

Commercial-In-Confidence

## G-CLOUD 8 FRAMEWORK

### SERVICE DEFINITION

*OpenTouch Enterprise Cloud*  
*SBL Group Ltd*

Lot 3 Software as a Service

### ISSUE 1

Data  
Video  
Mobility  
Presence

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Fax  
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Directory Services

## Service Description

SBL Group is a leading UK provider of unified data and voice communications solutions. We deliver integrated communications both as a service, utilising the latest in cloud technologies, and also as on-premises customer installations.

SBL provides communication systems, consulting services and support services. Our core service offering comprises voice, data, unified communications, IT services and telephony infrastructure support.

SBL works with many large corporate clients in the UK and overseas, and across many sectors. We have a reputation for excellence, are especially well known in the Public Sector, hospitality and retail markets; counting such high profile brands as University of Highlands and Islands, University of Bolton, Trent College, Cheltenham College, Redcar and Cleveland Council, Royal Brompton Hospital, Shangri-La, Malmaison, Peugeot-Citroen and Emirates Airlines among our valued customer base.

## Our People

SBL employs a wide range of highly talented people, providing first class service to our customers, right from the initial contact, through solution consultancy, technical deployment, ongoing support, and accounts and finance. Our people have decades of experience, are hugely knowledgeable of the industries we serve, recognised nationwide for their expertise, and follow the SBL values on customer focus.

## What We Do

Our extensive experience has resulted in us becoming one of the most trusted and dedicated providers of unified data and voice communication solutions in the UK. We constantly challenge the relevance of our product offerings for today's market, and consistently assess the quality of service we deliver to every customer.

## Meeting Business Needs

As a leading provider of cloud solutions, hosted telephony, mobile, carrier and data solutions, you will have access to an outstanding portfolio of integrated, managed voice and data services. But that's not all at SBL Group, we are committed to helping any business receive performance and cost-efficiency from your business communications.

## Complete One-Stop Solution

SBL is able to provide your entire communications solution using our own team of engineers. This will ensure a smooth and trouble-free installation all managed by one company.

## Best in Class Support Service

SBL provides tailored support for all of our customers based on their specific needs. We base our pricing on the size of the installation and we provide simple configuration changes on a free of charge basis.

## **Enabling Multi-device, Multi-user, Multimedia Collaboration**

Next-generation collaboration reaches everywhere, from voice and video to document sharing; to virtual meetings, and applications and services. OpenTouch™ Enterprise Cloud is a fully flexible solution that enables Business

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With OpenTouch Enterprise Cloud, Business Partners can respond to business demands with a predictable cost that matches spending with use. A flexible 'consumption-based' licensing model makes it easy to scale up or down depending on changing requirements.

OpenTouch Enterprise Cloud lets employees easily connect to and exchange rich, context-based information without compromising security or quality - from any place and through any device. They can retrieve personal and professional features on the devices they choose, and shift between devices to adapt to the context of a conversation, delivering a superior customer experience.

Fully tailored to meet business requirements, OpenTouch Enterprise Cloud can accelerate technology adoption and new services deployment with the resources and skills in place today.

The OpenTouch™ Enterprise Cloud will deliver all the communication means necessary to optimize the productivity of the employees through multi-device, multi-party and multi-media communications.

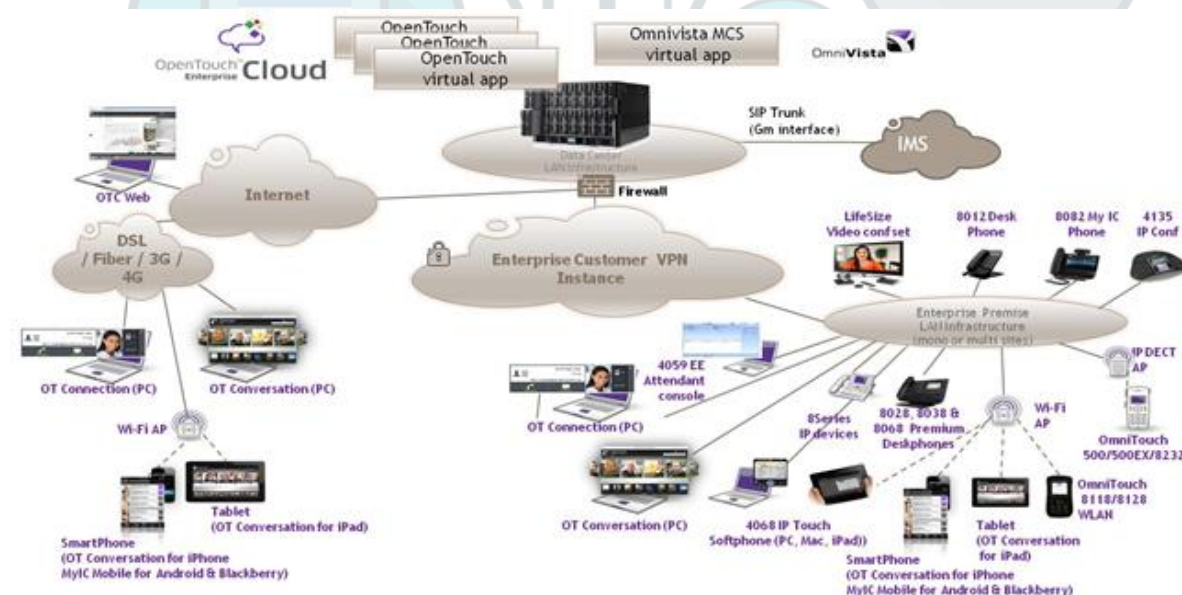


Figure 1: OpenTouch™ Enterprise Cloud overview

The OpenTouch™ Enterprise Cloud includes a base package for the end user as well as additional user options, which can be subscribed per user: Unified messaging, Fax, N-Party Conferencing, Conversation on Desktop (PC), On-site Mobility with DECT or WLAN phone, Mobility on Smartphone (Any Mobile) and Conversation on Tablet (iPad or Android). In addition, another set of options are available and valid for the enterprise: PCS per remote site, duplication of main site, SIP Trunks, ISDN Trunks (require Media Gateway hardware), additional conferencing ports, additional language, automated attendant, screen based attendant.

## **Features**

### **OpenTouch Integrated Voice Mail System**

When using the OpenTouch integrated voicemail system, the unified messaging option includes the following capabilities, for connection and conversation users:

- Voice-mail / Visual Voice Mail
- TUI access / web access / IMAP / email
- Notification (MWI, SNMP/SMS) , Voicemail to email
- Personal Automated Attendant
- Customized greetings (standard, personalized, out of office, alternate) and forward
- Unified messaging (exchange integration / outlook plug-in)
- Unified applications (Office 365 / Skype for Business integration)
- Multi-time-zone
- Local storage or Unified Messaging

To be noted that text to speech is not included in the OpenTouch Enterprise Cloud offer.

### **N Party Conference**

The N-party conferencing option includes the following capabilities:

- Make phone calls and multimedia conference calls (with video switching without hardware MCU or with continuous presence thanks to a virtualized MCU (optional component))
- Active speaker (mute/un-mute)
- Audio & video recording & replay
- Escalate an instant message to a phone call
- See who is online and who is on the phone
- Participate in video conferences
- Access conversation archives with instant messaging logs, including participant list and the media used
- Share your desktop or applications with others. Annotate the presented document.
- Use collaborative whiteboard with remote participants
- Make presentations and upload attachments
- Conduct polls
- Record a synchronized audio/web collaborative presentation

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- Control who can see when you are online and who can send you messages

Please note: a premium per user initiating conferences is paid per month, we have included 10 conference initiators in our pricing section but this can obviously be expanded and added to the base conversation user costs as required.

### OpenTouch Conference

With the N-Party conferencing option, the end user benefits from the OTC client, which provides the following capabilities:

- URL access to scheduled conferences
- Call back on any phone to enter the conference
- Direct access to conference via E.164 number and access code & password
- View participants
- Document Sharing
- Instant Messages to participants

### OT Connection PC

- VoIP client – nomadic mode
- Visual voice mail
- Call by name/number, Universal Directory search, Drag & Drop
- Three party conference
- Remote call control
- Telephony Presence in corporate directory look-up
- Notification via toaster
- Settings and routing profiles
- Communication history (call logs)
- Connection through IP VPN or directly on internet
- Integration with Third Party:
  - Office: Outlook 2010,2013, IBM Notes 8.5
  - IM/Presence: Lync 2010/2013, IBM Sametime 8.5
- Favourite contacts
- Rich presence
- Instant Messaging
- Sharing documents with annotation

### OT Conversation PC

- Multimedia client (VoIP and Video) – nomadic mode
- Visual voice mail
- Call by name/number, Universal Directory search, Drag & Drop
- Ad-hoc and scheduled conferences
- Meeting management
- Telephony Presence in corporate directory look-up and conversation wall
- Document sharing and Desktop sharing with annotation

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- Instant Messaging
- Settings and routing profiles
- Communication history (conversation wall)
- Connection through IP VPN or directly on internet
- Lync Federation with XMPP (Lync 2013)
- Office365 and Skype for Business integration

### Mobility on Smartphone

The mobility on smartphone option allows the end user:

- Without any mobile client:
  - Making call from the PC desktop on any mobile
  - Receiving enterprise call on any mobile (with or without simultaneous ringing on other end user devices)
- Thanks to a mobile client (available on iPhone, Blackberry and Android)\*:
  - Searching and calling contact in his company Directory
  - Visualizing the presence of the company contact
  - Consulting his Unified call logs (incoming and outgoing calls on all the end user devices)
  - Consulting his Unified Voice Mail thanks to a Visual Voice mail interface
  - Exchanging Instant Message (currently available only on Blackberry client)
  - Configuring his routing rules
  - Manager/Assistant

The OT Conversation for iPhone client offers in addition:

- Dual mode Cellular Voice/Enterprise WLAN (or Home/hot spot WLAN VPN) VoIP
- Manual handover voice WLAN to Cellular with conversation continuity

\*Please note: There is no Client planned for Windows Mobile at this stage as Alcatel-Lucent do not believe there is enough of a market driver to produce this. Instead Alcatel-Lucent are working on a client-less Mobile solution. We have no release date for this currently.

### Conversation on Tablet

The Conversation on Tablet option allows the Conversation end user to benefit from the following features on his iPad:

- Making multimedia call (audio, video)
- Exchanging Instant Message
- Searching a contact in the company directory
- Configuring his routing rules
- Accessing his unified visual voice mail
- Accessing his unified call logs and his scheduled conference, thanks to a graphical wall

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- Scheduling conference

## SIP trunks

SBL group can include SIP trunks for PSTN connectivity via the data centre, a data link into the customer MPLS network will be required for this operation.

## OpenTouch User Experience – End Points

OpenTouch™ suite provides a comprehensive set of endpoints for each specific need of the enterprise.

The following drawing shows the main end points available with OpenTouch™ Enterprise Cloud.



Main devices and clients available with OpenTouch™ Enterprise Cloud Solution

## Desktop Phones

The desktop phone is the traditional primary device owned by each employee.

The following devices are located in the enterprise premises and connected to the LAN or to the copper network of the building premise.

Alcatel-Lucent provides the following desktop phones for use with OpenTouch Enterprise Cloud:

- The OmniTouch 8088 My IC Phone provides the smartphone experience on the desk: 7 inch touch-screen, high sound quality and multimedia device, SIP powered, Built-in 5 megapixel camera, HDMI 1.4 connector and wideband audio.
- The OmniTouch 8012 and 8001 SIP phones provide the IP conversation experience on the desk.

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- IP Touch™ 4018 is an IP Phone providing high quality business VoIP telephony.
- 8028/8038/8068 Premium Deskphones are the new IP Phones providing high quality business VoIP telephony.
- IP Touch™ 9 Series Phones are digital Phones providing high quality business telephony and can be supported through on premise gateway equipment.
- 8029/8039 Premium Deskphones are the new digital Phones providing high quality business telephony through an on premise gateway equipment.
- A range of DECT and WLAN handsets are also available.

Any analogue phone or analogue fax can also be connected to the OpenTouch™ solution either using on premise gateway equipment or local converters.

Some Third Party SIP phones are also compliant with the OpenTouch™ solution. A list of supported SIP devices is available if required.

## Benefits

By implementing the OTEC product the customer will benefit from key business benefits helping boost business by:

- Creating a new, expandable communications platform
  - Reduced management overhead (and therefore cost)
  - Improved user experience
  - Optimised resources
  - Reduced overall costs
  - FREE intersite (internal) calls
  - An element of FREE national calls through SIP trunks from SBL Group
- Back Up & restore

SBL Group Ltd regularly engages with the data centre staff to ensure that there is a full schedule of backups of the customer environment. All backups are stored securely within its data centre where access is limited and free from interference. This will ensure that the customer solutions are always current in the event of a disaster recovery scenario. Backups do not impinge on the use of the system for day to day requirements.

- On-boarding processes/scope etc.;

### Due Diligence

This phase is still part of the Sales engagement.. Terms would be agreed between the 2 parties and a decision made regarding the connectivity. A Project Manager and Project Engineering Team would be assigned and commence site surveying. The statement of works is produced and identified to both parties the activities that will be undertaken by SBL Group and paid for by the customer. This stage is key to a successful project and this is where we would hope to identify any issues or risks to the project

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and discuss these and set tolerances with the Project Board (made up of senior appointed staff from the end customer and SBL Group).

### **Knowledge Acquisition**

The Assigned Project Manager creates the Project Initiation Document and holds a Project Initiation Meeting with the end customer to agree the project governance and project plan. The Project Engineering Teams carry out data collection and dimensioning exercises at each customer location and create the necessary design documentation. The SBL Group Purchasing Team will then order the necessary circuits and equipment.

### **Implementation**

The Project Engineering Team will implement the solution including configuring the data centre instance, building any hardware components required (failover shelves etc.) and the Hosted solution will be brought into service. The Project Manager will provide reports in accordance with the communication plan agreed at project initiation. Following the System Acceptance Testing the project will be signed off and the Project Manager will instigate Project Closure.

### **Transition**

Part of this action will be to handover the solution from the Project Team to the Service Management Team (Operations). The Operations teams from both the end customer and SBL Group will agree a communication procedure for placing calls for faults, moves, adds, changes, deletions etc. The process will be confirmed and documented. Training will be carried out at each customer site to either all staff or a number nominated delegates. These delegates will then have the responsibility to train staff on an on-going basis.

### **Service Improvement**

The final stage encompasses the in-life hosted services where the benefits of the solution can be reviewed and confirmed. Service Review meetings will be carried out at a frequency agreed by the two parties for the lifetime of the contract and beyond as necessary. Frequency of software updates and upgrades and their process will also be agreed between both parties. New users and acquisitions will be brought online following this same process.

- Off-boarding processes/scope etc.;

If a customer desires to terminate an arrangement or reaches the end of an agreement, then a project engineer will be assigned to ensure that all customer data and / or hardware is transferred in an appropriate manner according to the customers data retention policy.

- Service management details;

SBL Group Ltd has a highly experienced and professional team of service engineers recognised in the industry for their expertise in delivering support on the Alcatel Lucent Enterprise products.

SBL Group Ltd offer as standard a Fault reporting service that is available to receive faults on a 24/7/365 basis.

Service Requests may be reported by telephone (dedicated support line), email or via the SBL Group Ltd Customer portal.

Service Requests reported during normal business hours will be handled by the customer service operations team. Service Requests reported out of normal business hours will handled directly by the duty engineering team.

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Fault management is handled via SBL Group Limited's ticketing system: Net Help Desk. This system has in-built SLA management and produces alerts that afford automatic escalations through the business. These features are flexible depending on the service purchased by the customer. As well as being customisable to suit the needs of individual customers, discussions are held with the end customer to find the most appropriate for them.

In addition to the automated email responses, customers may also avail themselves of the SBL Group Ltd online customer portal which provides 24 hour online access. This service can be provided to nominated team members to allow for fault monitoring in house. Within this portal customers can create new Service Requests, update existing requests by adding new notes/attachments and the like plus review the status of an existing request.

In the unlikely event that SBL Group does not meet any SLAs then service credits are awarded to the customer in the way of Service hours credited to their account.

### **Priority = P1 Outage**

*Priority/ Severity Definition* = If the incident is reported by the customer via telephone contact and is a Major Service disruption to all users of the service.

*1st Response* = Initial response provided within 30 minutes of outage identification.

*Updates* = Updates provided a minimum of every hour on the day of the outage, daily thereafter

*Escalation Definition* = Incident will be escalated to the next level within the organisation within 1 hour of initial contact if no action has been performed. This will continue for three subsequent escalations after which the incident will be escalated to a Board Director.

### **Priority = P2 Severe Business Impact**

*Priority/ Severity Definition* = If the incident has been reported by the customer via telephone contact and impact of the incident is such that multiple users in the affected organisation are unable to utilise the services provided by SBL.

*1st Response* = Initial response received within 4 hours

*Updates* = provided a minimum of every four hours on the day of the outage, daily thereafter

*Escalation Definition* = Incident will be escalated to the next level within the organisation within 4 hours of initial contact if no action has been performed. This will continue for three subsequent escalations after which the incident will be escalated to a Board Director.

### **Priority = P3 Business Impact**

*Priority/ Severity Definition* = Minor service disruption to a single client or multiple participants up to five users

*Business impacting.* Single end user with isolated access level issue, low priority product question/request; All administration related activities including but not limited to, user set-up and user configuration or if the incident has been reported by the customer via means other than telephone contact.

*1st Response* = Initial response received within 4 hours

*Updates* = Updates provided a minimum of daily, unless expectation set when response will be received (IE. We will update you once we have received further information from X).

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*Escalation Definition* = Incident will be escalated to the next level within the organisation within 24 hours of initial contact if no action has been performed.

- Training;

During the design and implementation phases of the project customers are invited to the SBL Group Ltd headquarters for a hands-on session demonstrating the OTEC system capabilities and end user applications. Once the implementation is completed, a project engineer will deliver onsite training to the end user.

- Ordering and invoicing process;

Once agreement is reached on the solution design, customers would be required to supply a purchase order and signed contract to SBL Group Ltd based on the costs of the service required. Invoicing is provided to the customer on a monthly cycle based on the consumption of the previous month.

- Termination terms:

Written notice is required from the end customer that states clearly the services to be terminated and the termination date of such services.

Early termination may result in exit fees being charged.

The customer acknowledges that it has purchased the Services for the Minimum Period and any Renewal Term(s)), as defined in the Certificate or Order Summary.

- Data processing & storage location

All customer data is retained within the data centre housed in the UK. This is not replicated outside of EU jurisdiction.

- Data restoration / service migration;

When service upgrades or system maintenance is required a project engineer liaises with the customer directly and creates a schedule of activities that are suitable to the needs of the customer's business.

- Customer responsibilities;

The Customer will prepare for SBL's delivery of the services, including by preparing the installation site at its own expense, being connected to the public telecommunications network, and by paying the subscription fee to its telecommunications operator and ensuring that the equipment that is to be connected to the network is type approved.

The Customer must state the correct address and postal address to SBL. If the Customer moves, changes or terminates its telephone subscription with its operator, or changes other conditions of significance to the service or its delivery by SBL, the Customer must notify this to SBL without undue delay

The Customer is responsible for describing relevant regulatory requirements of the delivery in the request for proposal, and in its offer SBL must describe how the solution can fulfill the requirements.

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Each of the Parties covers its own costs of complying with the regulatory requirements applying to that Party. Costs due to changes to the regulatory framework that result in a need for changes to the delivery or increased costs of the delivery, will be covered by the Customer.

Each of the Parties is responsible for adhering to its respective obligations in accordance with external statutory requirements, for example pursuant to privacy and marketing legislation. As the processor of personal data, the Customer is responsible, among other things, for ensuring that the processing is notified to, or that a license has been obtained from, relevant authorities; that the consent of the registered persons has been obtained; and that grounds are given for the transfer of data to third parties and to abroad. The Customer is furthermore responsible for observing the rules in force at any time for the marketing and presentation of its services, including the CPA guidelines for mobile content services.

The Customer undertakes that the Customer's employees, and other parties that have access to confidential information on behalf of the Customer, have been informed of the content of this clause, and that they are bound by it in the same way as the Customer itself.

- Technical requirements (service dependencies and detailed technical interfaces, e.g. client side requirements, bandwidth/latency requirements etc.);

Services are dependent on suitable connectivity provisions between the end user site (s) and the SBL Group datacentre. These requirements will be scoped through the project but would include as a minimum discussions surrounding SIP trunk, ISDN/Analogue trunk, Connectivity (MPLS etc).

- Browsers  
Multiple languages are supported. Browser support includes Internet Explorer 10+, Chrome, Firefox and Safari..

- Details of any trial service available.

Trial services can be discussed through the standard sales process with each customer. Trial services would typically include use of additional features such as Open Touch Conferencing and the like.

- Additional features - SBL Group Ltd are able to deliver the additional elements required and available for this solution. These include features such as:

- o Broadband / MPLS (WAN)
- o SIP trunk Connectivity
- o ISDN / Analogue trunk connectivity
- o IPSEC VPN connectivity
- o Non-geographic numbering
- o Multimedia Contact Centre features
- o Mobility / Dect integration
- o Mobile contracts, deployment and implementation
- o Handsets - Alcatel Lucent Enterprise and 3rd party

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- o Office365 deployment and integration
- o Skype for Business deployment and integration
- o Open Touch Notification System - deployment
- o LAN integration - Power of Ethernet (POE).
- o Hosted backup and disaster recovery

#### Information assurance/Security

- Data-in-transit protection
  - o Data is transmitted between the customer and Data centre via secure links that will be defined during the design. Encryption may be added to the links depending on the types of connectivity however this will be discussed during the design phase of the implementation.
- Asset protection and resilience
  - o The SBL Group datacentre is located within the UK. If the customer requires data centres to be located through the EU or global regions then this can be arranged.
- Separation between consumers
  - o Each OTEC is segregated into individual systems / instances hosted within the SBL Group Ltd Data centre. No connections or shared resources of these PBX systems are present and no crossover between instances are available ensuring that all customers are segregated. For system management the OTEC utilises a shared resource called the Alcatel Lucent Enterprise 8770 which provides individual usage statistics for each customer instance. This is a multi-tenanted system with no cross over within the software between customers.
- Governance
  - o SBL Group Ltd, at the time of writing, is currently progressing with BSI Group to attain accreditation of ISO9001-2015. This process will be completed by 4th August 2016 where certification will be awarded.
  - o SBL Group Ltd data Centre holds the following certifications:
    - ISO9001
    - ISO27001
    - SSAE 2015/16
- Configuration and change management
  - o All changes required are managed and scheduled with the customer. The SBL Group change management process is followed by all engineers.
- Vulnerability management
  - o Alcatel Lucent Enterprise continually assess and test threats and any changes are communicated by them to SBL to ensure that the customer platform is secure.
- Event monitoring

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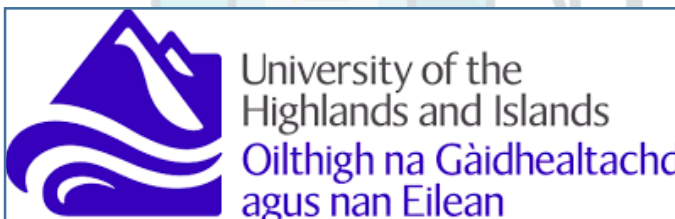
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- o All events are monitored and logged including access to the OTEC instances, within the both the Data Centre NOC and the OTEC System management.
- Incident management
  - o SBL Group Ltd provides a service desk that operates five days a week, and offers 24/7 coverage for customers requiring extended coverage. Incidents can be reported through the SBL Group Ltd customer portal, email or telephone.
- Personnel security
  - o SBL Group Ltd performs personnel checks on new employees and has processes for employees governing behaviours at customer sites. Within the Data Centre, there is security personnel and security pass access to restrict and govern the access of employees.
- Supply-chain security
  - o SBL Group work with industry recognised experts and review their accreditations each year. For Datacentre providers it is a requirement for them to achieve ISO accreditations such as ISO9001 and ISO27001. Whilst the datacentre tiering accreditations is preferred we do not mandate our datacentre provider register their practice with TSIA or Uptime Institute it is a requirement that they work on the basic principles of these standards and can demonstrate processes to support these.
- Separation and access control within management interfaces
  - o For system management the OTEC utilises a shared resource called the Alcatel Lucent Enterprise 8770 which provides individual usage statistics for each customer instance. This is a multi-tenanted system with no cross over within the software between customers.

Some of our customers:



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SBL Group Ltd would welcome the opportunity to discuss this solution with customers. Please feel free to contact us and we would be happy to talk more about this.

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