Partner Briefing

Nov 24, 2021

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A Brave New World: Post-Covid

Digitalization transforms how subscribers & enterprise users consume services, and enhance their relationship and loyalty with the brand
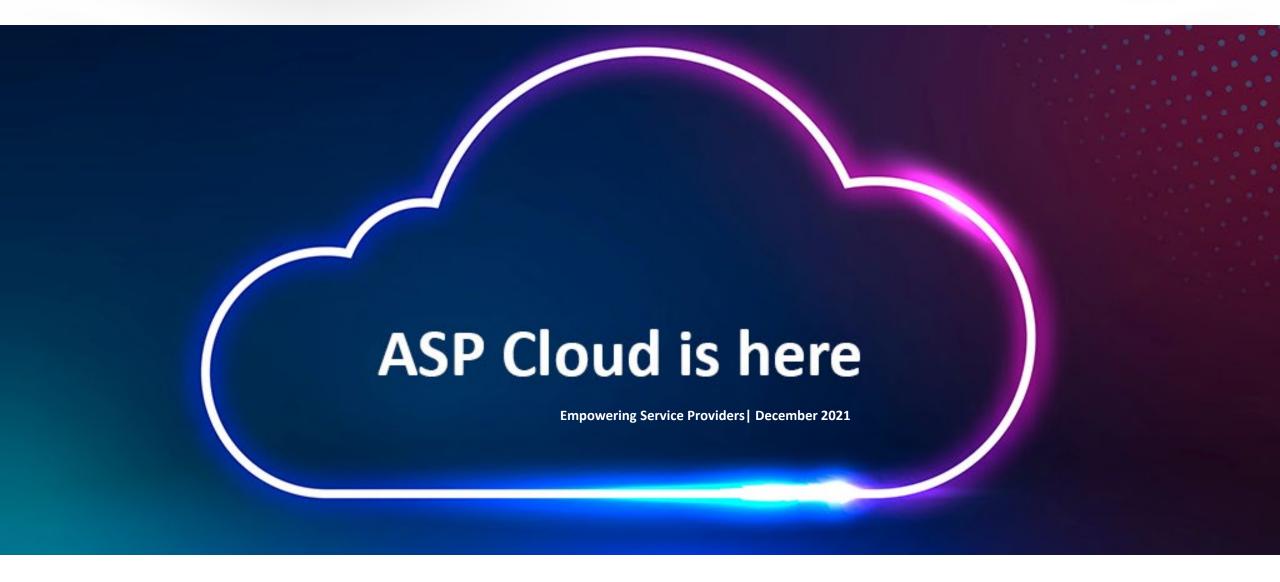
Digital Transformation for Service Providers

- Seismic shift to Cloud services and digitization

- Digital services needs to be easily onboarded
  - User devices can access services like check-in, purchase services
  - WiFi network is the digitalization backbone
  - Automation will drive productivity

- Providing a customized user experience is critical

- Business needs to adapt to an everchanging business landscape

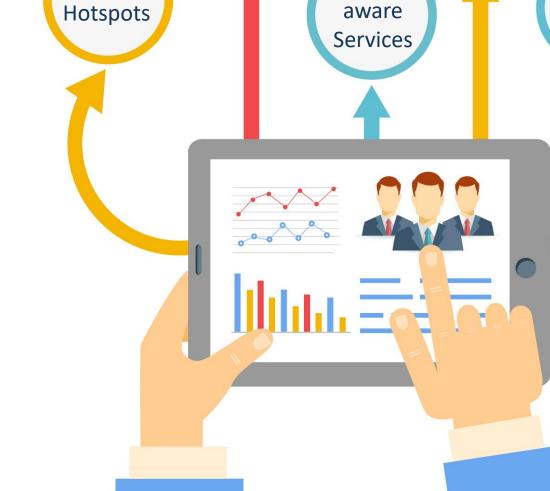- Service Providers needs to be agile and flexible to support business needs

ASP Cloud is here

Empowering Service Providers| December 2021

What is ASP Cloud?

- ASP Cloud is a **subscription-based SaaS platform** by ANTlabs

- Empowers partner to **roll out digital services** easily

- Allows you to **scale** according to business needs

- Dramatically **reduces** the start-up costs
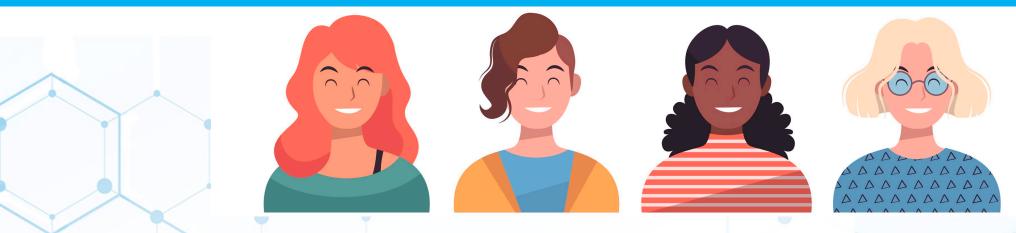
- ANTlabs will continually add new value-added services

Deliver relevant user-aware services with ASP Cloud

Enable user-specific, location-specific and time-sensitive information to enhance user experiences while ensuring data privacy
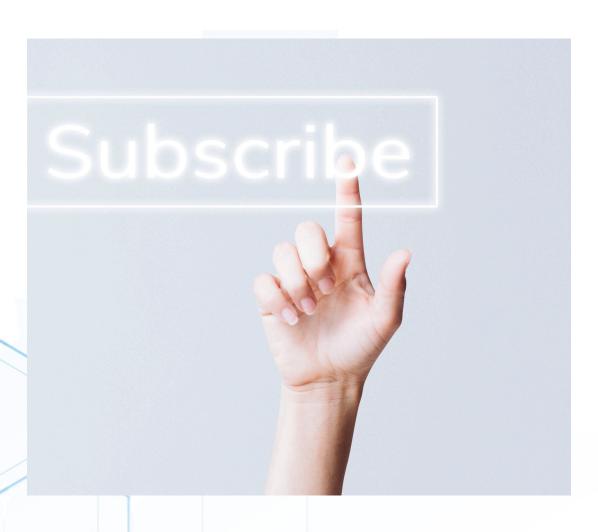
Who is ASP Cloud For?

Who is ASP Cloud for?

1. Hotel Groups
2. Student Hostels
3. Convention Centres
4. Worker dormitories / camps
5. Transport Hubs (Airport, Cruise Center)
6. Hospitals
7. Service Offices
8. SME (HQ and Branch Office)

ASP Cloud Subscription

Deploy, manage, and scale with confidence

ASP Cloud - Subscription

- **Edge Device Connectors**
  - SG connectors
  - Other connectors
    - Support for WLC/AP and other gateways

- **Global Account**
  - Central AAA
  - Roaming support

- **Cloud Backup**
  - Additional backup

ASP Cloud - Subscription

■ Services

- ▪ HSIA WiFi – Shared Login Licenses
  - ▪ Managed WiFi access
  - ▪ Shared licenses across multiple sites

- ▪ Web Filtering – User Licenses new
  - ▪ Signature-based Website Filtering
  - ▪ Malicious Content Filtering

ASP Cloud - Subscription

- Add-on Modules
  - Payment
  - Property Management System Billing
  - Volume Control
  - Radius Support
  - Lawful Intercept
  - Advanced QoS
  - Multi-WAN
  - Event Manager
  - PAN
  - AQoS Plus New
    - Signature-based Application Traffic Shaping
    - User Group policy control

SG 5

The Next Generation gateway / router

SG 5 – What's new?

- Works in tandem with ASP Cloud

- **Pay what you need** for licenses, modules and (Yes!) transferable

- Improved zero-touch provisioning
  - WAN DHCP support
  - WAN VLAN support
  - Enhanced Multi-WAN (support up to 8 WAN port)

- vSG Coming Soon
  - VM version will reduce hardware related issues, and leverage on Cloud advantages

SG 5 - Models

- SG 5
  - SG Express 5100   (500, 4 x 1G ports)
  - SG Express 5200   (5000, 6 x 1G ports)
  - SG Pro 5400   (30,000, 8 x 1G, 4 x 10G SFP ports)

- vSG (end Q1 2022) Coming Soon
  - vSG Express   (5000, 6 x SRV-IO 1G port)
  - vSG Pro   (30,000, 12 x SRV-IO 10G port)

Progressive Discount Structure

To improve your competitiveness

Progressive Discount - Objectives

- To support our partners to be more competitive

- To allow us to grow and scale together with our partners

Progressive Discount - Model

- Standard Partner discounts
    - Provide minimum partner margin
- **Targeted** End user group discounts
    - Joint engagement for target end user group
- **Additional** Per deal/project tiered discounts
    - Improve competitiveness to close bigger deals
- **Additional** Year-end rebates
    - Recognize growing partners with targeted rebates

Launch Dates

Partner Briefing   – 24 Nov 2021

Launch Date - 2 Dec 2021

Ship Date - 7 Jan 2022

ASP vs ASP Cloud

	ASP Cloud (ANTlabs operated ASP)	ASP VM (Partner operated ASP)
Buyer Persona	Group deployment	Large MSP
Shared License	Per Org	Per Platform
Burstable	No	Yes, 10% 1 time per month
Transferable across Org	No	Yes
Returnable	No	Yes
License Unit	100 login devices	1 login device
Subscription Fee	Flexible based on login devices and modules	Flexible based on login devices and modules
Subscription End Date	1 per org contract, pro-rate during purchase	Multiple end date, pro-rate during renewal
Tier Pricing	Only 3 Tiers	> 8 Tiers
White label	No	Yes

Thank You

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