



New Next-Gen P-Series Desk phones

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New Product Launch

- This presentation will detail
 - Sangoma Company Overview
 - High-level model information for new P-Series telephones
 - Unique Selling Propositions and Comparative Positioning
 - Launch
 - Timing
 - Platform Focus & Firmware
 - Logistics and ordering concerns
 - Accessories and other telephone information
 - Other phone series ongoing concerns

Sangoma Company Overview

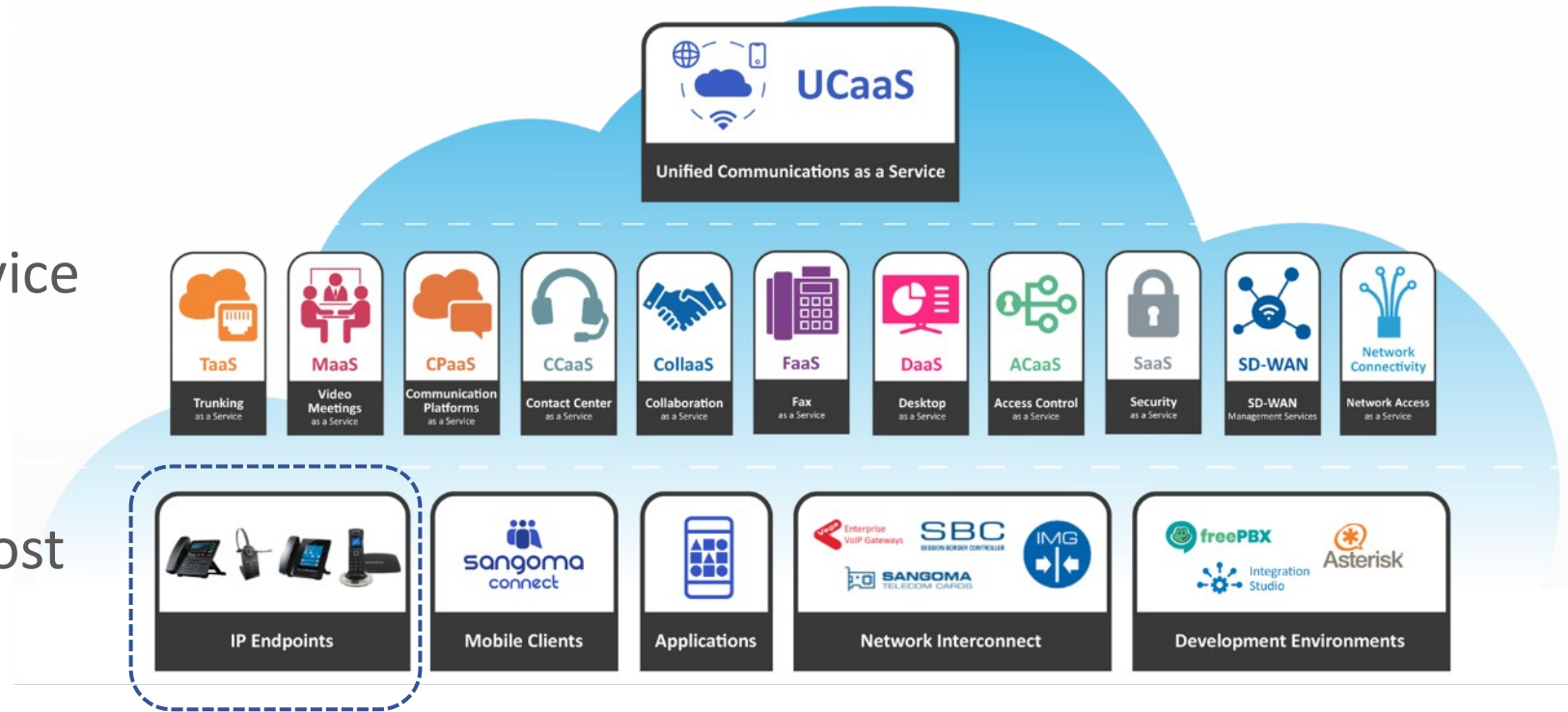


Sangoma's Complete Portfolio



Who is Sangoma?

- Trusted leader in B2B Communications and Communications as a Service (CaaS) solutions
- For businesses of all sizes
- We offer the industry's most complete portfolio
- Equally committed to both On-Prem & Cloud
- We make it all! One company to work with



Differentiated by Completeness of Solution Portfolio...

Focus on 1 or 2 key, disparate point solutions

Fully integrated complete suite of products & services

| | RingCentral | 8x8 | twilio | zoom | Five9 | NICE inContact | slack | Microsoft Teams | SANGOMA |
|--------|-------------|-----|--------|------|-------|----------------|-------|-----------------|---------|
| UCaaS | ✓ | ✓ | ✗ | ✓ | ✗ | ✗ | ✓ | ✓ | ✓ |
| CCaaS | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ | ✓ |
| VMaaS | ✓ | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ |
| Collab | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| ACaaS | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| CPaaS | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| TaaS | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| DaaS | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| FaaS | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |

- ✓ Integrated experience
- ✓ Simplicity for IT managers
- ✓ Cost savings for customers
- ✓ All underpinned by full product suite providing 'one throat to chose'
- ✓ And available in Cloud, Pre, Hybrid

Suboptimal experience for end users, added cost for customers, complexity for IT managers

Snapshot of Sangoma Today

Global Company



HQ
Toronto
NASDAQ: SANG
TSX: STC
Founded: 1984

750+
Staff



Customers
In over 200
countries

R&D and Tech
Canada, USA, Europe,
Latin America, India



Healthy Financials



\$230-\$232M
FY22 estimated

USD Revenues



\$42-\$44M

FY estimated
USD EBITDA



75%
Recurring Revenue

Recent Acquisitions

2022

NetFortris
A SANGOMA COMPANY

2021

Star2Star
A SANGOMA COMPANY

2019

VoIP INNOVATIONS
A SANGOMA COMPANY

2018

Dialogic
CCD Division

digium



Focus
acquisitions
on
new Revenues,
UCaaS, Global
Channels

Rich and Diverse Customer Base

> 100,000
Customers globally



2.6 Million
Unified Communications
Seats

Typical Customer



Multi-
location
Business



Midsize
Enterprise

Capitalizing on Enterprise Communication Trends

Migration to the Cloud

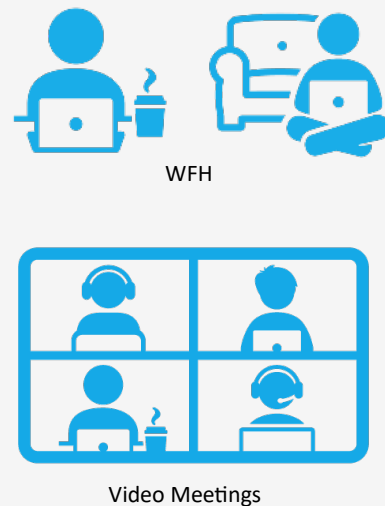


New PBX/UC 2020 Sales:

- Cloud: 50%
- On-Premise: 50%

[View Article](#)

Remote Working / Mobility



By 2022, 42% of workers will be mobile

[View Article](#)

Unified Communications



Unified Communications systems increase workforce productivity by 52% and efficiency by 45%

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Value-based Communications Systems



Flexibility



Cost



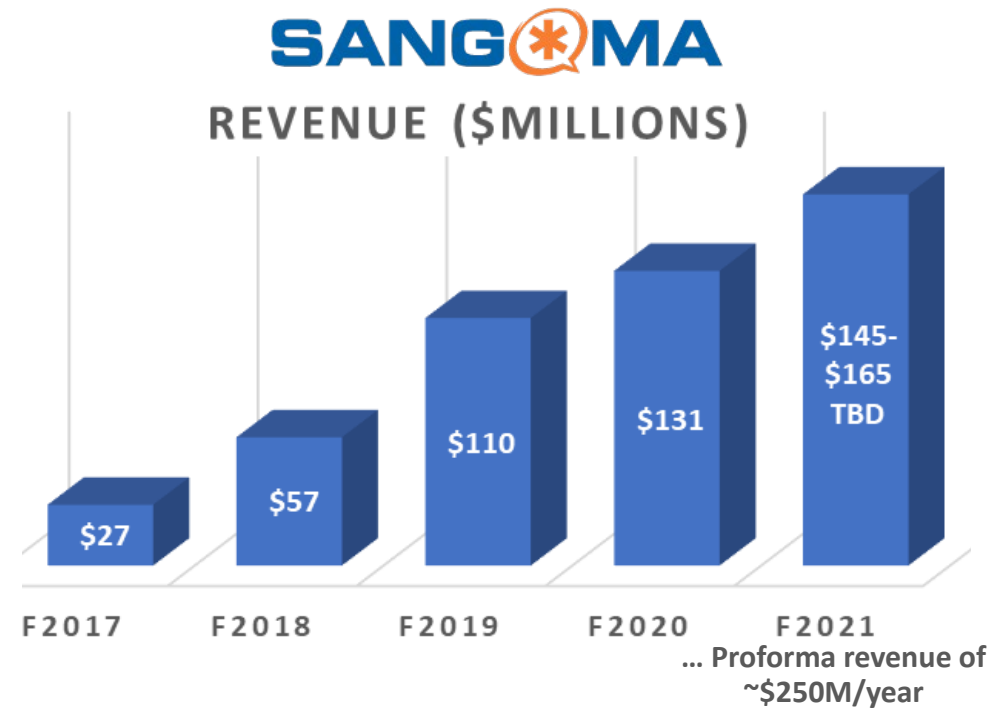
Increasing Use of Open Source

78% of businesses operate on open source

[View Article](#)

You Should Feel Comfortable Doing Business With Us

- Sangoma is a rapidly growing, profitable, public company
- Leading, Award-Winning product suite with an installed base of 2.5M+ seats
- Continued Large and Growing Investment in R&D and innovation
- We will be here for you long term!



Innovative, award winning cloud & UC products



Marquee Customers Throughout the World



Reliance



Why Customers Choose Sangoma

- Full spectrum of cloud communications services, not “just” UCaaS
 - UCaaS, TaaS (TrunkingaaS), CCaaS, CPaaS, VMaaS, CollabaaS, DaaS, etc. Not 5 solutions from 5 different suppliers
 - Properly integrated, SSO/UI/UX, elegantly move between voice/chat/video/etc.
- Complete UC Solution, all from one vendor
 - Out technology (better feature velocity, network uptime, low churn, etc.)
 - IP Phones & Mobile/Desktop Softphone
 - Connectivity Hardware and software (SBCs, Gateways, SDwan)
 - Network connection (SIP Trunks)
 - It all works together, “one throat to choke)
- Premise/Cloud/Hybrid Deployment Options
 - OpEX or CAPEX pricing models
- Leading Value-Based Communications solution
 - Price/Quality/Features/Service
 - Get “enterprise” features at affordable price
 - Excellent global support team
- Stable, Profitable and Growing company... We’re here for the long term



Phones Background & Introduction



Sangoma's Current Line-up of Desk phones

We offer 3 different lines, for different UC platforms / segments



A-Series: Value Line
for Asterisk, - Recently EOL'd



S-Series: Full Line for
FreePBX/PBXact



D-Series: Full line for Asterisk,
FreePBX/PBXact and Switchvox

Desk Phones: Where is Sangoma going?



A-Series: Value Line for Asterisk



S-Series: Full Line for FreePBX/PBXact



D-Series: Full line for Asterisk, FreePBX/PBXact and Switchvox

P-Series: New, 3rd Generation Phone Series, following in the footsteps of D-Series

- Designed to service Sangoma's **entire** UC line (Asterisk, FreePBX, PBXact, Switchvox, Business Voice*, Business Voice+*)
- Able to compete - Entry level Value segment,.. up to more feature-competitive Executive level phones against contemporary models from other vendors

* BV/BV+ coming Q1 F23

Benefits of a single Family line of Desk phones

- Customer Benefits:
 - Users have one Sangoma phone for any Sangoma PBX/UC platform (swap platforms without swapping phones)
 - Partners stock & support one Sangoma phone line (instead of 3)
 - Lower-cost of entry for price-sensitive opportunities
 - Sangoma phones all work the same way (not differently between lines)
 - Being they follow in foot-steps of D phones, Much easier setup and upgrades for existing phones....no training necessaryWe've heard this statement from Partners and customers as a big benefit
 - One-stop shop for a full suite of phones.... Entry Value....to High-end Executive phones...
- Sangoma (and customer) Benefits:
 - Able to engineer more customer and platform-specific capabilities, faster
 - Efficient Testing across 1 product line family is much improved over testing with 3 lines
 - Operational planning, forecasting, and logistics are simplified, more efficient, and cost savings

High-Level P-Series Details



P-Series Models – 3 Segments: 6 Phones



- Value Phones
 - P310, P315

- Main Phones
 - P320, P325, P330

- Executive Phone
 - P370

- Attendant Console
 - PM200

Value-based P310/P315 Phones (released mid 2021)



Lower-Mid Range P320 Phone



Mid-Range P325 Phone

4.3" 480x272 Backlit Color Display, IPS Glass, all-around visibility

6 SIP Accounts

Page key for virtual BLF keys

6 dedicated phone function keys

Headset & EHS Support

Backlit Audio Function keys

USB Port for Headsets and future expansion

2x Lock Ports (Kensington)

Gigabit Ethernet



Upper-Mid Range P330 Phone

4.3" 480x272 Backlit Color Display, IPS Glass, all-around visibility

Built-in **Bluetooth & Wifi** 2.4/5G connectivity

6 dedicated phone function keys

2 x USB Port for Headsets and future expansion module (one on back; second on side)

Gigabit Ethernet

12 SIP Accounts

Page key for virtual BLF keys

Supports expansion Attendant Console (PM200)

Backlit Audio Function keys

Headset & EHS Support

2x Lock Ports (Kensington)



Executive P370 Phone

**7.0" 1280x800 Backlit Color
Multi-point Touch Display
IPS Glass, all-around visibility**

**Built-in Bluetooth & Wifi
2.4/5G connectivity**

**2 x USB Port for Headsets
and future expansion module
(one on back; second on
side)**

Gigabit Ethernet

**16 SIP
Accounts**

**Supports expansion
Attendant Console**

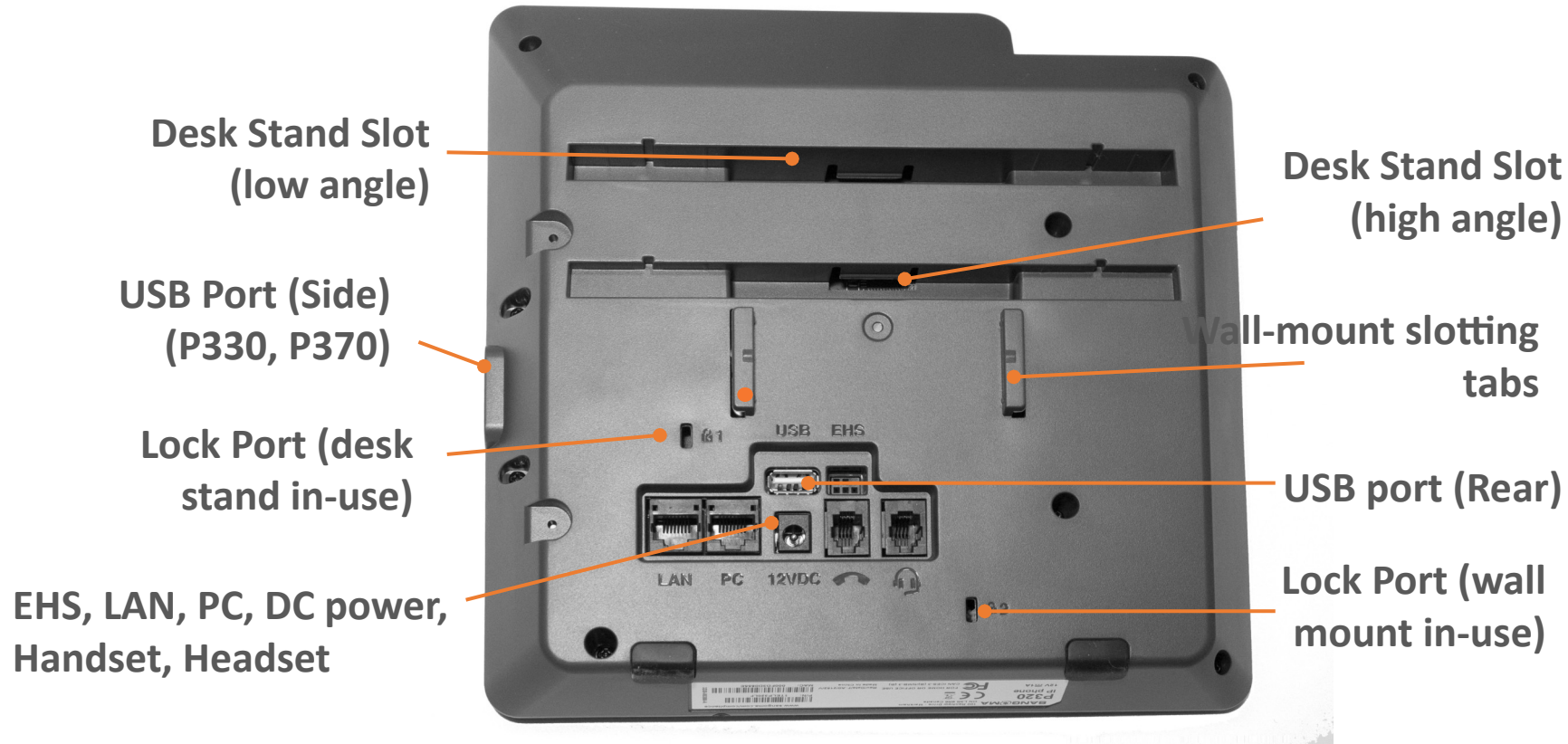
**Dedicated Audio path
& Volume touch keys**

**Headset &
EHS Support**

**2x Lock Ports
(Kensington)**



Rear Diagram



- The rear of each P-Series telephone offers the same I/O connection cluster as Sangoma's D-Series telephones (and USB)
- It also includes two slot angles for the desk stand, wall-mount slotting tabs (sold separately), and device hardware locking ports

Table of Selected Features & Models

| Feature / Model | Value Models P310 & P315 | Lower Mid-Range Model P320 | Mid-Range Model P325 | Upper Mid-Range Model P330 | Executive Model P370 | Expansion Module PM200 |
|----------------------------------|-------------------------------|-------------------------------|-----------------------------|-------------------------------|-------------------------------------|-------------------------------------|
| Display | 2.4" 320x240, Color | 4.3", 480x272, Color, IPS | 4.3" 480x272, Color, IPS | 4.3" 480x272, Color, IPS | 7.0" 1280x800, Color, IPS, Touch | 4.3" 480x272, Color, IPS |
| Touchscreen | No | No | No | No | Yes | No |
| Line Keys | 2 | 4 | 6 w/ Paging Key | 12 w/ Paging Key | 16 (soft-keys) | 2 rows of 10 keys w/ Paging keys |
| Ethernet | Fast (P310) Gigabit (P315) | Gigabit | Gigabit | Gigabit | Gigabit | n/a |
| Built-in Bluetooth | No | No | No | Yes | Yes | n/a |
| Built-in Wi-Fi 2.4/5G/802.11n | No | No | No | Yes | Yes | n/a |
| USB Ports | 0 | 1 | 1 | 2 | 2 | 2 (1U,1D) |
| Expansion Module Support | No | No | No | Yes | Yes | Yes |

Model Equivalencies

| Market Segment | Value | Gigabit-Value | Lower Mid-Range | Mid-Range | Upper Mid-Range | Executive | Expansion |
|----------------|-------|---------------|-----------------|-----------|-----------------|-----------|-----------|
| P-Series | P310 | P315 | P320 | P325 | P330 | P370 | PM200 |
| D-Series | n/a | n/a | D60 & D62 | n/a | D65 | D80 | EXP150 |
| S-Series | S206 | S305 | S406 | S505 | S705 | n/a | EXP100 |
| A-Series | A20 | A22 | A25 | n/a | A30 | n/a | n/a |

- P-Series telephones have some natural equivalencies compared to older Sangoma phone models in other series
- The P-Series lineup is a more complete line of phones, covering a broader set of market segments than Sangoma has previously offered

Competitive Positioning



Platform Focus

- Sangoma's focus with early adopters are the FreePBX, PBXact, and Switchvox environments
 - Business Voice (BV/BV+) users will need to wait for Q3 '22; Sangoma has additional BV-specific requirements to add to the phone software to complete by then
 - Users operating the phones in other environments are not currently a focus
- We'll now discuss some items that are *platform* specific
 - Items that work with Switchvox and/or FreePBX, but won't be available in Business Voice

P-Phones – Simplifying Life for Admins and Users

- Phone provisioning (setup) is one of the challenging things for PBX Administrators
- In a pure-cloud environment, this isn't an issue, because of cloud based phone redirection servers
- But for systems that are Prem or owned, or that need to be managed by many people, getting a phone configured with a UC system can be more challenging
- The right phone makes a difference:
 - The UC software has to know how to provision a phone....there are tons of different manufacturers and models and firmware.
 - The partner/user must pick the right ones or else they may not work. Otherwise, someone must build their own provisioning files and provisioning server
- Finding the UC server is important: The partner or admin must point the phone at the UC server. TFTP? FTP? HTTP? HTTPS? What port? What path? What credentials?
- Making changes: If admins move something to a different network, will it work, or do they have to start over? Or do they need to build out their networks differently?

Simplifying Life for Admins and Users

- How did we solve provisioning challenges and concerns?
- Step 1 – Power on the phone
- Step 2 – Choose the extension for the phone, ...from the phone
- Step 3 – Give yourself a high-five.....
...or, in a few more words...you're done!
It's that simple with Sangoma phones....

The screenshot displays the Sangoma Phone Assignments interface. At the top, there are tabs for 'Desk Phones' and 'Unassigned Extensions'. Below these are buttons for 'Quick-Create Assignments' and 'Desk Phone Assignment Options'. A 'View' dropdown is set to 'Assigned Phones'. The main section is titled 'Assigned Phones' and includes a search bar. Below the search bar, it shows 'Showing: 101 to 403 (4 total)'. A table lists the assigned phones with columns for MAC Address, Model, Configured By, User Details, and Actions.

| MAC Address | Model | Configured By | User Details | Actions |
|-------------------|-------|---------------|---|-------------|
| 00:0f:d3:0b:9f:3d | D65 | Phone | Line-Key 1: Jeff Retzke <101> | [Check] [X] |
| 00:0f:d3:0c:0e:04 | D65 | Server | Line-Key 1: Ross Hubble <102> | [Check] [X] |
| 00:0f:d3:d0:16:99 | P315 | Server | Line-Key 1: Bill S. Preston <111> | [Check] [X] |
| 00:0f:d3:05:35:b6 | D40 | Server | Line-Key 1: Ross Teams : Teams Desk Phone <403> | [Check] [X] |

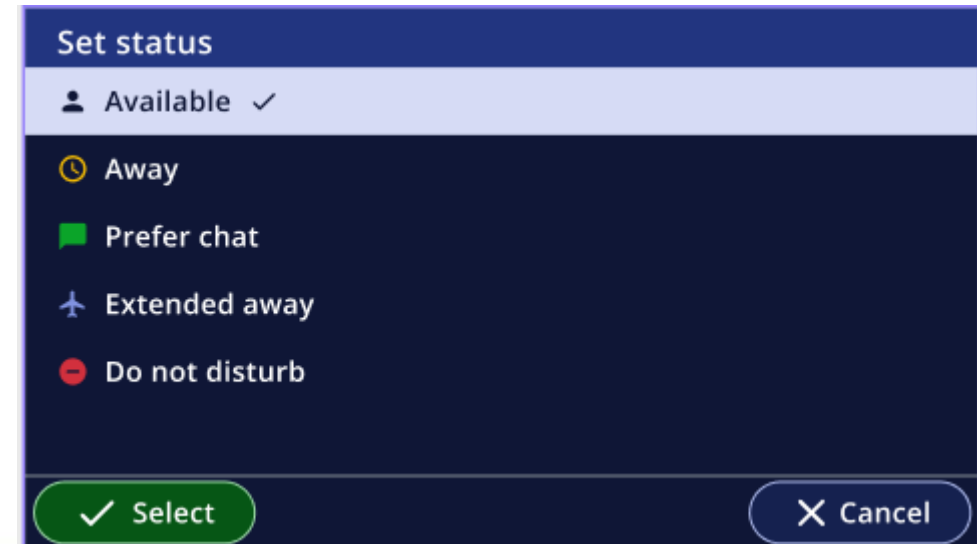
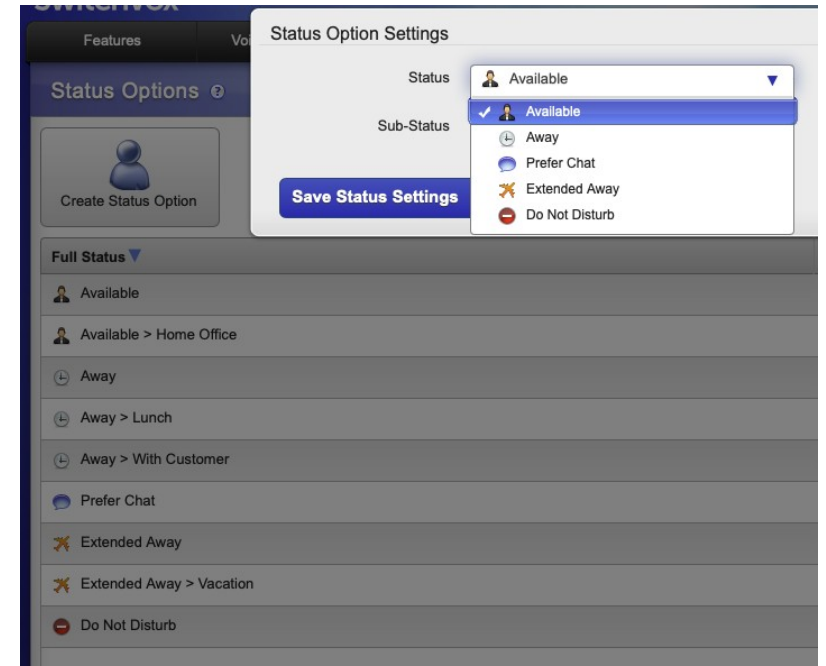
Below the table is a selection screen titled 'Select your name and extension'. It lists several users with their corresponding extensions:

- Alex Diamante 101
- Alexis Jackson 103
- Geraldine Viswanathan 104
- Justin Chancellor 107
- Darnell Flowers 108
- Edgar Robinson 110

At the bottom of the selection screen are buttons for 'Select', 'Filter', 'Refresh', and '< Back'. Below this is a status bar with icons for headset, mute, and signal strength. The main display area shows the status 'Available Home Office' and the extension '104 Geraldine Vi...'. The time is '12:42 PM' on 'Mon, Dec 13'. At the bottom are buttons for 'Missed', 'Contacts', 'Status', and 'More...'.

Highly Integrated Features

- UC Systems can do many interesting things, if your phones and your UC system are highly integrated, ...with shared capabilities, you can do many important things like...
- Presence Integration:
 - 3rd party phones show device state (on call, ringing, idle). Sangoma phones can also show presence (Available, Away, DND, Chat, Extended Away)
...And, presence with customizable status messages (In a Meeting, At Home, On Vacation, etc.)
 - Presence is synchronized across all UC clients:
 - Desk phone, PC Softphone, User Web Tools, mobile apps
 - Route calls based on presence – change presence on desk phone, and automatically direct calls elsewhere




Highly Integrated Features


- Advanced, Context-sensitive Phone books
 - 3rd party phones show dialing details for contacts.
 - Sangoma phones can also show device state (without requiring an always-on SIP SUBSCRIBE), presence (see previous slide) as well as additional actions like (Monitor, Intercom, etc.) that are permissionable and state dependent

| Contacts | |
|-----------------------|-------|
| Alex Diamante | 8808 |
| Alexis Jackson | 22234 |
| Geraldine Viswanathan | 9976 |
| Justin Chancellor | 7877 |
| Darnell Flowers | 3449 |
| Edgar Robinson | 3230 |

✓ Dial Dial VM Details Filter


Contact details


 **Geraldine Viswanathan** (777) 666-8888


 Available


Wayne Enterprises Marketing Representative

Email: fname@email.com

 Dial

 Voicemail

 Monitor

 Intercom

✓ Select < Back

Highly Integrated Features

- Productivity apps including
 - Visual Voicemail
 - See who called, one-touch call-back, one-touch playback, read/unread toggling and forwarding of voicemails to colleagues
 - Voicemail Screening
 - See who's leaving a voicemail, one-touch to screen the call – you decide if you want to answer it because you're listening to the voicemail being recorded
 - If you want, pick up the call while the voicemail is being left
- Call Queues
 - Login, Logout, Pause, Resume
 - See queue overview statistics and queue member details

The screenshot displays three main sections of the application interface:

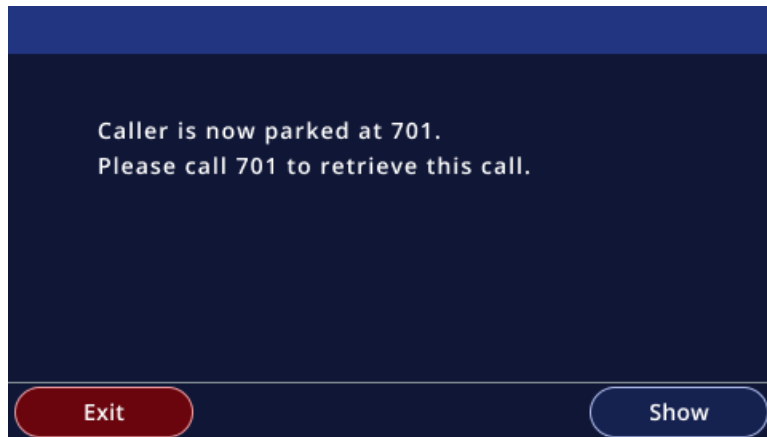
- Inbox:** A list of voicemails with columns for sender, date, and duration. The first entry is from Justine Chancellor <316> on 2/16/22, lasting 36s. The second is from Geraldine Viswanathan <4840> on 2/14/22, lasting 1m 14s. The third is from Justine Chancellor <316> on 2/12/22, lasting 2m 36s. Below the list are buttons for Play, Call Back (highlighted in green), Details, and More...
- Voicemail Details:** A detailed view of a voicemail from Justin Chancellor. It shows the caller name, number (316), received date (2/12/22 1:23 pm), and message duration (2 minutes, 36 seconds). A progress bar is visible below the duration. Below the details are buttons for Play, Call Back (highlighted in green), Details, and More...
- Call queues:** A table showing the status of different call queues. The table has columns for Queue name, Status, Waiting, and Members.

| Queue name | Status | Waiting | Members |
|---------------|-----------|---------|---------|
| All queues | - | - | - |
| Sales queue | Logged in | 0 | 2/2 |
| Support queue | Permanent | 0 | 2/2 |

Below the table are buttons for Logout, Pause, Overview, and Refresh.

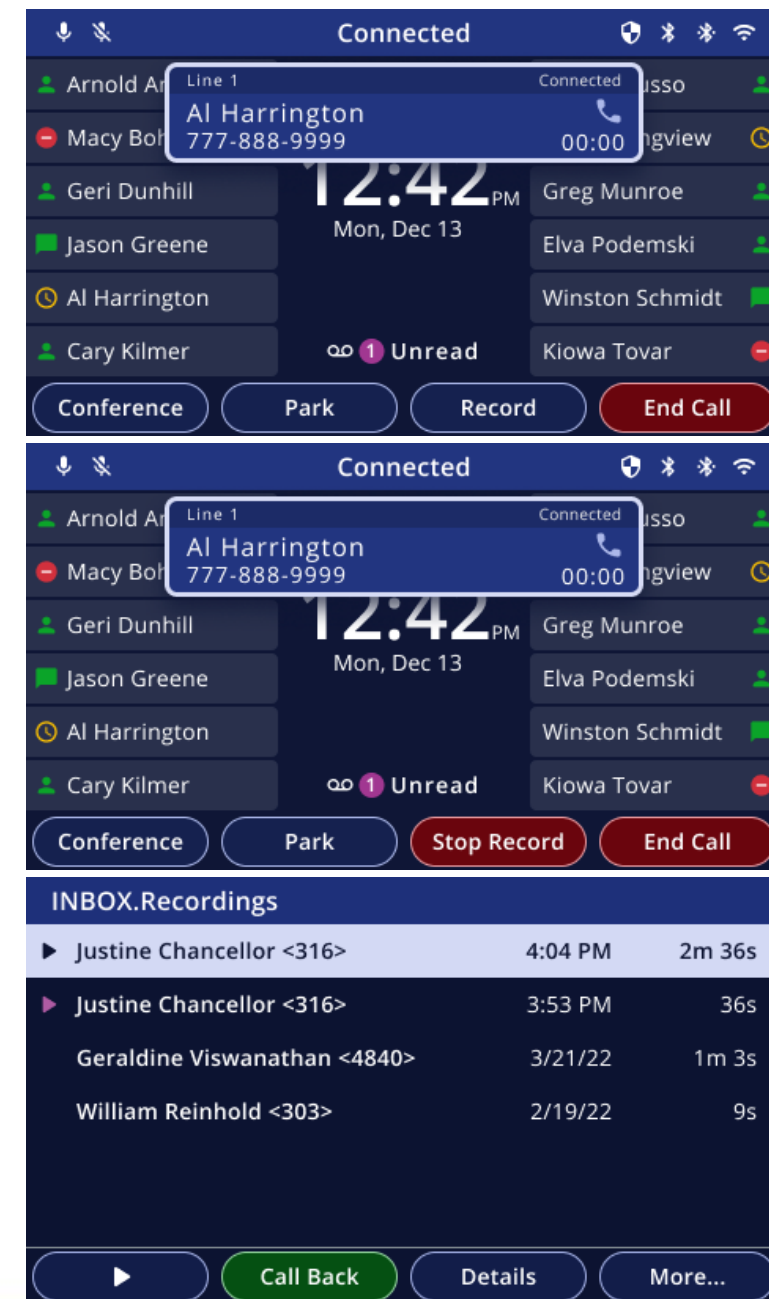
Highly Integrated Features

- Productivity apps including
 - On-demand, server-side stored, phone-initiated Call Recordings
 - Start and stop recordings, recordings are accessible in the voicemail app and can be forwarded to colleagues
 - One-touch, server-side Call Parking with Parking Lot viewing / retrieval



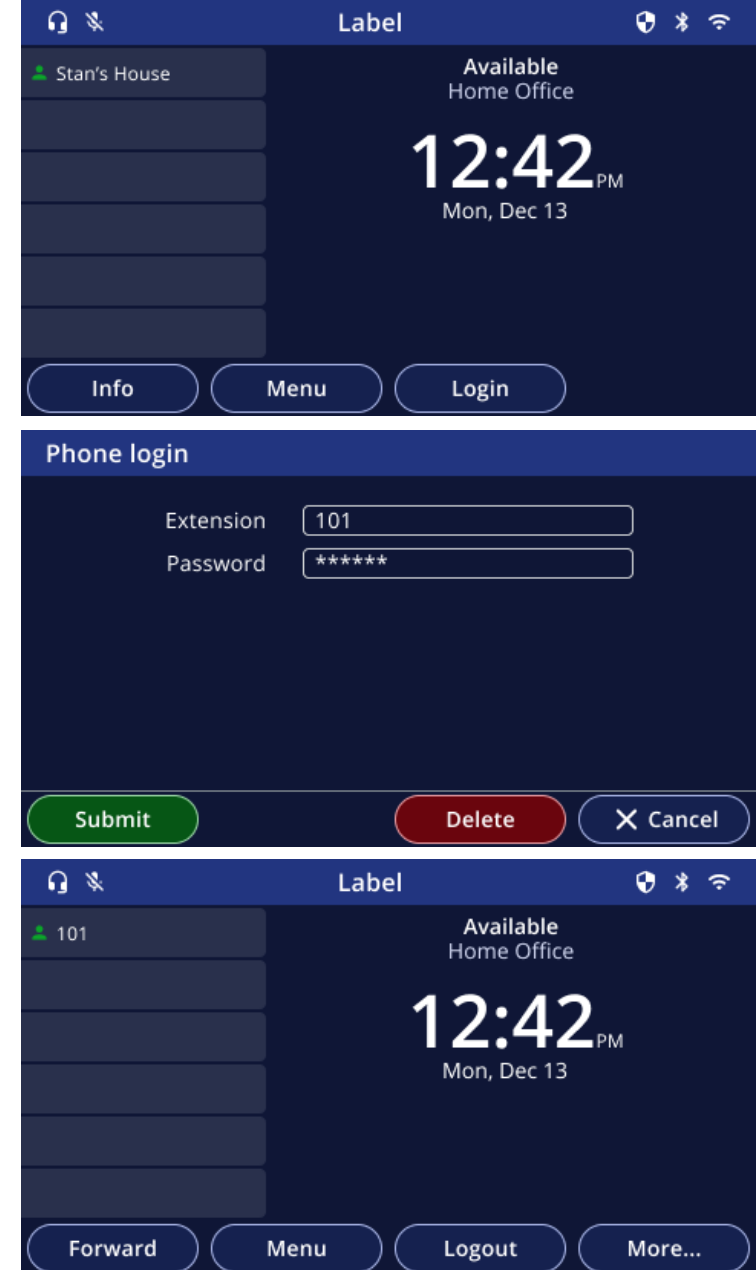
| Parked calls | | | |
|-----------------------|--------|-----------|----------|
| Caller ID | Number | Extension | Duration |
| Alexis Jackson | 110 | 701 | 0:00:24 |
| Geraldine Viswanathan | 201 | 131 | 0:00:04 |

Answer Refresh



Highly Integrated Features

- Productivity apps including
 - PIN-based Hot-Desking
 - Log-out and log-in using voicemail PIN
 - Server-stored call logs
 - Call Logs on desk phones are calls made by user on **any** device, not just the desk phone
 - Conference Call Management
 - See who's talking, mute and unmute, user and all-kick functions



Are all Phones' Business Applications supported in all UC environments?

- No. Sangoma offers many different UC environments (FreePBX/PBXact, Switchvox, Business Voice) each with their own unique feature sets and different architectures.
- Applications supported in Sangoma's P-Series telephones are an evolution of the support in Sangoma's older S and D-Series telephones, which were built originally for Switchvox.
- Sangoma has also been building out support in FreePBX/PBXact for these features, to unify them, and we have been very successful.

PBXact/FreePBX should offer a very similar experience as Switchvox, with few exceptions

- Example: PBXact utilizes a different Queueing engine than Switchvox; therefore, some Queue statistics expressed in the Switchvox Queues app will not be available in PBXact/FreePBX
- Example: PBXact utilizes a different Voicemail application than Switchvox; therefore, the Voicemail Screening capability will not be available in PBXact/FreePBX.
- When P-Series phones become available with Business Voice, they will offer their own experience, not likely to include the same business Applications; but, rather, different applications

Competitive Positioning – P310, Value phone

| Feature / Phone | Sangoma P310 | Polycom VVX 150 | Yealink T21P |
|-------------------------------|---|-------------------------|---|
| MSRP | \$80 USD | \$89 USD | \$76 USD |
| Screen Type | Full Color | Black and White | Black and White |
| Screen Resolution | 320x240 pixels | 132x64 pixels | 132x64 pixels |
| SIP Accounts / Line Keys | 2 | 2 | 2 |
| Function Keys | Message, Hold, Transfer, Redial | Hold, Transfer | Message, Transfer, Redial |
| Backlit Keys | Line 1, Line 2 keys | None | Line 1, Line 2 keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | Yes | No |
| Kensington Lock Ports | Yes, 2 | No | No |
| Desk Stand Positions | 2 | 2 | 1 |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | Does not auto-provision | FreePBX and Pbxact only, requires Endpoint Manager purchase |

Competitive Positioning – P315, Gigabit Value phone

| Feature / Phone | Sangoma P315 | Yealink T23G | Grandstream GXP 1628 |
|-------------------------------|--|---|---|
| MSRP | \$100 USD | \$119 USD | \$85 USD |
| Screen Type | Full Color | Black and White | Black and White |
| Screen Resolution | 320x240 pixels | 132x64 pixels | 132x48 pixels |
| SIP Accounts / Line Keys | 2 | 3 | 2 |
| Function Keys | Message, Hold, Transfer, Redial | Message, Transfer, Redial | Message, Hold, Transfer |
| Backlit Keys | Line keys | Line keys | Line keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | Yes | Plantronics only |
| Kensington Lock Ports | Yes, 2 | No | No |
| Desk Stand Positions | 2 | 1 | 2 |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | FreePBX and PBXact only, requires Endpoint Manager purchase | FreePBX and Pbxact only, requires Endpoint Manager purchase |

Competitive Positioning – P320, Lower-Mid Range phone

| Feature / Phone | Sangoma P320 | Yealink T41S | Polycom VVX 250 |
|-------------------------------|---|---|---|
| MSRP | \$140 USD | \$139 USD | \$179 USD |
| Screen Type | Full Color, 4.3" IPS Glass | Black and White | Full Color |
| Screen Resolution | 480x272 pixels | 192x64 pixels | 320x240 pixels |
| Ethernet | Gigabit | Fast | Gigabit |
| SIP Accounts / Line Keys | 4 | 6 | 4 |
| Function Keys | Message, Hold, Transfer, Redial, Contacts, Conference | Redial, Voicemail | Hold, Transfer |
| USB Ports | 1 | 1 | 1 |
| Backlit Keys | Line keys, Audio Path keys | Line keys, Audio Path keys | Line keys, Audio Path keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | Separate Adapter Required | Plantronics, Jabra |
| Kensington Lock Ports | Yes, 2 | No | No |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | FreePBX and PBXact only, requires Endpoint Manager purchase | FreePBX and Pbxact only, requires Endpoint Manager purchase |

Competitive Positioning – P325, Mid Range phone

| Feature / Phone | Sangoma P325 | Yealink T52S | Polycom VVX 350 |
|-------------------------------|---|---|---|
| MSRP | \$165 USD | \$219 USD | \$239 USD |
| Screen Type | Full Color, 4.3" IPS Glass | Color | Color |
| Screen Resolution | 480x272 pixels | 320x240 pixels | 320x240 pixels |
| Ethernet | Gigabit | Gigabit | Gigabit |
| SIP Accounts / Line Keys | 6 w/ Paging Key for Virtual BLF | 8 | 6 |
| Function Keys | Message, Hold, Transfer, Redial, Contacts, Conference | Redial, Voicemail | Message, Hold, Transfer |
| USB Ports | 1 | 1 | 1 |
| Backlit Keys | Line keys, Audio Path keys | Line keys | Line keys, Audio Path keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | USB headsets only | Plantronics, Jabra |
| Kensington Lock Ports | Yes, 2 | No | No |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | FreePBX and PBXact only, requires Endpoint Manager purchase | FreePBX and Pbxact only, requires Endpoint Manager purchase |

Competitive Positioning – P330, Upper-Mid Range phone

| Feature / Phone | Sangoma P330 | Yealink T57W | Polycom VVX 350 |
|--------------------------------------|---|---|---|
| MSRP | \$220 USD | \$359 USD | \$279 USD |
| Screen Type | Full Color, 4.3" IPS Glass | Color, Touch | Full Color, IPS Glass |
| Screen Resolution | 480x272 pixels | 800x480 pixels | 480x272 pixels |
| Ethernet | Gigabit | Gigabit | Gigabit |
| Built-in Bluetooth & WiFi | Yes, 2.4/5GHz | Yes, 2.4/5GHz | No |
| SIP Accounts / Line Keys | 12 w/ Paging Key for Virtual BLF | 16 | 12 |
| Function Keys | Message, Hold, Transfer, Redial, Contacts, Conference | Messages, Hold, Transfer, Redial | Message, Hold, Transfer |
| USB Ports | 2 | 1 | 2 |
| Backlit Keys | Line keys, Audio Path keys | Soft keys | Line keys, Audio Path keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | USB headsets only | Plantronics, Jabra |
| Kensington Lock Ports | Yes, 2 | No | No |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | FreePBX and PBXact only, requires Endpoint Manager purchase | FreePBX and Pbxact only, requires Endpoint Manager purchase |

Competitive Positioning – P370, Executive phone

| Feature / Phone | Sangoma P370 | Yealink T56A | Polycom VVX 601 |
|-------------------------------|---|---|---|
| MSRP | \$325 USD | \$459 USD | \$479 USD |
| Screen Type | Full Color, 7" Touch IPS Glass | Color, Touch | Full Color, IPS Glass |
| Screen Resolution | 800x1280 pixels | 1024x600 pixels | 480x272 pixels |
| Ethernet | Gigabit | Gigabit | Gigabit |
| Built-in Bluetooth & WiFi | Yes, 2.4/5GHz | Yes, 2.4/5GHz | Bluetooth only |
| SIP Accounts / Line Keys | 16 | 16 | 16 |
| Function Keys | Audio path, volume | Messages, Hold, Transfer, Redial | None |
| USB Ports | 2 | 1 | 2 |
| Backlit Keys | Soft keys | Line keys | Audio Path keys |
| Electronic Hookswitch Support | Sangoma, Plantronics, Jabra | USB headsets only | Plantronics, Jabra |
| Kensington Lock Ports | Yes, 2 | Yes | No |
| Provisions with | Free auto-provisioning with Switchvox, FreePBX, PBXact, Asterisk, BV | FreePBX and PBXact only, requires Endpoint Manager purchase | FreePBX and Pbxact only, requires Endpoint Manager purchase |

P-Phones Firmware Story

- On 4/11 mid-range P-series released with firmware 4_2_3
 - Was available in EPM for FreePBX & PBXact, and Switchvox 7.9 at Launch,
- Latest firmware available today is 4_3_2 with full set of features/functionalities... such as BT, Wi-Fi, Hot Desking
- New firmware is being provided monthly (sometimes sooner) with additional new features....or bug fixes.

Note: As always Sangoma strongly recommends updating to the latest available firmware before phone use.

Launch Details



Launch and Availability

- Available now from VoIP Supply (except for P370 which is coming soon)
- Sangoma early shipped P-Series telephones to Distributors end of March, so thousands of phones were in inventory for customers

Additional Notes:

- P370 phones coming soon
- PM200 Expansion modules targeted for Q3 '22

Logistics and Ordering



In the Box

- Each telephone comes in a plain, brown cardboard giftbox
- Each giftbox contains:
 - The telephone unit
 - One handset and coil cable
 - One Ethernet cable
 - One telephone desk stand
- All P-Series telephones are Power-over-Ethernet (PoE) 802.3-compliant
- AC/DC wall power adapters are available, and not shipped with the phones and are available for separate purchase

P-series Phone Part Numbers

| SKU | UPC | Description | MSRP (USD) |
|------------|--------------|---|------------|
| 1TELP310LF | 797734603323 | Phone, P310, 2-Line SIP with HD Voice, 2.4 Inch Color Display | \$80 |
| 1TELP315LF | 797734603330 | Phone, P315, 2-Line SIP with HD Voice, Gigabit, 2.4 Inch Color Display | \$100 |
| 1TELP320LF | 797734603347 | Phone, P320, 4-Line SIP with HD Voice, Gigabit, USB, 4.3 Inch Color IPS Display | \$140 |
| 1TELP325LF | 797734603354 | Phone, P325, 6-Line SIP with HD Voice, Gigabit, USB, Bluetooth, 4.3 Inch Color IPS Display | \$165 |
| 1TELP330LF | 797734603361 | Phone, P330, 12-Line SIP with HD Voice, Gigabit, Bluetooth, WiFi, 2xUSB, 4.3 Inch Color IPS Display | \$220 |
| 1TELP370LF | 797734603378 | Phone, P370, 16-Line SIP with HD Voice, Gigabit, BT, WiFi, 2xUSB, 7 Inch Color IPS Touch Display | \$325 |
| 1TELP001LF | | NA Power Supply | \$19 |
| 1TELP006LF | | Spare Handset | \$25 |
| 1TELP007LF | | Spare Handset coiled cord | \$10 |
| 1TELP008LF | | Spare handset retainer clip | \$5 |
| 1TELHC01LF | | Phone Cable, HC01 EHS for D-Series Telephones (for use with P-series phones also) | \$47 |
| 1TELP005LF | | Wall mount kit | \$15 |
| 1TELP009LF | | Spare Desk Stand for P310, P315, P370 | \$15 |
| 1TELP010LF | | Spare Desk Stand for P320, P325, P330 | \$15 |

Accessories Information



P-Series Power Supplies

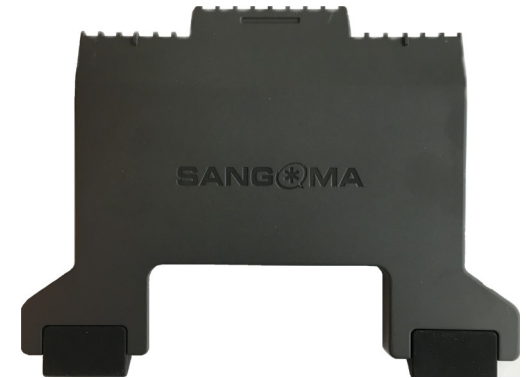
- P-Series telephones use a 12 Volt power supply
 - This differs from all other (nearly) telephones that Sangoma ships
 - D-Series & S-Series & A-Series (except A30) are all 5 Volt devices
- P-Series thus require a different power supply
- Sangoma provides four regional power supplies, \$19 USD MSRP, each purchased separately
 - Supply includes AD/DC "brick" and country-appropriate wall cable
 - North America – 1TELP001LF
 - European Union – 1TELP002LF
 - United Kingdom – 1TELP003LF
 - Australia – 1TELP004LF
- Electrical details
 - Output 12VDC +/- 5%; Input 90-250VAC auto select
 - 18 to 20 Watts
 - Cable wire - 18 AWG
 - AC ripple 50mvpp
 - Output connector - Barrel type. ID. 2.5MM, OD 6.4MM
- Mechanical details
 - 3m cord (1.5m for PSU lead; 1.5m AC wall cable)



Mounting

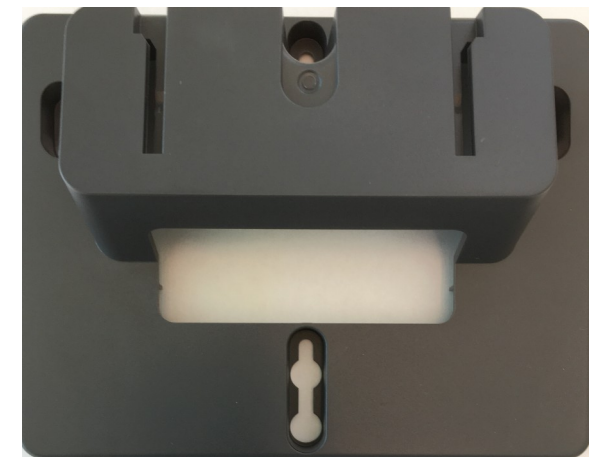
- Desk Stand

- One desk stand included with phone
- Two different phone desk angle positions (slots, see earlier slide)
- Simple to “unplug” from one position/slot and plug into the other position/slot
- Large rubber feet prevent slipping on desk
- **Two versions, MSRP \$15 USD**
 - P310, P315, P370 , part 1TELP009LF
 - P320, P325, P330, part 1TELP010LF



- Wall Mount bracket

- Optional purchase - not included with phone
- Looks similar to D-Series wall mount bracket, but mechanically **different**
- P-Series and D-Series wall mount brackets are **not** interchangeable
- Screws/wall anchors **not** included
- Easy, to “slide” phone onto Mount base
- Simple to remove phone from wall mount
- Part 1TELP005LF, MSRP \$15 USD



Other Accessories

- Sangoma also provides
 - Spare Handset – SKU 1TELP006LF, MSRP \$25 USD, common across all phones
 - Spare handset coil cable – SKU 1TELP007LF, MSRP \$10 USD, common across all phones
 - Spare handset retainer clip – SKU 1TELP008LF, MSRP \$5, common across all phones
 - Must reverse the retainer clip when you mount the phone on the wall so the handset stays hooked in the cradle (phones ship for Desk use)



Sangoma Zero Touch Provisioning

- Phone provisioning is managed already by Sangoma for UCaaS customers
- For premise users, particularly FreePBX/PBXact users, Sangoma provides a “Zero Touch Provisioning” capability managed by resellers via tools accessible at portal.sangoma.com
- With ZTP, the end-user:
 - Receives the phone
 - Unboxes
 - Plugs into their network
 - Phone automatically receives its initial provisioning/configuration



Current Legacy Phone Series



Sangoma's other Phone Series

- A-Series telephones were EOL'd December 31, 2021
- Sangoma expects general availability of D-Series and S-Series telephones to persist until on into June of 2022
 - Unexpected, large volume purchases could change this timeline
- Sangoma expects to wind down D-Series and S-Series telephones in Q2 '22
 - However, good inventories still exist....talk to your sales reps...
- Ongoing Support and warranties will continue to be honored (same as with D phones)
 - If for any reason, Sangoma is unable to fulfil a warranty replacement of an S or D-Series phone with a same-model phone, Sangoma's warranty replacement policies do provide for replacement of a similar-function product
- For additional assurance, Sangoma has continued, to-date, to provide bug-fixes for older D-Series models (D40, D45, D50, D70) despite discontinuance of these phones more than 5 years ago

P-Series Final Take-aways



P-Series - Final Take-aways

- Merging of all current phones into one comprehensive family of New, Improved, Better technology phones
- Better Ethernet options - All have Gigabit Ethernet (except P310)
- Better Displays - High quality color displays with IPS (In-Plane Switching) technology that allows for display viewing from any angle... (except P310/315)
- Better Future Proofing: USB ports available on P320, P325, P330, P370
- More options for headsets... with more Bluetooth - P330, P370
- Wireless connectivity: WiFi (5ghz) - P330, P370
- More Line keys – P320 (4), P325 (6 w/paging), P330 (12 w/paging) , P370 (16)
....and attendant console (additional key pad) coming soon
- Support ALL Sangoma Provisioning offerings: Asterisk, FreePBX, PBXact, Switchvox, BV (later this year)
- Common support for 12v power supplies, that provides ample power for USB, BT, WiFi, and other future device needs.
- Will support all key features of existing S and D-series phones,
...for example making upgrade installs at D phone sites much easier and no training required.

Thank You! Contact us.



sangoma.com



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Non-UC (non provisioning) Firmware Management

- As normal, Firmware files for P-Series telephones will be downloaded directly from and managed by Sangoma UC platforms (FreePBX/PBXact with EPM & Switchvox)
- However, should Distribution partners or customers wish to perform any provisioning or firmware management, the following details (applicable to and the same as with D-Series phones) are noted:
 - Firmware files may also be downloaded from:
 - <http://phones.dl.sangoma.com/firmware/p-series>
 - Firmware may be individually loaded onto telephones using the phone's web UI at:
 - <http://<ip of telephone>/firmware>
 - Default username is "admin" default password is "789"
 - Firmware may be loaded en masse onto telephones using Multicast firmware management as described here:
 - <https://wiki.sangoma.com/display/PHON/Provisioning#Provisioning-MulticastFirmwareManagement>

P-Phones Firmware Story

- Firmware 4_2_3 first shipped with 4/11 initial release
 - Was available in EPM for FreePBX & PBXact, and Switchvox 7.9 at Launch,
- Additional features now available with 4_3_2, May 9
 - Hot Desking
 - BT
 - Wi-Fi
 - Call Forwarding
 - Multi-line
- Features available next FW release (4.4.0, ~ first of June)
 - Call Queues
 - Tech Support App

Ordering & Inventory Availability

- All orders, except those processed out of the portal.sangoma.com (cloud purchases use a different tool, see sales)
 - This differs from Distribution orders of D-Series phones
- Orders processed via portal.sangoma.com are eligible for Sangoma's Zero To
- P310, P315, P370 are shipped in cartons of 10 units at 16 cartons (over-pack) per pallet; 160 total units/pallet
- P320, P325, P330 are shipped in cartons of 6 units at 24 cartons per pallet; 144 total units/pallet
- Sangoma does not provide separate SKU's for cartons or pallets;
....All ordering should be done in carton or pallet quantities