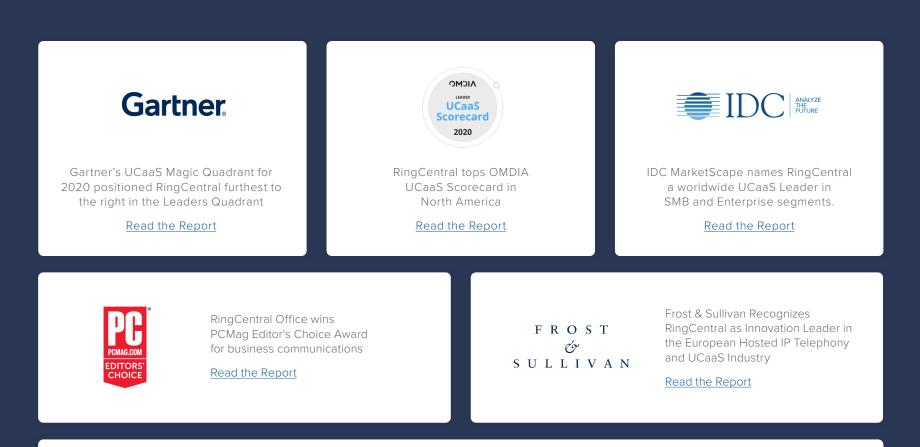
RingCentral

RingCentral vs. the Competition

Independent research firms consistently rank RingCentral as a global leader in cloud communications



View RingCentral's Awards and Accolades

RingCentral vs. the Competition

Key Differentiators

SLA and High Availability	Provides a <u>99.999% uptime SLA</u>
Security and Compliance	SSAE 18 & ISO 27001-audited data centers, ISO 27017, ISO 27018, SOC 2, SOC 3, HITRUST, HIPAA, <u>FINRA</u> , C5, CCPA, PCI DSS, <u>NCSC Cyber Essentials Plus</u> , McAfee, <u>GDPR</u> (<u>View Security Certifications</u>) (<u>View Security Compliance</u>)
Pricing	All-inclusive pricing for UCaaS and CCaaS (View Pricing)
Voice and Telephony	Carrier-grade with enterprise-quality telephony, quality-of-service reporting & mobile admin—all optimized for growth/scalability (Discover RingCentral MVP)
Messaging	Comprehensive team messaging & collaboration (Discover RingCentral Video)
Video	RingCentral Video Full HD video solution across browser, desktop, and mobile with up to 200 participants / meeting (<u>Discover RingCentral Video</u>)
Mobile App	Phone, messaging, video, SMS, and fax all in one app with over 7,000 customer reviews (<u>iOS</u> & <u>Android</u>)
Integrations	A growing open platform with 200+ packaged integrations, including Salesforce, Dropbox, Google Workspace, and Microsoft 365 (<u>Discover Integrations</u>) (<u>RingCentral App Gallery</u>)
Phones & Support	Wide range of <u>supported IP phones</u> and a strong, in-house <u>Professional Services Team</u>

RingCentral

Ideal Customer Profile

Any company, large or small, that has one of the following:

- Multiple office locations
- Employees who travel or work in the field
- Remote or hybrid employees
- Needs a call center

Leading RingCentral Verticals:

- Financial Services
- <u>Healthcare</u>
- <u>Real Estate</u>
- Professional Services
- Education
- <u>Manufacturing</u>
- Legal
- High Tech
- <u>Retail</u>
- <u>Construction</u>
- Government/Public Sector

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Elevator Pitch

Why RingCentral Wins

Market-leading UCaaS

Superior call quality

99.999% Uptime SLA

Implementation and support

200+ integrations

• Security/compliance

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RingCentral empowers businesses to choose where they get work done without limiting how they get work done. Simple, scalable, and secure, RingCentral's MVP cloud platform and contact center solutions seamlessly unite message, video, and phone communications on any device from anywhere.

RingCentral vs. the Competition

Competitive Traps: Questions to Ask RingCentral's Competitors

Who is the rest of the industry using?

<u>Avaya, Atos, Alcatel-Lucent Enterprise, AT&T, Vodafone, BT, and TELUS</u> all have "powered by RingCentral" as part of their UCaaS offering.

How much is the vendor investing in R&D?

RingCentral invests heavily in R&D, outspending most of the publicly traded pure cloud communication providers.

How do the third-party analysts rate the vendor?

Most independent analysts and research firms rate RingCentral as a UCaaS leader.

(View Awards & Third-Party Analysis) (View Awards & Third-Party Analysis 2020, 2021)

How many integrations does the vendor app support?

RingCentral integrates with more than 200 of the leading business apps.

(View RingCentral App Gallery) (View RingCentral Integrations)

What security measures does the vendor take?

RingCentral offers seven layers of robust security, including at the physical, network, host, data, application, and business processes, as well as the enterprise level of your organization.

RingCentral's Security RingCentral's Trust Center

If something goes wrong, what support does the vendor offer?

RingCentral has 24/7 live phone support, as well as chat and community support/FAQs.

(View RingCentral Support)

What is the vendor's SLA?

RingCentral has a <u>99.999% uptime SLA</u>.

RingCentral

Objection Handling

RingCentral is too expensive.

You get what you pay for with RingCentral, one of the highest-rated cloud communications solutions on the market.

View Accolades View RingCentral Pricing

Competitors will sometimes offer dramatic discounts because they struggle to compete with RingCentral on quality.

RingCentral doesn't own their full technology stack.

- RingCentral launched RingCentral Video in 2020, a robust video solution owned entirely by RingCentral.
 - View Press Release
- RingCentral's contact center solutions
 Engage Voice, Engage Digital, and
 Live Reports are all entirely owned and
 developed by RingCentral.

View RingCentral's Customer Engagement Suite

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