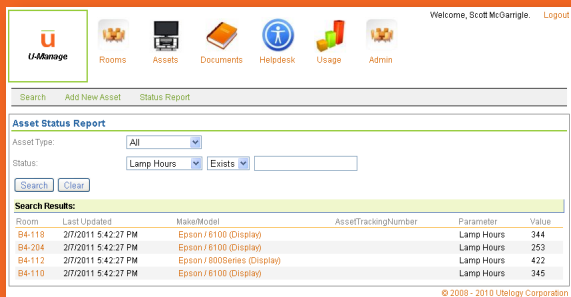


Utelogy AV Services Portal for Integrators



Why Offer AV Services:

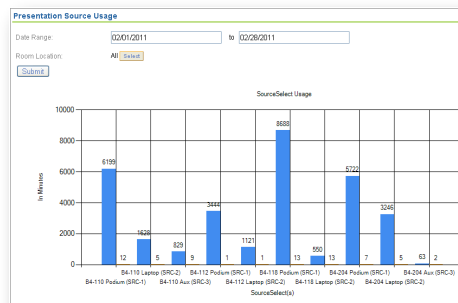
- Replace shrinking equipment margins with higher-margin services
- Services represent recurring revenue opportunities
- IT organizations understand and value Managed Services
- Delivering higher value services sets the stage for longer-term customer relationships

"The Utelogy platform is one of the building blocks of Net-AV's new service-focused recurring revenue model of doing business. There are a lot of companies out there that provide AV control, and even system monitoring, but the Utelogy platform is fairly unique in combining those services in a software-only solution that is far more cost-effective over the long run than any traditional control or monitoring platform. Plus, its ease-of-use, set up and updating provide real cost savings to end users while still giving Utelogy partners profit and recurring revenue."

Dawn Meade, Director of Marketing,
Net-AV

Shrinking equipment margins have left AV Integrators searching for new revenue opportunities. And the situation is compounded as the buying decisions for AV services transitions to the CIO and the IT organization.

Today's IT organization looks for standards-based architectures to leverage their existing IT networks. They see traditional AV equipment as inefficient because of its proprietary interfaces and its inability to route audio video and control it on a standard IT network. For that reason, they consider traditional AV inflexible and lacking scalability.



IT organizations are very familiar with the managed services model and SaaS (Software as a Service), and prefer it because of its cost and scalability advantages. The Utelogy AV Services Portal helps AV integrators deliver new and higher margin recurring revenue services.

AV Services is the perfect way for Integrators to:

- Make their businesses more competitive
- Reduce customer churn with higher valued services

For a demonstration of the Utelogy AV Services Portal, call 877-87-UNIFY or visit us at www.utelogy.com

AV Services Portal

AV Services Portal features:

- Control Software-as-a-Service
- Audio DSP Management
- Video Encoding Management
- 24/7 Remote Monitoring and Network Management
- Remote Help-Desk Support
- Asset Lifecycle Management (warranties, updates)
- RMA Management
- Hardware-as-a-Service
- Document Management and Disaster Recovery
- White Label capabilities for customization

Utology AV Services Portal

Enabling Pro-active Maintenance
for Enhanced Customer Experience

Proactive Maintenance to Minimize Downtime

Utology's U-Manage provides 'across the enterprise' visibility and remote access to rooms, equipment, issues, performance and usage. This allows for pro-active maintenance to address and fix issues before they happen and an audit trail for maintenance tracking.

Planning Classroom Technology



AV Integrators can use U-Manage to prepare equipment usage reports to assist with technology planning.

The reports eliminate the need to over-engineer and enable real-time planning for a more efficient operation.

Remote Help Desk and Support



The Utology AV Services Portal allows integrators to offer instant video help desk with remote support and diagnostics for faster problem resolution. AV Integrators can expect to make more money with this model than traditional service contracts because margins are higher and it's easier to leverage and scale than traditional service contracts. Offering these highly desirable services positions your company as an indispensable partner in your clients' ongoing success.

If it's time to deliver higher value services as an AV Integrator, call 877-87-UNIFY or visit us at www.utology.com for a demonstration.