

## What is Lineshare?

Lineshare is hosted in the cloud instead of being on-premise. Lineshare operates on the Virtual PBX phone system, which is securely stored on Vonex server and is accessible and configurable via a user-friendly customer web portal. For day-to-day use, customers can purchase preconfigured 'plug and play' handsets or computer-based softphones that allows customers to make and manage calls. Most importantly, calls and calling features are delivered via the internet, using the Vonex IP communications network.

So instead of your customers plugging their phone handset into the wall socket, they will plug their Lineshare handset directly into their VoIP enabled modem.

## What are IP Communications?

IP communications is the technology that enables internet-based communications - making phone calls using internet data rather than the traditional copper network. IP communications is sometimes called 'VoIP' (Voice over Internet Protocol) when sold in the consumer market. It is important to understand that VoIP and IP communications are essentially the same, however the call quality and service reliability is much higher for business-grade services like Virtual PBX.

## Who should use Lineshare?

The Lineshare is ideal for small to medium-sized businesses requiring 2-30 phone lines. Lineshare is perfect for start-ups or expanding businesses as they are easy to set up, affordable, offer impressive business-grade features and are designed to grow with your business.

Because Lineshare is not tied to a central PBX system, phone lines in the same network can be operated from different sites anywhere in the world – perfect for today's global business. Lineshare Phones on the Virtual PBX phone systems are managed and operated completely online, so you can operate your business out of office by routing calls to a different location or mobile.

## What are the Key Benefits of Lineshare?

### Savings

Lineshare will help your customer escape from the traditional landline network and all it's associated costs. Not only will they save on their monthly invoice but they will avoid the initial cost of a legacy PBX system. Setting up is easy and affordable – they can make the switch without investing in any expensive hardware or paying for the call-out cost of a technician.

### Scalability

Lineshare offers a completely scalable system, allowing you to add lines as you need them, so you only pay for what you use. Some analogue services like ISDN require you to purchase 10, 20 or 30 lines at a time. Not good value if you only need 4 lines. It's important that customers choose a scalable phone service that can grow with the needs of their business. Whether they are starting up or growing their team – hosted PBX caters for any organisation big or small and can be adjusted easily online. If they hire a new employee they can have an extra line added to their hosted PBX system in minutes.

### Flexibility

Lineshare uses preconfigured, plug-and-play handsets - so all your customer needs to do is plug in their IP phone and they can start making calls wherever they are. This means their business isn't restricted to their office either. Furthermore, as Lineshare is managed and operated completely online your customer can access their PBX network from anywhere with internet access. If disaster strikes, they can reroute their calls to a safe destination or mobile. Lineshare uses a fluid technology that will adapt to the requirements of their business.

Finally, your customer can transition to Lineshare smoothly by keeping their current phone number so they don't lose any ongoing business.

## What are the Business Grade Features?

Popular features include:

Voicemail-to-Email

Hunt groups

Auto attendant

Divert calls to a mobile and one-touch features like Call Hold, Park and Pickup.

**(Note:** these features are included with Vonex Virtual PBX phone plans, but not all VoIP providers offer these inclusions).

## Purchase Decision

A business phone system is a considered purchase. For many small business owners, Lineshare may be the first time they've ever thought about anything other than a landline or mobile. Some business owners will be excited by this modern technology – but most will be cautious.

To overcome this caution, you must identify how Lineshare can create an immediate benefit to their business. The first step is to identify a communications challenge that the business owner is facing right now. (Sometimes, they may have multiple challenges). Then, tailor your pitch accordingly. We have laid out the most common communication challenges, and the suggested pitch to overcome these objections, in the table below:

### Challenge / Change Driver

### Customer Pitch

#### NBN roll-out



The NBN roll-out means that old-fashioned phone lines are being replaced. Traditional phone services will no longer work.

Business owners are uncertain about what the future holds, and what kind of investment they'll have to make.

#### Get NBN-ready

Lineshare is simple and scalable, providing the perfect foundation for companies to grow. Many customers think of it as an investment in the success of their business, just like tools or equipment. Lineshare replaces the traditional fixed wire technology which is inflexible and not future proofed for nbn™.

Importantly, Lineshare can be setup even before the NBN arrives, so customers are ready to go when they are connected.

#### Reduce Cost



Every business wants to save money. Moving to Lineshare can help reduce costs, especially if the customer:

- Has been with Telstra / Optus / Commander for 3+ years - OR
- Is consistently going over their included call threshold - OR
- Does NOT have mobile calls included in their plan

#### Save up to 60%

Lineshare offers all the benefits of an enterprise phone system, at a small business price. Customers have saved up to 60% vs traditional telcos.

Unlike other providers, customers won't pay 'per user' or 'per site' – only for the number of calls they want to make at the same time (plans include 2 / 4 / 8 simultaneous calls). This saves you money because calls can be shared between multiple staff and offices.

Our 'unlimited' plans eliminate bill shock because all local, national and Australian mobile calls are included.

## Challenge / Change Drive

## Customer Pitch



### Starting up a new business (office)

Many businesses will need to invest in a phone system when they start up, or soon afterwards, when they first move in an office.

### Invest in your future communications

Lineshare is simple and scalable, providing the perfect foundation for communications growth. Many customers think of it as an investment in the success of their business, just like tools or equipment.

Lineshare can help even the smallest business present professionally. Lineshare includes enterprise-grade features (just like big business) and the option for professional desk phones.



### Outgrown current solution

Scaling business communications can be very painful. The most common challenges are that staff cannot transfer calls to colleagues, and that unanswered calls are being missed.

Business owners may have outgrown an existing phone system. Or they may be 'making do' with a combination of landlines and mobiles.

### Enhance your business communications

Lineshare connects 2 - 24 staff members into a single, company-wide phone system. For many businesses this will be the only phone system they'll ever need.

Enable seamless call handling. Staff can easily hold and park calls, dial staff extensions and transfer calls at the touch of a button.

To add extra staff, or equip additional offices, simply add additional handsets. Customers can have an unlimited number of handsets and will only pay for the number of calls they want to make at the same time. (plan include 2 / 4/ 8 simultaneous calls).



### Moving office

When a business relocates, it is often a time for them to get rid of fax machines and aging phone systems. This is not just a spring clean. It's an opportunity to make a fresh start with a better technology solution.

### Lineshare makes relocation a breeze

All phone system functionality is hosted in the cloud, so there's no clunky hardware to relocate.

If the customer chooses to have desktop phones, setup it as simple as plugging them into the internet. No configuration is required.

Importantly, customers can keep the same phone numbers when they move.

## Lineshare – Small Business Plans

Plan Name	Plan Options	No. of Calls to Local / National	No. of Calls to Australian Mobile	Monthly Price (Inc GST)
<b>Small</b> <ul style="list-style-type: none"> <li>• Best for 2-6 employees</li> <li>• Provides 2 concurrent calls</li> </ul>	Standard	250	25c/Min	<b>\$50</b>
	Plus	250		<b>\$99</b>
	Unlimited	Unlimited		<b>\$130</b>
<b>Medium</b> <ul style="list-style-type: none"> <li>• Best for 6-12 employees</li> <li>• Provides 4 concurrent calls</li> </ul>	Standard	500	25c/Min	<b>\$130</b>
	Plus	500		<b>\$167</b>
	Unlimited	Unlimited		<b>\$220</b>
<b>Large</b> <ul style="list-style-type: none"> <li>• Best for 12-24 employees</li> <li>• Provides 8 concurrent calls</li> </ul>	Standard	1000	25c/Min	<b>\$180</b>
	Plus	1000		<b>\$225</b>
	Unlimited	Unlimited		<b>\$400</b>



**Contract term:** Contract term: 12 months | 24 months | 36 months

Connection fees apply for zero-month contracts, based on the number of lines:

2 lines - \$50 | 4 lines - \$100 | 8 lines - \$200 | 12 lines - \$300