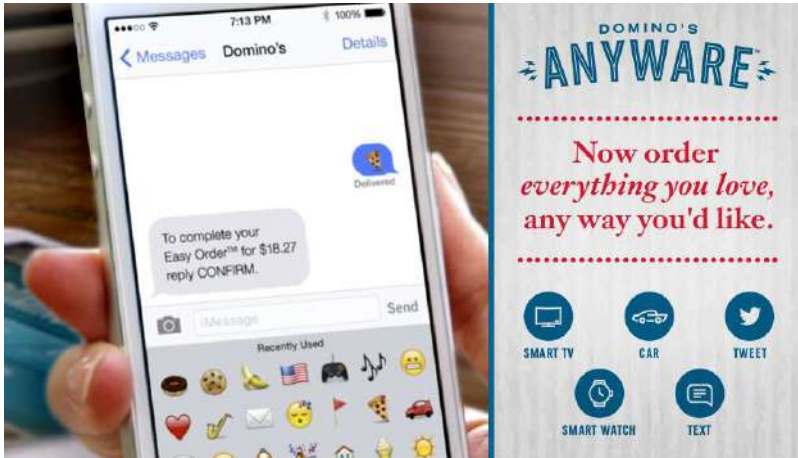**QWASI**

THE EXPERIENCE PLATFORM

CISCO Partner

6+ billion devices join IoT, and opportunities are exponential

COVID CHALLENGE

- As 92% of companies are adjusting to staff and customers "going remote," QWASI has standardized a set of Contactless Solutions to assist businesses in the virtualization transformation initiatives.

- These solutions are cross sector, built enable virtual automation for employee training, gamified experiences to engage and educate customers and communities, and turn analog objects into smart contactless experiences.

QWASI

Background

- QWASI has been working with brands since 2007 to innovation new and smarter mobile first experiences.
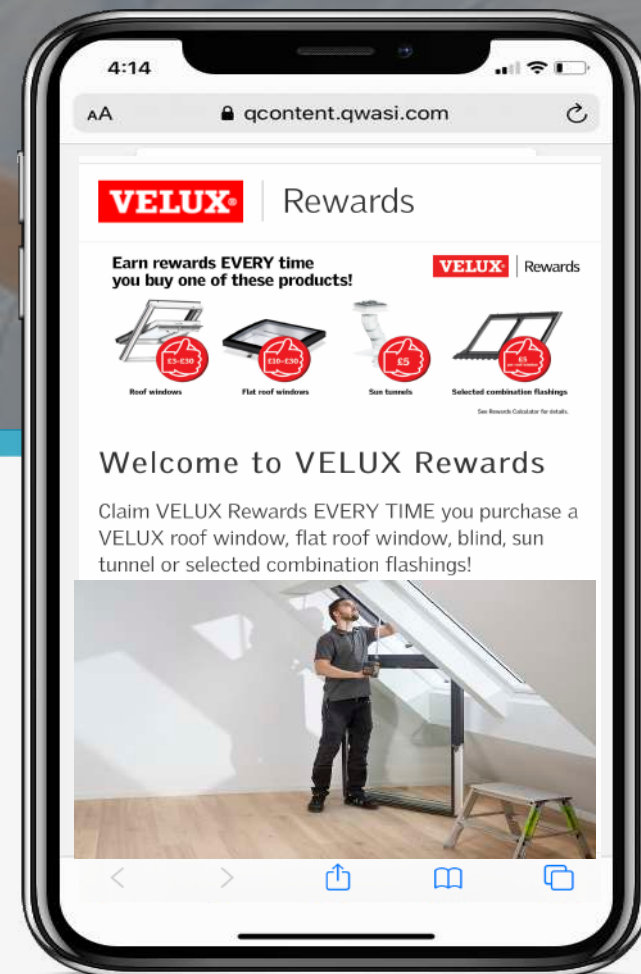

- We develop fresh, innovative solutions that enable businesses to transform their industry and product offerings.

New: Contactless Experiences

Virtualization for Employee & Customer Engagement

2020

IOT EXPERIENCE MANAGEMENT

Forrester Top Vendor

Mobile accounts for 35% of the $40B sales transacted online. Our platform improves acquisition by 85% by adding experience and unlocks 100X more real time data points to drive business insights.

Mobile First

Creating touchpoints across all brands unlocks more data points and enables transformative experiences.

One Customer

Data federation ensures that all data is paired to unique individuals, devices and authenticates across all brands.

Loyalty

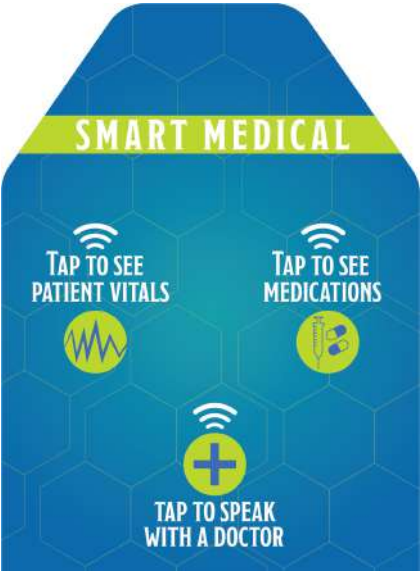Webhooks enable connectivity across all platforms for multi-channel reward engagement driving higher retention.

Upgrading to Smart Spaces

EMPLOYEES / B2B

AIRPORTS / ARENAS

HOSPITALITY / RETAIL

HOTELS / GAMING

MEDICAL / FINANCIAL

VIRTUAL EVENTS

CITIES / SCHOOLS

INDUSTRIAL / ECOMM

DIGITIZING OBJECTS

SAMPLES

Creating Branded Experiences
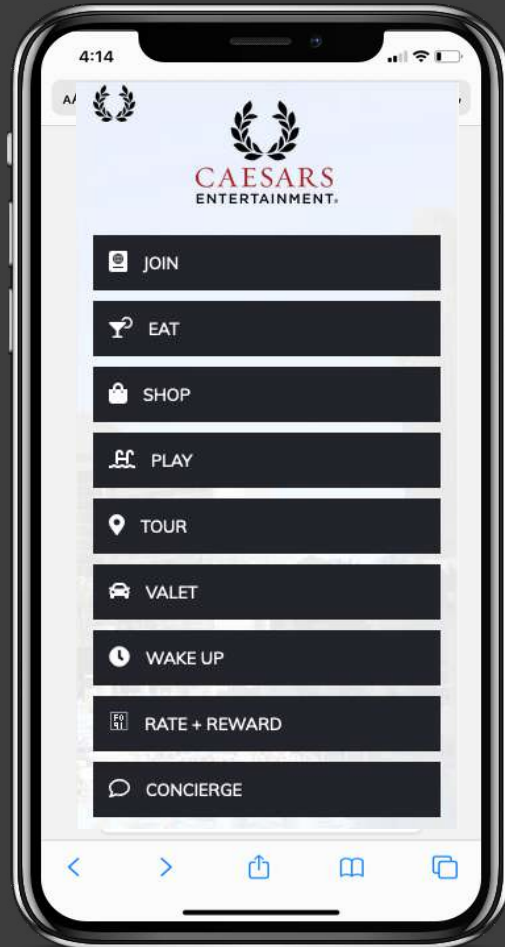
ENGAGEMENT   EDUCATION   REWARDS
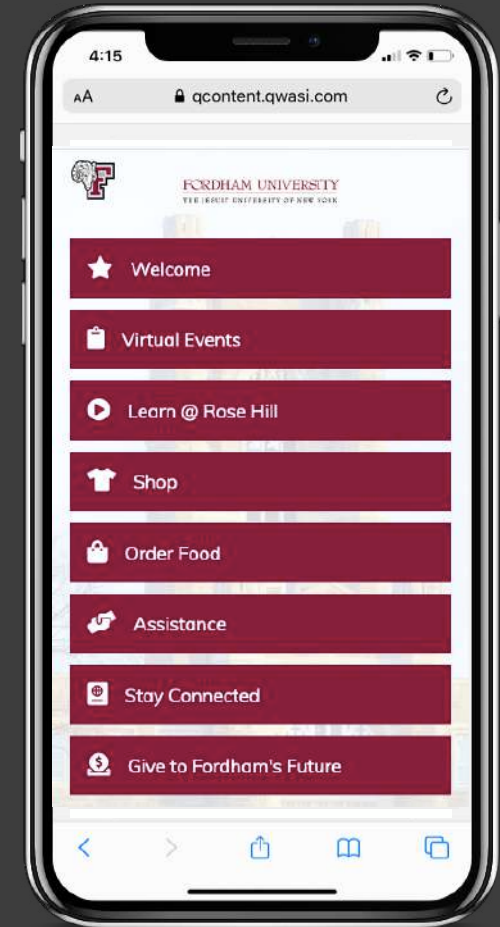
AUTHENTICATION + COMMUNICATION

SOLUTION: MERAKI COVID SAFE CHECKIN

Patients scan to schedule an apt / Employee authenticate safe work confirm

Admission team views customer queue

At conclusion of apt and day Patients and Employees checkin for feedback

Community Health Network

Tap . Scan for Contactless Check In

Customer arrives and authenticates via wifi
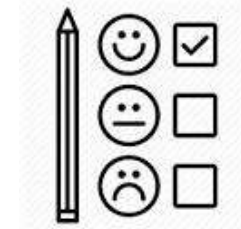
Patient receives text after booking to checkin at parking lot arrival via wifi for covid safe checkin
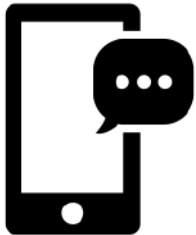
Staff alert is triggered to Webex Teams, Microsoft Teams, and Slack to respond to patient for entry to facility

The respond to customer for entry details for safe medical checkin

QWASI
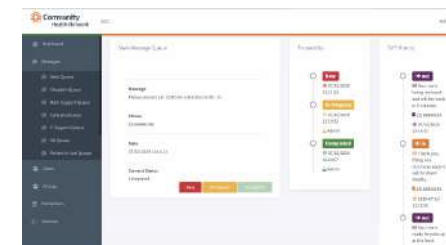
Data Intelligence
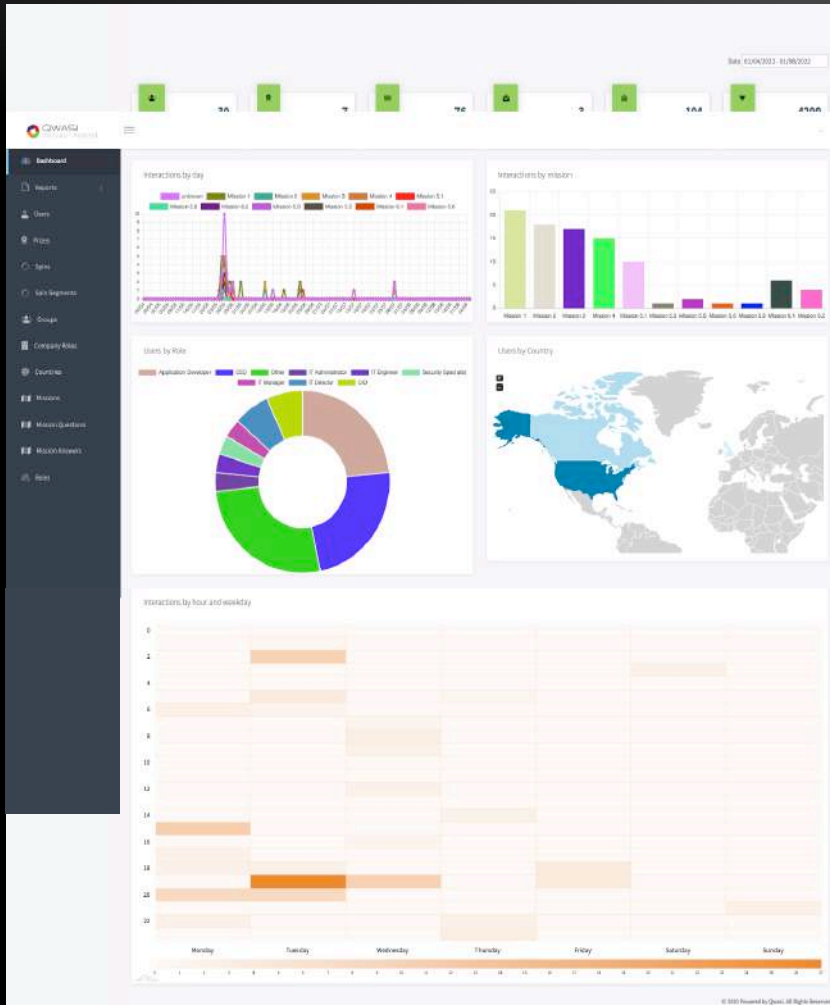
GLOBAL MANAGEMENT

- CRM registered community
- Active participants + event engagement
- Participants by type/location/origin

BRAND ENGAGEMENT

- Total activities completed
- Time spent by activity across attendees
- Total time engaged across branded experience

SOCIAL AMPLIFICATION

- Pre/Live/Post event social engagement
- Uplift from social amplification

MOBILE IOT ENGAGEMENT

Integrates with Cisco Solutions

Listen / Learn

Communication / Data — Automate Personalization

Seamless Integration

Performance Analytics

INTEGRATIONS / DEMOS

Individuals can authenticate via WIFI + Contactless Objects, receive mobile message, simultaneously local support is alerted in Webex Teams.

Individuals engaging can escalate to Call Centers for immediate support, chat via Bot for assistance with feedback escalated into local support headsets via Webex Teams.

Cisco Vision dynamically based mobile engagement and pushes experiences to mobile devices.

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ACCELERATING TRANSFORMATION

DESIGN
Understand business objectives to design appropriate solution

ROI
Determine success metrics and data to confirm solution ROI

PROTOTYPE
Build and deliver unique gamified experiences to spec

SCALE
Templatize the custom build to deliver at scale for easy management

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GPL / COLLABORATION SKU CONSIDERATIONS
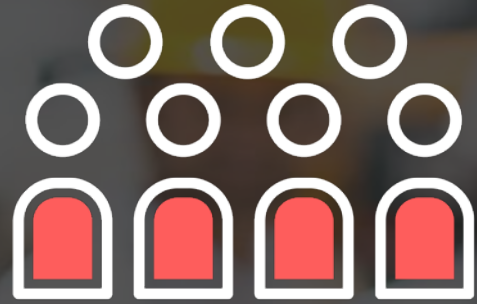
Campaigns Management

Active Assets

Experiences Built

Program Duration

DELIVERY TIMETABLE

Confirm Design 1-2 weeks	Build 1-2 weeks	Staging QA 1 week	Roll Out TBD
Confirm user story flows, requirements, communication, copy, assets, reporting, and milestones.	Setup platform, integrations, webpages, short or long code bind, deploy two-way chat.	Deliver the tested experience for final QA, complete end to end testing, and confirm delivery.	Monitor onboarding of experience, provide any training or tutorials required, and support length of campaign.

- Confirm user stories and design
- Confirm copy for pages
- Build + signup
- Build process flow and reporting capture
- Delivery of the support process flow
- First Test Cycle: end-to-end user experience
- Address issues raised during testing
- Second Test Cycle: end-to-end user testing
- Solution go live
- Onboarding and support

QWASI

info@qwasi.com

SE Training

Personalized Communication and
Contactless Experiences for
Customers, Employees, Partners,
and Communities
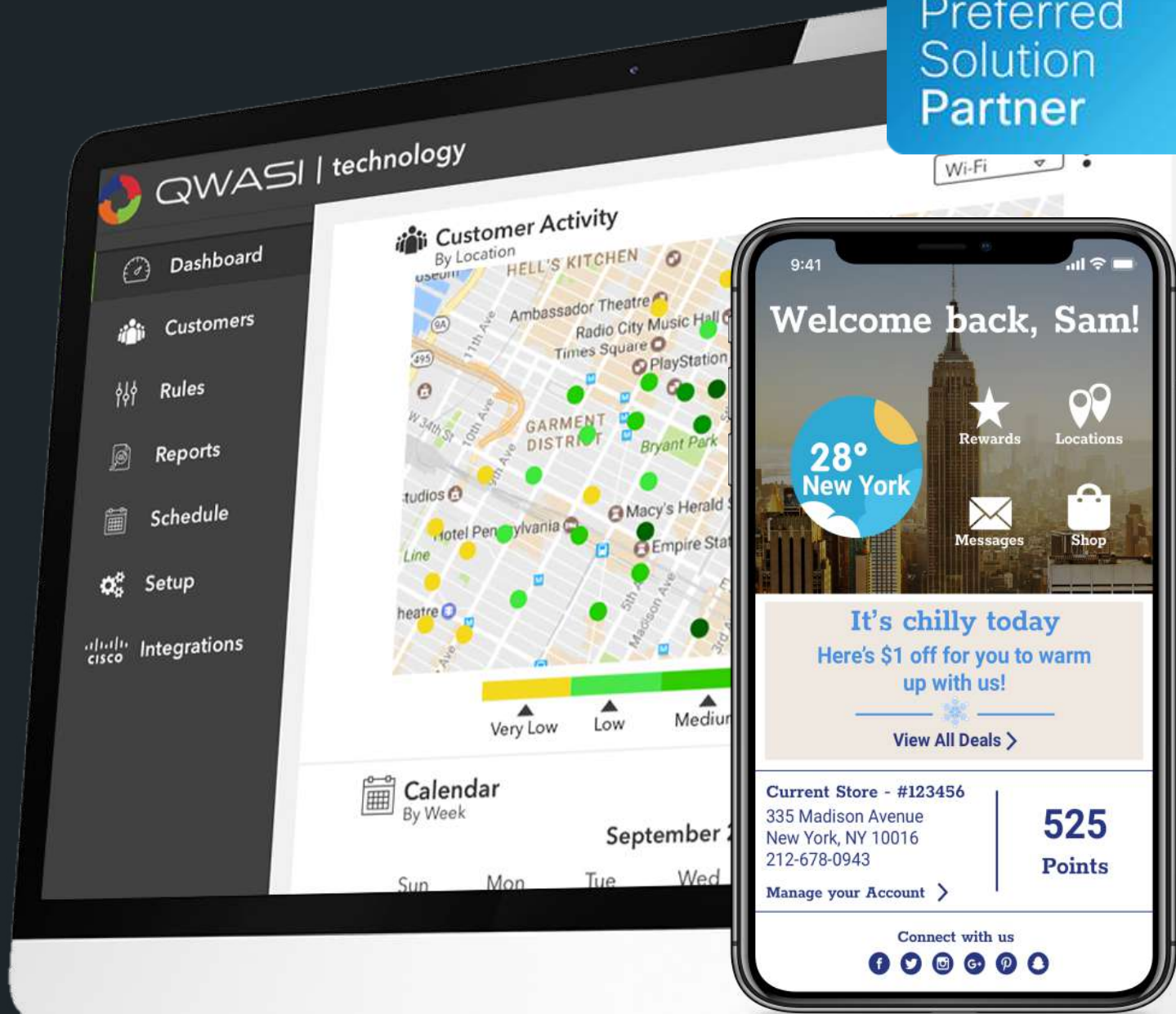
Agenda

QWASI is a Cisco Collaboration Partner that will drive the adoption and use of Webex Teams Collaboration, Contact Center, Finesse, Cisco Vision, Meraki, DNA Spaces, Telepresence, and more.

- Better User Experience to manage Real time Customer and Employee Messaging

- System Integration to Activate Contextual Communication

- Mobilize Support Assistance

- A plug in all Cisco touchpoints
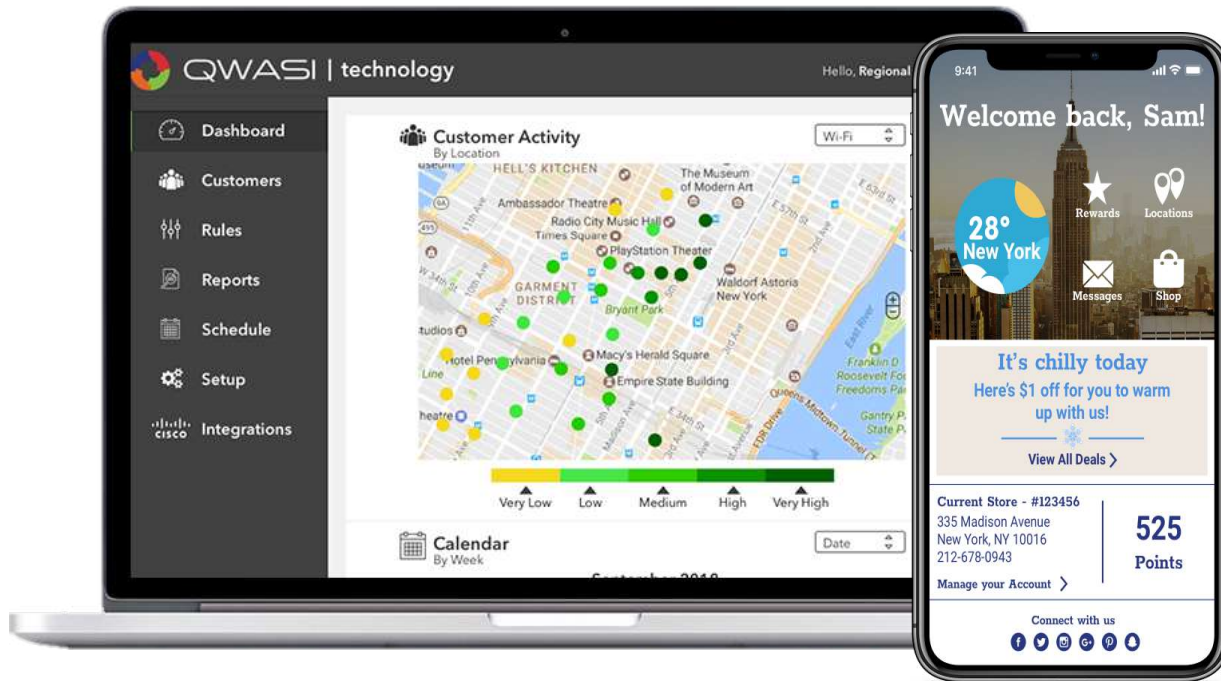
One View: centralize data listening

Turnkey solutions to drive Personalization Communication that drives adoption

(Easy to use and aligned with Webex Teams, Contact Center, Finesse)

Results | Real time personalized communication that increases open rates by 82% annually, and sales 5x.

Over 1B+ Global Enterprise Customers Engaged
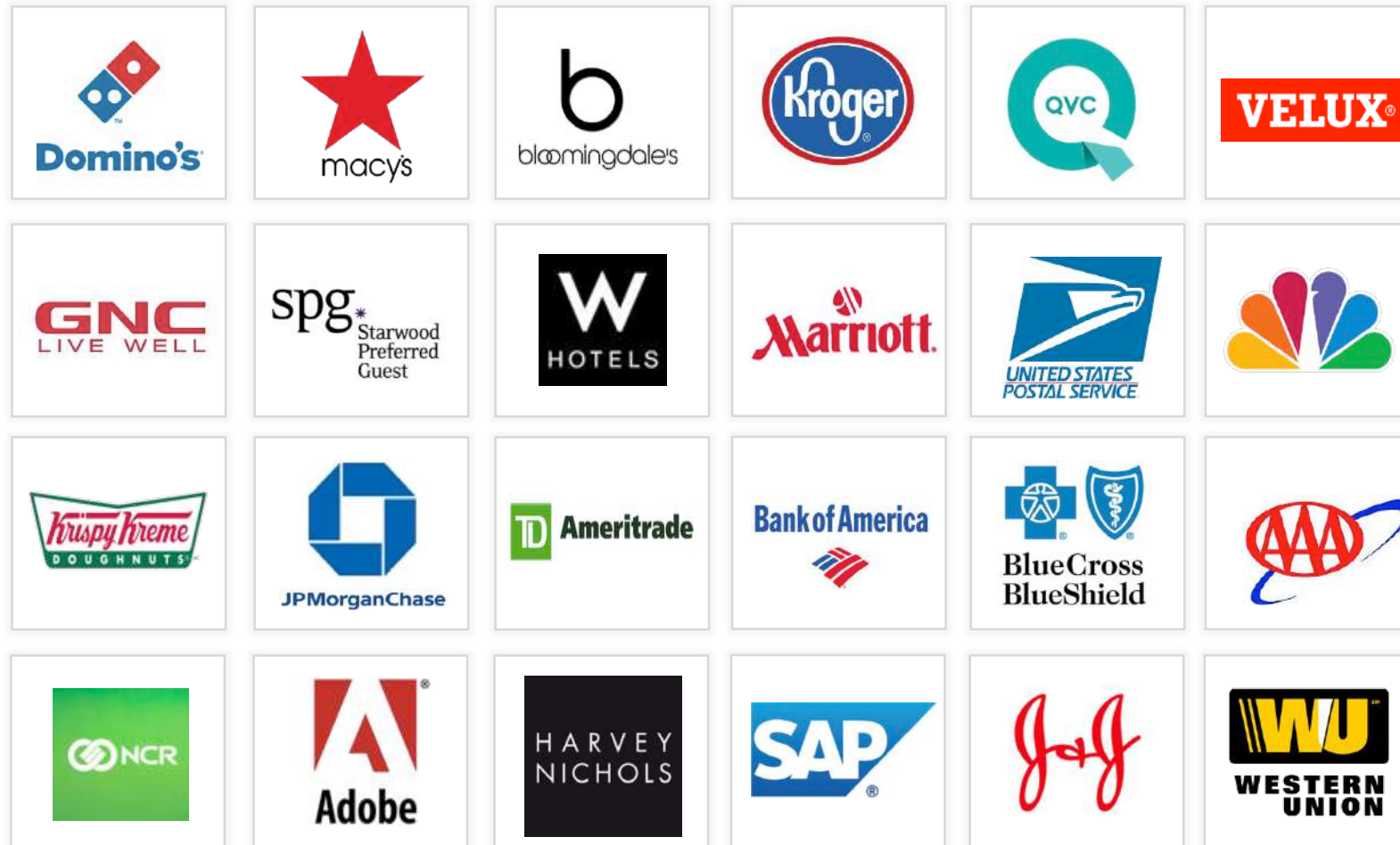
QWASI drives more Cisco sales

Average QWASI customer grows 63% YOY
by improving communication and adoption

Grow hardware sales by layering in software
with admin portals and toolkits for every line of business

Easy to deploy remotely via cloud today
cloud, hosted setup in a day or less; aligned with WebEx Teams

QWASI

How QWASI Works

Comprehensive Tools for Communication Collaboration

Cloud Software Tailored for Each Line of Business

\+

QWASI EXPERIECES

| IOT | CHAT | VIDEO | PUSH | EMAIL | SMS | DIGITAL DISPLAY |

QWASI

QWASI's comprehensive Cisco Communication Plugins

		Standard Platform	Webex Teams Plugin	Meraki Plugin	IOT Plugins
Messaging Channels	SMS/Text	✅	✅	✅	✅
	Email	✅	✅	✅	✅
	Push Notifications	✅	✅	✅	✅
	Outbound Webhooks	✅	✅	✅	✅
	Webex Teams		✅		
Rules Engine & Campaign Builder	Outbound Broadcasts	✅	✅	✅	✅
	Two-Way Message Flows	✅	✅	✅	✅
	Triggered Messaging	✅	✅	✅	✅
Activation Points	Meraki WiFi			✅	
	NFC				✅
	RFID				✅
	QR Code				✅
	Digital Displays				✅

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Key QWASI Features

Customizable interface, campaign manager for personalized communication automation and chat.

1. Optimize Engagement Points to Drive Adoption

2. Real Time Personalized Mobile Communication

3. Optimize First Party Data Insights
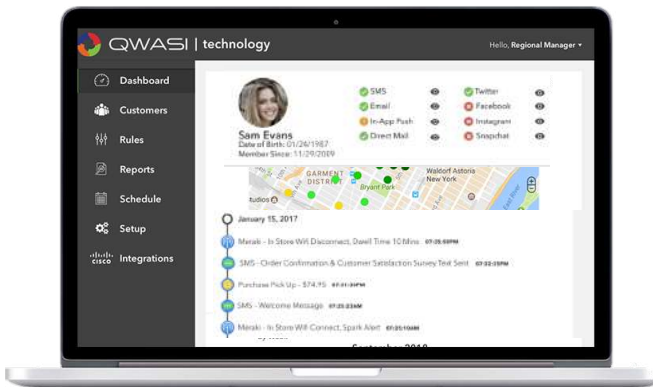
- POS
- WiFi
- DOOH
- Social
- NFC/RFID/QR
- Device ID
- One Message View
- Contact Preferences
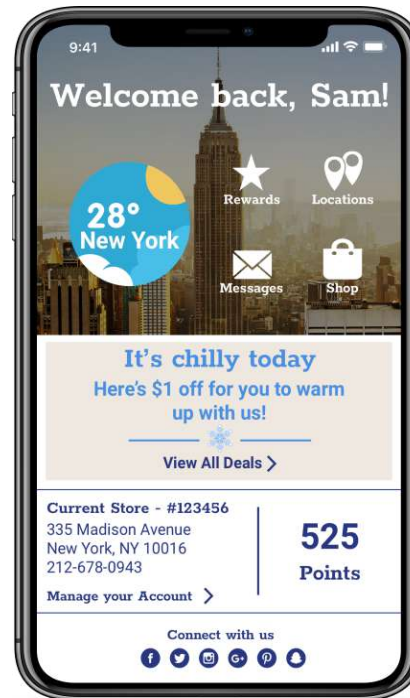
- Text/SMS
- Push (app)
- Social Updates

- Custom Rules
- Loyalty Updates
- Messaging
- Escalation

- Voice
- Email
- Support Chat
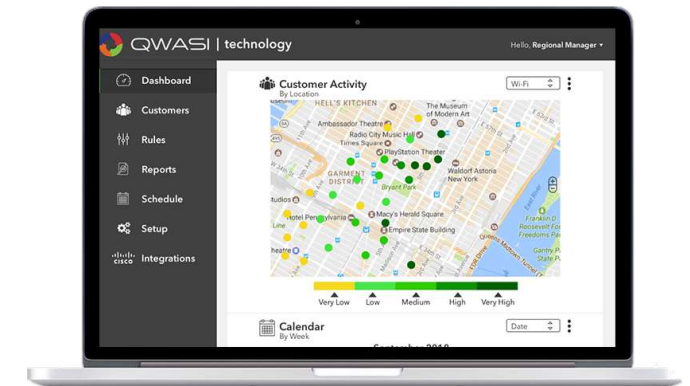
- Messaging Uptake
- Campaign CTR
- Location Triggering
- Weather Context
- Language Preference
- Device Types
- Browser Info

Proprietary & Confidential

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Flexible Real Time Data Listening

This is the real time data listening portal where rules are configured to automate actions and messaging.

Customize an array of conditions based on the current data understood or past customer history.

Users can setup real time data monitoring, and when conditions are met:

1. A note is added to customer profile

2. A personalized message sent

3. An internal alert posted to Webex Teams.

"VIP loyalty CUSTOMER# walks into STORE#, to pick up PURCHASE# after an 'order ready' alert, in CITY# with temperature below 50 degrees."

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Messaging & Actions Across all Channels

BOPS Customer Walk-In:
Sam Evans
Gold Tier loyalty member
Picking up online order #112909

Personalized messaging is sent based on IFTT rules/conditions to the customer's preferred communication channel, and internal communication is sent to support staff for servicing.

Trigger Configuration	**Actions**	Advanced Options

- ☑ Send SMS
- ☑ Send Push
- ☑ Send Email
- ☑ Voice Call
- ☑ Outbound WebHook
- ☑ Emit Event
- ☑ Update Member Profile

Messaging across all channels and actions to 3rd party platform via Outbound Webhooks.

Message: Hi {NAME}! Your order #{ORDER} is ready at counter #{DESK}. We want to wish you a Happy Birthday w/ 50% off in store purchases All Month & this Special Gift https://bit.ly/{DEAL}

▸ Tools

"Visit us upstairs for a hot beverage & check out our winter gear to keep warm!"

9:41
Welcome back, Sam!
28° New York
Rewards   Locations
Messages   Shop
It's chilly today
Here's $1 off for you to warm up with us!
View All Deals ❯
Current Store - #123456
335 Madison Avenue
New York, NY 10016
212-678-0943
Manage your Account ❯
525 Points
Connect with us
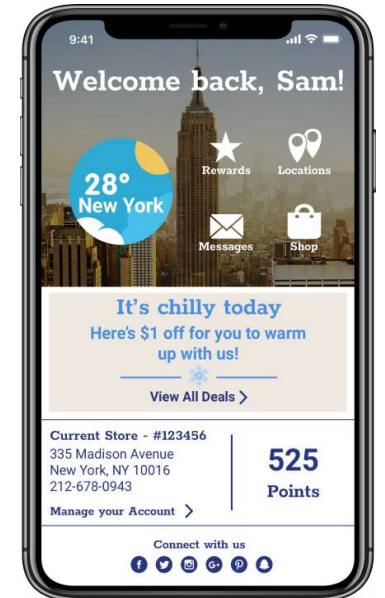
QWASI

QWASI Architecture – Cloud Based Deployments
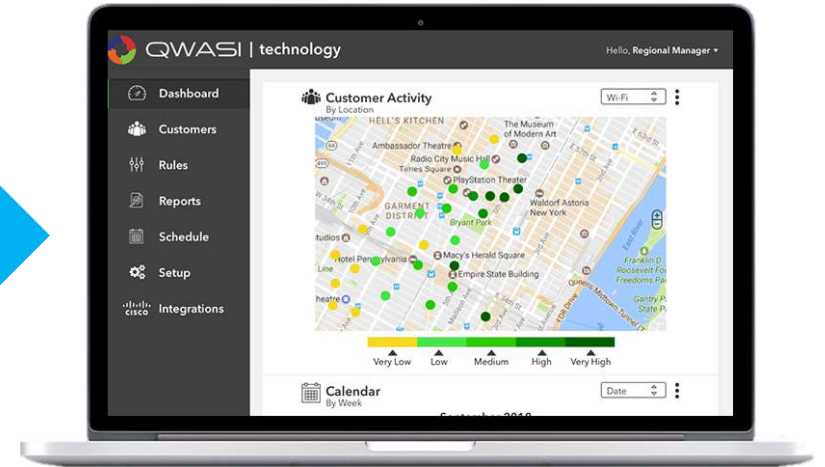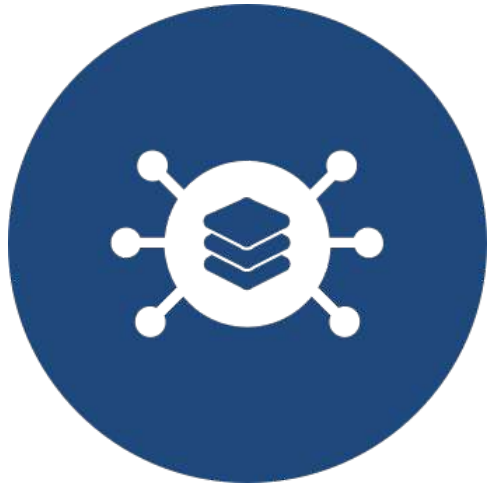
Real Time, Usable Data

Simple deployment in a day

Efficient, secure transport, Data from multiple sources

Live collaborative customer support

Cloud Intelligence – Optimized

Optimized cleaned and normalized data to communicate with customer

Combined data and communication

Secure, long term storage

Integrated Sales Reporting

Monitored and tracked conversation

Reporting and Analytics

Business Insights and Benchmarks

Security and compliance bot oversight

Architecture Details

QWASI Cloud Architecture
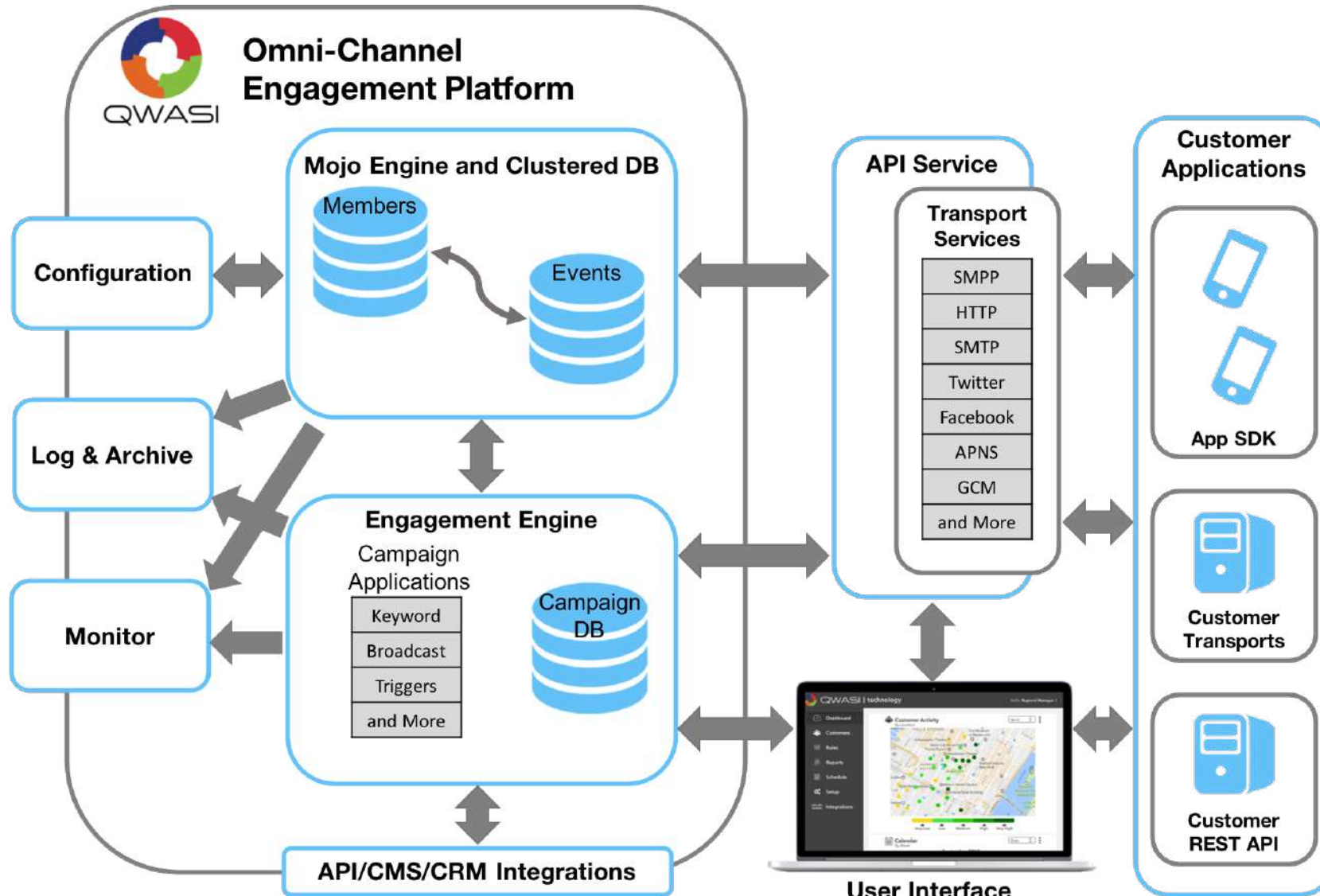
QWASI Integration with Webex Teams
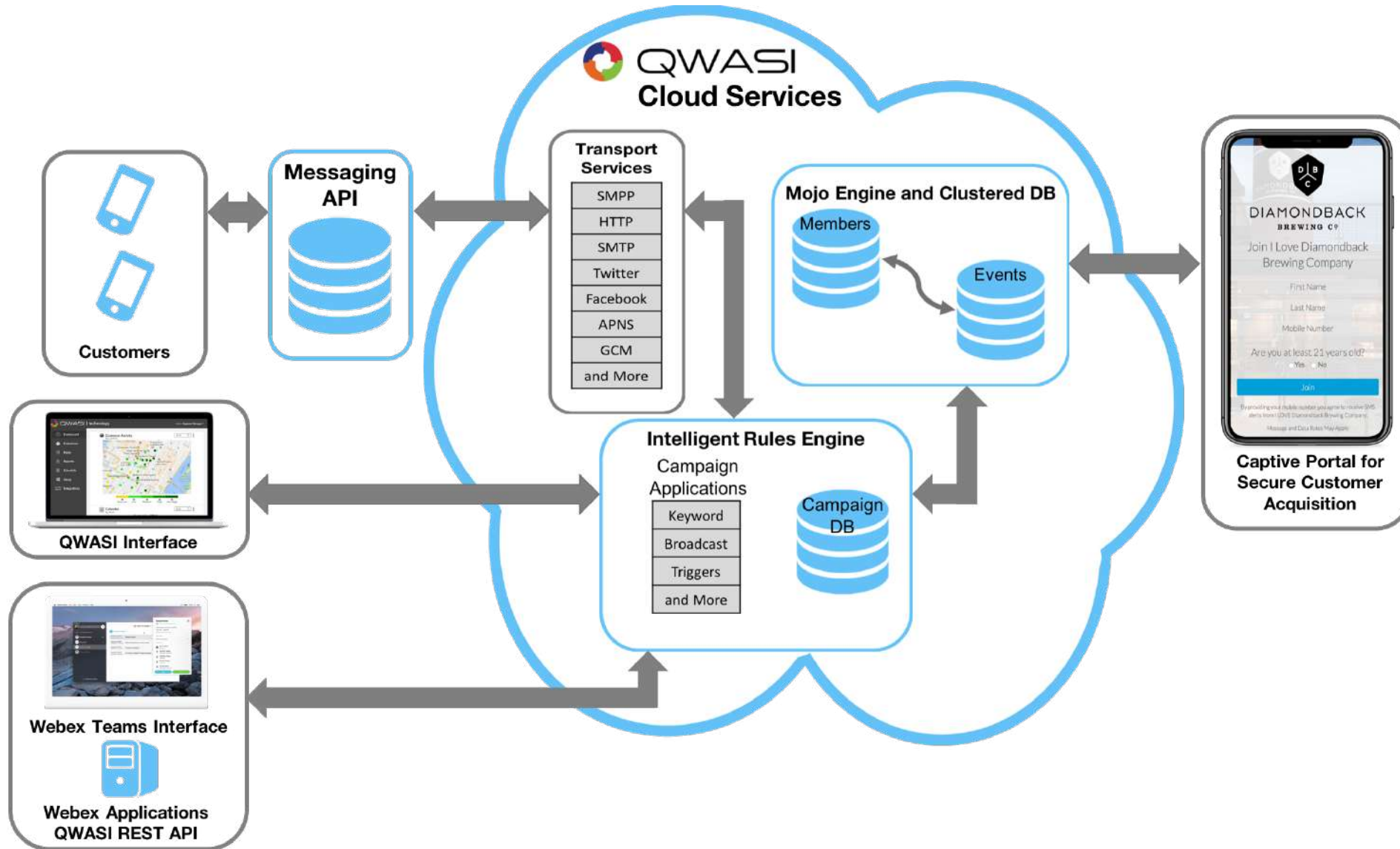
Simple User Interface

Customizable Interfaces:

The admin portals can be configured so that preferred data reports appear for analytics and campaign tracking.

Connected Data:

QWASI's events API can be called to pull any type of data to trigger real time communication rules.

Customer Authentication & Security:

Customer opt-in is automated, so they can manage their own messaging preferences and the QWASI campaigns automatically tailor to customer preferences.

Flexible Messaging:

Users with management access can build outbound messaging campaigns, and manage messaging in a comprehensive dashboard.

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Powerful Unified Data in the Cloud

Accuracy: Industry-leading software enables us to integrate with multiple datasets to organize data to the individual member in our database, merge, and de-duplicate. All data is handled in real time via API.

Unified Data: Users can create, segment, and create hyper custom rules that can even listen for location, cross reference with weather and purchase behavior to deliver appropriate communication.

Benchmarks: Build customer communication workflows and gamify with loyalty events to offer consistent relevant communication with ROI metrics to deliver profitable business outcomes.

Insights: Messaging and campaign uptake offers real time insights around customer engagement, behavior, and correlate to real time sales uplift.

QWASI

Advantages of API-based Data Collection

Simple Install: QWASI's cloud based communication platform is accessible through any standard browser - no additional hardware or software installation required.

Ease of Use: QWASI's easy-to-use user interface provides the means to create custom messaging work flows - no developer input required.

Scalability: QWASI's solution can be configured to deliver niche customer experiences or scaled to manage mobile communication across the enterprise. Platform infrastructure can be scaled up and down as required.

Extend Legacy Systems: QWASI's RESTful APIs layer over existing legacy systems to create integrated solutions leveraging existing IT infrastructure - no need to throw out and replace.

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QWASI Supported Platforms

Cisco Applications	Consumed APIs
Cisco Tropo*	App Configuration
	Phone Number Configuration
	SMS
	Voice
	Webhooks
Cisco Webex Teams	Organizations
	People
	Rooms
	Memberships
	Messages
	Webhooks
Meraki	External Captive Portal API
	Location Scanning API

Other Platform Integrations
SAP
SalesForce
NCR Aloha Loyalty

* The QWASI platform is integrated with Cisco Tropo messaging by default.
However, the QWASI platform is aggregator agnostic and can be
connected to any of the other major US aggregators upon request.

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QWASI UC Platform

QWASI UC Platform

Monitoring	Analytics	Other Business Applications	
QWASI UI / Presentation Services			**API**
Stream Processing Services	Batch Processing Services		
Secure Cloud Transport Services			
UC System Interfaces (Endpoints, Infrastructure, Cloud)			
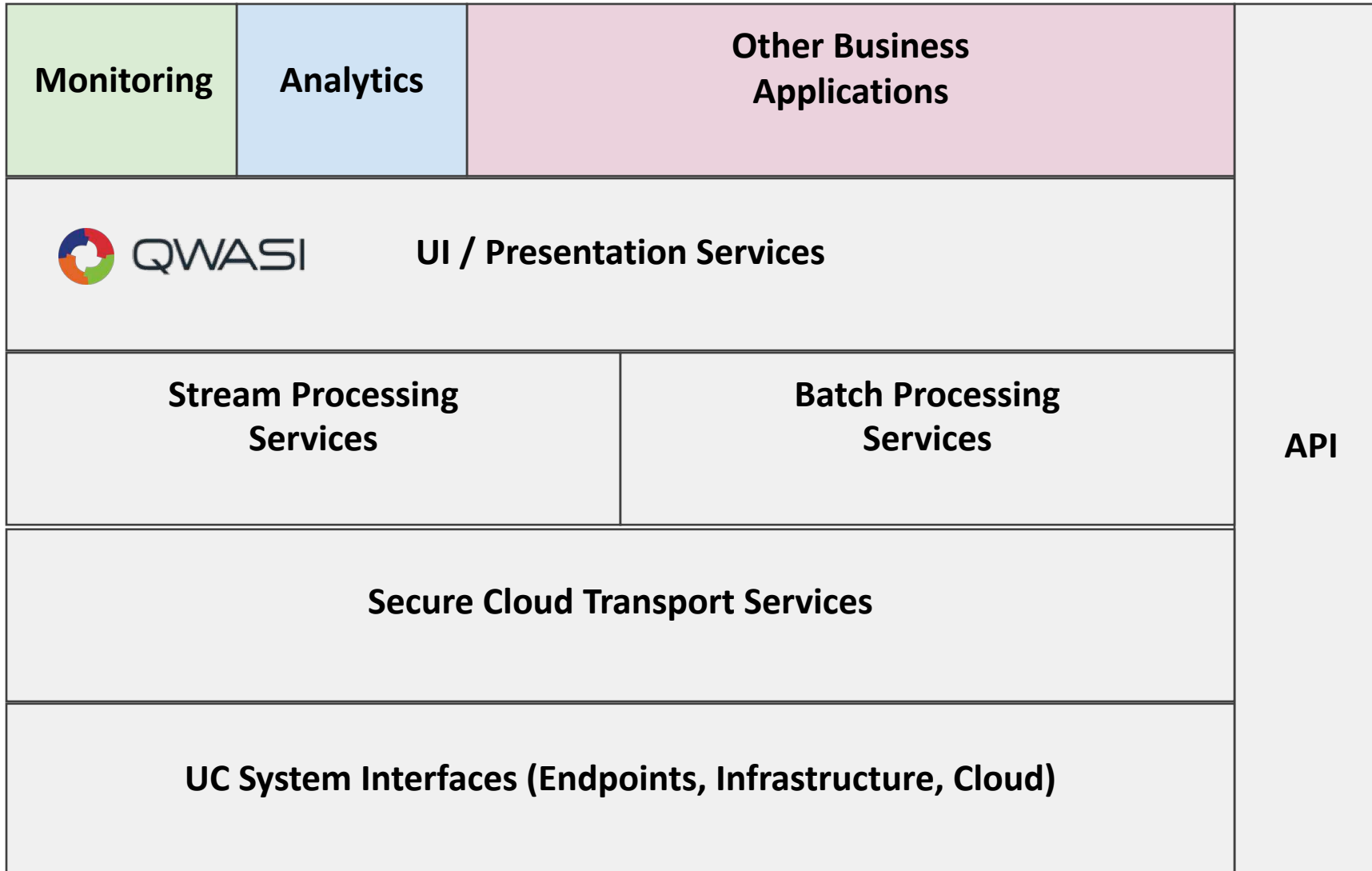
QWASI

Deployment & Assessment Process

	Prepare	**Deploy**	**Review**	**Train**
Time	1-3 weeks	1-4 weeks	4 weeks	TBD
Start Date	Day 0	Day 1	Before Day 7	Day 14 - 30

• Program objectives • Persona Mapping • User Stories • ROI metrics • Reporting requirements • UI requirements for program management • Milestones • Key stakeholders	• Setup platform • integrate data listening posts (POS) • Confirm campaign flows • Engagement copy • UI assets for acquisition • UI for reporting admin	• Deliver POC • Final QA • Complete E2E testing • Training • Delivery to POC locations • Daily insights review • Implement updates weekly	• Monitor onboarding for all locations • Automate training with video tutorial & certification test • Weekly feedback

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Technical Resources and Documentation

www.qwasi.com/support – Main Resource

- Documentation – Deployment Guides
- Knowledge Base – User Guide
- How-To Videos
- Latest Collector Files
- Getting Started
- FAQ
- Partner Portal (Internal Content)
- COMING SOON: QWASI University Certification Program

info@qwasi.com for any questions

QWASI

Next Steps

Schedule a demo and learn more

Contact cisco@qwasi.com to set up a demo or ask a question.

Go to www.qwasi.com/cisco to try our online demo.

View the ordering guide for pricing and selling info.

Provide a Collaboration Assessment

No cost Collaboration Assessment, provides:

- Provide an audit of existing customer/employee mobile messaging
- Build Interactive custom demos to ideate with customer teams
- Discuss existing Cisco solutions in place and/or looking to implement
- Measure and benchmark KPIs for performance and quality
- Identify long term trends to support customer and employee messaging

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Pricing Information

Total QWASI Annual Subscription	$30,000 /Month (Platform Fee)	$1,500 to $52,500 /Month/Number of Buckets (Messaging Fee)	$7.50 to $75.00 /Month/Plugin (Plugin Fees)
① ➕ ② ➕ ③	═ ①	➕ ②	➕ ③

Deal Size	Deployment		Annual Subscription
<u>Small</u>	• Standard Platform @$30,000 • Bucket of 10,000 SMS Messages @$1,500		$378,000/ 1yr $1,077,300 / 3yr
<u>Medium</u>	• Standard Platform @$30,000 • Bucket of 100,000 SMS Messages @ $7,500/bucket • Webex Teams plugin - 10 Locations @ $75/chat queue • CMX/Meraki plugin - 100 Sites @7.50/site		$468,800 / 1yr $1,334,250 / 3yr
<u>Large</u>	• Standard Platform @$30,000 • Bucket of 1M SMS Messages @ $52,500/bucket • Webex Teams plugin - 50 Locations @ $75/chat queue • CMX/Meraki plugin - 500 Sites @7.50/site		$1,080,000 / 1yr $3,080,250 / 3yr

QWASI

SKU Information

Description	SKU	Cost	Bill Schedule
QWASI Customer Engagement Platform			
Platform – One Year	QWSI-SPK-Plat	$30,000.00	Monthly
Platform – Three Years	QWSI-SPK-Plat	$28,500.00	Monthly
Proof of Concept	QWSI-SPK-Poc	$30,000.00	One Time
Messages (SMS)			
Monthly bucket of 10k messages – One Year	QWSI-SPK-Msg-t1	$1,500.00	Monthly
Monthly bucket of 10k messages – Three Years	QWSI-SPK-Msg-t1	$1,425.00	Monthly
Monthly bucket of 100k messages – One Year	QWSI-SPK-Msg-t2	$7,500.00	Monthly
Monthly bucket of 100k messages – Three Years	QWSI-SPK-Msg-t2	$7,125.00	Monthly
Monthly bucket of 500k messages – One Year	QWSI-SPK-Msg-t3	$30,000.00	Monthly
Monthly bucket of 500k messages – Three Years	QWSI-SPK-Msg-t3	$28,500.00	Monthly
Monthly bucket of 1M messages – One Year	QWSI-SPK-Msg-t4	$52,200.00	Monthly
Monthly bucket of 1M messages – Three Years	QWSI-SPK-Msg-t4	$49,875.00	Monthly

QWASI

SKU Information

Description	SKU	Cost	Bill Schedule
Plugins			
QWASI Webex Teams Mobile SMS Text – One Year	QWSI-SPK-Plug-wmm	$75.00	Monthly
QWASI Webex Teams Mobile SMS Text – Three Years	QWSI-SPK-Plug-wmm	$71.25	Monthly
QWASI Meraki (1 site = 3 APs) – One Year	QWSI-SPK-Plug-mer	$7.50	Monthly
QWASI Meraki (1 site = 3 APs) – Three Years	QWSI-SPK-Plug-mer	$7.25	Monthly
Monthly bucket of 10,000 NFC scans – One Year	QWSI-SPK-Plug-nfc	$75.00	Monthly
Monthly bucket of 10,000 NFC scans – Three Years	QWSI-SPK-Plug-nfc	$71.25	Monthly
Monthly bucket of 10,000 RFID scans – One Year	QWSI-SPK-Plug-rfid	$75.00	Monthly
Monthly bucket of 10,000 RFID scans – Three Years	QWSI-SPK-Plug-rfid	$71.25	Monthly
Monthly bucket of 10,000 QR Code scans – One Year	QWSI-SPK-Plug-qr	$75.00	Monthly
Monthly bucket of 10,000 QR Code scans – Three Years	QWSI-SPK-Plug-qr	$71.25	Monthly

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Appendix

Solutions

1. QSR
2. Retail
3. Entertainment
4. Corporate
5. Gas + Convenient Store
6. Hospitality
7. Travel
8. Wellness
9. FSI + More

QWASI

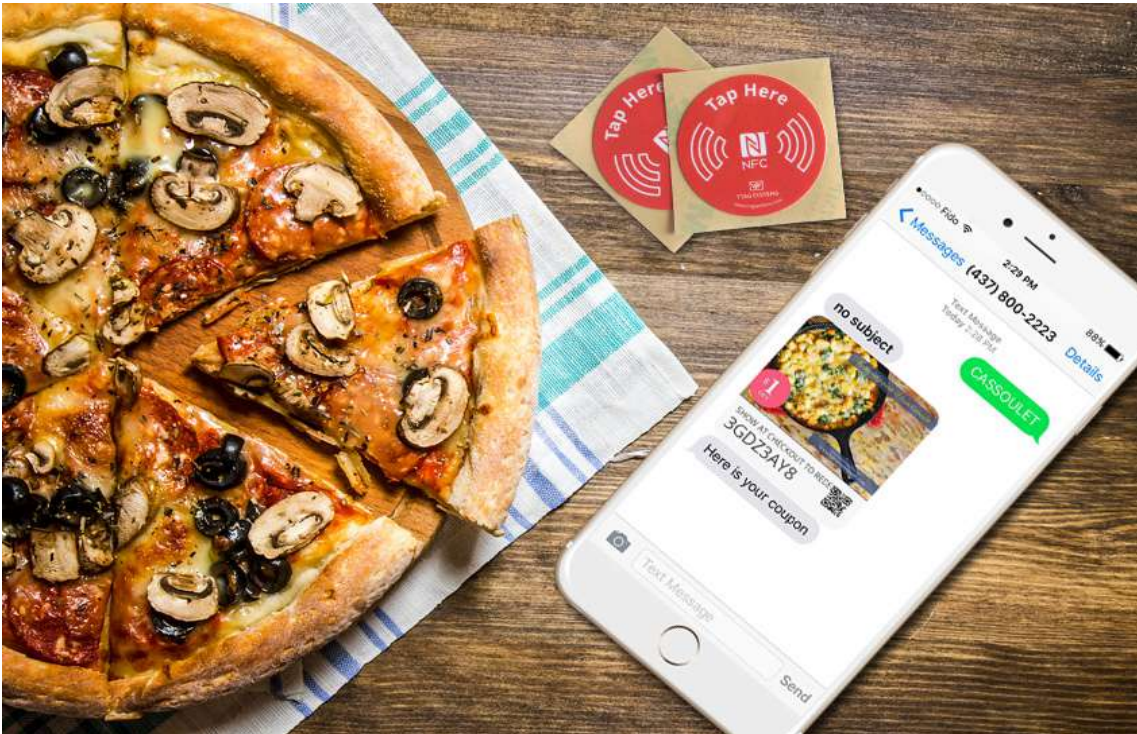Tap 4 Service + Survey

Tap 4 Menu

Tap to Authenticate

Tap to Deliver

QSR

Tap to…

- Place an order
- Page waiter
- Chat bot
- Join loyalty
- Receive special offer
- View menu
- Watch video on nutrition
- Reward sustainability
- See nutritional facts
- View food photos
- Event signup
- Social post
- Feedback survey
- Suggestion box

QWASI
Innovation Realized™

GROCERY STORE

Tap to…

- Coupons available
- See map
- Add product to mobile cart
- View recipes
- Order at Deli
- Mobile checkout
- Join loyalty
- Learn new services offerings
- Chat with support
- Report activity
- Feedback survey
- Social gamification

QWASI
Innovation Realized™

Tap to Book

Tap to Preview + Ticket Reminder

Tap to Upgrade

Suspicious activity

RETAIL

Tap to…

- View immediate offers
- See product details
- Learn about matching products
- Request sizes
- Build custom product
- Chat with specialist
- Check inventory
- Product authentication
- Wash wear details
- Sustainability lifecycle
- View additional services
- Reward loyalty

QWASI
Innovation Realized™

ENTERTAINMENT

Tap to…

- Mobile ticket
- See map
- Find seat
- Order to seat
- Collect points
- Get SWAG
- Social posting
- Join megatron games
- Live stream – listen/watch
- Chat for assistance
- Buy season tix
- Take home memorabilia
- Donate

QWASI
Innovation Realized™

Tap 4 Map + Directions + Car

Tap 4 Size + Similar Items

Tap 4 Recipe + Item Location + Checkout

Pay to Park & Save Location

CORPORATE

Tap to…

- Join updates
- Find map
- Join meeting
- Check room availability
- View manuals
- Chat with IT support
- Get reminders
- Order food to desk (services)
- Check benefit options
- Gamify training
- View Wifi password
- Report activity
- Suggestion box

QWASI
Innovation Realized™

GAS + CONVENIENT STORE

Tap to…

- See map
- View menu
- Deliver to car
- Mobile receipt
- Join loyalty
- Rewards available
- Learn services
- Schedule maintenance
- Chat with support
- Report activity
- Feedback survey
- Social gamification

QWASI
Innovation Realized™
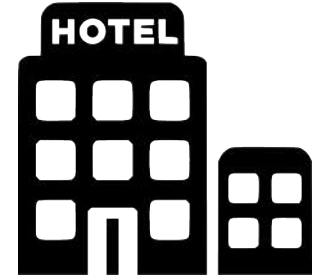
Tap to Book

Tap to Shop

Tap to Play

Tap for Directions

HOSPITALITY

HOTEL

Tap to…

- Preview trip
- Reserve restaurant / services
- See recommendations
- Join loyalty
- Learn rewards availability
- Check in/out – view policies
- Order poolside / venue
- Concierge chat
- Request car / valet
- In-room Sustainability
- Feedback Survey
- Social gamification

QWASI
Innovation Realized™

TRAVEL

Tap to…

- Preview availability
- Book travel
- Preview status + club availability
- Check in
- View map
- See offers / rewards
- Upgrade seat
- Join loyalty
- Shop from gate
- Chat with support
- Report suspicious activity
- Find luggage
- Sustainability FAQs

QWASI
Innovation Realized™

Tap to Travel

Tap to Rate

Tap to Discover

Tap for Details

WELLNESS

Tap to…

- Schedule an appointment from home
- Check in at office
- View outstanding paperwork
- Preview seasonal recommendations
- Chat with specialist
- Preview WiFi password
- View next visit recommendations
- Review medication + dosage
- Review pre/post surgery instructions
- Learn about recalls + new services
- Pay bill

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Innovation Realized™

FINANCIAL SERVICES

Tap to…

- View new services
- Preview recommendations + FAQs
- Chat with financial planner / specialist
- Connect to account manager
- Check credit score
- Open an account
- Book an appointment
- View WiFi password
- Check in + preview meeting agenda
- Check outstanding paperwork
- Download app
- Preview events

QWASI
Innovation Realized™

Tap to Learn

Tap for Fitness

Tap to Chat

Tap for Gardening Tips
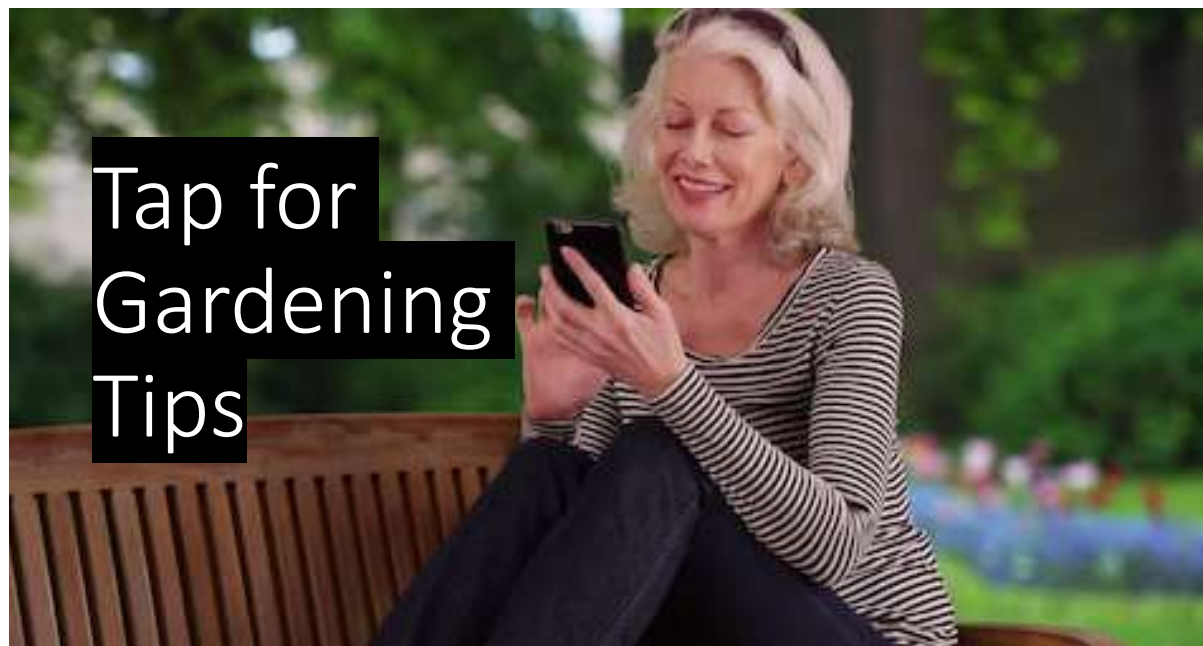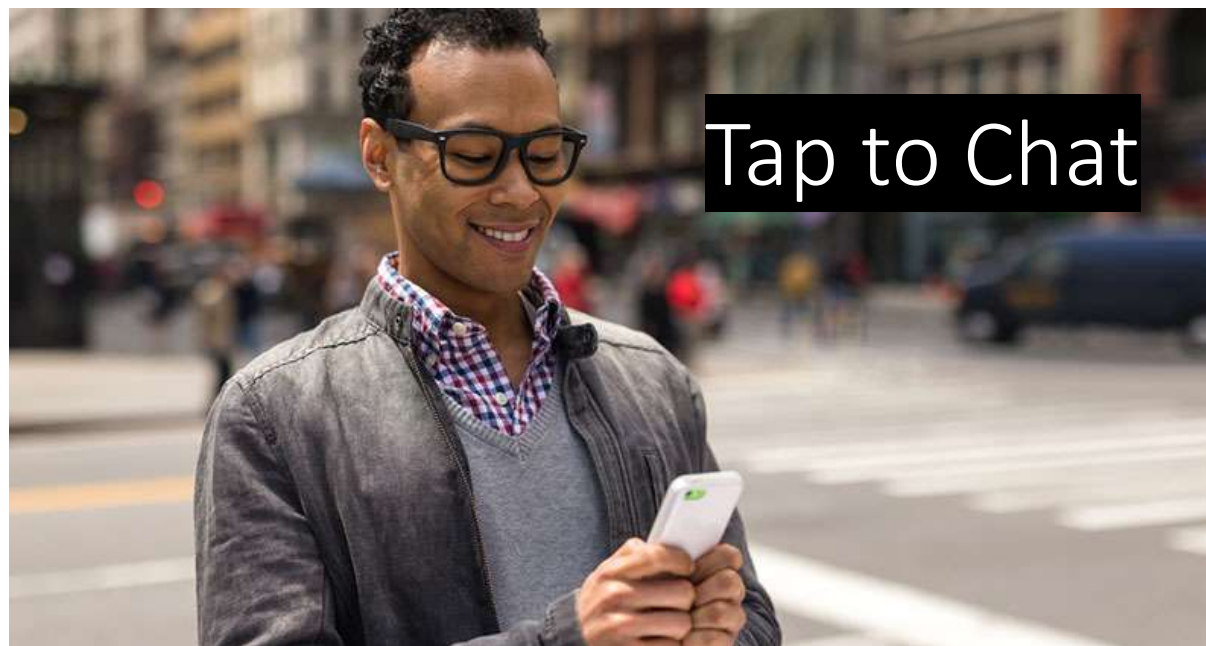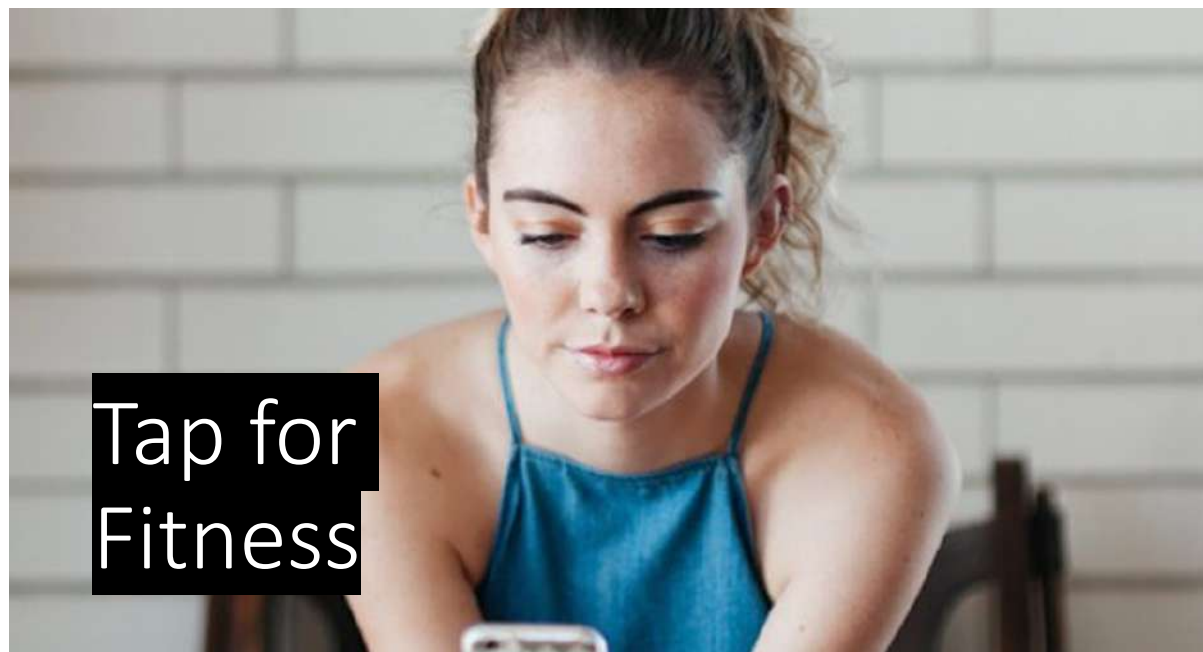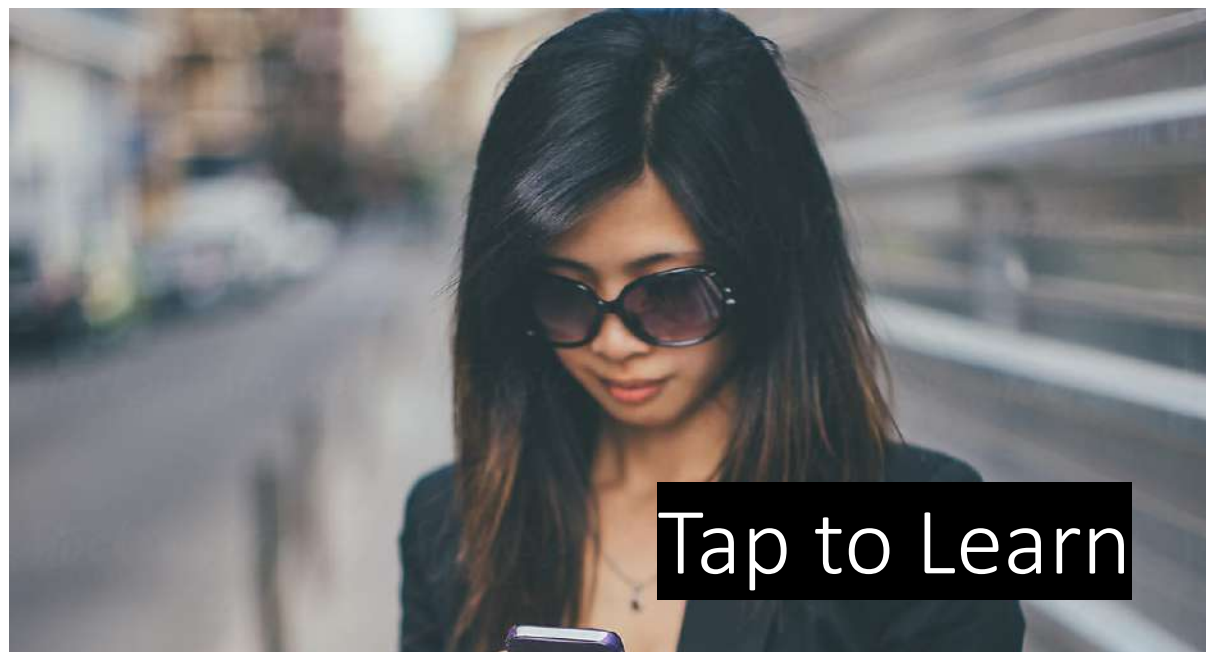
PUBLIC SECTOR

Tap to…

- To join updates
- Find map
- Preview travel directions
- See events + local businesses
- Register to vote
- Report suspicious activity
- Report dangerous road conditions
- Report car or train accidents
- View parking availability + regulations
- Learn about local services
- Understand sustainability regulations
- Preview school ratings

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EDUCATION

Tap to…

- Find map + transportation
- Request help + send alert
- Chat for assistance
- Shop school swag
- Buy tickets to games
- Join clubs
- Preview sustainability standards
- Find Wifi password
- Preview + register for school events
- Join class collaboration
- Check teachers notes + assignments
- Login to check grades
- Find FAQS

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Tap for Candidates

Tap to Trade

Tap to Ride

Tap for Sustainability

AUTOMOTIVE

Tap to…

- See car details
- Preview FAQS + car manual
- Find recommended mechanics
- Chat for support
- See seasonal tips
- Find events and loyalty opportunities
- View Schedule maintenance
- View new car offerings + accessories
- Learn about new services
- Understand sustainability initiatives
- Gamify social
- Survey feedback
- Suggestion box

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INSURANCE

Tap to…

- Find FAQs
- Get seasonal reminders
- Find new service offerings
- Follow on social
- View events
- Chat with customer support
- Download app
- Schedule appointment
- Review benefits
- Find an in-network doctor
- View HSA balance
- View explanation of benefits

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CPG

Tap to…

- See product details
- Product authentication
- Learn about matching products
- Chat for unboxing support
- Build custom product
- Receive a rebate
- Signup for warranty
- Reorder favorites
- Sustainability + Etsy
- Provide feedback + social share
- Join events
- Earn loyalty

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