

| S.No | Comparison Parameter                              | Freelancers/V<br>icidial<br>Amateurs | Consultants/Companies<br>without office/dedicated<br>team/support team | Avyukta | Hard<br>Dialer<br>Vendors | Dialer<br>Only<br>Vendors | Voip<br>Only<br>Vendors | Premium<br>Dialer<br>Vendors | Why Avyukta  |
|------|---|--------------------------------------|--|---------|---------------------------|---------------------------|-------------------------|------------------------------|--|
| 1    | Professional Support                              | No                                   | Seldom   | Yes     | Yes                       | Yes                       | Seldom                  | Yes                          | 15 dedicated engineers on support escalation matrix with a 120 second TAT  |
| 2    | Support During Peak hrs                           | Seldom                               | Seldom   | Yes     | Yes                       | Yes                       | Seldom                  | Yes                          | At least 3 Engineers/shift and higher during peak hrs  |
| 3    | Timely reply from/on<br>Support                   | Seldom                               | Seldom   | Yes     | Yes                       | Yes                       | Seldom                  | Yes                          | 120 second TAT with 2 escalations or else refund policies  |
| 4    | Single Vendor<br>Coordination                     | No                                   | No   | Yes     | No                        | No                        | No                      | No                           | Single platform for Dialer-VoIP-Hosted Server-IVR-Bandwidth so that there is no blame game preventing centers downtime   |
| 5    | Tailor Made Commercial<br>Models                  | Yes                                  | No   | Yes     | No                        | Seldom                    | No                      | No                           | We have all possible models possible in the universe at immacable rates , in case there is any new we are ready to hear and implement  |
| 6    | Customised Technical<br>Model                     | No                                   | Seldom   | Yes     | No                        | Seldom                    | No                      | Seldom                       | Premised-Inhouse Dialer/Hosted Dialer/Server replications/Distributed/Centralised/Work from home models are supported  |
| 7    | Asterisk<br>Advantage, Flexibility &<br>Expertise | Seldom                               | Seldom   | Yes     | No                        | Yes                       | No                      | Yes                          | We have one of the better teams with vast asterisk experience and knowledge capable to deploy complexions such as TTS based payment gateway, intergation with ERP, SAP, Web Forms, 20+ tree IVR's etc  |
| 8    | Domestic or Inbound<br>Solutions                  | Seldom                               | Seldom   | Yes     | Yes                       | Yes                       | No                      | Yes                          | There are more than 50 satisfied , domestic and inbound clients that we have   |
| 9    | Low Capex   | Yes                                  | No   | Yes     | No                        | No                        | Yes                     | No                           | With us one can start on as low as 10 USD for Dialer+Hosted+VoIP   |
| 10   | Low Opex  | Yes                                  | Yes  | Yes     | No                        | Yes                       | Yes                     | No                           | With dialer rentals as low as 10 USD/Seat and No VoIP commitments on pay as you go model , A bare minimum opex is attained to help centers scale with investments in right directions  |
| 11   | Turnkey technology<br>Solution                    | No                                   | No   | Yes     | No                        | No                        | No                      | No                           | Being a technology company , anything or everything except process and leads may be sufficed as per prospects requirement  |
| 12   | CTI Hardware Integration                          | No                                   | No   | Yes     | Yes                       | Yes                       | No                      | Yes                          | 1/2/4/8 PRI, GSM, VoIP Gateway, Telesynergy CTI, Intel Dialogic, Allo, Sangoma, Digium have been successfully integrated with asterisk and hard dialers in the past  |
| 13   | Money Refund Policy                               | No                                   | No   | Yes     | Seldom                    | Seldom                    | Seldom                  | Seldom                       | After 3 levels of escalations in worst case scenarios, we process a money refund on a pro data basis within 72 hrs from the request  |
| 14   | Reference Incentive                               | No                                   | No   | Yes     | Seldom                    | Seldom                    | Seldom                  | Seldom                       | 10% or higher for every reference client varying with case to case along with a reseller CRM login   |
| 15   | TAT for setup/Live PD<br>Calls                    | 48 hrs                               | 24 hrs   | 2 hrs   | 1 week                    | 24 hrs                    | No                      | High                         | 2 hrs for Hosted and 12 hrs for Premised based Soft Dialer and 48 hrs for Hard Dialer Setup  |
| 16   | Remote<br>Installation/Support/Sales              | Yes                                  | Yes  | Yes     | Yes                       | Yes                       | Yes                     | Yes                          | Apart from 3 locations where we have placed local support engineers, we handle sales and support remotely to curb cost raise for the end client converting a cons into a pros by reducing the TAT, In worst case scenarios physical presence of the engineer is procured |
| 17   | Backup VoIP                                       | No                                   | No   | Yes     | No                        | No                        | Seldom                  | No                           | With Auto set patterns on the dialer settings, Backup shift is used in case scheduled registry failures are achieved with the SIP registrar both on Hardware and Software platforms  |
| 18   | Backup Server                                     | No                                   | No   | Yes     | Seldom                    | Seldom                    | No                      | Yes                          | Cloned server for all setups exceeding 80 seats is availed where in merely a LAN cable swapping reduces the downtime to less than 60 seconds   |
| 19   | Backup Dialer/Hosted                              | No                                   | No   | Yes     | No                        | Seldom                    | No                      | No                           | We hold 3 servers with 100 MB each to cater to more than 2000 seats on hosted platform where procurements and backups are planned with presales department analysing clients' latency from scheduled locations   |
| 20   | Issue Resolution with low<br>TAT                  | No                                   | Yes  | Yes     | No                        | No                        | No                      | Seldom                       | Most of the issues are caused due to on site parameters and thus the training process along with the 26 support points reduce chances of Issue but when issue evolves/presists we adhere to a 120 second TAT policy  |
| 21   | Commitments/Lock in<br>period/Contracts           | No                                   | Yes  | No      | Yes                       | Seldom                    | Often                   | Yes                          | Since the entire system is prepaid thus For all commercial models client is free to make any payment on a pro data basis with no contract, no lock in preiod and no commitments at all   |
| 22   | Platform Independence                             | No                                   | No   | Yes     | Seldom                    | Seldom                    | No                      | Seldom                       | we are only handlocked with Hard Dialer (Server Only) being on windows platform and Soft Dialer ( Server Only ) being on linux , but otherwise rest all permutations and combinations are possible/feasible as per clients requirement/s or our suggestion/s             |
| 23   | Hard-Soft Dialer Flexibility                      | No                                   | No   | Yes     | No                        | No                        | No                      | No                           | With us being the only vendor (known) procuring both Hard and soft dialers, we hold the choice for the prospect for selection based on size and architecture of the client   |
| 24   | Pre/Post AMC Support<br>Cost                      | High                                 | High   | Free    | Very High                 | High                      | No                      | Very High                    | Mostly we are operating on opex modes , whereas for all capex models such as dialer purchases we extend another year of support with an expansion of at least 10 seats and thus we have never received an AMC in the history of our operation                            |