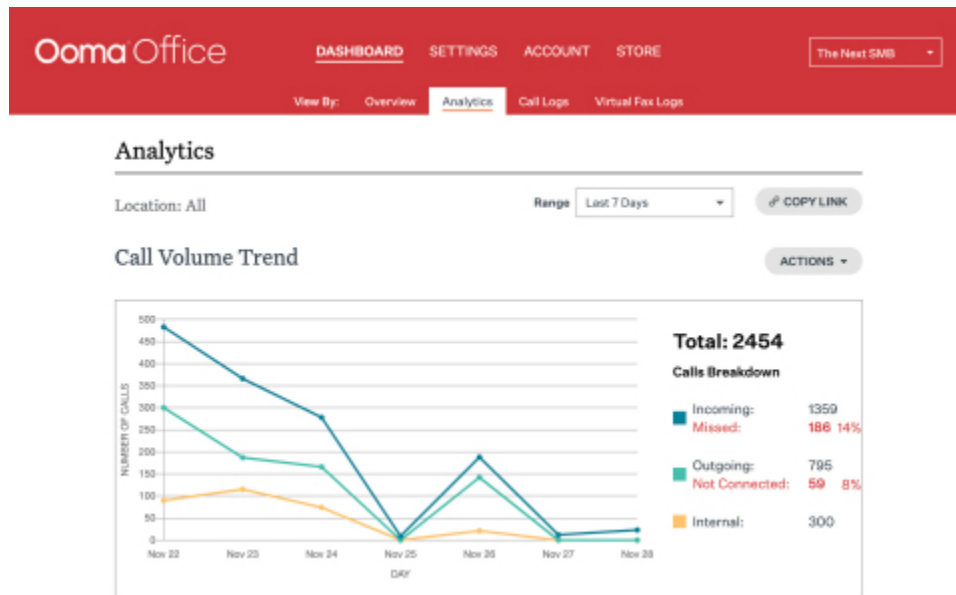




Ooma Adds Call Analytics and Other Advanced Features to the Ooma Office Business Phone Service

November 30, 2021

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Ooma, Inc.](#), a smart communications platform for businesses and consumers, today announced it has added Call Analytics and other advanced features to Ooma Office, making the business phone service more powerful and productive.



Call Analytics, a feature of the Ooma Office Pro tier of service, will make it easy for business owners and managers to track call volume in multiple ways – including day of the week and time of day, with the option to drill down into the number of incoming calls and outgoing calls, across the time range of their choosing. This can give them insight on crucial business concerns such as staffing needs and team productivity.

Call data will also be displayed as a Call Distribution grid, showing call volume by day of week and time of day, highlighted with a range of color shading to quickly visualize peak calling periods. Accessible to the Ooma Office Pro account administrator, the Call Analytics feature also will allow charts and tables to be downloaded in the universal CSV spreadsheet format for further review.

Other new Ooma Office features include:

- **Expanded call management in the Ooma Office mobile app.** Version 5.6 of the app, available for iOS and Android devices, will add support for multi-line calling, allowing users to answer a second call, or to put a call on hold and start a second call; three-way

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calling, where two separate calls are conferenced together; and attended transfer, which will allow the user to talk with the intended recipient of a transferred call before making the actual connection.

- **Google Chrome extension.** By downloading the [Ooma Office for Chrome extension](#) from the Chrome Web Store, Chrome users can access their Ooma Office voicemails, faxes and call logs without having to leave their web page.
- **Google and Microsoft contacts integration.** Users can now link their Google or Microsoft 365 account to Ooma Office. Their contacts will then appear in the directory inside the Ooma Office desktop app, so they can place calls and send texts with a single click. Incoming calls, voicemails, text messages and call logs will also match to the contacts stored in the directory.
- **Adaptive Forward Error Correction.** Voice call quality suffers when internet service is slow or unstable. Adaptive Forward Error Correction will add small amounts of extra information –

called error correcting code – to each voice data packet, which is designed to counter the effects of congestion and maintain high call quality. The feature is now built into the Ooma Office mobile app for iOS and Android, the Ooma Office desktop app for Windows and Mac, and all Ooma branded IP phones (models 2602, 2602W, 2603, 2612, 2613, 2615W, 2624W and WP810).

- **Bulk upload of speed dial and blocked numbers.** Administrators setting up a new account or updating an existing account can now upload a CSV file with names and numbers of employees to avoid the tiresome process of entering names and numbers individually. In the same way, administrators can upload a CSV file with phone numbers that the business wants to block.
- **Virtual backgrounds in Ooma Meetings.** Whether serious or whimsical, users can now select a virtual background during Ooma Meetings video conferences. Ooma Meetings, a feature of Ooma Office Pro, offers a selection of more than a dozen virtual backgrounds ranging from an office setting to a roaring dinosaur. Anyone wanting to get even more creative can upload their own virtual background image.

“All of these features show how we are constantly increasing the power of Ooma Office to meet the needs of businesses of all sizes,” said Dennis Peng, vice president of product management at Ooma. “Call Analytics and these other new features are designed to give SMBs access to sophisticated telecommunications functionality without sacrificing the affordability and ease of use that set Ooma Office apart.”

Ooma Office and Ooma Office Pro (<https://www.ooma.com/small-business-phone-systems/>) offer a set of features tailored to meet the needs of small and medium businesses, with service plans starting at \$19.95 a month per user (excluding applicable taxes and fees) with no long-term contract required. Customers have their choice of interface – conventional analog phones, IP phones, virtual service through the Ooma Office desktop and mobile apps, or any combination of the four. Advanced features such as a virtual receptionist, ring groups, video conferencing, text messaging, call park and multi-site access combine to make small businesses sound big. These are among the reasons why readers of PC Magazine have selected Ooma Office as the best business VoIP phone service for eight years in a row.

About Ooma, Inc.

Ooma (NYSE: OOMA) creates powerful connected experiences for businesses and consumers, delivered from its smart cloud-based SaaS platform. For businesses of all sizes, Ooma provides advanced voice and collaboration features including messaging, intelligent virtual attendants, and video conferencing to help them run more efficiently. For consumers, Ooma’s residential phone service provides PureVoice HD voice quality, advanced functionality and integration with mobile devices. Learn more at www.ooma.com or www.ooma.ca in Canada.

Forward-Looking Statements

This release includes “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements in this press release that are not statements of historical or current fact constitute “forward-looking statements.” The forward-looking statements contained in this press release include, without limitation, statements related to the functionality and performance of Call Analytics and other new features of Ooma Office Pro. Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results to be materially different from any future results expressed or implied by such forward-looking statements. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in Ooma’s filings with the Securities and Exchange Commission, including under Item 1A, “Risk Factors” in the Company’s Annual Report on Form 10-K for the fiscal year ended January 31, 2021 filed on April 7, 2021, and in its subsequent reports on Forms 10-Q and 8-K. Investors are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date they are made. Ooma undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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