



Unified Communications for **maximiser**



SpliceCom

Defining next-generation communication

An Introduction to Unified Communications

Unified Communications offers many productivity and cost reduction benefits to businesses by simplifying the way your employees communicate with colleagues, suppliers, customers and prospects through the convergence of voice and IT applications.

SpliceCom's range of Unified Communication solutions provide the perfect platform for consolidating voice services with business critical IT applications across an IP infrastructure.

In its simplest form Unified Communications increases overall productivity by simplifying life for your workforce when it comes to internal and external communications. This is achieved by reducing the number of devices and interfaces used for communications during the business day, integrating (or unifying) applications so they work together and making them easier to understand, use and support.

Each individual business is unique. It therefore follows that the components encompassed by Unified Communications will differ on a company-by-company basis, based upon what is relevant and useful to a particular organisation. This means that Unified Communications will be the interaction of some, or all of the following applications;

- Business Telephony
- Workforce Mobility
- Messaging
- Conferencing
- Presence
- IT Convergence

Business Telephony

Voice communication provides the foundation upon which Unified Communications is built. Designed and developed by SpliceCom for organisations requiring between 4 and 100,000 IP, analogue or GSM/3G extensions, the **maximiser** Unified Communications system is completely scalable in design and distributed in architecture.

Operating as a true single system, no matter how many separate sites are networked and homeworking, remote or mobile employees are connected, **maximiser** has been developed to be the most "Open" Unified Communications system available today, embracing industry standard interfaces and protocols wherever they exist. This allows for easy integration with a wide-range of "best-of-breed" communications devices and services, in addition to web-based and native IT applications

By converging voice, video, IP TV and IT applications at the desktop, **maximiser** provides the ideal platform for implementing a cost effective Unified Communications strategy, irrespective of the type of organisation or its size.



Workforce Mobility

The way we conduct our day-to-day business has changed forever. We're no longer tied to our desks, many people spend at least some of their time, on the road, working out of another office, working at a client's or customer's premises or working at home. Modern business communications needs to change to meet the needs of these new working practices and that means not missing an important call even when you're away from your desk; be it on the other side of the office – or the other side of the world.

maximiser offers a wide range of mobility solutions to meet the ever-evolving demands of modern business.



Office Mobility

maximiser offers comprehensive call forwarding facilities, including Dual Ringing. This allows your deskphone and an alternative, usually your mobile, to ring simultaneously so you can choose which device you take the call on. By taking this approach you no longer need to remember to forward your phone calls when you're away from your desk, and to remove the divert when you return. You can also choose to set Forwarding/Dual Ringing of your DDI calls only, or both DDI and Departmental calls. This means that every employee can be contacted by DDI and opt to handle Departmental calls, wherever they may be. Callers are less likely to hang up because the "right" phone rings every time, with voicemail being used as the last resort not the first option.



When it comes to handset mobility, **maximiser** offers you three choices; GSM, IP/DECT or SIP/WiFi. The ability to use GSM/Mobile phones as **maximiser** extensions - calls can be manually or automatically forwarded and then put on-hold or transferred when required - provides great flexibility without the need for the extra infrastructure required by DECT and WiFi. With great deals on tariffs inclusive of free minutes now available, this might just be all you need to empower your workforce. Alternatively SpliceCom have tested and can recommend IP/DECT systems and SIP/WiFi handsets with infrastructure equipment to meet any office mobility requirement.

Hot Desking

If your company is spread over multiple locations, **maximiser's** unique distributed, single system architecture allows true Hot Desk facilities for employees moving between sites. This allows your personal attributes to be automatically set and DDI calls, Departmental hunt group calls and voicemail to be delivered to you wherever you choose to work, totally independent of geographical location.



maximiser's flexibility allows any SpliceCom PCS IP phone to be deployed as a Hot Desk phone, including the PCS 60 IP Softphone running on a Windows or Apple Mac OS X computer. The PCS 520, PCS 505 and PCS 10 analogue system phones can also be used for this role when used in conjunction with the PCS 60 running in Phone Partner mode.

Extension Anywhere

SpliceCom's wide-range of Extension Anywhere solutions allow **maximiser** users' access to full business telephony facilities, wherever they may be; in the office, working from home or on the road. Extremely cost-effective, simple and easy-to-implement and use, Extension Anywhere delivers a consistent user "experience" and is totally independent of handset - analogue, mobile or IP Phones can all be used - and delivery, which can be over traditional PSTN, GSM/G3 or IP/VPN services.



Homeworking

SpliceCom's PCS IP phones can also be deployed for home use. Again, this includes the PCS 60 application, which turns any Windows or Apple Mac OS X computer into a fully featured IP Softphone. Connectivity is provided by a Virtual Private Network (VPN) broadband link to the head-office. To provide optimum speech quality this connection should support a Quality of Service (QoS) to ensure voice traffic is prioritised over other applications, or alternatively be dedicated to telephony use only.



However, IP Telephony is far from the only Homeworking option on **maximiser**. When Extension Anywhere is used in conjunction with a home phone, it delivers speech that is more reliable and consistent in quality than that obtained by using IP phones or softphones over the public Internet. Extension Anywhere uses the best of both worlds; the reliability of the PSTN for voice calls, and either the speed of broadband connectivity, or the convenience of the web for telephony control, user status/presence, unified messaging, and other applications. Extension Anywhere delivers Department, Group and Call Centre calls to your remote workforce in an identical manner to their office based colleagues. This makes it an excellent solution for home-based agents and after-hours support teams.

Extension Anywhere also provides businesses with a cost-effective way to deliver a fully featured telephony service to small branch locations and home offices, allowing them to be unified within a single **maximiser** system.

Mobile Workforce

Extension Anywhere means that calls to your DDI and Departmental numbers will always reach you, no matter where you are. Whilst traditional telephone systems stifle true geographical independence, also true of many IP systems, SpliceCom's Extension Anywhere mobility solution delivers on the powerful promise of truly distributed Unified Communications. Whilst they're out of the office, your employees can handle their business calls on their mobile handset of choice, which then assumes the identity and capabilities of their desktop phone. Mobiles can be used with or without SpliceCom's PCS 60 or Vision Mobility Phone Partner applications. Any mobile phone can be used to receive calls, place them on hold and transfer them - no application needs to be loaded. When used in conjunction with PCS 60 running over an IP VPN or Vision Mobility over the World Wide Web, the user has access to all the advanced system-wide features delivered by these applications including;



- User Status/Presence
- Personal Speed Dials
- Centralised System Directory
- Voicemail Messages
- Mobility/Out of Office Options

One Number

Both Dual Ringing and Extension Anywhere support One Number as a standard feature. This means that your employees no longer have to give out their mobile or home numbers to be contacted when they're out of the office.

Mobility and Flexibility – The Way You Want It To Be

At SpliceCom we see the User as the most important component in a telephone call – not the device that they use to make or receive a call. Extension Anywhere allows you to use whatever type of phone you want to – and to seamlessly change that phone depending on where you are – if that's the way you want to work. At your desk you could be using a PCS IP phone. Moving between offices you can take personal and Departmental calls on your mobile. When visiting another office you could use the PCS 60 IP Softphone running on your computer, in conjunction with a USB or Bluetooth headset or handset. And once you get home you could chose to take all your calls on your home phone. All this flexibility from just a single User Licence, easily controlled, from anywhere, through PCS 60, Vision Mobility or PCS 560/PCS 570.



Messaging

SpliceCom believes that messaging - in its many disparate forms - is an essential part of today's business communications. As such integral support for voicemail, email and SMS are all provided as standard on **maximiser**.

Voicemail

maximiser's voicemail system is a reliable and cost-effective solution that will integrate seamlessly with your existing infrastructure and satisfy the diverse messaging needs of your workforce. Calls can be routed through to voicemail on a wide range of criteria including; no answer, busy, Do Not Disturb, call reject, etc. where your employees can securely retrieve them from any phone, on or off switch. The voicemail system can be expanded in size through the addition of more voicemail boxes and Voice Processing Ports, in steps of one.

maximiser provides integral voicemail on both the 5100 and 5108 Call Servers.. For high density applications just run **maximiser** voicemail on SpliceCom's Vision Application Server, a LAN attached Apple Mac OS X platform or Linux PC or Server. And because **maximiser** is built around a distributed architecture, you can run multiple voicemail services, which can be centralised or spread across multiple-sites.

Message Waiting Indicators (MWI), email, SMS, Caller Display and even paged alerts can all be used to notify employees of new voicemail messages. PCS 570, PCS 560, PCS 580, PCS 100 and PCS 60 all provide visual management capabilities for voicemail messages. Menu based, audio voicemail navigation is provided for PCS 505, PCS 520 and PCS 10 .

Email

Voicemail messages, links or alerts can be forwarded or copied to any SMTP compliant email server. This allows the likes of Lotus Notes, Novell GroupWise and Apple Mail to be supported, in addition to Microsoft Exchange. Provided as a standard “out-of-the-box” **maximiser** feature, forwarding of voicemail to email can be configured to either provide “Voicemail” in the “From” field of the email, or alternatively the caller’s name, if entered in the **maximiser** Contact database, or their phone number if not. The email “Subject” line contains the caller’s name (if known), telephone number (if presented) and who, or which Department, the call was for. This makes it very easy to prioritise which voicemails to deal with first and simple to search for specific voicemails retrospectively.

Unified Messaging

Providing synchronisation between voicemail and email, Unified Messaging so when a voicemail is deleted the appropriate email will be deleted and vice versa. Unified Messaging utilises SpliceCom’s Enhanced Speech Processing (ESP) technology allowing your emails to be “read” back to you from any phone, wherever you are. Once you’ve listened to your email, you can speak your response, which will then be emailed to the original sender as a .wav attachment. Emails can also be deleted in same manner.

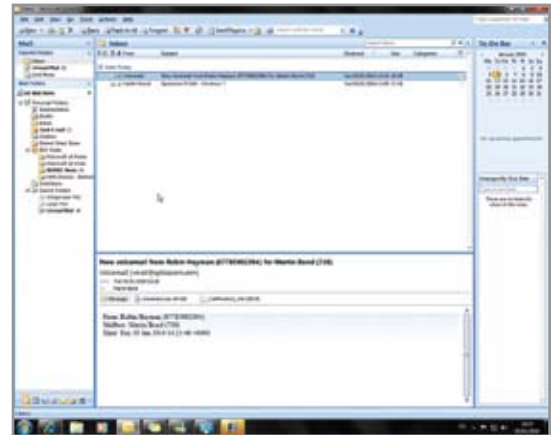
SMS

Text messaging is becoming increasingly used by businesses to contact employees and customers alike. As well as using SMS to alert employees of new voicemail messages, **maximiser** provides integral support for SMS text messaging via the PCS 580 IP Phone and the PCS 60 IP Softphone/Phone Partner applications. SMS dial options for Contact, User and Department directory entries activate a text entry page, allowing messages to be drafted and sent. The format of **maximiser** generated text messages allows any reply to be automatically routed to the appropriate User’s **maximiser** mailbox where it is clearly identified by a unique SMS icon. Double clicking on the entry allows the message to be read. Use of this service requires an agreement with a SMS provider.

maximiser also uses SMS as the underlying mechanism to allow text messages to be sent directly between employees using PCS 580s and PCS 60s. These messages are routed internally without the need to access the GSM network.

Fax

maximiser’s modular architecture allows fax traffic to dynamically share the ISDN trunk lines with regular voice calls. Conventional fax machines can be connected to the Phone Modules, whilst fax servers supporting fax to the desktop can be connected via modems connected to the Phone Module, or Basic Rate ISDN connected to an ISDN S-Bus on the Call Servers. Multiple channel operation is also supported.



Conferencing

Need to speak to more than one person at a time? **maximiser** allows conference calls to be set up in two distinct ways. 3-way conference calls can be easily set up using PCS 570, PCS 560, PCS 580, PCS 100 or PCS 60 as a Phone Partner or IP Softphone. Alternatively, they can be set up directly from the PCS 505, PCS 10, PCS 520 or existing analogue phones using a short-code. Meet-Me-Conferencing is available through **maximiser's** Voice Processing application and allows participants to dial in and enter a PIN code to join a conference. Listen-only and full participation rights can be granted whilst up to 120 delegates can be supported when the Voice Processing application is run on a networked Apple Mac OS X or Linux PC or Server.



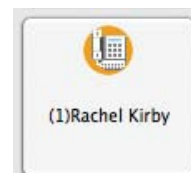
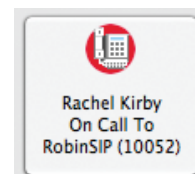
Presence

SpliceCom's multi-functional "Favourite" icons, provided on all PCS IP Phones, Softphones and Phone Partners provides User Status/Presence information – and so much more. Each individual Favourites icon delivers all of the following services and information;

- Status/Presence/Busy Lamp Field (BLF)
- Internal Direct Station Select (DSS)
- Line Appearance
- Ringing Status
- Call Pick-Up
- No. of Calls Queued

The ability to see the availability of colleagues through Favourites can greatly help to improve productivity.

maximiser also provides Presence via integration with Microsoft's OCS 2007 R2 through the OCS Gateway4**maximiser** from the SpiderGroup and Apple's iChat application.

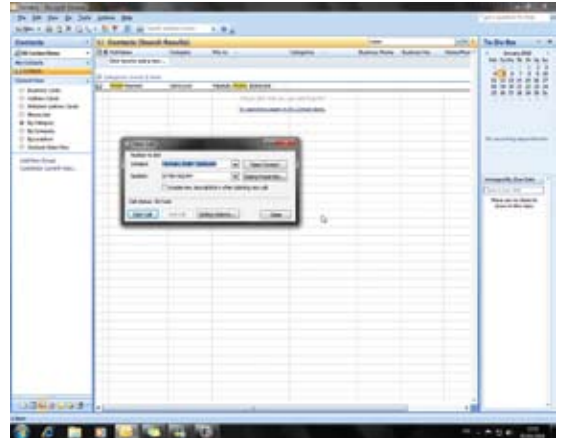


IT Convergence

maximiser is unique in its ability to support both native applications running on Microsoft Windows, Apple Mac OS X and Linux platforms alongside web based content, services and applications.

Microsoft Windows Support

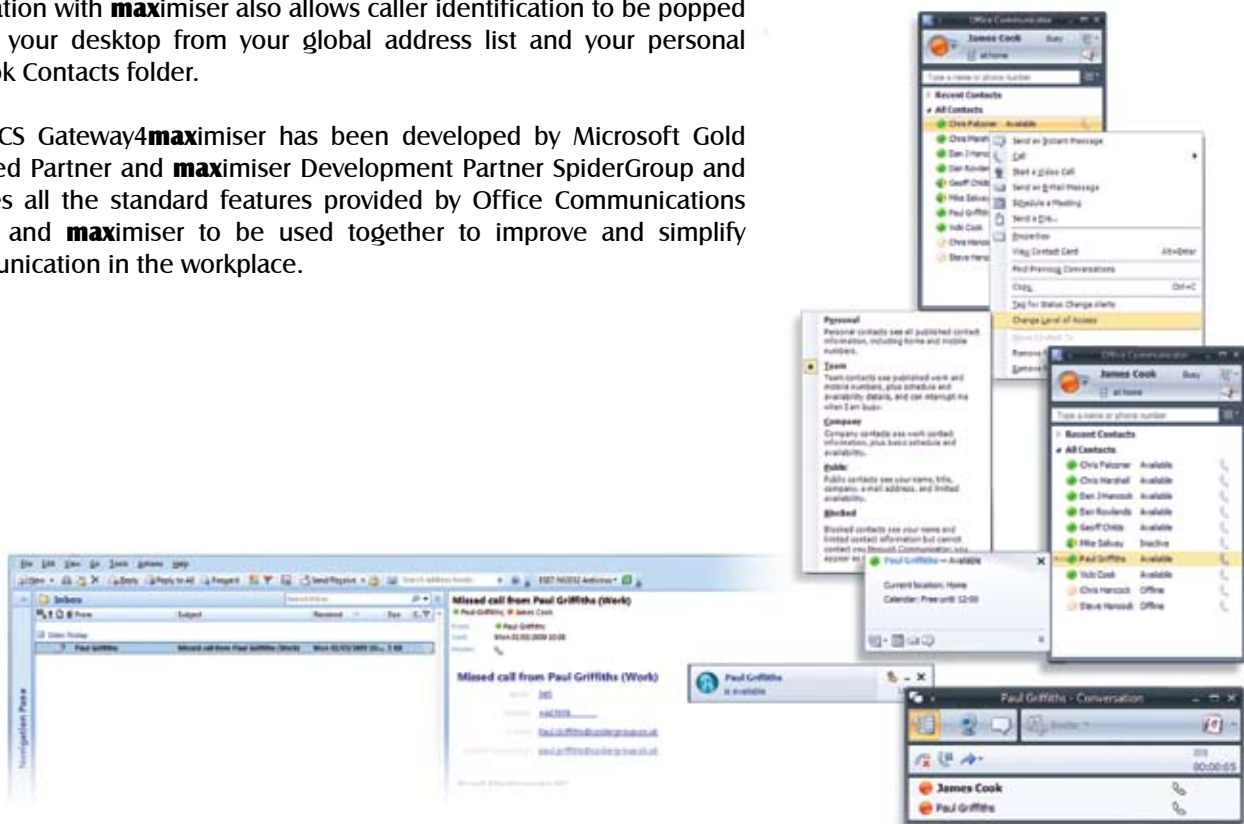
SpliceCom's PCS 60 Phone Partner, IP Softphone and Operators Console application runs on Microsoft Windows platforms. Voicemail messages can be forwarded to Microsoft Exchange using SMTP or IMAP, whilst a TAPI driver enables "click to dial" operation from Outlook contacts and other TAPI enabled applications. Flexor CTI from Camrivox offers integration with Microsoft Outlook, Microsoft Dynamics CRM, SalesForce and Netsuite, whilst Microsoft Dynamics CRM 4.0 support is also offered by **maximiser** Development Partners SpiderGroup.



Microsoft Office Communications Server (OCS) 2007 R2

Unifying **maximiser** with the PC desktop and Microsoft OCS 2007 R2, enables true collaboration between colleagues on shared documents and information. Call management, instant messaging and email at the click of a mouse, with intelligent presence awareness to manage communication are all delivered via the OCS Gateway4**maximiser**. Telephone calls to SpliceCom desktop phones can be initiated, answered, and placed on hold with a mouse click from desktop applications, including Microsoft Office, Sharepoint and the Office Communicator client. Your colleagues will be able to see when you're on the phone, away from your desk or in a meeting by changes in your Presence state. Outlook integration automatically forwards missed call alerts and voicemails to your email, in addition to logging all your outgoing and incoming telephone calls. OCS integration with **maximiser** also allows caller identification to be popped up on your desktop from your global address list and your personal Outlook Contacts folder.

The OCS Gateway4**maximiser** has been developed by Microsoft Gold Certified Partner and **maximiser** Development Partner SpiderGroup and enables all the standard features provided by Office Communications Server and **maximiser** to be used together to improve and simplify communication in the workplace.



Apple Mac Support

SpliceCom's PCS 60 Phone partner, IP Softphone and Operators Console for OS X are truly unique applications, which enable the delivery of advanced Unified Communications to the Apple Mac community for the very first time. Identical in operation and functionality to SpliceCom's PCS 60 application for the Windows operating system, the Apple variant can be utilised on any Apple Mac platform running OS X.

PCS 60 for Mac OS X also supports conventional CTI through the use of AppleScript. This allows automatic dialling of telephone numbers from the OS X Address Book, applications like the ever-popular FileMaker Pro – or any other application that supports AppleScript. Linking to the relevant records within 3rd party applications for incoming calls is also handled in the same manner.

SpliceCom's high density Unified Communications platform, **maximiser** XS, runs on Apple's highly scalable and resilient Xserve platform, whilst Vision and **maximiser's** Voice Processing application can be run on any Apple Mac OS X system.



Linux Support

SpliceCom's PCS 50 Phone Partner and IP Softphone runs on Linux platforms, whilst the **maximiser** 5 Series Telephony platforms, PCS 560, PCS 570, PCS 580 and PCS 100 IP Phones are all built on the Linux operating system.

Web Integration

The Gartner Group talks of The Real Time Enterprise – the use of web-based applications to reduce the time taken to accomplish every day business tasks. This is achieved by ensuring that the right information gets to the right people at the right time. The convergence of voice with IT applications is the key to achieving the Real Time Enterprise and **maximiser** has been developed from day one to deliver this advanced service in an easy to implement/simple to use manner.

SpliceCom's PCS 60 IP softphone/Phone Partner applications and PCS 580 colour screen IP Phone both support integrated web browsers – this allows any HTML page or content to be directly "pushed" to the screen of this phone/application. This could be :

- A page on the World Wide Web
- Content from your company's Intranet
- Images from IPTV, Web Cam or IP Video Server
- A customer/supplier record from a web-enabled application
- Or any other page in HTML format

This content can be pushed to the PCS 580/PCS 60 screen based on a wide range of criteria;

- Incoming Customer/Client CLI
- Department (Group) or DDI number dialed
- Automatically based on time of day/day of week
- In response to an external "action" provided through a pre-set code dialed on a telephone, a button being pushed, or an alarm being triggered, etc.

When linked to a phone call, **maximiser's** configuration allows the chosen page to be pushed to the phone/application screen either as the call is presented, or when the call is answered. This can be individually configured for each User and Department on the system.



Liberating Your Intranet or Website

If you're running a company Intranet or hosting your own Website then you've already made a significant investment in web-based technology. **maximiser** allows you to get even more from what you already have. Telephones take up significant "Real Estate" on every desktop – space that's essentially wasted when the phone's not being used. By building the PCS 580 IP Phone around a large full colour touch-screen, that space is liberated and can now be used 24/7. A default home page can be configured for each User, which, as the browser's address bar can be completely removed, to provide an effectively "sealed" service. By taking this approach, with user interaction provided through hyperlinks only, browser access remains completely under the change control of the IT manager – unless they elect otherwise. Most companies make this default page their Intranet home page – but again it could be anything you want it to be, and can be configured individually for each User.

By using standard web-browser technology on **maximiser** there's no need to deploy high-cost "media translation gateways" to convert web pages into proprietary formats. And by running the PCS 60 Phone Application on Windows and Apple Mac OS X computers (and PCS 50 for Linux), those using SpliceCom's PCS 520, PCS 10, PCS 505 or existing analogue phones can enjoy exactly the same advanced facilities as users of the top-of-the-range PCS 580 IP Phone.

Get More Out Of Your In-House Web Development Skills

If you already have in-house personal to develop your website or Intranet, then you've got all you need to make **maximiser** truly "sing & dance" to meet your every business need. **maximiser** is both configured and managed through a standard web browser. PHP, a standard, server side scripting language, is used to action these changes, whilst the Lightweight Directory Access Protocol (LDAP) standard is used to dynamically read and write changes to the **maximiser** database. This allows any change that can be made via the system manager, to be built in to a bespoke page using PHP scripting.

Directory Integration/Synchronisation

As an example of the integration possibilities, Sync.4**maximiser** from the SpiderGroup allows you to keep your contact database current by synchronising **maximiser** with your primary business contact management solution. Supporting any ODBC datasource, including SQL, MySQL, Filemaker, Microsoft Access, etc. or proprietary datasources through web XML services, synchronisation can be activated manually or scheduled to run periodically and can be full or partial – only implement changes since the last sync.

Ownership in a Unified Communications Environment

Resource "ownership" takes on critical importance when migrating to a truly Unified Communications network. Do different people or groups within your organisation manage the Application Servers, IP Infrastructure and Business Telephony? If the answer's yes, are you in a position to unite their sometimes-disparate goals, wants and needs for the greater good of the company? **maximiser** allows you to side-step all of these potential issues by offering all these components within the overall system design – should you choose to use them. Each Call Server contains an integrated Apache Web Server, allowing customised web pages to be mounted internally without the need to involve those responsible for the company's Application Servers. Even simple database applications can be hosted on the Call Server using MySQL – again totally independent of existing applications.



Summary

A well-planned and delivered Unified Communications strategy allows your business to work smarter, whilst simultaneously reducing costs. Your workforce can be freed from their dependence on the office, allowing them to be just as productive when they're mobile as they are sat behind a desk. This provides a reduction in office space required, building/travel/meeting costs and overall communication, voice conferencing and mobile phone expenses.

Whilst Unified Communications makes your workforce more available and more responsive, the convergence of your core IT applications with voice and other communications methods, allows existing business processes to be simplified, extended and enhanced. This accelerates work-flow and improves decision-making, which in turn allows you to build stronger relationships with your customers and increases their loyalty towards you.

By converging voice with other forms of communication and your core IT applications at the desktop, SpliceCom's **maximiser** provides the ideal platform for implementing a cost effective Unified Communications strategy, irrespective of the market sector your organisation operates in, or its size.

About SpliceCom

SpliceCom are the only British company to design, develop and manufacturer Unified Communications systems that deliver tangible businesses benefits for all types of company, irrespective of size. Founded by an experienced management team who provided the driving force behind the two most successful UK voice and data convergence companies of the last decade, our **maximiser** product family combines the delivery of voice, video, IP TV and web enabled IT applications at the desktop within a single, scalable system. Since **maximiser's** launch in 2003 we've focused our resources on continuously enhancing our Pure IP Telephone system to meet our customers' needs. This has allowed us to grow our marketshare of Pure IP PBXs in the UK to an impressive 16%, according to respected industry analysts MZA.

SpliceCom cares about our planet. **maximiser** based Unified Communications solutions help companies reduce their carbon footprint by enabling daily communications, conferencing and collaboration without the need for travel. All SpliceCom products comply with the directive for the restriction of the use of certain hazardous substances in electrical and electronic equipment (RoHS) and the regulations for the disposal and recycling of waste electrical and electronic equipment (WEEE).



