



ABOUT US

WELCOME TO EASY ON HOLD

Easy On Hold® is a Michigan company providing custom audio services for businesses worldwide. Our 20+ years of experience has enabled our company to lead innovation in the telephony on hold music and messaging space. With our proprietary streaming technology, top rated production quality, and our overhead music service Brandi Music, we deliver future-ready audio marketing solutions that work.

TBA, INC. D/B/A EASY ON HOLD
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COMPANY SUMMARY

Easy On Hold® (EOH) is a leading provider of digital streaming delivery systems for communications platforms and producer of custom music and marketing messages for telephone on hold systems and related business voice and music services. The company was founded in June, 1997.

Innovation

Since its inception, Easy On Hold® has focused on innovation in an industry that had grown stale. We have replaced repetitive, unimaginative phone-on-hold messages with dynamically generated content. The result is a friendly, professional, always-up-to-date sound that will impress callers and reduce hang-ups.

Our growth has resulted from our focus on developing innovative streaming technology platforms to deliver high-quality licensed content, including music and marketing messages.

Consumers continue to prefer voice (speaking with an agent) over any other means of communication with an organization or brand. Our products and services help brands connect with customers when an agent is unavailable. Unlike most providers in the messages on hold space, the EOH platforms provide premium streaming technology and user tools that put us in an elite position in the marketplace. Multiple ongoing development projects will result in solving deployment problems in a multitude of communications platforms, which will

result in continued growth.

Markets

Contact centers, medical facilities, credit unions, and equipment dealers are among the target markets that depend on telephony as the link to valued clients and patients. We serve any business that needs custom audio productions and streaming content in the communications platform and the physical space.

Brandi Music

Easy On Hold® has formed a strategic partnership with **Brandi Music™** ("Your Brand, Your Music"), our background music service that operates on a robust streaming platform. **Brandi Music™** is an easy-to-use, affordable music service that sounds as great in a restaurant, grocery store, or spa as it does on telephones as a modern music on hold solution. Our unique "Logo Radio" package adds exciting branding "station IDs" to popular music streams.

Management

The EOH Management Team is comprised of seasoned marketing, communications,

technology, and sales leaders. Founder Tim Brown is an audio expert and leads the technical development team. CEO Julie Brown piloted marketing for the renowned Gilmore International Keyboard Festival for its first 10 years before joining EOH. Operations Manager Jamie Ferguson applies fulfillment and logistics expertise to maintain our 3-day turnaround promise. Amy O'Boyle, MBA, has an impressive background in management, marketing, and business development. Jon Greenbank (formerly Chief Engineer and Director of R & D at Stryker and System Engineer at GE Aviation) is contracted as head of our Solutions Engineering Team. Together we develop and improve products and services to enhance our clients' customer experiences.

A Strong Future

Easy On Hold® is a solid, aggressively growing company, accredited with the Better Business Bureau with an A+ rating. Our ongoing dedication to research and development has resulted in several industry firsts. Today, EOH is certified as a Cisco Solutions Partner and Genesys Technology Partner. TBA, Inc. is a certified SBA Woman-Owned Business.

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YOU WILL SEE A PASSION FOR EXCELLENCE AND INNOVATION.

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VISION AND VALUES

OUR VISION IS TO BE THE LEADER IN PROVIDING ADVANCED STREAMING QUEUE MUSIC INTEGRATION, AND BETTER CUSTOMER EXPERIENCES.



HIGH TECH. Technical competence; innovation.



HIGH TOUCH. Frequent, quality customer communication.



EXCELLENCE. Committed to quality work.



"EASY, INNOVATIVE SOLUTIONS THAT DELIVER AMAZING CUSTOMER EXPERIENCES."

High Tech means having technical competence; earning the label "music on hold experts". Streaming technologies and user interface development are at the forefront of our High Tech efforts.

High Touch represents our customer support philosophy and model. High Touch means providing frequent, quality communications with the customer; showing respect for others. We emphasize phone calls over emails. Asking questions; seeking customer needs. Our High Touch Account Management Team makes thousands of customer contacts each year, resulting in consistently high customer retention rates.

Excellence means being committed to quality work and self-improvement; the best or nothing.

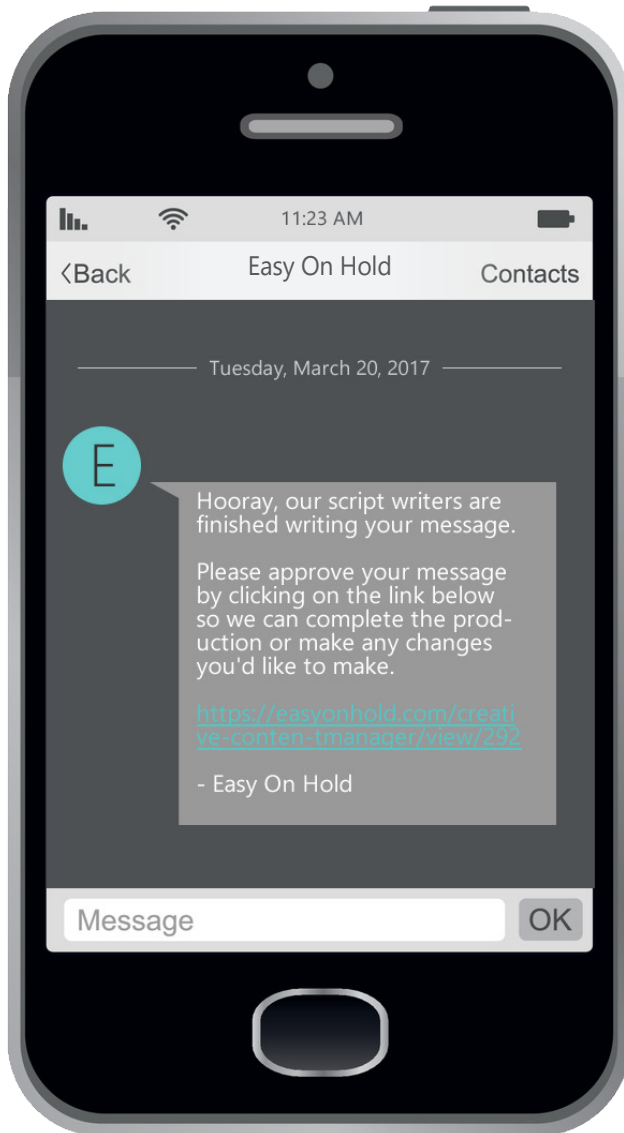
TBA, INC., d/b/a/ Easy On Hold

Founded: June, 1997

Easy On Hold®, Music On Hold Experts™, and Enterprise Music On Hold® are trademarks registered with the US Patent and Trademark Office.

UNIQUE CUSTOMER VALUE

WHAT MAKES EASY ON HOLD® STAND OUT? ADVANCED DIGITAL INTEGRATION AND STREAMING AUDIO DELIVERY.



— Instant Updates

When you need to make a change, there is no waiting. All audio updates are heard on the stream immediately.

— Easy Control of Multiple Locations

Streaming on hold messaging is especially useful for businesses that manage multiple locations. Our customers include call centers and contact centers, John Deere dealer groups, credit unions, financial institutions, educational campuses, and many other industries in need of centralized control of the phone on hold audio.

— Priority Messages

Are all of the topics in your on hold message rotation equally important? Of course not. An upcoming event, a limited-time offer, or a new feature announcement deserves to be heard more often. Our exclusive priority scheduling feature assigns each topic a value that makes it play more or less often than others. Brilliant!

— Automated Scheduling

With streaming on hold programming, each topic can be set to start and stop as needed. Set the month, week, day, or even the time of day for each message. “Good morning” and “good afternoon” greetings are very friendly and impressive to callers.

— Easy, Automated Content Management

Our unique customer portal organizes all of your content while providing total creative control.



Learn all about our innovative streaming technology at
<https://easyonhold.com/music-on-hold/streaming/>

LEADERSHIP

IN 1996, EASY ON HOLD FOUNDER TIM BROWN CALLED A RESTAURANT TO MAKE A RESERVATION. THE HOSTESS WAS BUSY AND PLACED THE CALL ON HOLD. WHILE WAITING, TIM HEARD A RADIO STATION PLAYING AN ADVERTISEMENT FOR A DIFFERENT RESTAURANT. IT SOUNDED GOOD, SO HE HUNG UP AND WENT THERE INSTEAD. THAT EXPERIENCE INSPIRED THE EASY ON HOLD CONCEPT.



“

If you choose to do business with us, you can trust that we're going to deliver on what we promise.

JULIE BROWN
President & CEO
TBA, Inc.

A message from the president of Easy On Hold.

“When you choose to do business on the Internet, you don't know what you're getting. But at Easy On Hold, even though we may never meet you and you may never meet us, we promise to build an authentic relationship with you that you can trust.

You'll know that every phone call is going to be returned; that what you bought is what you get; and that we care about you. We care about working with you to make sure that your message is exactly what you hoped it would be, and that it inspires your callers to do business with you in a way you never dreamed. All because of that message on hold.

It is my promise to you as the president of Easy On Hold, that if you choose to do business with us, you can trust that we're going to deliver on what we promise.

This is how I'm building my team from top to bottom. It's our company culture here, and it's what I promise to you.”

MANAGEMENT TEAM



TIM BROWN

FOUNDER

Founded Easy On Hold in 1997. Launched first streaming phone-on-hold platform in 2013, reinventing messages on hold.



JULIE BROWN

PRESIDENT/CEO

Growth strategist, team builder, community leader.



JAMIE FERGUSON

OPERATIONS MANAGER

20+ years of experience in fulfillment. Directs the Production Department and oversees technology fulfillment.



AMY O'BOYLE

BUSINESS DEVELOPMENT

MBA Business Consultant with an impressive career in project management, marketing, and product development for major corporations.

PRODUCTION TEAM

PRODUCTION COORDINATOR

Script creation/delivery/track changes/customer fulfillment success.



“I am your connection to success. I am on your team.”

STUDIO PRODUCER

Voice talent recording/editing/music/audio files/stream programming.



“I make sure all audio content sounds top notch.”

TECHNICAL SUPPORT

Prepares customer deployment/customer support.



“I am always ready. Everything is urgent. I never give up.”



MAIN SERVICES

• MUSIC AND MESSAGES • VOICE RECORDINGS THAT GREET AND INSPIRE CALLERS • BACKGROUND BUSINESS MUSIC SERVICE •
• PERSONALIZED CONTENT MANAGEMENT TOOL • 2-CHANNEL BUSINESS AUDIO SYSTEM • DIGITAL PLATFORM INTEGRATION •



MUSIC & MESSAGES ON HOLD MARKETING

Custom, licensed content that helps achieve your marketing goals. Streams and files.



VOICE IVR/LANGUAGES/PROJECTS

Professional voice recordings for a variety of uses. 80+ Languages and dialects.



BRANDI MUSIC MAINSTREAM MUSIC

70+ channels of music, optional announcements, for overhead and phone-on-hold.



DIGITAL PLATFORM INTEGRATION

Secure, robust streaming queue solutions for major platforms.



NEW EOH DASHBOARD PERSONALIZED MANAGEMENT

Customer portal for easy control and communication.



2-CHANNEL BUSINESS AUDIO SYSTEM

Manufactured by Easy On Hold®

FEATURES • ADVANTAGES • BENEFITS

“THE EMERGENCE OF VOICE OVER IP HAS SPAWNED A NEW CLASS OF CLOUD-BASED CARRIERS THAT ENABLE BUSINESSES TO DEPLOY, PROVISION AND MANAGE VOICE AND MESSAGING SERVICES DIRECTLY THROUGH THE NETWORK. EVERYTHING OPERATES VIA SOFTWARE AND THE CLOUD, MAKING IT SIMPLER, FASTER AND LESS EXPENSIVE TO DEPLOY AND PROVISION COMMUNICATION SERVICES.” – TECHTARGET.COM



FEATURE	ADVANTAGE: HOW OUR FEATURES MAKE US BETTER	BENEFIT: HOW WE IMPROVE YOUR LIFE
DASHBOARD CONTENT MANAGER	Online tool for updating and maintaining effective messaging.	Confidently manage all content in one place. Convenient.
LIVE STREAMING AUDIO PLATFORM	Instant changes, “self-driving”, schedule in advance. Manage multiple locations with ease.	You’ll never play an out-of-date message. We can write and record now, and schedule to automatically player later.
WORLD CLASS 24/7 SUPPORT	As the provider of streaming content for major brands, Easy On Hold® has developed a better class of technical support that is unmatched.	You have few concerns with the Easy On Hold® solutions. World-class technical support is always on call, and always anticipating ways to be of service.
EMAIL & TEXT ALERTS	When content is getting stale, or a new script or audio is ready to approve, you will be notified in the way you prefer.	You can relax, knowing you will not need to “check-in” on your creative content. You will get timely notifications.
A+ RATED: BBB	Easy On Hold has always held an A+ rating from the Better Business Bureau for over 10 years running, whereas others have not.	Integrity provides confidence in choosing Easy On Hold as your provider.
ENDORSED BY MAJOR CORPORATIONS	More high-profile brands are choosing Easy On Hold® for advanced technology, quality content, and superb service: T-Mobile, Expedia, Shaw Flooring, Otis Elevator, NYU Langone Medical Center, Pill Pack, Norwegian Cruise Line, Canada Life, Cleveland Clinic, Arctic Glacier.	In our 23+ years, we have learned how to impress clients with service, content, results, and professionalism. Ultimately, the choice of Easy On Hold® brings in a better experience for both our clients and their callers.



TARGET MARKETS

THE MOST PREFERRED COMMUNICATIONS CHANNEL IN THE WORLD IS STILL THE TELEPHONE*. YET, 86% OF CONSUMERS SAY THEY EXPERIENCE "ON-HOLD TIME" ON EVERY BUSINESS CALL†. FOR BUSINESSES SEARCHING FOR WAYS TO IMPROVE CUSTOMER SERVICE, EASY ON HOLD IS A VALUABLE MARKETING AND TECHNOLOGY PARTNER.



Easy On Hold's® multiple connectivity options allow a unified message on hold solution across more than 50 Cleveland Clinic Locations.



Concerned with "image"



Multiple locations



Active marketing efforts



Phone is primary client/patient communication

— Easy On Hold® has been chosen by 800 John Deere dealer locations.

"When customers call our dealership, they're calling to do business with us. Any means of retaining these customers during on-hold time is money well spent. Furthermore, promoting your business while the customer is on hold is a great advertising method for selling your products and services to the customer."

—CHRIS COLE, SMITH IMPLEMENT, JOHN DEERE DEALER

— Credit Union marketers can conveniently schedule multiple time-sensitive messages.

"The flexibility is amazing. Our old method created a lot of extra work for our IT department. Easy On Hold® is saving us a lot of time."

—JULIE SWENSON, DIGITAL MARKETING COORDINATOR, WESTCONSIN CREDIT UNION

— Easy On Hold services major call centers.





8 SIGNIFICANT MARKET TRENDS

"CONTENT MARKETING IS A STRATEGIC MARKETING APPROACH FOCUSED ON CREATING AND DISTRIBUTING VALUABLE, RELEVANT, AND CONSISTENT CONTENT TO ATTRACT AND RETAIN A CLEARLY DEFINED AUDIENCE." —CONTENT MARKETING INSTITUTE

1

STREAMING FOR HOSTED PLATFORMS

URL-based streams for MOH (music on hold/message on hold) may be used with Broadsoft, Asterisk, Free PBX, Bicom, Fusion, Vodia, Voneto, FreeSwitch, Nextiva, TPX, OnSIP, and other off-site platforms. The demand for cloud-based audio streams is on the rise.

2

STREAMING FOR ON-PREMISE PLATFORMS

More on-premise platforms are integrating streaming, digitally-connected music on hold: Cisco UCCE, Genesys Engage, iPitomy, Fortinet, Avaya 7.0+, Mitel MiVoice, Yeastar, Allworx, Cisco CUCM. Easy On Hold® can stream content into many on-premise platforms.

3

FILES FOR HOSTED PLATFORMS

Off-site platforms accept audio files in various formats, which is another way Easy On Hold® can deliver content. The client dashboard allows users to select individual topics to be downloaded as files. Users can also combine multiple recordings into a single audio file.

4

STREAMING DEVICE ON-PREMISE

Cisco CUCM is one example of how Easy On Hold®'s 2-Channel Business Audio System is a welcome development. Rather than pull the standard music on hold file, CUCM can connect to an I.P. address over which streaming content is heard using the 2-C B.A.S.

5

MARKET GROWTH PAY-PER-STREAM

With 62% of Americans now paying for streaming services, the business model of a streaming music service for business is a logical approach. Businesses appreciate the convenience of fresh streaming content at a reasonable monthly fee.

6

MULTI-FORMAT AUDIO STREAMS

As communications platforms are evolving, we are seeing a variety of music on hold audio stream formats. Easy On Hold® has developed a multi-format approach to audio stream feeds, including HLS, SIP, RTP, PCM, HTTPS .mp3 and others.

7

INBOUND MARKETING TECHNIQUES

Message on hold is an inbound marketing strategy (as opposed to outbound or interruption marketing). Hubspot (an Easy On Hold® client) reports that 92.7% of companies are using inbound marketing to increase their lead generation.

8

CONTENT MARKETING NON-TRADITIONAL

Using a non-traditional platform to provide relevant information is the preferred approach for marketers today and in the future. Content marketing generates over three times as many leads as outbound marketing and costs 62% less (Content Marketing Institute).



REACH

EASY ON HOLD® IS POSITIONED TO SOLVE QUEUE MUSIC CHALLENGES FOR ANY SIZE BUSINESS, PLATFORM OR ENTERPRISE.

RESULTS-DRIVEN VALUE

Voice talent and licensed music is available in abundance, but the strong value of using Easy On Hold® lies in our technology, content management, and delivery. We develop strategic marketing messages, programmed and automated to get significant results. The monthly fee for our services is low, compared to other marketing efforts.

BEST ON-SITE EQUIPMENT OPTION

On-premise platforms require the use of a streaming Internet device. The 2-Channel Business Audio System is built by Easy On Hold® to surpass the performance of all equipment in the marketplace today. The 2-CBAS is remotely updated with the latest product optimization firmware.

GLOBAL ENTERPRISE

Easy On Hold®, headquartered in Kalamazoo, Michigan, USA, serves multi-location and multinational organizations and contact centers. Voice translations and recordings have been created in 17 languages. Streaming services can be configured for efficiency anywhere in the world.

ONGOING DEVELOPMENT

Our development team continues to devise, test, and productize streaming audio solutions for proprietary communications platforms. Easy On Hold® is sought after by contact centers and communications software developers hoping to add our robust streaming service to their offerings.





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