connected to. Outages or service interruptions are not a problem for clients as we have ensured redundancies throughout the back-end infrastructure.



In order to provide further redundancy, Versature also connects each of our facilities to the PSTN or traditional telephone network through multiple carriers. **Multiple dealership phone numbers would be dispersed across these carriers** to ensure that no carrier issue could affect your whole organization.

With regards to toll-free phone numbers, Versature/IDT is a **RespOrg (Responsible Organization)**. This means that Versature has the ability to control how a toll-free phone number is routed. This gives the Versature team the ability to **choose the most reliable carrier** and be able to make adjustments on the fly should a specific carrier or route experience any issues.

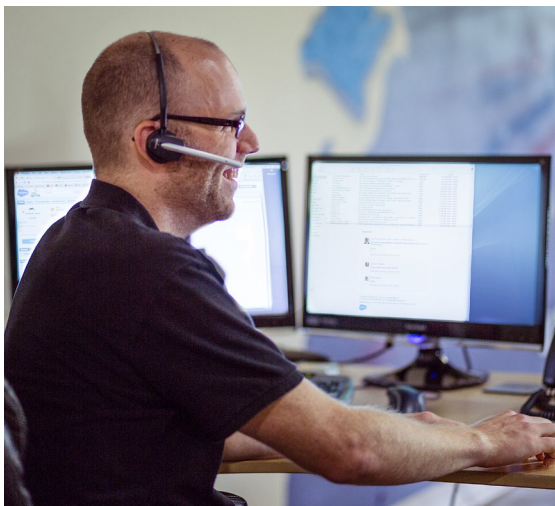


BACKED FOR GROWTH.

In September 2018, Versature was acquired by IDT Corp, the fourth largest global telephony wholesaler. With revenues of \$1.6 Billion USD annually, IDT is publically traded on the New York Stock Exchange as NYSE: IDT.

With regards to their presence in business VoIP telephony, IDT has taken a **“think global, act local”** approach to their international presence of the Net2Phone brand. Versature had grown at a rate of between 30 and 55% year-over-year since being founded in 2003. It had become apparent that in order to maintain this rapid growth within the Canadian marketplace, additional funding, resources, investment capital and expertise would be required.

Following the acquisition, all Canadian infrastructure, staff and resources were maintained, with an aggressive plan to further growth, expand Canadian infrastructure and add headcount throughout the country. Versature now has sister companies in the USA, Mexico, Brazil, Argentina, Colombia, Spain, UK, Hong Kong and many other countries throughout the world. However, our company's main focus continues to be servicing the Canadian business market exclusively.



Aside from having access to much more capital and expertise, Versature has been able to leverage other aspects of IDT's international presence as well. We now offer **unlimited outbound calling** throughout the USA, Canada, Austria, Brazil, Chile, Colombia, Denmark, France, Germany, Greece, India, Israel, Italy, Mexico, Netherlands, Norway, Panama, Peru, Portugal, Singapore, Spain, the United Kingdom, and many others.

Where a company such as Bell Canada, for example, would need to source international routes at a cost through a company such as IDT and charge their clients for calls to international destinations, Versature does not have to as we have direct access to the IDT international network.