

NEWS RELEASE

Unified Communications & SpliceCom

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3rd October 2008 - Unified Communications is the buzz word and as per usual is not well understood...but people know it must be "good" because of the hype surrounding it. There is not an exact definition that describes Unified Communications which of course makes it all the more difficult to grasp. However we at SpliceCom were talking about Unified Communications years before the phrase was invented and at that time we called it "Voice over Everything". We also were talking about phase 2 of Unified Communications which is addressing many Company issues by adopting Unified Communications solutions...we titled this area "What's your Problem"- and we can probably help you with your solution.

So what did we talk about "Voice over Everything" which has now become Unified Communications- here is an extract from our January 2006 newsletter...*"Voice over Everything (VoE) is the incorporation of voice into desktop applications. It is more than just using the same network, but taking convergence to the next level. We are doing more than just combining networks into one, we are leveraging this converged platform so that applications complement each other in the most logical and functional way possible."* Another extract from the same newsletter was headed "Whats your problem"...*"Maximiser is an open system, a problem solving platform developed with the full gamut of business challenges, opportunities and skills in mind."* We were on the money then...ahead of our time...but we have become used to that. Read these articles in our January 2006 Newsletter.

With the adoption of Pure VoIP, you move the heart of your Company's communications from proprietary telephone systems that can't talk to other applications or need to have interfaces to sometimes partially communicate; to a system that resides with the rest of your enterprise wide solutions and is native to the web. "VoIP ready" or "VoIP enabled" is just not going to do the trick, or if a fix or interface gets over one hurdle, you are going to have to pay for the next interface...or get the dreaded phrase "You're going to have to upgrade to be able to do that". So ensure that you have a system that is going to allow you to take advantage of Unified Communications now and into the future.

So what are some of the ways that Unified Communications can be of assistance to a Company? Let's have a look at some scenarios from other Companies and then use your imagination to see how we can help your Company...

Your Company is having issues with collections. You need to be more proactive in regard to letting your customer know about the overdue nature of their account and prompting quicker collections. Thus when a company that is overdue rings in for say sales, the system automatically diverts the caller to the accounts payable department. A screen pops on the account payable clerk's PC showing the overdue customer, the calls that have been made to the customer in regard to collections, and even a script to follow and a screen to enter in details of the call and file them into the CRM database on completion.

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Unified Communications (cont.)

You are a hotel chain looking to provide more "in-room" technology to assist in customer comfort and service. The SpliceCom PCS400 is the in-room phone which because our system has an Apache webserver built in is able to receive web pages on its screen. The system interrogates the Micros-Fidelio front office software to ascertain the native tongue of the occupant. If the person is say Japanese any call from that room will be directed to the Japanese speaking operator. If the person wishes to order from the room service menu, the menu can have a Japanese "flavour" and can be presented completely in Japanese. By selecting with the touch screen options, the order can be presented to the kitchen in English, but the invoice to go with the room service delivery can be printed in Japanese for signature. Japanese music from the internet can be piped to the room. If the occupant is part of a group all messages sent by the Micros-Fidelio system to that group including reminders of appointments and even maps can be presented in Japanese. This is just a small sample of the in room technology that could be used with the use of a Pure IP system using Unified Communications.

One more quick one...an insurance agent spends 80% of his time on the road. When in the office he produces his proposals and quotes and stores them on the CRM. However when a prospective customer rings him when on the road it would be of great assistance to have the proposal information in front of him when the prospect is "hot" as they have called him. With one number i.e. all calls are directed to his office number and is twinned with his mobile; the office number picks up the callers number interrogates the CRM and grabs the most recent proposals and pushes them the agents PDA at the same time that the call is sent to the agent. The agent can talk with assurance about the proposals because he is not relying on memory. He believes this system would substantially increase his sales.

These solutions are very possible and not difficult to implement with the SpliceCom system. Why? Because SpliceCom resides on the Company's LAN or WAN together with the enterprise programs and has an inbuilt Apache web server...it's a bit like all the brothers and sisters residing in the same house. SpliceCom is Pure IP. It provides the highest opportunity for our Company to use Unified Communications. It will converge communications with the rest of the Company's other programs to produce solutions to the Company's problems and to provide the platform for improved marketing and customer service. This will give your Company the edge which will result in more success and profit.

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