

How is QWASI different?

Technology:

- Cloud-based, fast to deploy and easy to use
- Full set of APIs as well as multiple turnkey applications for building experiences available in the QWASI core platform

Communication:

- Manages communication across every channel including: SMS, Push, Email, Voice, Video, and Chat Applications
- Manages customer communication across any SMS aggregator and includes language localization, and opt-in/opt-out status

Support:

- Sales Engineers and Product Experts are on call to provide solutions support for discovery, onboarding, and renewal
- Custom training, certification, and development is also available

What is pricing like?

Pricing is based on a reoccurring software licensing fee, and number of messages used each month.

Total QWASI Annual Subscription = \$30,000/month + Messaging Buckets







Deal Size	Deployment	Annual Subscription
Small <10,000 Messages	Includes 10,000 Webex Rooms	\$378,000
Medium <500,000 Messages	Includes 500,000 Webex Rooms	X
Large <1M Messages	Includes 1M Webex Rooms	X

*3 and 5 year pricing is also available. Contact your QWASI Sales Director for larger deal pricing.

How does QWASI compare to tools like CMX, TROPO/TWILIO, etc?

QWASI focuses on opted in one to one customer and employee communication. QWASI plugs into CMX to feed and pull location data for contextualization. Additionally, QWASI sits as the application layer on top of TROPO/TWILIO/Aggregators to make personalized messaging turnkey, trackable, secure, and offer a full audit trail of customer communication.

QWASI is the only platform that combines all Cisco data and 3rd party platforms into a single customer view, and intelligently delivers communication to customer and employees based on “if this than that” protocols.

	Deploy & Test New Customer Experiences QWASI is actively working with Cisco teams to identify needs of clients and deploying POCs to activate IOT and new Customer Experience Use Cases.
	Automated Compliance & Security QWASI has built in customer opt in management that is compliant with US, GDPR, and global regulations, as well as offering a full audit trail of all customer engagements.
	Reduce Innovation Time to Market our 'middle layer of intelligent connection' reduces the time to get new Cisco products to market, and premade use cases are already available to showcase.
	Save Cost on projects which are often stalled to the slow speed of integrations, QWASI works with Cisco to deploy rapidly and offer significantly lower POC cost to customers. (Avg. POC \$20,000-\$30,000)
	Unlock Data while most data is <u>siloed</u> within different solution providers, QWASI provides a UI that pulls together “all” real time data available by API and offers a visualization of real time reports.
	Simplify Integrations all solutions deployed are based on a core set of APIs that make integrations much easier saving millions of dollars in deployment costs and cutting time to market.

Key Functionality & Plugins	QWASI	TWILIO	PURPLE	
Acquisition & Member Opt-In Management	✓		✓	
Omnichannel Engagement	✓			
Intelligent Rules Engine	✓			
NFC Support	✓			
REST API	✓	✓		
ROI Analytics	✓			
Custom Data Integration and Automated Report Distribution	✓			
WebEx Teams Support	✓			
Meraki Support	✓			
CMX Engage Support	✓			
Other Integrations: Azure, NCR, SAP, SMS aggregators, others	✓			

What Platforms does QWASI support and what versions specifically?

Cisco Endpoints/Software	Supported
WebEx Teams	All
Contact Center	All
Meraki	All
Tropo (legacy)	All
CMX	All