

# Mavenir: Post-Acquisition Plan

## 100 Day Plan

### Organizational, Operational and Financial Infrastructure

- **Organization:** Implement organizational changes to align with strategy
- **IT:** Complete IT integration / ERP migration
- **HR:** Adjust and harmonize annual bonus and commission plans and establish Long-Term Incentive Plan (LTIP)
- **Reporting:** Institute KPI reporting framework
- **Cash Management:** Implement global cash pooling and management system and FX hedging strategy
- **Sales:** Engage Sales Benchmarking Index (SBI) to assist with GTM strategy and pipeline mgmt.

### Cost Savings Opportunities

- Execute on current and incremental cost savings plans:
  - Optimize S&M and right-size Deployment organization
  - Rationalize R&D resources and improve offshore FTE mix
  - Right-size G&A organization and footprint
  - Reduce IT, facilities, T&E, and other expenses in line with overall FTE reductions
  - Renegotiate Tech Mahindra contract
  - Savings as no longer public company

### Business Development

- Sold enterprise A2P business in February 2017
- Evaluate potential strategic acquisitions
  - Completed the acquisition of Mitel Mobile and Ranzure in Q1 2017
  - Rebranded entire company as Mavenir

## Business Line Strategy

### Voicemail / Mobile Messaging

"Bond"

- Protect installed base by continuing to provide world class support
- Improve maintenance attach and renewal rates
- Optimize R&D investments to extend tail of legacy products and drive upgrade cycles with flexible architecture and new features / functionality
- Continue to work with consumer-facing product companies (Apple, Google, etc.) to drive pull demand
- Pursue deeper partnership ecosystem with diversified infrastructure providers
- Explore consolidation opportunities

Leverage go-to-market function and technical expertise to cross-sell into the installed base

### Security

- Explore inorganic consolidation opportunities

### Collect

- Drive stickiness and penetration with cross border and cross MNO deployments

### Other Value-Added Services ("VAS")

- Innovate with new value added services such as pre-paid collect calling and sponsored data
- Leverage SMS / MMS / IPSM infrastructure to integrate MNOs with over-the-top ("OTT") providers to drive any app on any network to any device communication

### Security / Collect / Other VAS

"Call"