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**Introducing World Message™
Virtual ID™ and Core New
Virtual Mobile Enterprise Services**

Norwood Systems Ltd
ASX:NOR

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Norwood Systems Ltd

Our Enterprise Mission

We put **a virtual business phone** in your pocket!

Unlocking valuable, previously unattainable corporate applications

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Business communications are increasingly happening **over smartphone devices...**

...creating a disconnect between employees and mission-critical corporate platforms

Why? Mobile networks voice and messaging services are not integrated into corporate productivity systems

Driving up company expenses and compliance risk!

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Our scalable SaaS communications platform ties core mobile services into corporate systems:

- **Tight integration:** Linking mobile voice calling and texting services into corporate voice, compliance and CRM platforms

- **High-quality end-user experience:** Great Apps for voice and messaging that end-users love to use, right out of the box
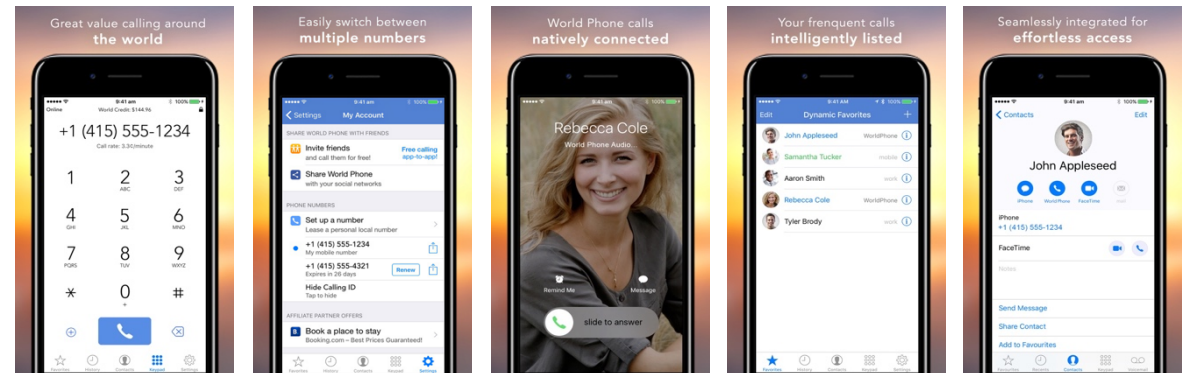
Platforms Update – Corona

What's new for **Corona**?

- Now supporting **mobile corporate messaging** as well as **voice** services

- Launching **three** new integrated capabilities:

World Message

App Platform

- A brand new, high-quality iOS Messaging App, targeting corporate use cases – **now on the App Store**

- Drop-in replacement for iMessage, designed to be integrated easily and simply into mission-critical enterprise applications

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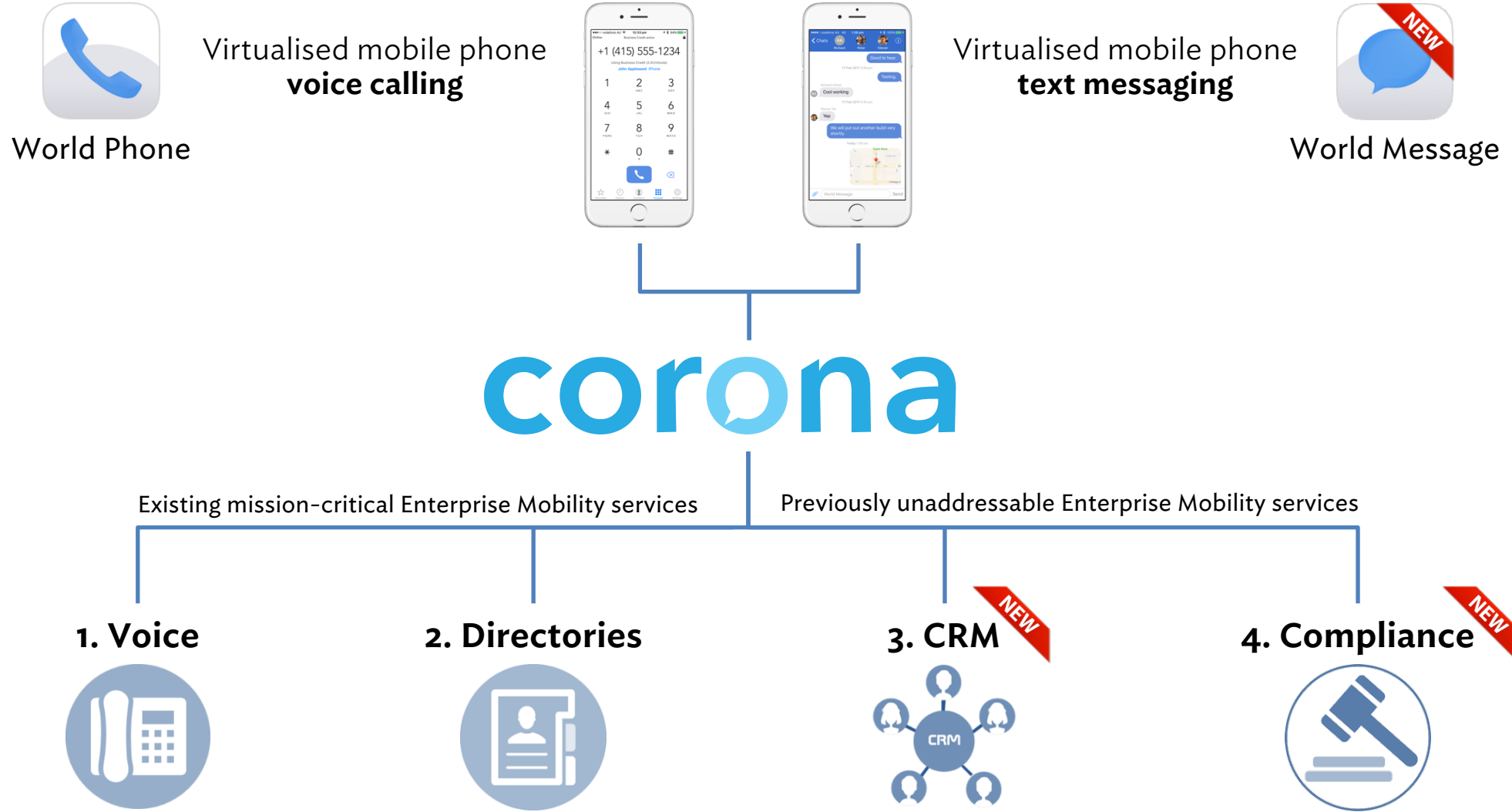ARCHIVAL COMPLIANCE ENGINE

SaaS Solution

- A unique corporate service to enable seamless archival of mobile business communications, including SMS

- Launching with support for one of the market leading regulatory archival hub platforms

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FIELD FORCE LIVE

SaaS Solution

- A unique corporate service for automatic logging of mobile voice and messaging communications into cloud-based Customer Relationship Management (CRM) platforms

- Launching with support for the market leading cloud-based CRM platform

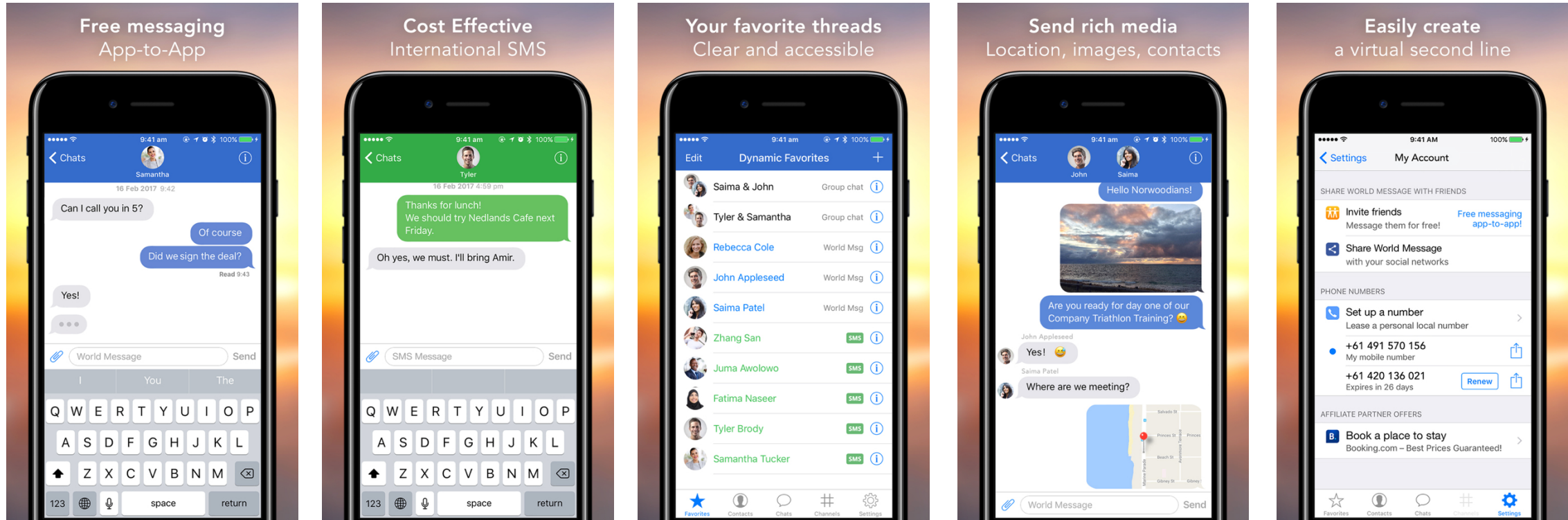# Corona: The glue between smartphones and mission-critical enterprise services

Virtualised mobile phone voice calling

World Phone

Virtualised mobile phone text messaging

NEW

World Message

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Existing mission-critical Enterprise Mobility services

Previously unaddressable Enterprise Mobility services

1. Voice

2. Directories

3. CRM NEW

4. Compliance NEW

Platforms Update – App Launch

World Message 1.0:
A powerful messaging App, designed for corporate use

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Free messaging
App-to-App

Cost Effective
International SMS

Your favorite threads
Clear and accessible

Send rich media
Location, images, contacts

Easily create
a virtual second line

World Message

Launching now on the iTunes App Store

Available on the App Store

World Message 1.0:
A fully-featured, archiveable SMS messaging App

Feature comparison	World Message	iMessage
Familiar iOS user interface	✓	✓
App-to-App free messaging	✓	✓
App-to-SMS, SMS-to-App messaging	✓	✓
Rich media messaging (photos, location, contacts)	✓	✓
iOS 10-style stickers (consumer feature)	✗	✓
iOS 10 iMessage app store (consumer feature)	✗	✓
Message delivery receipts	✓	✓
Message read receipts	✓	✓
Real-time typing indicator	✓	✓
Real-time presence indicator	✓	✗
Ability to edit message once sent (App-to-App only – preserves original)	✓	✗
Message archival to CRM (Initially, Salesforce.com)	✓	✗
Message archival to Compliance Hub (Initially, Global Relay)	✓	✗
Privacy model for BYOD (second SIM-free virtual mobile number)	✓	✗

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World Phone
Version 2.1

World Message
Version 1.0

+ ● **+** Virtual ID™ **=** Your virtual mobile phone

- **World Phone** & **World Message** & **Virtual ID** – designed to work together as **one virtual mobile device**

- **Replicating the two native core voice and messaging services** on any iPhone handset

- **Highly familiar user experience** – when using either App

- **One identity** – **Virtual ID** – low-cost domestic **SIM-free second mobile number**[*] across both Apps

- **One World Credit account** – credit is shared and securely linked into both Apps

- **One download** – available on iTunes App Store as an integrated "World Apps" bundle

* Virtual ID – SIM-free second mobile number supported in 15 countries at launch and during April 2017, including USA and UK

Virtual ID
+61 481 555 321

Native ID
+61 404 555 123

Virtualised voice

Virtualised SMS

- A virtual mobile phone number!

- Receives incoming voice calls,
  as well as receiving SMS messages
  - Voice calls received in **World Phone**
  - SMS texts received in **World Message**

- Available in multiple countries
  (see next slide)

- Perfect for segmenting business
  and personal communications

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Available at launch

Available April 2017
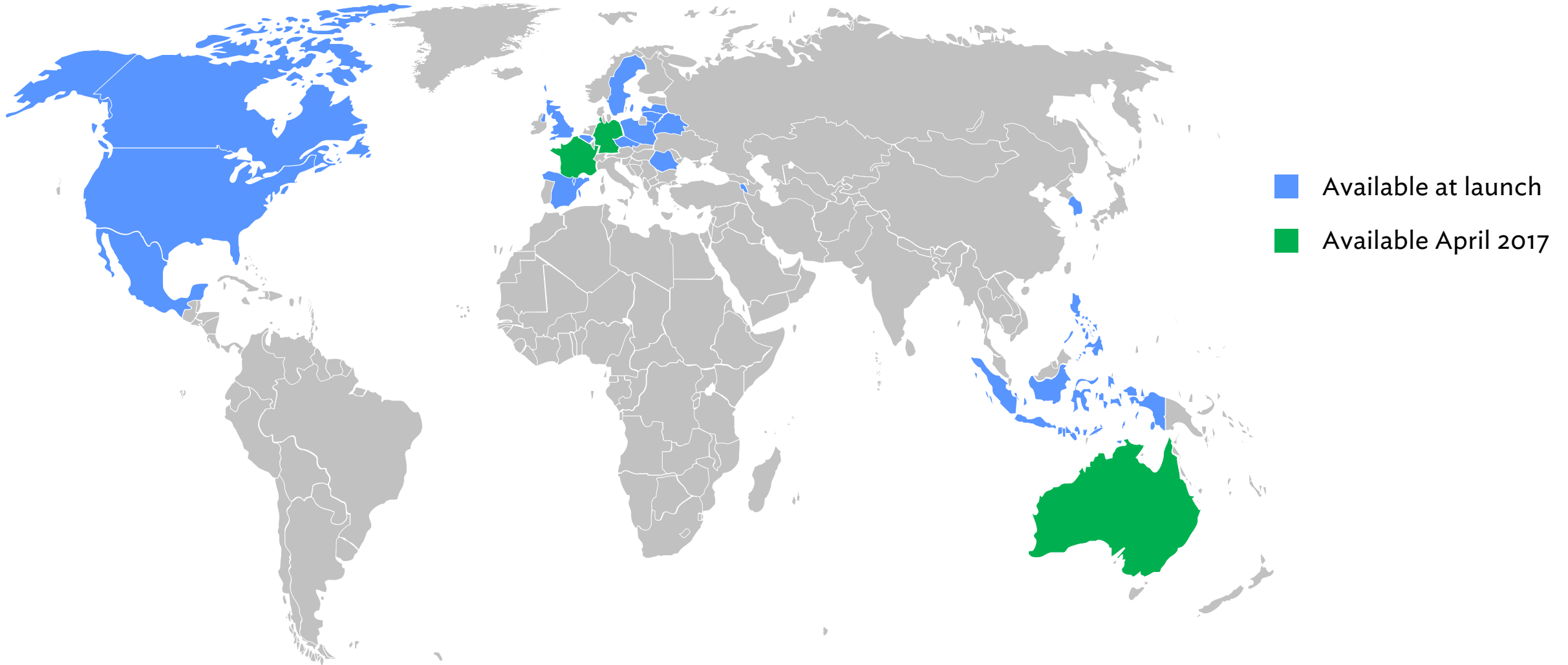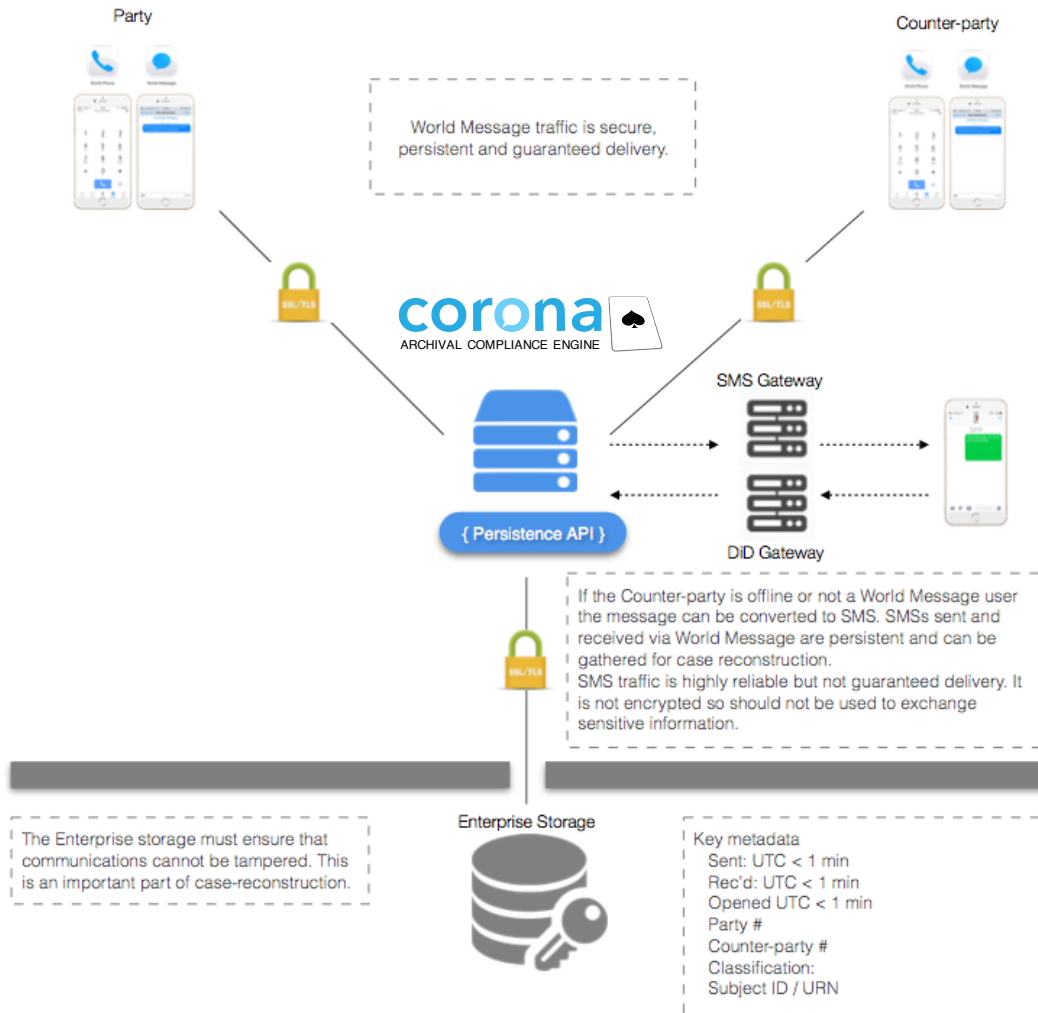
Solutions Update – Compliance and CRM Launch

Limited options available to archive business mobile communications
– Especially applicable to multi-nationals, or BYOD-enabled financial services firms

But new regulations MANDATE it!

Potential fines for those who don't comply...

Disciplinary and other FINRA actions

June 2016

.....
The findings stated that a firm registered principal used text messages in connection with the firm's securities-related business. The firm failed to capture the text messages, and failed to retain and preserve the text messages for the required period....

The firm was suspended and fined.

http://www.finra.org/sites/default/files/publication_file/June_2016_Disciplinary_Actions.pdf

- SaaS-based archival system for App-to-SMS and App-to-App messaging

- **First platform to enable SMS archival for regulated verticals**
  - Financial services
  - Legal services
  - Health services

- FINRA (US) and FCA (UK) driving need to archive all business communications

- Similar MiFID-II regulation comes into the EU in early 2018

- Launch support for **Global Relay** archival hub integration

- Planned support for **Proofpoint** and **Smarsh**

- A CRM system is only as good as the data that employees record in it:

  "If it isn't in the CRM, it didn't happen"

- Currently, this is a manual process for smartphone-based interactions

- Prone to error and/or poor compliance

- Full automation of smartphone interactions has not been possible... **until now**

Hmm... when did my team member text that account?

What did it say again??
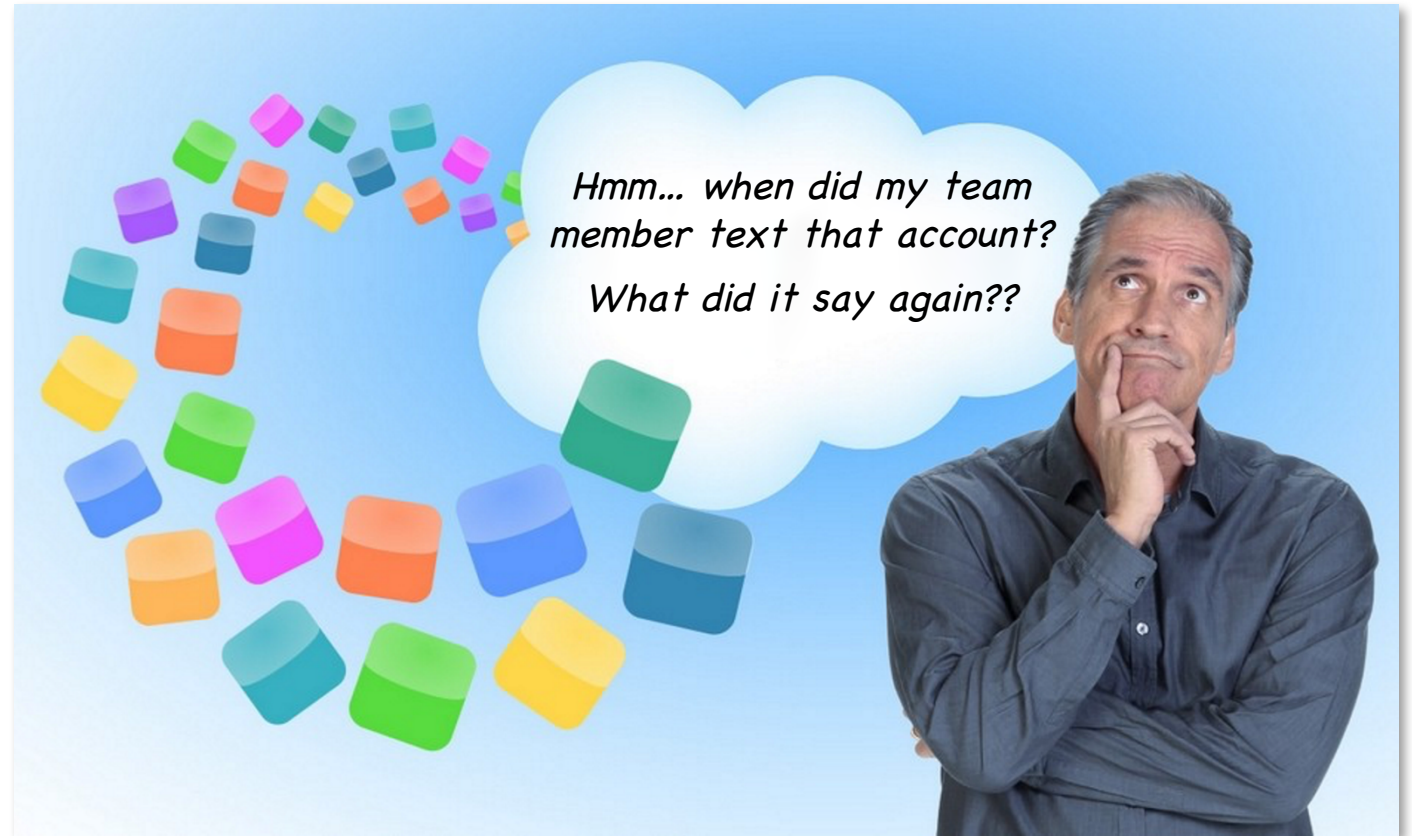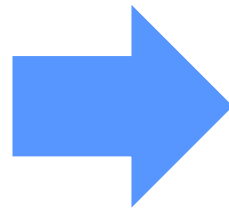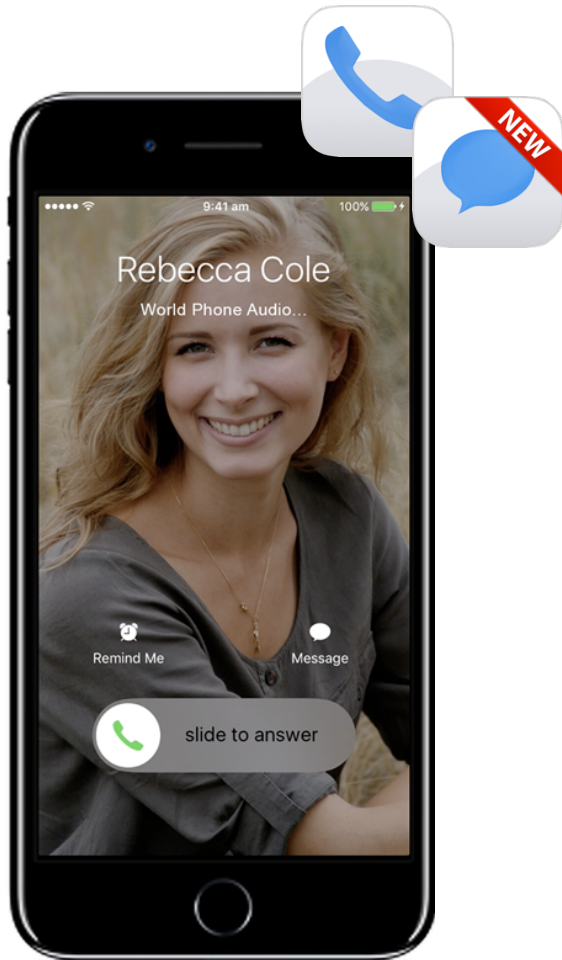
- SaaS-based logging of mobile calls and texts into the enterprise CRM
- Logs 100% of customer-facing **World App** calls and texts
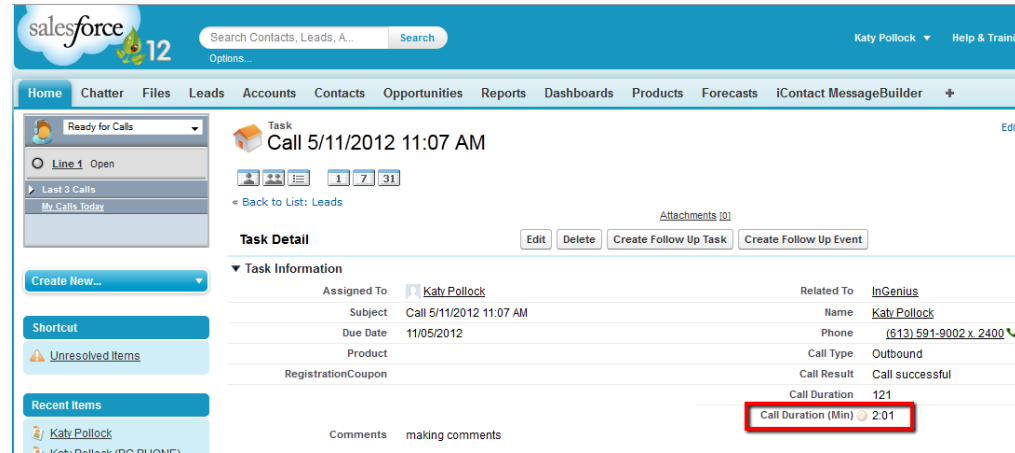
- Records and logs bidirectional call and text meta-data in near real-time, including text message content
- 100% cloud-based solution
- Launch integration support for **Salesforce.com**
- Planned support for **Oracle CX**

- Initial release of **World Message** now available for download on the iTunes App store

- Completes our vision for **a revolutionary virtual corporate mobile phone** platform

- Enabler for two valuable corporate solutions, launched concurrently:

  corona ♠ Seamless SMS capture and regulatory-compliant archival (part of a $19B market[*])
  ARCHIVAL COMPLIANCE ENGINE

  corona Seamless CRM logging of mobile voice and text meta data (part of a $37B market[**])
  FIELD FORCE LIVE

- Designed to work as an integrated part of the award-winning **Corona** SaaS platform

[*] http://www.marketsandmarkets.com/PressReleases/enterprise-governance-risk-compliance.asp
[**] http://www.superoffice.com/blog/crm-software-statistics/

A World Leader in OTT Communications Services

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