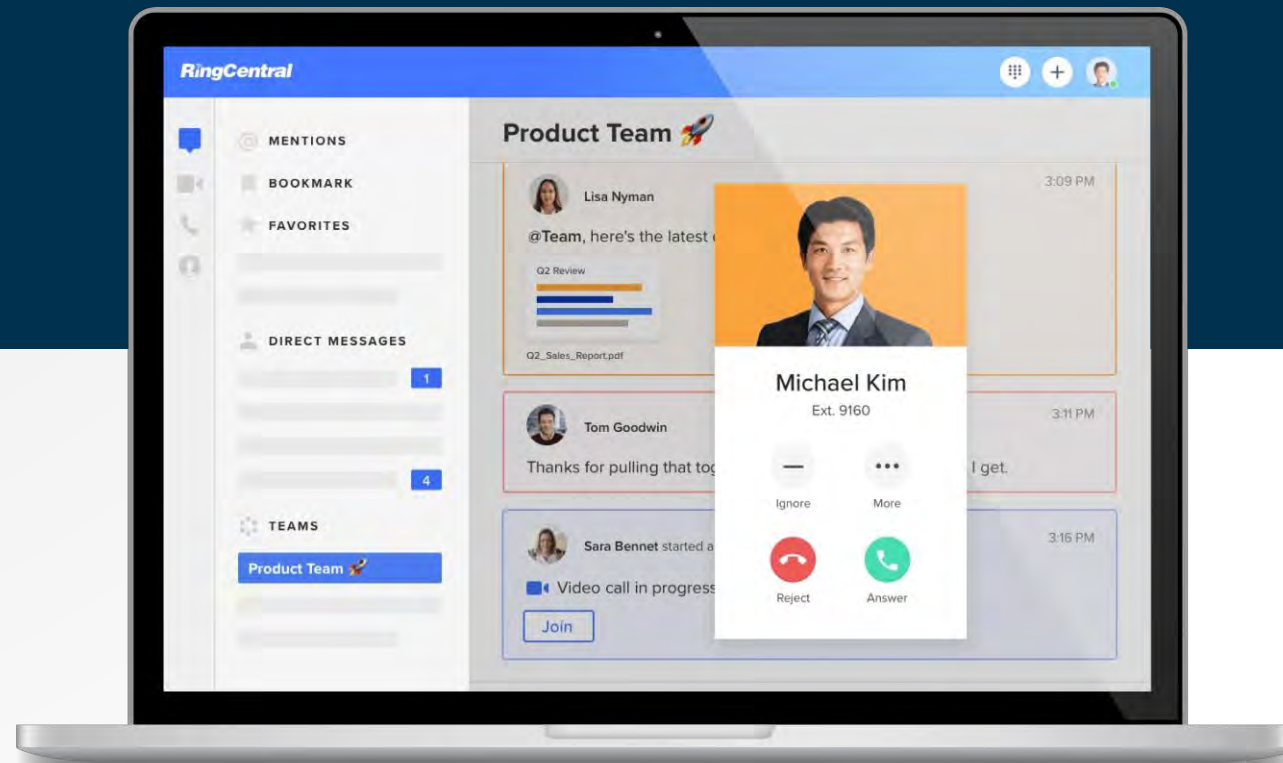


NEW RINGCENTRAL DESKTOP APP ROLLOUT

Thank you for joining! We will begin shortly.

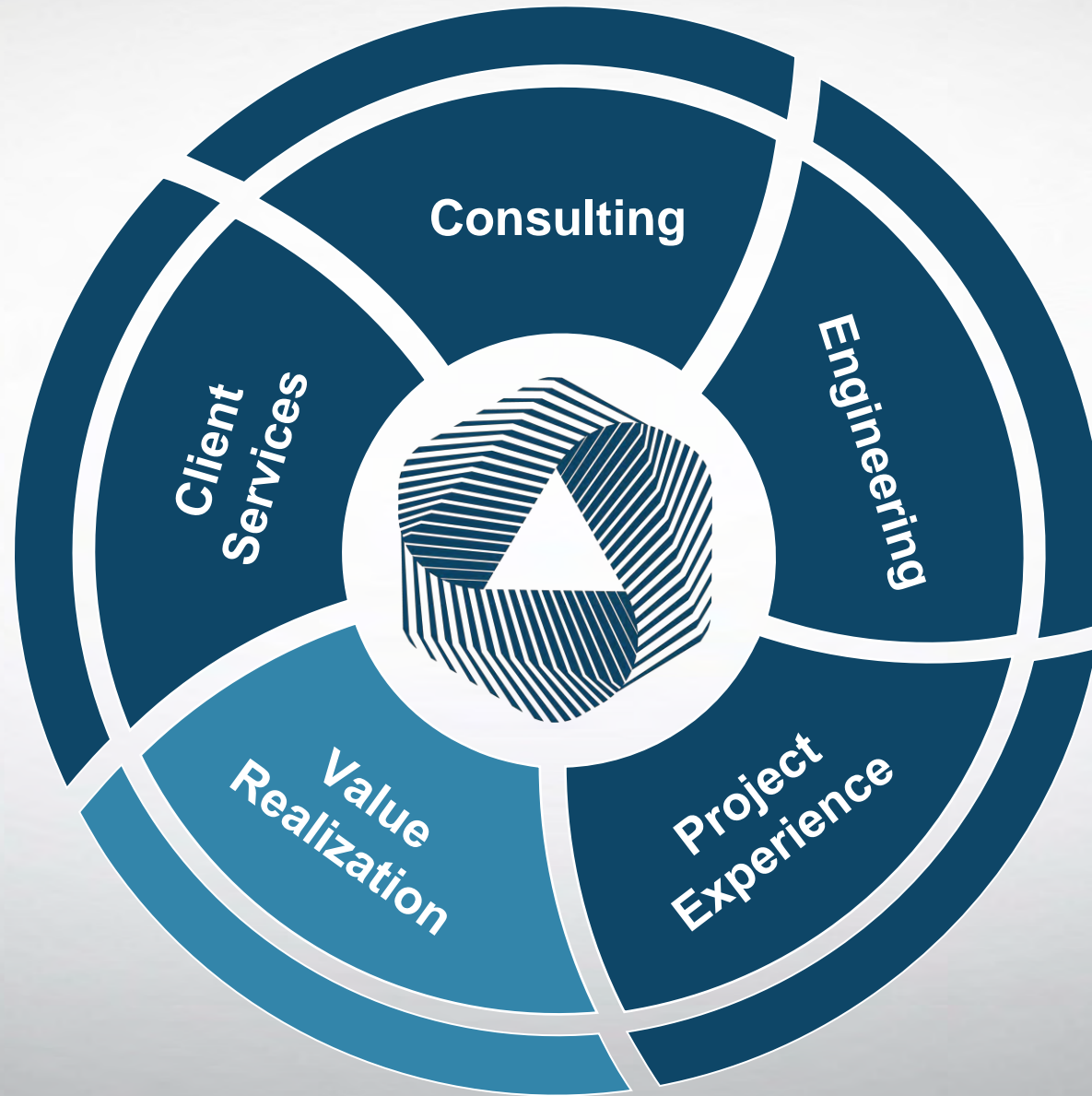


IT CLARITY

There are two problems in the IT market; first is **overwhelming choice**, and second is the **pace of change**.

Companies are afraid of making the **wrong choice**, or not choosing the latest technology because they are simply not aware of it. For almost **30 years**, ARG has helped over **4,000 companies** make the **right choice** from thousands of options and **bleeding-edge new products**.

Our mission is to protect our clients from becoming obsolete.



ARG & RingCentral Briefing I

Winning with RCM to RCV Migration

Toussaint Celestin
Director, Product Marketing

Q2 2021

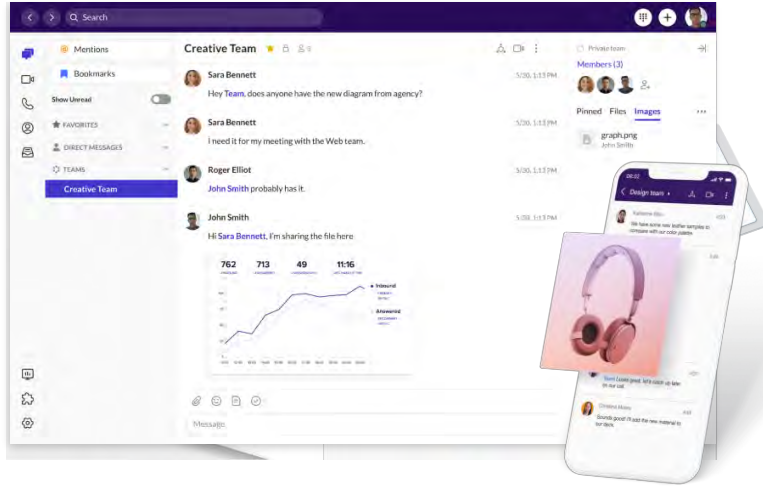
Thursday 04.22.2021

**RingCentral's mission is to
make communications
simple and effortless for
everyone.**

We provide a path for everyone



New RApp



Messaging



RingCentral Video

EASY

Making Meetings Easier and More Productive

One click host and join

No downloads

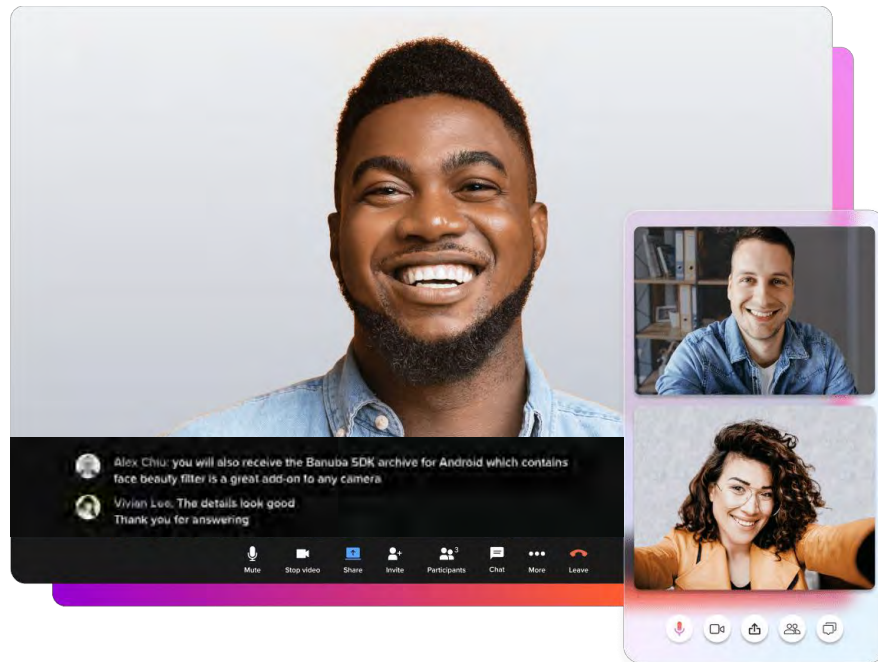
Join using any device

Easy upgrade or invite

Guest collaboration

Virtual Backgrounds

Closed Captioning



STREAMLINED

Streamlining Meetings for Better Workflows

Meeting switch between devices

Calendar and app integrations

Integrated team messaging

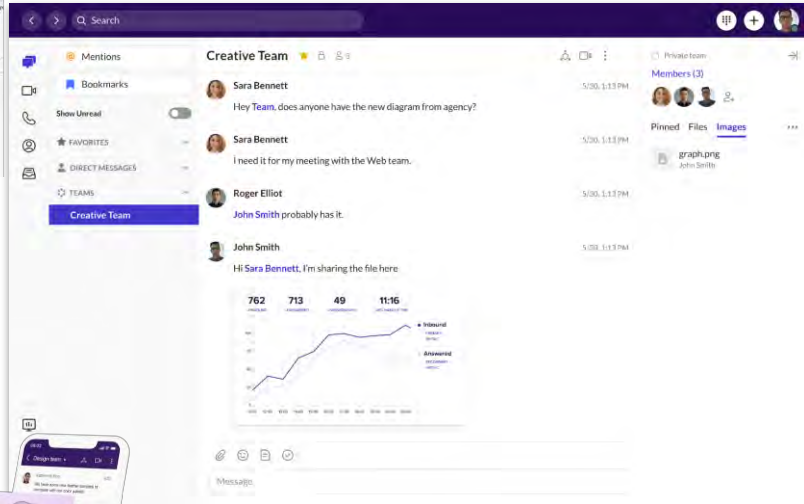
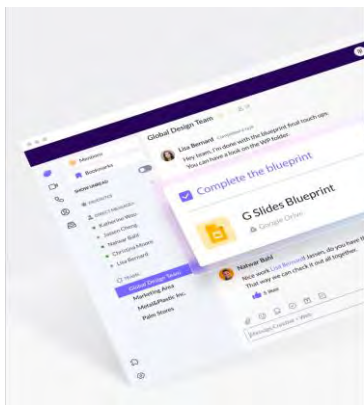
Calendar/tasks/file sharing

Schedule meeting from a team

Flip to Glip™

Cloud recording and sharing

Meeting summary & transcriptions



A recap: Talking about our products

(a.k.a. RApp or RCVideo)



Smart Video Meetings



Cloud PBX Platform



Cloud Contact Center

Message
Video

Message
Video
Phone

Contact Center
Digital Engagement
Outbound

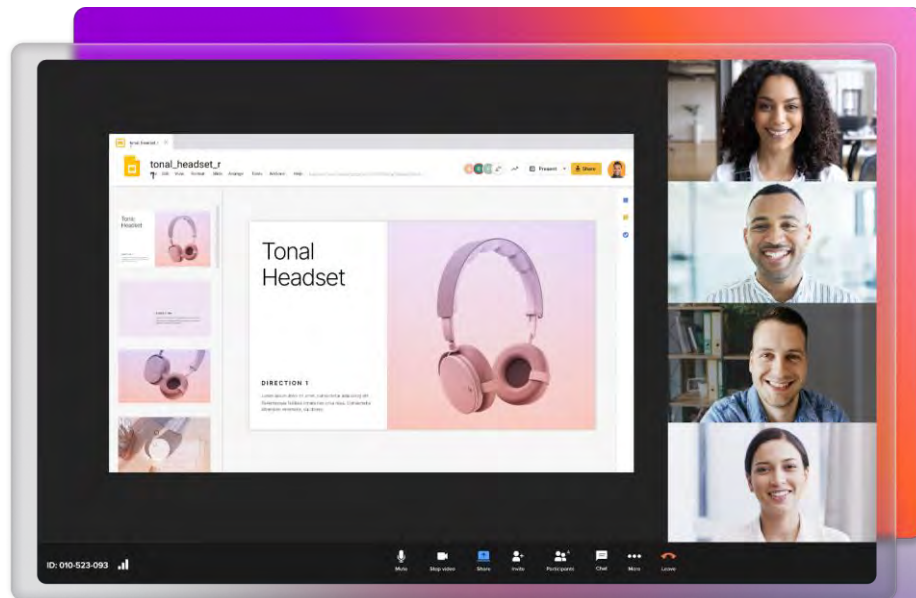
APIs | Integrations | Analytics | Global

Reliability | Security | Compliance

RingCentral Video

RingCentral Video lets you
stay connected with teams

**Anytime
Anywhere
Any device**



Easy

- **Team-based messaging**
- Browser-based + mobile + desktop
- No download required for guests to join
- Business SMS & MMS
- Real-time file sharing
- Task management
- **Flip between devices on the fly**



Smart – 360 Degree Meeting Management

- Noise cancellation
- **Built-in team messaging for easy collaboration before, during, and after meeting**
- AI-enabled features e.g. Virtual Backgrounds and Closed Captions
- Seamless switch between devices
- Adoption & usage analytics

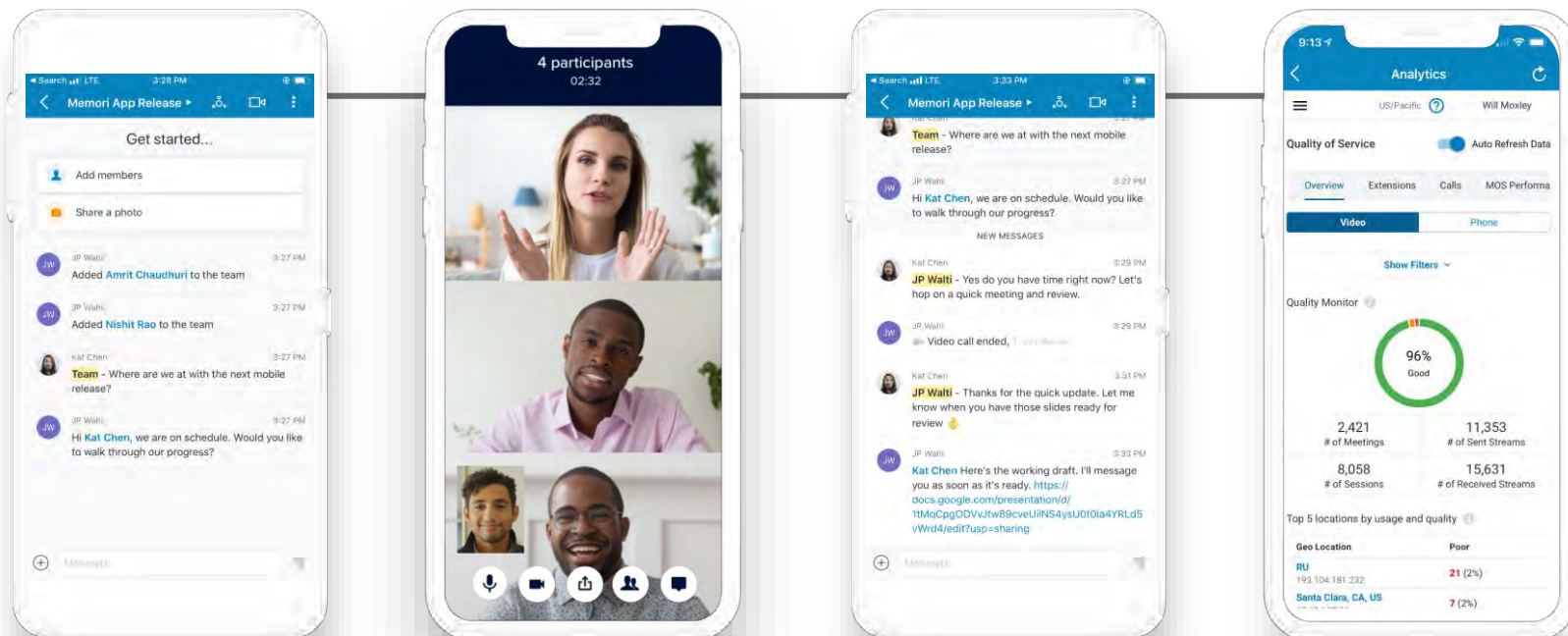


Before

During

After

Demo scenario



Some More Cool Features

Create new task from post

Making 360-degree meeting productivity even easier by streamlining project assignment creation/tasks direct from a team message post.

WHAT

Users will have a call-to-action menu option. Create a “New task” from a message post (found near message edits & emoticons). When selected the copy from the post is automatically filled in the new task notes field – no need to re-type conversation text.

WHY

Reduce time for users to create tasks when a post contains already the information needed. This is a gap feature from RC Classic.

HOW

Feature Details

- Open to any users/companies with messaging permissions enabled
- Available for All Brands & All Editions

How it works

User can select any post with copy/text to use as the basis of a “New task” description

New task

Task title

Task title

Team

Marketing Squad

Assignees

Start date

09/12/2019

Due date

09/12/2019

Due time

9:00 PM

Repeat

Every weekday

When

Ending on

End date

10/23/2019

Complete when

Checked by all assignees

Color tag

Toro Call

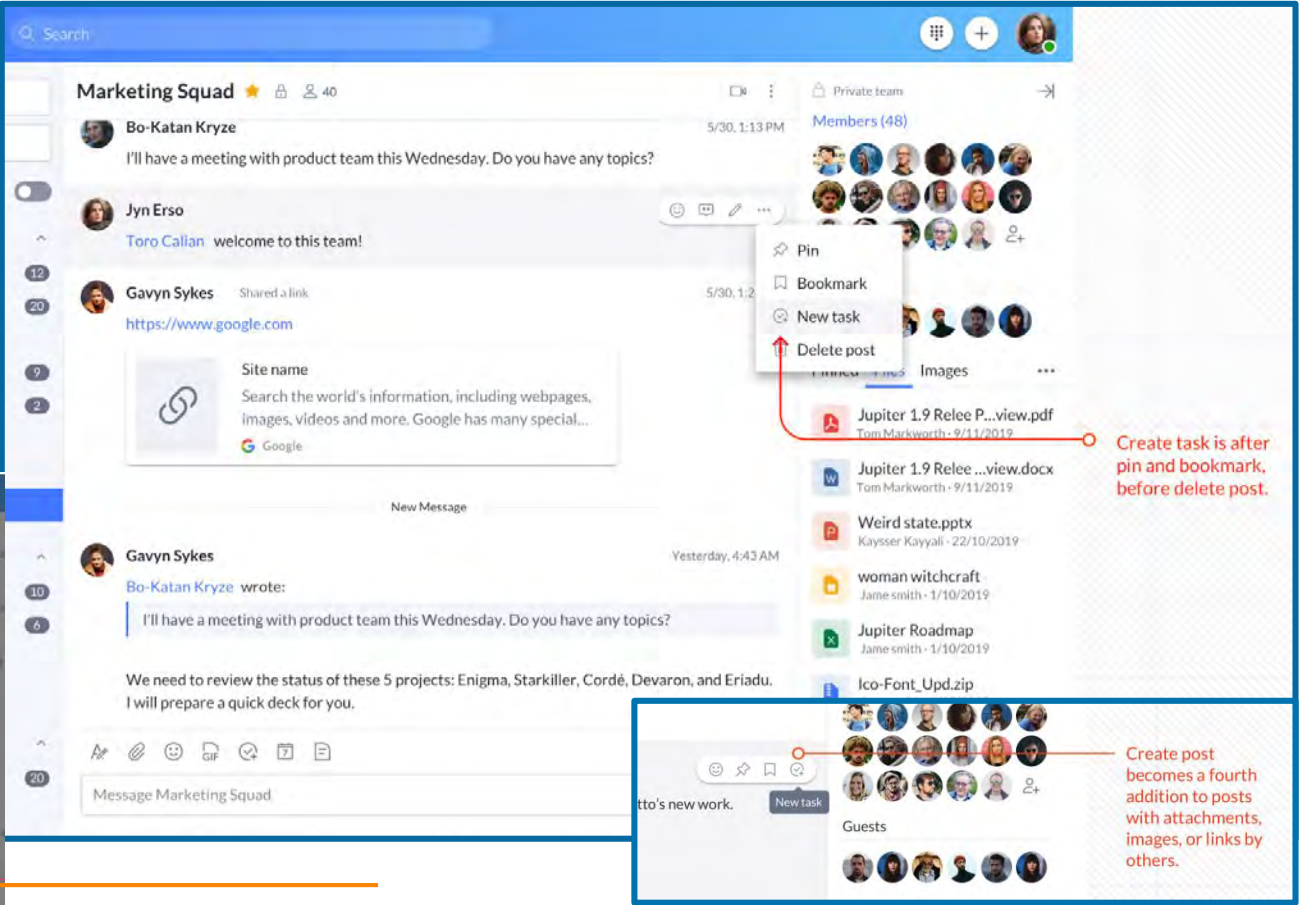
to

Text goes here

Cancel

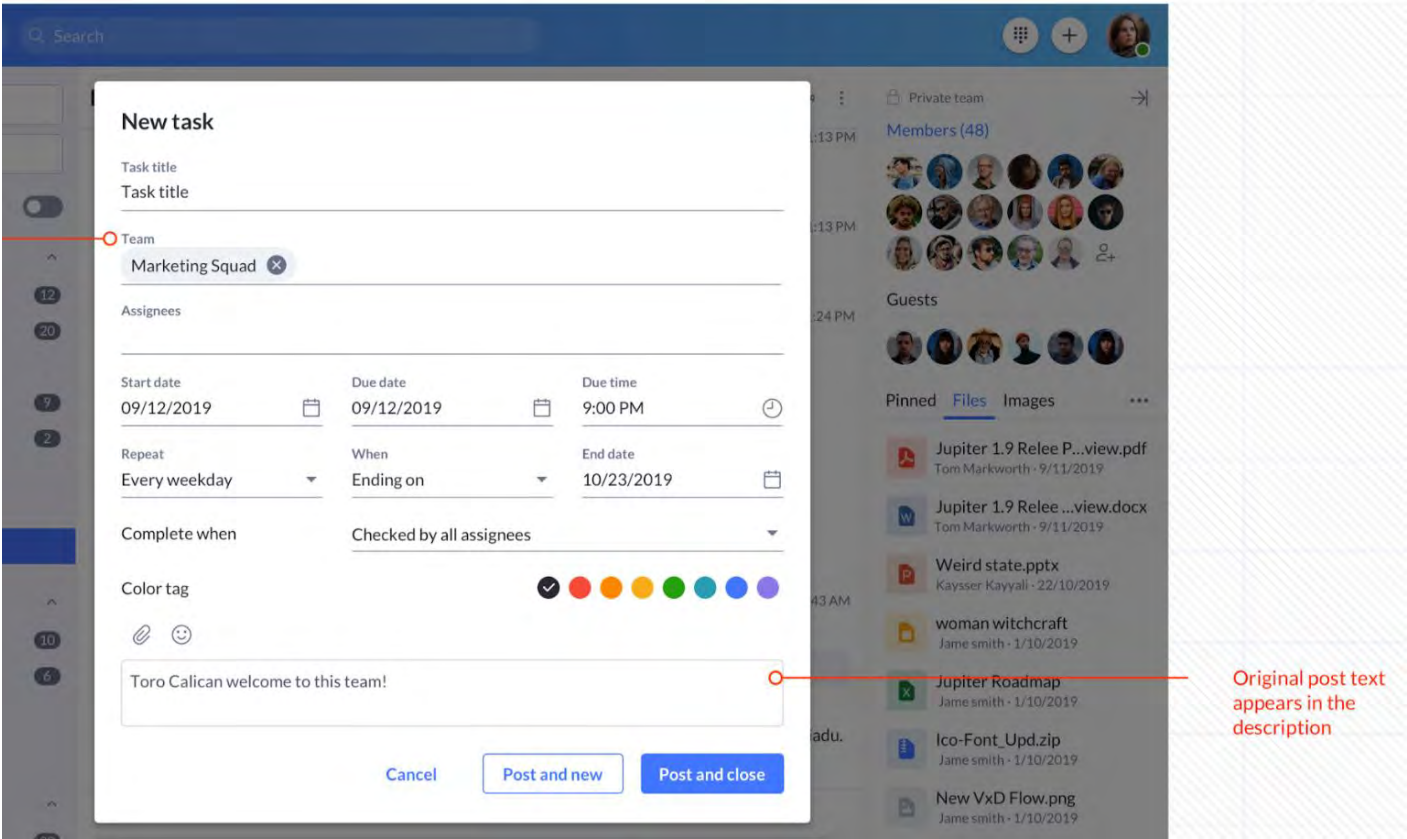
Post and new

Post and close



How it works

User's selected post content is automatically added to the task description



Personal folders (desktop)

A streamlined MVP feature – for easier SMART meetings and message management

WHAT

Users can create personal folders for the left-rail of the Message tab, allowing them to group their conversations into custom sections. Users can now rearrange the order of the folders and sections* in their left rail and can change the color of a folder's name.

WHY

Intended to solve end-user difficulty managing and finding conversations – lessening app overload. By streamlining the 360-degree meeting and collaboration process users can not feel overwhelmed navigating left handrail conversations. WFH/WFA-friendly stress reduction feature

HOW

Feature Details

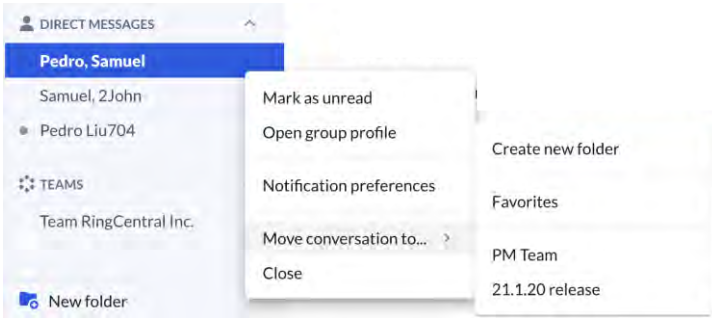
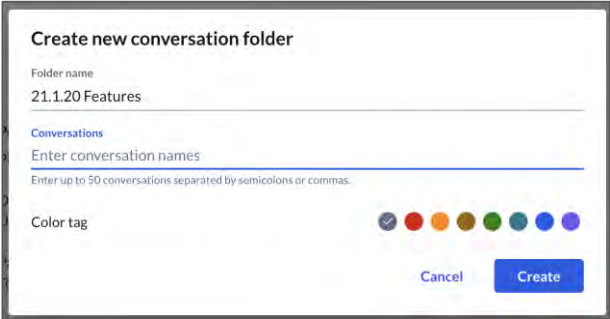
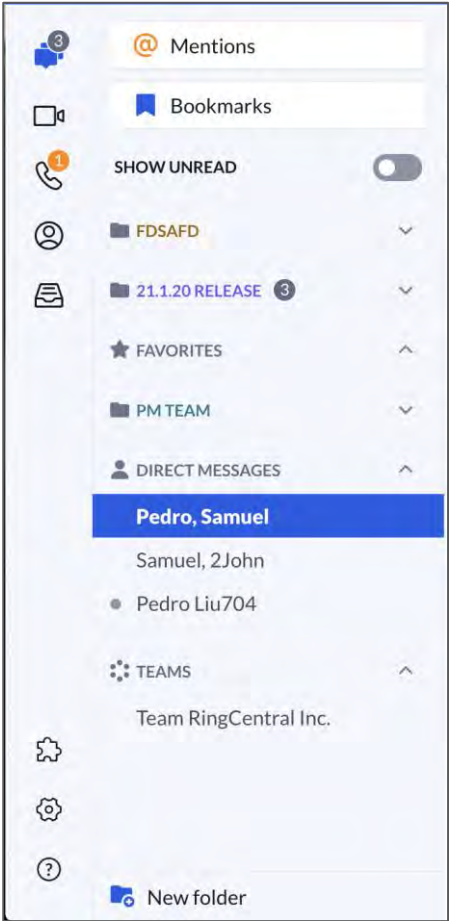
- Available for all brands and editions
- No billing or pricing impacts

This is a desktop only feature. Mobile support coming soon.

Note - * The Teams section is pinned to the bottom of the LR due to performance optimizations

How it works

- Create new folders
- Move conversations between folders
- Drag and drop conversations within a folder
- Drag and drop folders
- Drag and drop direct messages and favorites section



Video

RingCentral Video and Rooms

1

Presenter (Weatherperson) Mode

Seamlessly combine the presentation speaker's video on top of the screen they are sharing. Meeting attendees can watch the presentation and the speaker at the same time.

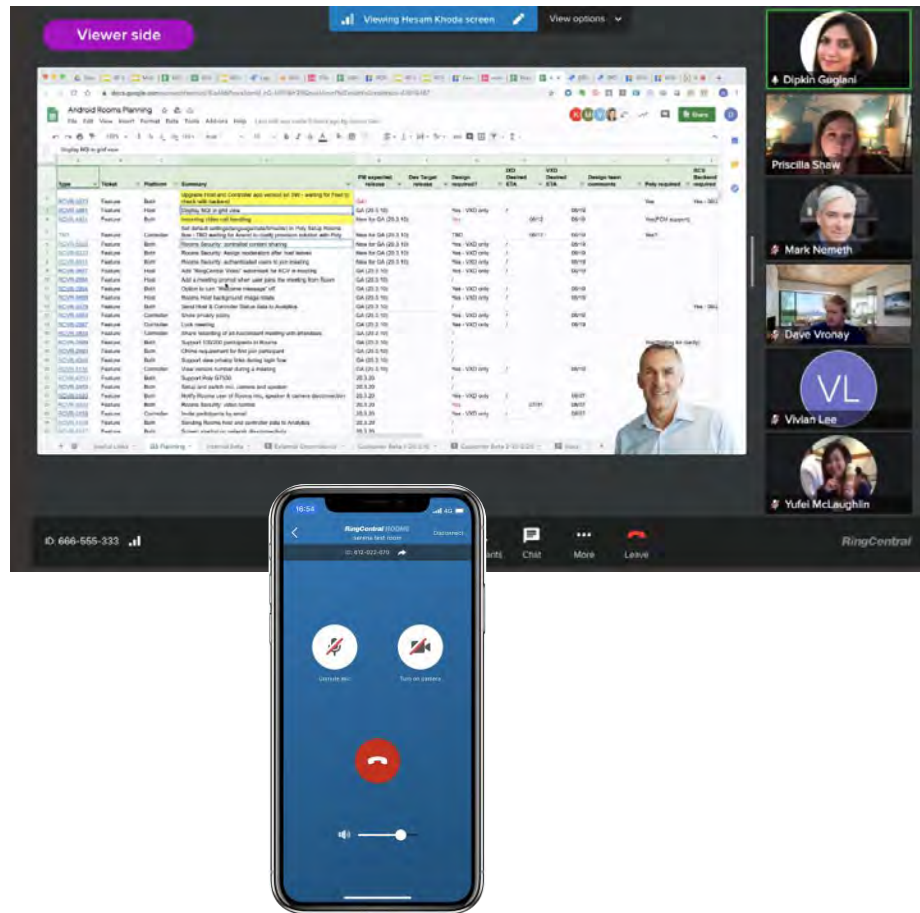
Available now for both web and desktop app.

2

Mobile phone as Rooms controller

Phones with RingCentral mobile app can pair to RingCentral Rooms and act as the controller. Start and join meetings and control the room.

Available now for customers with RingCentral Rooms



How it works

The screenshot shows a RingCentral video conference interface. The main content area displays a presentation slide titled "Configuring Weatherperson sharing in Settings". The slide features a "Settings" window with a sidebar on the left containing options: Audio and video, Virtual background, Weatherperson, Calendar, Delegates, Personal Meeting ID, General, and My Profile. The "Weatherperson" option is selected. The main area of the settings window shows a preview of a weatherperson sharing their screen, with text indicating that the background will be replaced by their content. To the right of the preview are two buttons: "Live self-video preview" and "Change self-video size". At the bottom of the settings window, there are three buttons: "OFF", "Green", and "Blue".

The video conference interface includes a top bar with the RingCentral logo and a navigation menu. The bottom bar contains icons for Join audio, Start video, Share, Invite, Participants, Chat, More, and Leave. The RingCentral logo is also visible in the bottom right corner.

Code Snippets

Making life easier for programmers and developers

WHAT

Conveniently share snippets of code in their original format.

WHY

Before: snippets of code shared in team chats within the app would not render properly, which makes it hard for others to copy and reuse

After: Having the ability to share a small region of re-usable source code, machine code, or text would help developers in their day to day work, therefore we created Code Snippets as a feature to enable quick sharing of such code.

HOW

Feature Details

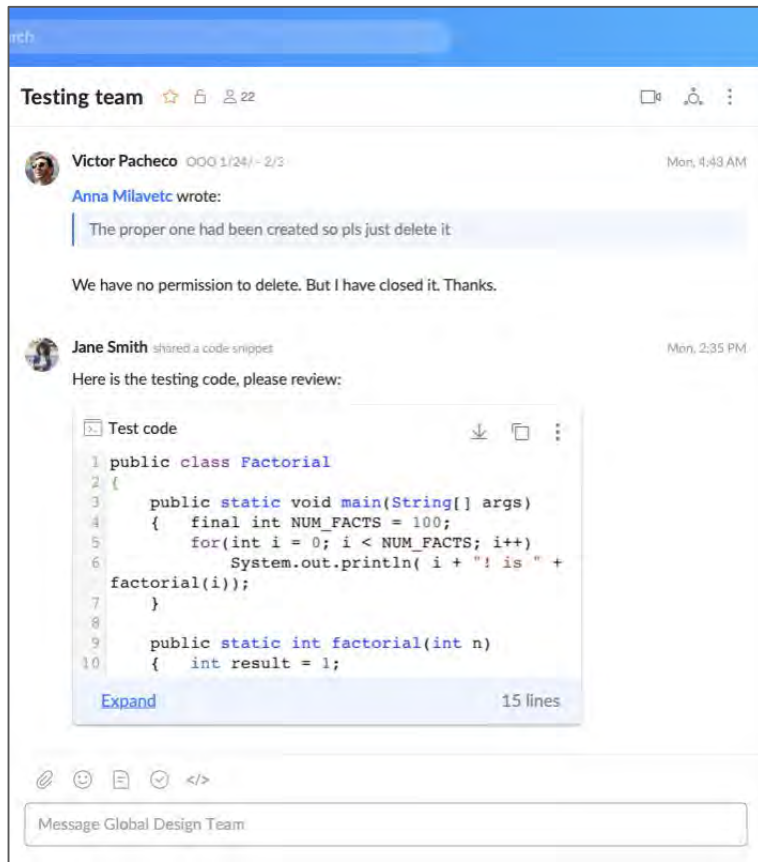
- Available for all brands and editions
- No billing or pricing impacts

GA for both RCM and RCV

Code snippets

Conveniently share snippets of code in their original format.

- | | |
|--|---|
| <input type="checkbox"/> New enterprise feature | <input type="checkbox"/> User experience improvement |
| <input type="checkbox"/> New collaboration feature | <input type="checkbox"/> Technical improvement |
| <input type="checkbox"/> New video feature | <input type="checkbox"/> Mobile/desktop consistency (N/A) |
| <input type="checkbox"/> Account commit or request | <input type="checkbox"/> Competitive gap |
| <input checked="" type="checkbox"/> End-user request | <input checked="" type="checkbox"/> dZeus feature gap |
| <input type="checkbox"/> Competitive differentiator | <input type="checkbox"/> Spartan feature gap |
| <input type="checkbox"/> Admin feature | <input type="checkbox"/> RCM feature gap |



RingCentral apps

Desktop app

1

Heads-up display (HUD)

RingCentral App desktop now supports core HUD functionality, which makes it easier for users to keep their frequently used extension list at their fingertips with the undocked view.

Available now in open beta for all RingCentral Office customers.

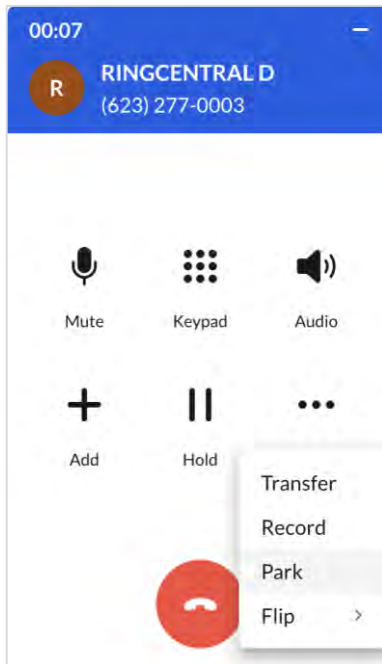
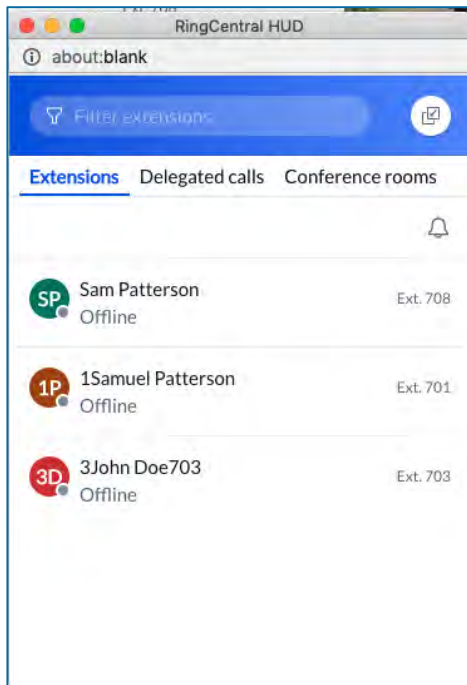
CONFIDENTIAL

2

Park locations

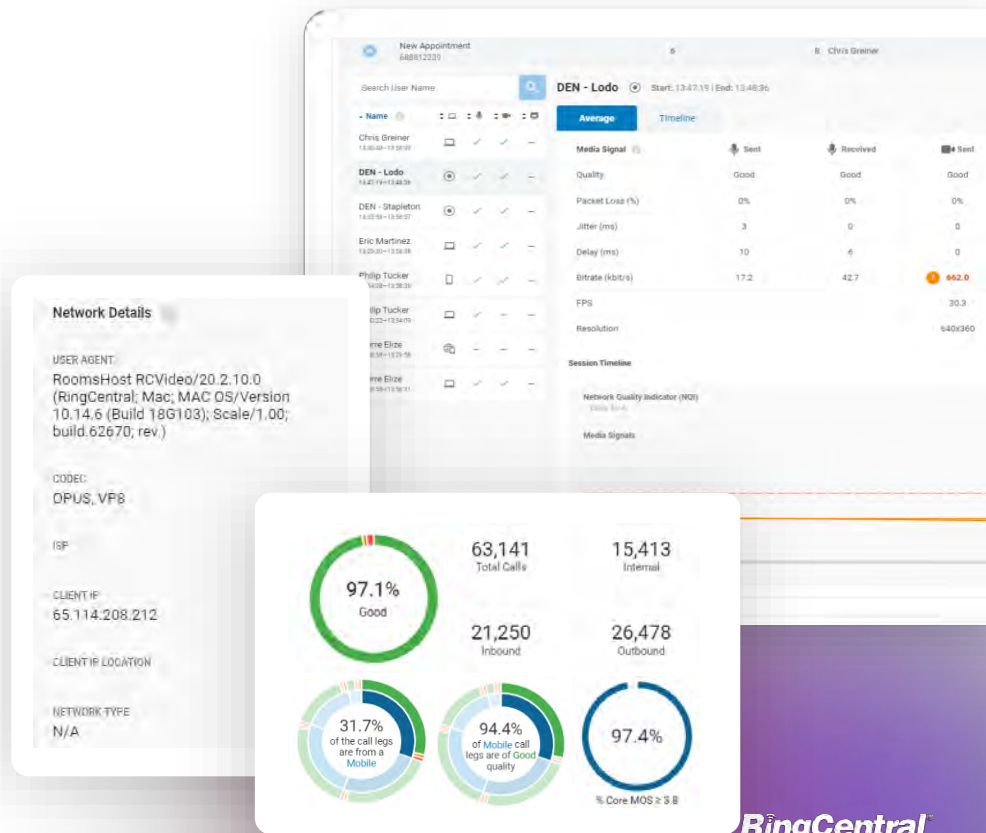
RingCentral App desktop, with HUD enabled, supports call park functionality. This allows calls to be placed at a park location and then be picked up by members assigned to that location,

Available now in open beta for all RingCentral Office customers.



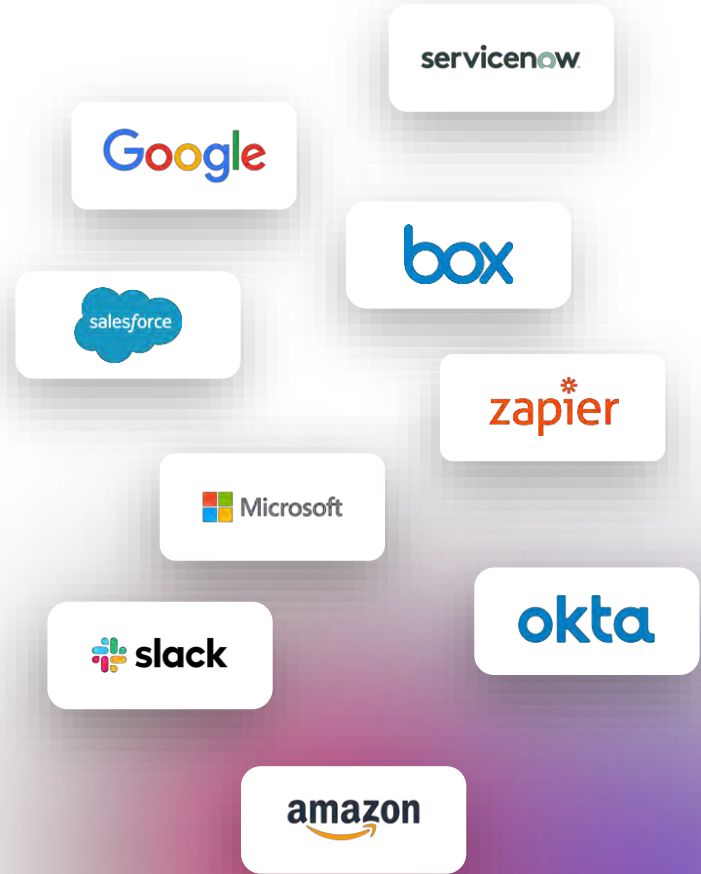
Quality of Service

- At-a-glance overview of the global health of RingCentral system.
- Identify potential issues by proactively monitoring quality for users, calls, and meetings.
- Reactively drill-down to troubleshoot and resolve issues.
- Ensure user satisfaction.



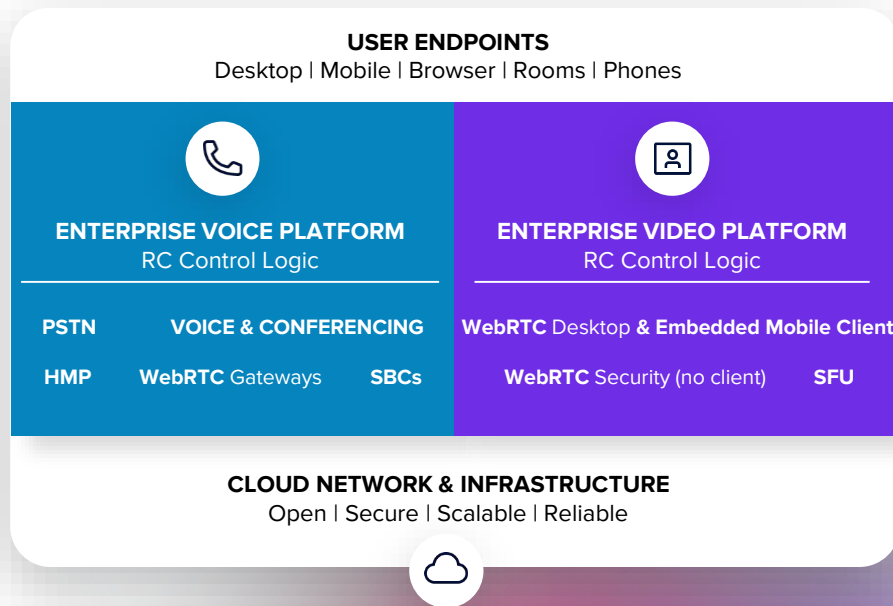
Open

- Simplified workflows
- Calendar integration with M 365 & G Workspace
- Direct access to RingCentral Video in your existing apps e.g. Salesforce and Slack
- Integrated with 200+ business apps
- APIs & third party ISVs



Trusted

- Data is encrypted in transit and at rest
- WebRTC and multi-layered security
- HD Voice & Video
- 99.999% uptime SLA
- HITRUST, HIPAA, GDPR certified
- 24/7 support



RingCentral Video

(part of RCTApp)

VS

RingCentral Meetings

(RCM – old version)

What do I not get with RCV?

1. Large Meetings and Webinars

We know that hosting large meetings and webinars may be important to your business. RingCentral Video has many of the same features that allow you the same capabilities today and can host meetings with up to 200 participants. Higher participants limits and webinar capability will be coming later this year.

1. Breakout Rooms

We know that having Breakout Rooms may be important to your business. Although RingCentral Video does not have this feature currently, it will be coming later this year.

1. Mobile Browser Access

We know that you may want to access RingCentral Video through your mobile browser. This feature will be coming to RingCentral Video later this year. Currently, you can access RingCentral Office and its team messaging, video meetings, and business phone capabilities through the RingCentral App -- available for download for free from app stores.

4. Global Availability

RingCentral Video is rapidly launching in more geographies. Stay tuned for more details.

5. Conference Rooms compatibility

- a. Windows-based Rooms
- b. Rooms Connector

In the US, as more and more people return to offices which we anticipate to be in Summer/ Fall, RingCentral Video will be compatible with conference rooms that are equipped with select offerings from partners like Logitech and Polycom. Additional new capabilities coming in late 2021.

RingCentral Meetings vs. RingCentral Video

Feature	Function	RCM	RCV
Video Conferencing	Video Conferencing, HD Video and HD Audio	✓	✓
	200 Participants	✓	✓
	Browser (Chrome now, Safari, Edge, Firefox in 2020) Desktop and Mobile	✓	✓
	Cloud Recording	✓	✓
	Meeting Host Controls, Password & History, Personal Meeting ID	✓	✓
Screen Sharing	Screen sharing and Annotation Drawing	✓	✓
Audio	VOIP, PSTN, and Call Me	✓	✓
Chat & Collaboration	In Meeting Chat and Private Chat	✓	✓
	Schedule Meeting from RC App Team	✗	✓
	Escalate RC App Team to Video Meeting	✗	✓
Integrations	Office 365, MS Teams, GSuite, Salesforce, Slack	✓	✓
Browser Experience	Full (desktop) App Functionality with Gallery View in browser	✗	✓
	One Click Browser Join	✗	✓
APIs	Scheduling and Recording APIs	✓	✓
Analytics	Usage	✓	✓
	Quality Analytics	✗	✓

UNDER NDA

RingCentral®

BRIEFING

RingCentral Video

High Level Roadmap

March 2021

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RingCentral

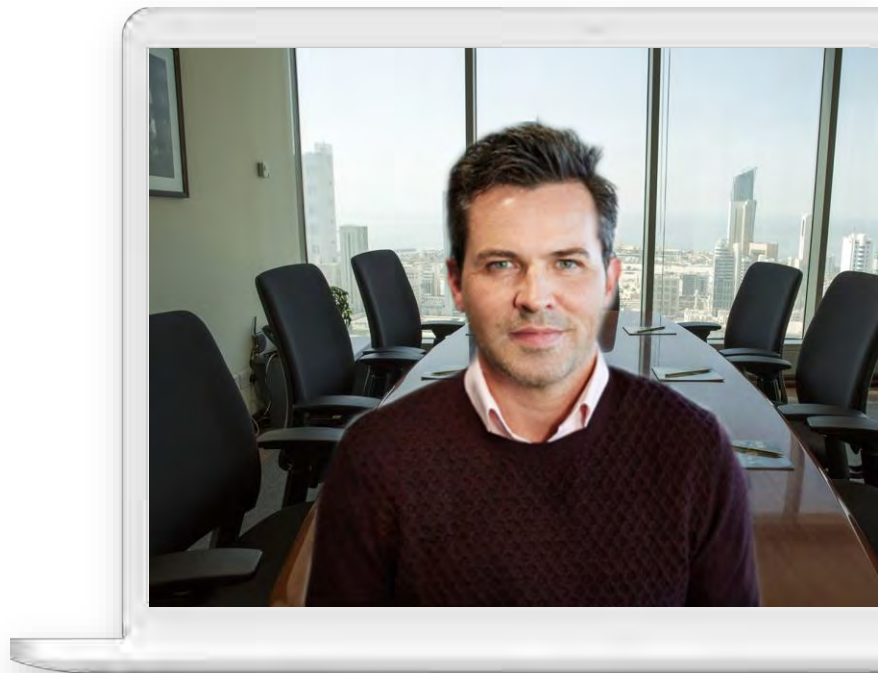
SMART

Virtual Background

Frame yourself; at Work, Home, Beach or just about anywhere

Choose from available images or bring your own

Blur your background to get you in focus



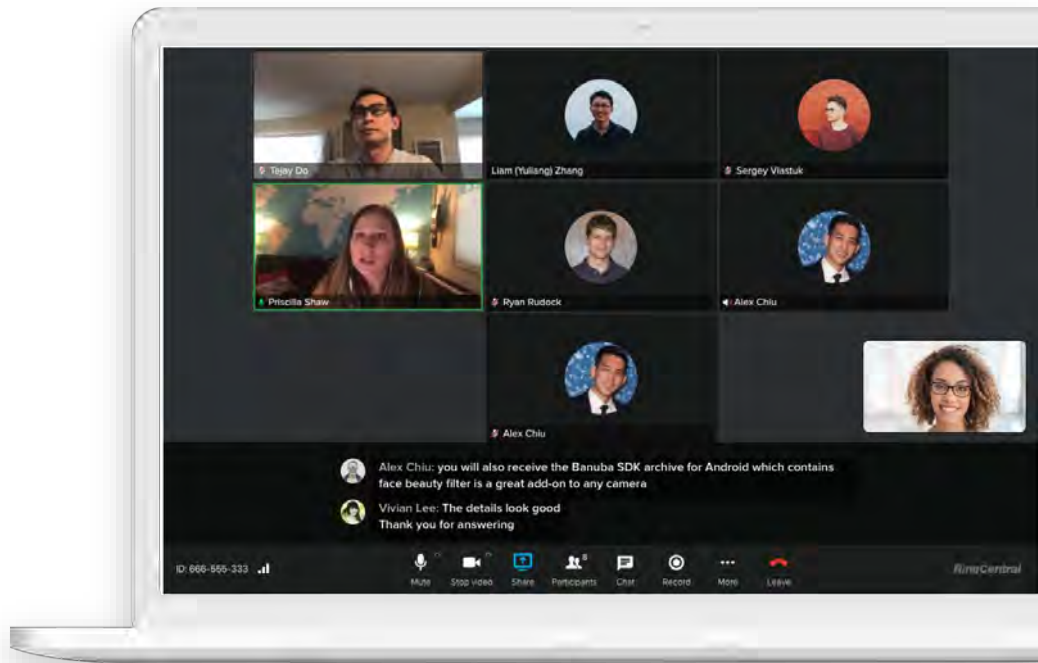
SMART

Closed Captioning

Live Transcription enhances engagement for everyone

Improve accessibility, become inclusive

Read closed captions if your audio quality is poor

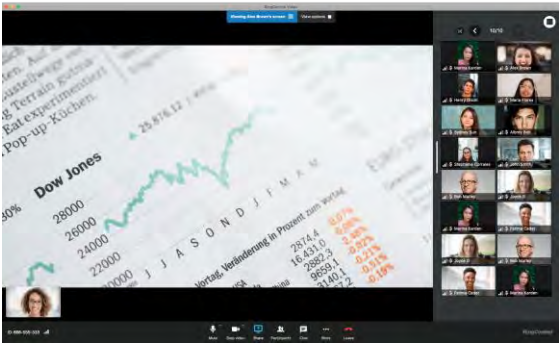


UNDER NDA

SMART

Pagination for Video Gallery

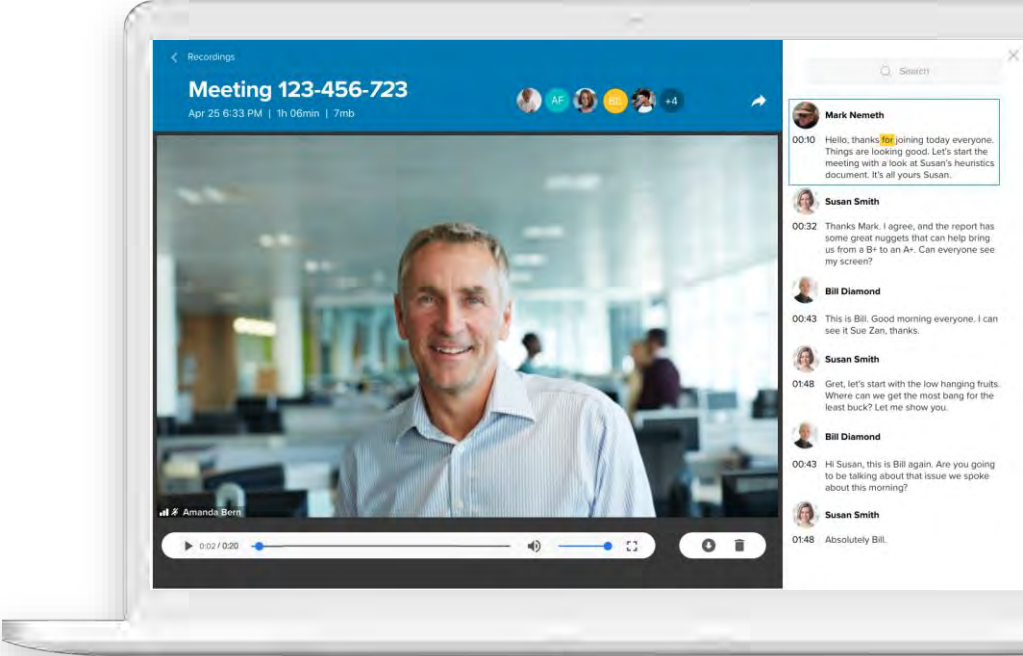
See all your participants on screen at the same time, even when you're presenting



UNDER NDA

SMART

Recorded Meeting Transcription



Migrating to RCV

Is transitioning ASAP appropriate for my customer?

Yes

Customer has no feature gaps

Customer has minimal feature gaps (only a few users impacted)

Maybe

No or minimal feature gaps but timing is not great due to other projects...

Not a discussion of IF but a discussion of WHEN

No

Customer has critical feature gaps for large number of users

Customer would require a significant downsell**

Negative customer experience possible if “forced”

What is the best transition process for my customer?

Depending on feature gaps, customer use case, or project timing, the transition process may look a bit different for each customer.

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1

Scenario A - Standard Process

Customers with **no critical feature gaps** and able to transition the **whole account** (all users at one time) should follow the standard transition process. **Timing** is the major consideration.

2

Scenario B - Phased Process

Larger customer with **no critical feature gaps** but wants/needs to transition separate **teams/departments in stages**. Leverage a **project plan** to map out which teams RC App & RCV will be rolled out to & when.

3

Scenario C - Phased Process

Customer has some **feature gaps**. Additional discovery is done to uncover *WHY* the feature is an issue and *HOW MANY USERS* are impacted. RC App & RCV **deployed to as many users as possible to start**. **Remaining users will be transitioned when critical features are available.**

4

Scenario D - Future Transition

Customer has **critical feature gaps** that **impact a majority** of end users. Transition should be **scheduled for when the critical features are available**. Identify critical groups in need of features and discuss a phased transition process as appropriate.

Identify Current Apps & Potential Blockers

These scenarios are not necessarily critical blockers to the RCV transition but **may impact the customer experience**.

A major selling point of RC App & RCV is the Unified Experience, which is fully realized when the both can be successfully leveraged.

****Opportunities to engage RCV Specialists****

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1

Does the customer have users on RC Phone Mobile?

Other sunsetting efforts & requirements should be considered when discussing RCV transition given that RC App is a prerequisite.

2

Is the customer on the exclusion list for RC Classic?

If the customer cannot deploy RC App to some or all users, it may result in a disjointed experience. Conduct additional discovery to understand potential limitations based on impacted users, use case, etc.

3

Is the customer using RCM standalone desktop app?

If the customer is not leveraging RCM currently, this is a great opportunity to stay ahead of the curve and present RCV as the go-forward solution, with minimal requirements for transitioning.

4

Are there any blockers to RC App deployment?

Understand if there is any other reason (than above) that a customer cannot deploy the RC App. Again, we want to ensure a positive customer experience with a unified solution

Reconfirm Add-on or Feature Gaps

Paid Add-ons

Large Meetings >200

Connectors (Windows)

Webinars*

*RCV Webinars - Q1 2022

RCM Webinars are possible on RCV

Process TBD

Features

Breakout Rooms

Remote Desktop

Whiteboarding/
Annotations

Windows Rooms

Global Availability

Other

Browser Compatibility

3rd Party Integrations

Custom Integrations

Support & Enablement Resources

Discuss and understand **what types of training & enablement will be necessary** to make the RCV transition successful

Work to create a positive customer experience, promote “stickiness,” and drive adoption **before, during** and **after** transition

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1

Technical Issues during Transition

Admins should contact the RCV Transition GSS Support Team directly at **(833) 228-5611**

2

Webinars (Live or On-Demand)

Admins can attend the [RingCentral Video Transition instructional Webinar](#) to prepare for the transition

RingCentral also offers a webinar focused on the RC App if needed

3

Self-Service Enablement

For use by Admins or shared out with End Users, a wide variety of [self-service enablement videos](#) can be found on the support page

4

RC University Free & Paid Trainings

RC offers one free live training session - [RCApp: MVP](#)

Paid trainings can be found in the [Live Training Catalog](#)

Thank You

Appendix

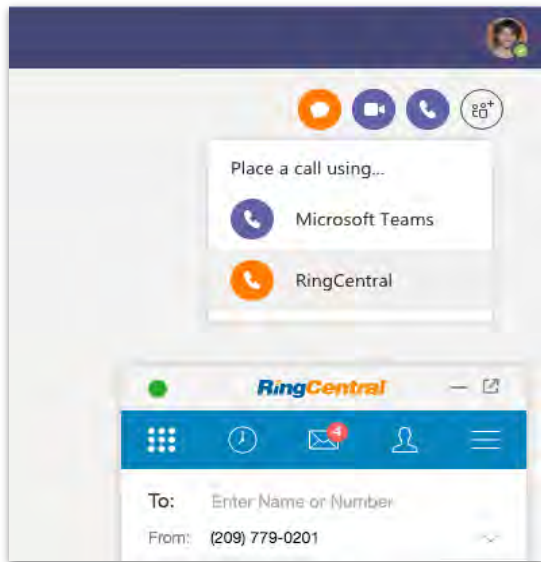
RingCentral®

Winning with RingCentral & Microsoft Teams



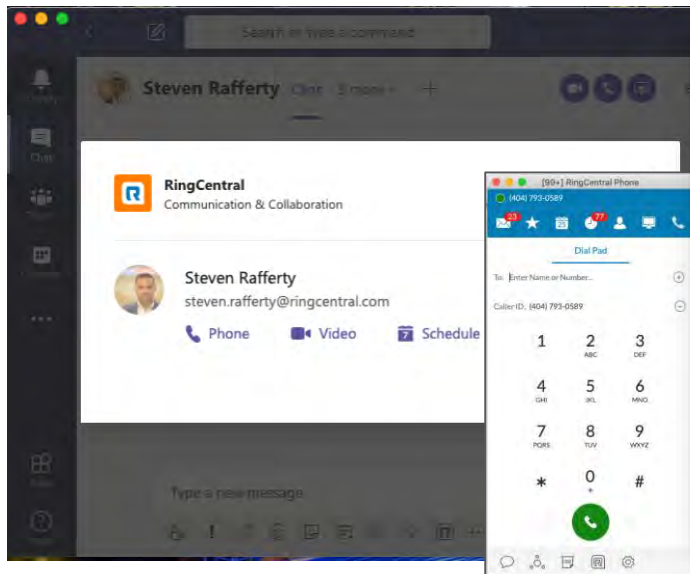
Microsoft Teams integrations

Chrome Extension



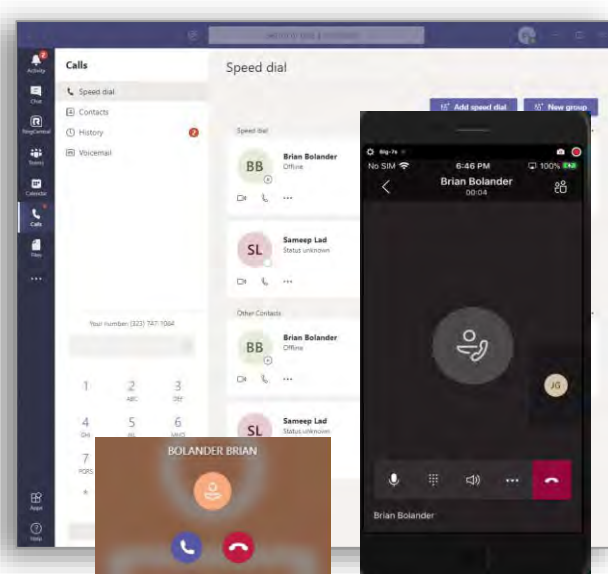
RingCentral Phone *lives* in the Teams app

Native Message Extension



Teams app *brings* the RingCentral Phone app to the user

Direct Routing



RingCentral *hidden* behind the Teams app

RingCentral Cloud PBX for Microsoft Teams

Key Benefits

Our Cloud PBX to complement Teams' collaboration
Native UX in Teams for simple adoption
No additional apps to download or install

Native & easy to use

Advanced call controls: IVR, native call recording, etc.
Intelligent call routing and queueing, live reports
Real-time analytics and insight into telephony usage

Feature rich PBX

Global footprint with PSTN in 40+ countries
200+ integrations into other business apps
Security and 99.999% uptime reliability

Enterprise-grade

Teams' telephony options can use a little help when it comes to enterprise grade features, reliability and SLAs.

“Teams is seen to lack advanced enterprise telephony features and contact center capabilities, and have SLA's lower than those of specialist UC and traditional UCaaS providers”

Source: Assess whether Microsoft Teams Meets Your Telephony Needs, Gartner Feb 2020

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Teams challenges:

- HD Audio Quality w/99.999% SLA
- **Natively integrated Fax and SMS**
- **Unified Number for Phone, Fax & Text**
- Automatic & On-Demand call recording
- **Cost Center Management (departmental billing codes)**
- **Comprehensive Exec Admin (Boss Secretary)**
- Comprehensive Call Forwarding and Call Transfer functionality
- Native PSTN in 40+ countries
- Single Vendor for Carrier Relationship, Billing & Customer Service
- **Call monitoring (whisper, barge-in)**
- Rich Analytics & Reporting
- Persist Internet Gateway | PSTN Fail-Over
- Trusted Site QoS Monitoring

RINGCENTRAL

Industry Leadership

Gartner

A Gartner Magic Quadrant Leader for UCaaS, Worldwide, 6 years in a row

OMDIA

#1 leader in the North American UCaaS Scorecard, 4 years in a row

FORRESTER

Leader in The Forrester Wave for UCaaS Providers, 2019

FROST & SULLIVAN

Frost & Sullivan Company of the Year 2019, 2017, & 2016

Aragon Research

Leader in the Aragon Research Globe for UCC, 3 years in a row

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Figure 1: Magic Quadrant for Unified Communications as a Service, Worldwide



Thank you for your time!



Phone & Email

Main: (703) 734-3500

Customer Hotline: (703) 770-2400

info@myarg.com

Social Media

[Twitter.com/my_ARG](https://twitter.com/my_ARG)

[Linkedin.com/company/arg-inc](https://linkedin.com/company/arg-inc)

www.myarg.com



ARG
IT Clarity®