

Providing a suite of products: Hosted PBX, Phone Service, Data, Internet, Security, Email and Collaboration Hosted at their Datacenter, Cloud Communications Company, Callis Communications is providing an amazing customer experience to business in Tier-2 markets in the Southeast with a Communications-as-a-Service (CaaS) Model



Dean Parker
CEO

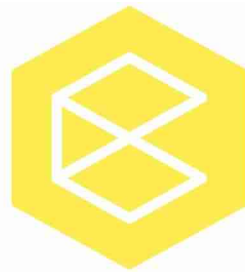
BIO:

An accomplished corporate executive, serial technology entrepreneur, company advisor, and public speaker, Dean Parker is the founder and CEO of Callis Communications, the leader in unified cloud communication solutions for Tier 2 markets across the Southeast U.S. Callis Communications is recognized by industry experts and peers as the leader in next generation communications.

About Callis Communications:

The mission of Callis Communications is to deliver cloud-based unified communications to organizations throughout the Southeast, providing them superior technology solutions driven by passionate customer support.

Business Services Cloud Communication



CALLIS

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Parker, would you tell us about Callis Communications?

Mr. Parker: We are a cloud communications company that focuses on providing an amazing customer experience to businesses in Tier-2 markets throughout the Southeast. Cloud communications transforms the way businesses traditionally have communicated. We provide a suite of communications products, such as hosted PBX, phone service, data, internet, security, email and collaboration, and we bundled these products as a service hosted in a private cloud in our datacenter. Businesses traditionally bought these products individually and put them on their own premise or infrastructure. We now let them buy this as a service, called Communications as a Service (CaaS), which improves their total cost of ownership and reliability. Another major attribute

of our model is that we increase our customer's efficiency and make their business more successful through our cutting edge communications solutions.

CEOCFO: Are people looking to simplify; are they looking to consolidate services or is that still a newer trend?

Mr. Parker: As I mentioned previously, rapid transformation is occurring in the communications sector. Historically, companies would buy and maintain all of their communications software and infrastructure on their own premise; however communication products have now become so complex and cumbersome to manage as well as interdependent on other services. What Callis does is moves all of this into a service model. We host the bundled communications products in a secure cloud and take care of end-to-end delivery and management for our customers. This allows our customers to focus on their main business versus managing communication infrastructure. With Callis, corporate communications systems are now as easy as setting up a new iPhone, for example. The average employee can turn up their email system instantaneously with Callis' support. As new communications products are being developed, which is happening continuously in the space, we deploy these new products to our customers in real-time so that they are up to date with cutting edge technology without having to invest the capital on their own. They can now this without the need of an IT department to manage infrastructure.

CEO CFO: What types of businesses are your typical customers?

Mr. Parker: Callis is dedicated to servicing specific verticals in Tier 2 markets. Healthcare organizations, business services companies, non-profit associations, manufacturing and construction industries as well as professional services firms are some of the larger verticals that we focus on. Companies that employ between fifty and a thousand employees are our target market where we provide the most value.

CEO CFO: Why is that the sweet spot for you?

Mr. Parker: These companies, both size and type, typically don't have the budget, manpower and resources to own and execute the necessary communication solutions by themselves. Callis' platform provides the right balance between service and structure to allow these companies to execute on their corporate missions and utilize top of the line, cutting edge communication resources. Callis gives smaller companies the competitive edge that was previously only attainable by larger corporations with larger budgets and teams to afford these cutting edge resources.

CEO CFO: What is the competitive landscape?

Mr. Parker: We fall into a couple different categories: small, local providers as well as large global providers. Our model is through physical, geographical concentrations. We deeply penetrate Tier 2 markets such as Mobile, Birmingham and Pensacola. We choose these markets and make significant investments into communities, which is different than most of the global brands who are choosing larger markets like NY, Chicago or Atlanta.

CEO CFO: What is the infrastructure that you need to set up to accomplish all that you like?

Mr. Parker: With Callis, we deliver communications as a service. We have our own datacenters throughout the country that handle our redundancy and reliability. From the customers' perspective, there is no infrastructure required. We bring every-

thing and it is a turnkey, end-to-end solution for them. We handle all of the components for them to be successful.

CEO CFO: Are there services you would like to add?

Mr. Parker: As we continue to progress, we are going to listen to our customers. We are a messaging company transformed into a cloud communications company throughout the last seven years. The transformation happened because customers told us what they needed. We are back listening again to customers, so when customers tell us what their next level needs will be, we will respond and make sure we offer services to meet those needs. So many companies come up with a great idea and then force people to buy it. Our platform allows us to listen to the customers' demands and priorities, integrate that with our solution, and then deliver it as a service. As the communication sector rapidly deploys new technologies, we are always able to keep up with the most cutting edge for our customers.

CEO CFO: Would you tell us about your Concierge-511 service?

Mr. Parker: Callis created the industry's first ever Concierge 511 service. When our customers need something, such as training, help on the technology, or anything related to their communications platform, they can hit the 511 button and the Callis team is there to answer and direct them. Our Concierge 511 service is a white glove service for our customers to get an answer every time from our team members. This is a major industry-wide advantage that Callis provides.

CEO CFO: Do you find that is sometimes a factor in companies choosing you?

Mr. Parker: Absolutely. Providing a WOW customer experience is one of the highest decision factors in our customers selecting Callis. I believe that our 511 Concierge service ties back to our people, our team members. We place utmost importance on hiring the right team members and building and developing the best team in the industry. Our people make all

the difference, and that is what differentiates us. Just this week, one of our newest customers, a CEO of a bank, left me a voice message with his reaction to our installation. This CEO testified that our communication technologies are powerful and impressive, but it was the follow-through and service of our team members that set us apart. He told me that he could not have asked for better service. That is an extremely rewarding report for me to hear as the CEO of Callis. That is what we strive for.

CEO CFO: What are the intangibles you look for in your people?

Mr. Parker: Integrity and great decision-making skills. Integrity and character of our team members is number one. Integrity in their work, integrity is over-delivering a WOW customer experience, and integrity in making a positive impact on the business. Equally important for us is the ability

**"We are making a difference in a bigger way for our customers and community. We are dreaming big."
- Dean Parker**

to make great decisions. We will take a great decision-maker over a smart jerk every time. We want people who make great decisions when it comes to running the business and delivering for our customers. One of the biggest changes we have made in the last year is hiring a new Chief Culture Officer. She is looking at how we sustain the brand internally as well as on customer site, and is laser focused on recruiting top talent that is going to be with Callis for the long haul. That is exciting.

CEO CFO: Would you tell us about disaster recovery services?

Mr. Parker: Our corporate headquarters is in Mobile Alabama, which is along the Gulf Coast in hurricane alley. We have lived through numerous natural disasters, and since 2004 we have not had one moment of downtime during a disaster at our core network. Our customers are coming to us realizing that they do not have all the budgets and resources that are required to have a redundant, reliable

communications network which they need. They come to us and partner with us for a price that they can afford. We provide that redundancy and reliability to make sure that they are always up and operating.

CEO CFO: What is your retention rate?

Mr. Parker: We have 99.5% customer retention rate every year.

CEO CFO: That is substantial!

Mr. Parker: Yes, it is substantial. It is why we are here and why we are one of the fastest growing companies in the country. Our people and our customers are a priority.

CEO CFO: How do you reach potential customers?

Mr. Parker: We reach our customers three different ways: web presence, relationships and referrals through customers and industry partners, and through our sales team. We spend a great of time developing lasting relationships in markets and supporting the local economy through the Chambers of Commerce, events and other charitable organizations. At the end of the day, people do business with people that they know and trust, and these relationships is what Callis is about.

CEO CFO: How does Callis give back?

Mr. Parker: Callis never loses sight of giving back. Blessing the people and communities around us is a major priority for our business. Callis has a

unique program called the “Cloud9 Initiative” in effort to build a strong culture within the Company and throughout the community to make a difference for others. Cloud9 empowers the Callis team to share their time and talents with non-profits and charities, and the impact of Cloud9 has continued to multiply. One hundred percent of Callis employees are engaged in Cloud9, and through a number of projects the Callis team has given hundreds of thousands of dollars in investments to various organizations. A highlight of Cloud9 is when Callis donated all of the technology and communications service to a small prep school in the poorest city in Alabama, Prichard Preparatory School. Most recently, Cloud9 brought together families, friends and customers in the Mobile region for a Faith Fall Festival in support of fighting cancer. The result of Cloud9 is astounding; it is clear to see that this program has grown the team to be stronger and over-deliver in their work responsibilities, putting each other first.

CEO CFO: What have you learned from past projects that is most helpful for you in this venture?

Mr. Parker: One of the biggest lessons I have learned is that people are not part of the business but they ‘are’ the business. Every day we value empowerment, responsibility, driving the business forward and realizing that business is successful with a team. Unlike a team that can have one or two all-stars, we can have all

all-stars in that position. We are going motivate them well and do things different than other companies. With that we are going to win championships together.

CEO CFO: Why should the business and investment community pay attention to Callis Communications?

Mr. Parker: We are not the old-fashioned or typical business. We are reinvigorating the way business is done; we are putting people first; we are deploying cutting edge technologies and not settling for anything less; we are growing exponentially, 25% plus year over year. As we continue to do this, we have become a brand in our area of operation that is catching people’s eyes and hearts. We are making a difference in a bigger way for our customers and community. We are dreaming big.

CEO CFO: Final thoughts about Callis Communications?

Mr. Parker: We have gone through transformation the last few months. We are about to announce a new management team that the good Lord has brought to us. It is going to be amazing so look for an announcement coming out on our A+ team and keep watch as we continue to move forward to the next generation of growth.



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