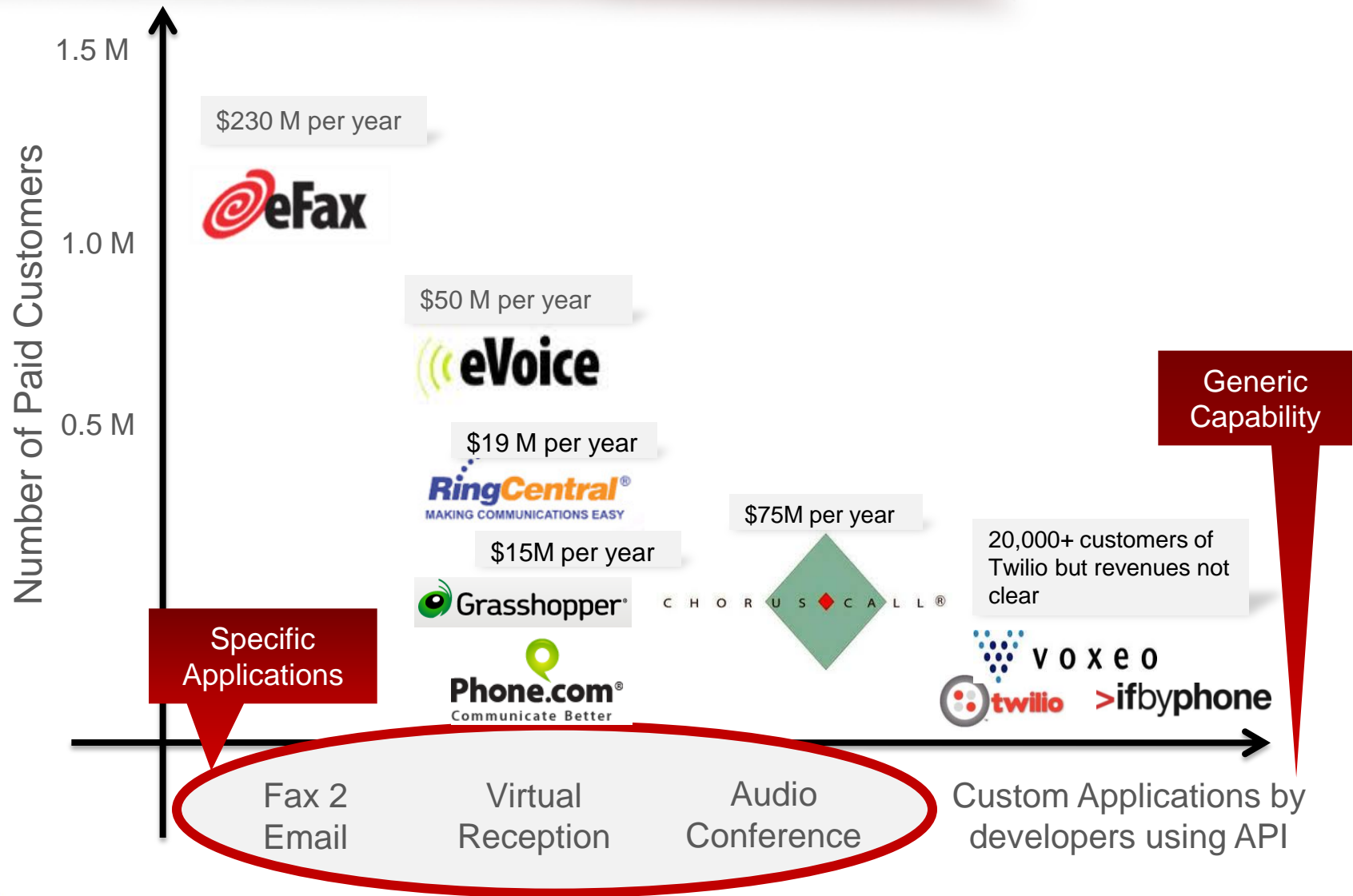


July 2014

## Business Telephony Made Intelligent

# Cloud Telephony – International Snapshot



# The Need

- Telephony technology has evolved
- Number of Phone Users has grown immensely
- Smart Phones with Apps are available

Hello,  
Malhotra  
Properties..



1900

Hello,  
Malhotra  
Properties..



1950

Hello,  
Malhotra  
Properties..



1990

Hello,  
Malhotra  
Properties..



2010



Still, the user experience on phone  
remains the same

## Technology is available



- IVR
- Call Forwarding
- Call Recording
- Text 2 Speech
- Speech Recognition
- Voicemail
- Fax to Email
- CTI Integration with CRM

But is



- Left to the business users to leverage it
- Lack of out of box, yet usable solutions
- Does not gel with “on the move” office setup of Enterprise
- Enterprise ready solutions not affordable for Enterprise

# Introduction



Ambarish Gupta, CEO  
IITK CS, 2000  
CMU MBA, McKinsey PIT 2007

Strategy and  
Revenue



Bipul Parua, CTO  
IITK CS 1999  
8 year experience  
in SV startups

Technology

Operations

Krishnan K, COO  
IITM CE, 1998, ex-Mc  
PHD. Civil Eng.

# Super Receptionist – Hosted PBX



Rs. 24,000 pa for SME

## Hosted PBX System for Businesses

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




Target SME Customer gets calls directly on his mobile - cannot afford receptionist – does not have a reliable second line of command.

SME Usage: Real Estate Brokers, Lawyers, Doctor with own Clinics, Startups, Import/Export Houses

My security guard is the only person to answer international queries coming in the night

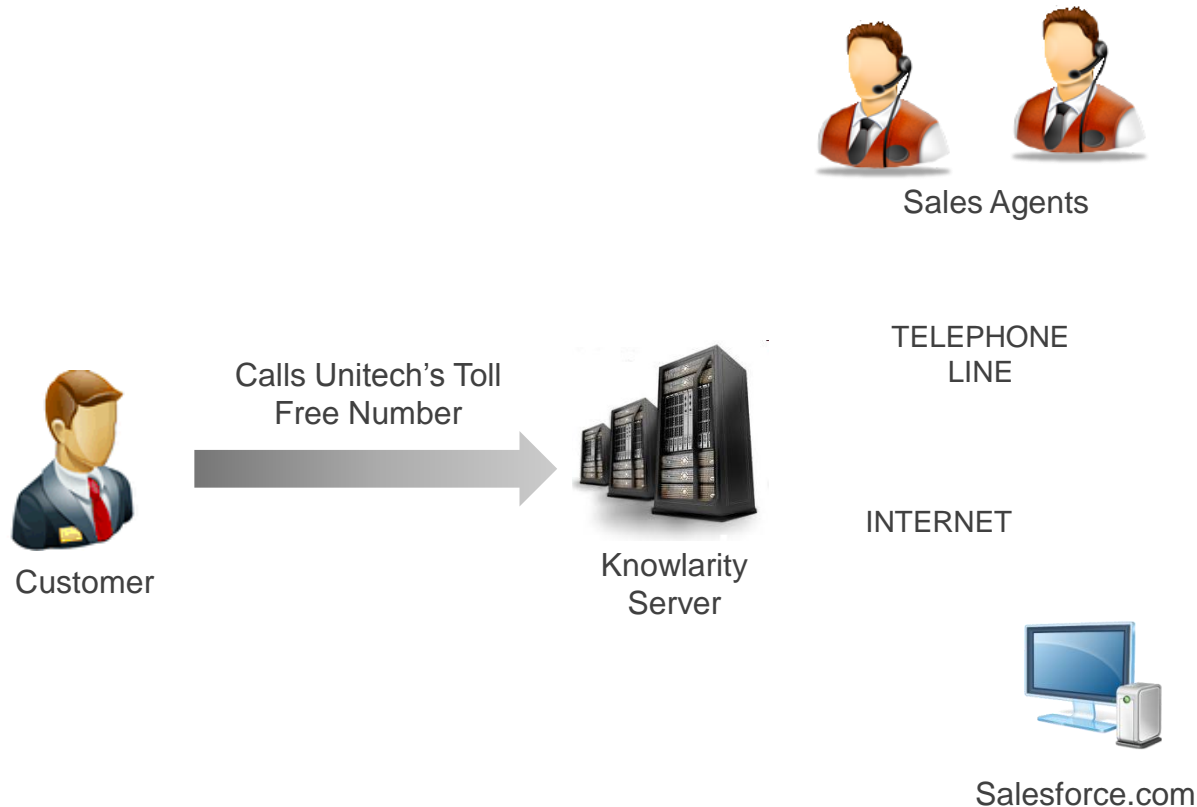


## Similar Products in USA

	Customers	Revenue	Ramp up
	150,000	\$50M	7 Years
	120,000	\$19M	8 Years
	80,000	\$15M	8 Years
Others like – Ureach / Phone.com etc	116,667		

Units sold in US	460 K
Addressable Market in India (by 2016)	636 K
Our Target by 2015-16	55 K

# Smart IVR integration for Salesforce.com



Each Lead is very costly but the number of leads are few

Cannot maintain a regular call centre – the calls are received by agents on the move

Entries are not made in CRM

## Knowlarity Solution:

All incoming calls on the Toll Free are automatically entered in Salesforce.com

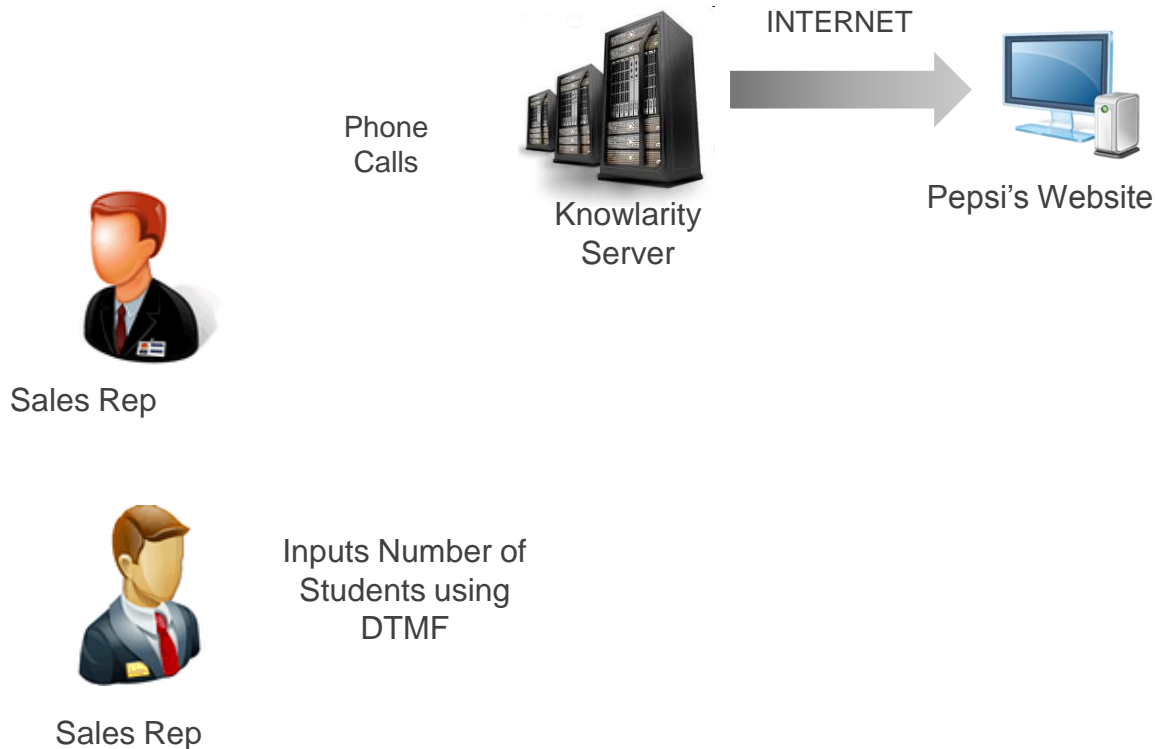
Repeat Callers are identified and addressed by name

Leads are captured 24x7 even if no agent is available

Call recordings are also attached with the entry



# Smart IVR for Pepsi sales reporting



Pepsi has no mechanism to communicate with large number of Sales Representatives

No visibility in sales reporting for top management

Knowlarity's solution: Calls sales representative

Punch information on the sales number for the day

Information is collected in 2 hours and published on website in realtime



- Getting in with
  - No Setup Fees
  - No-Brainer Pricing
- Locking Customer's Business Communication Numbers



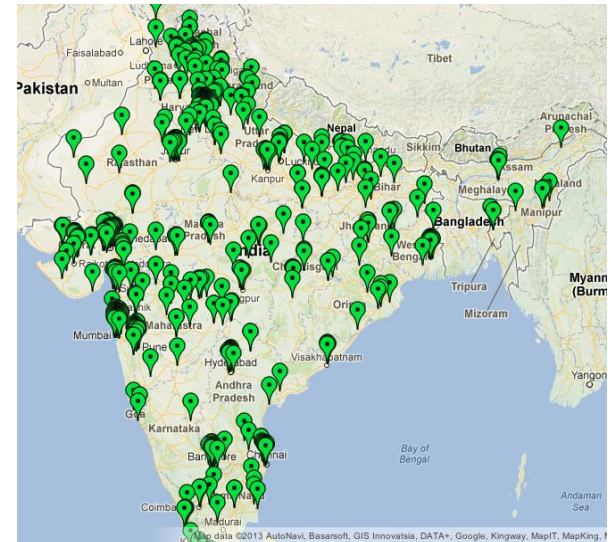
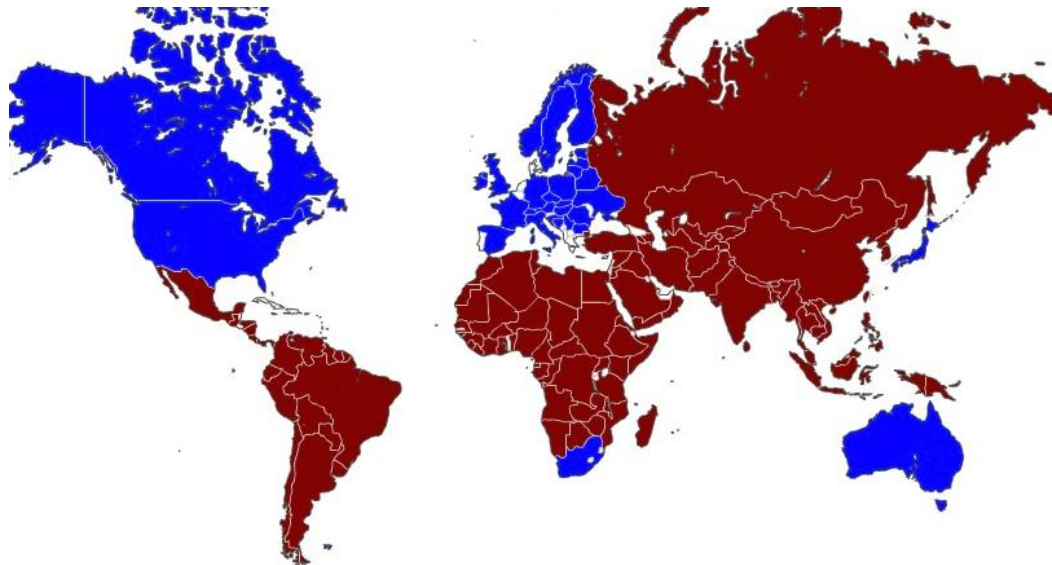
## About Us

Largest Enterprise SaaS company in India. Gunning for global markets

Age: 3 years, Founded in Aug 2009.

Size: 350 Employees, 10 IITians, 6000 SMB customers, 200,000 end users

Investors: Raised \$8.5M IITK Angels and Sequoia Capital.



Proven Products . Large Market . Scalable Sales Model