



# CENTRESTAGE

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FEBRUARY

**maximiser**

**Creating Business  
Advantage Through  
Telephony**

## From The Top Down

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- **maximiser** is a Business Telephone System
- It competes with EVERY other telephone system at the point of sale!
- Our CentreStage focus is to make market leading, “Enterprise Class” features available to all companies, irrespective of size, in an integrated, useable and affordable manner

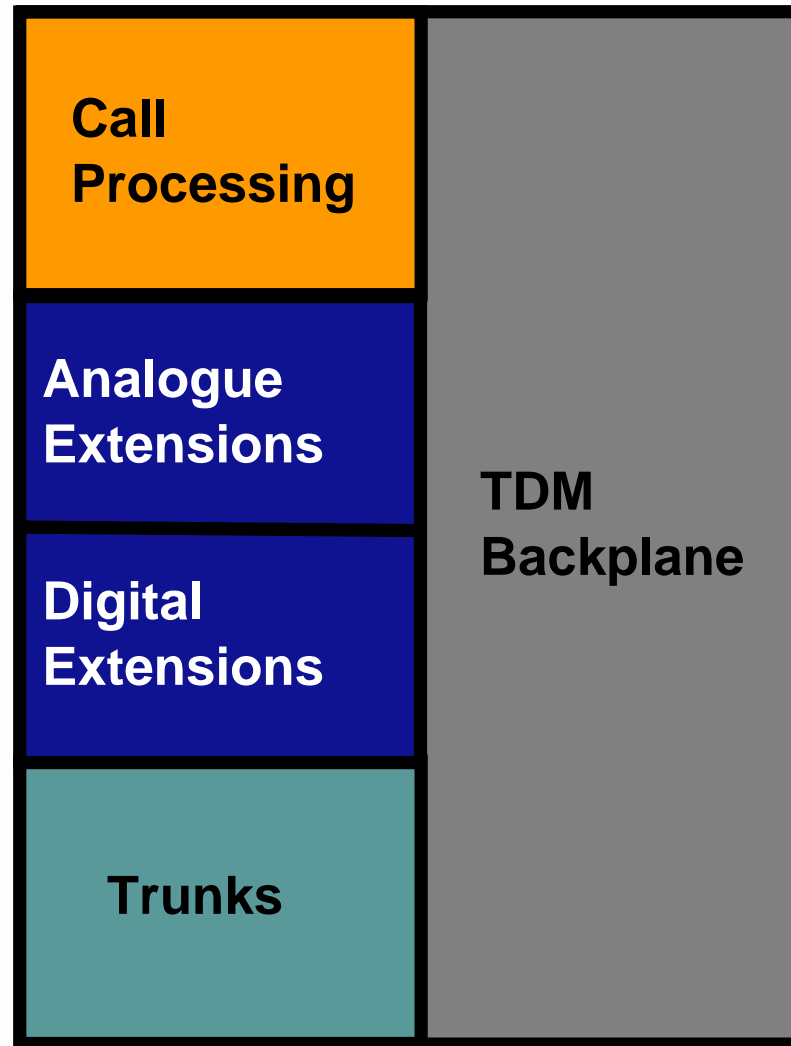
## Architecture

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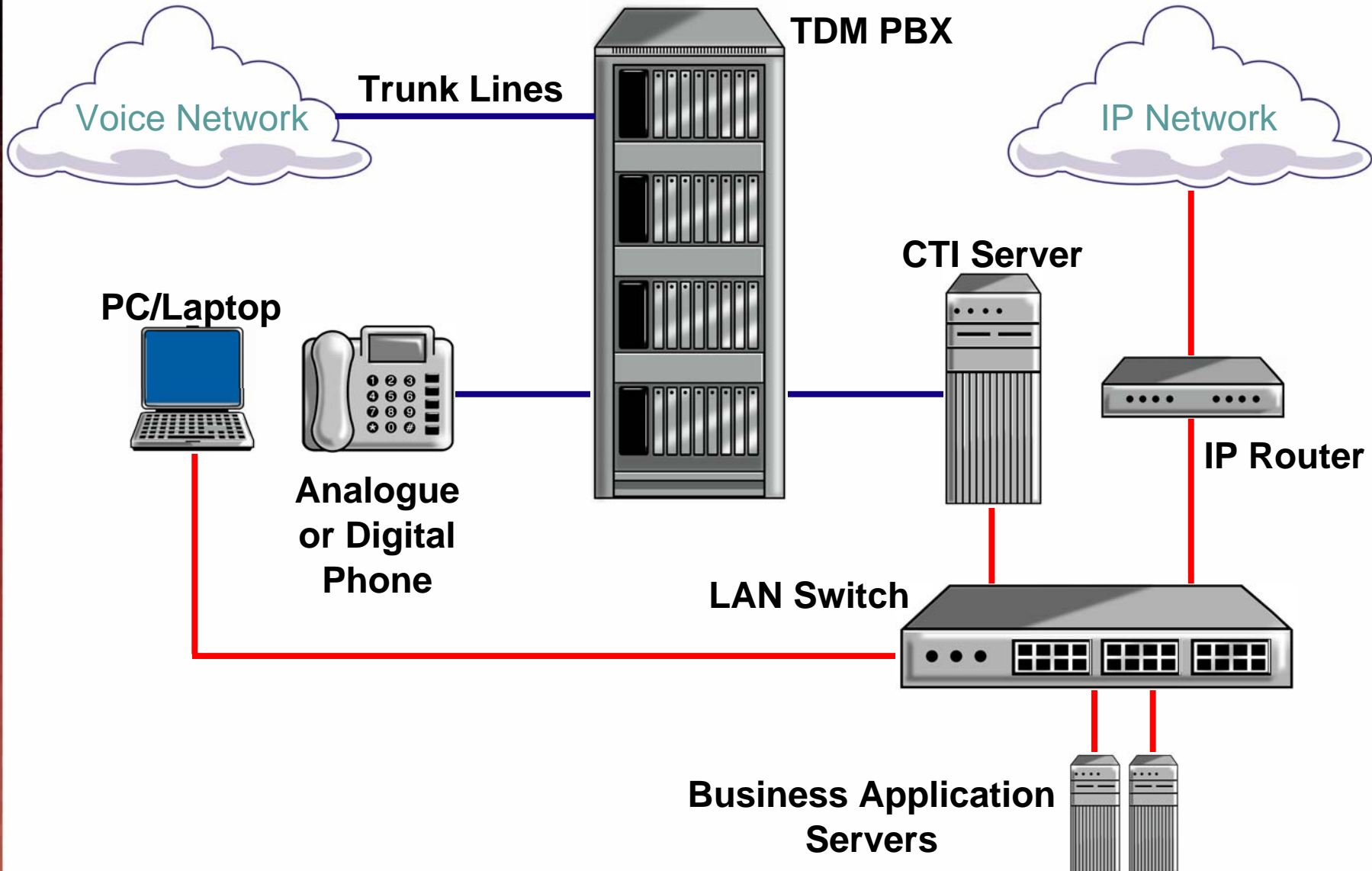
- **maximiser** is built around a Pure IP-PBX architecture
- It is NOT the same as an IP Enabled or Hybrid TDM/IP architecture
- SO WHAT!

## Traditional TDM PBX Architecture

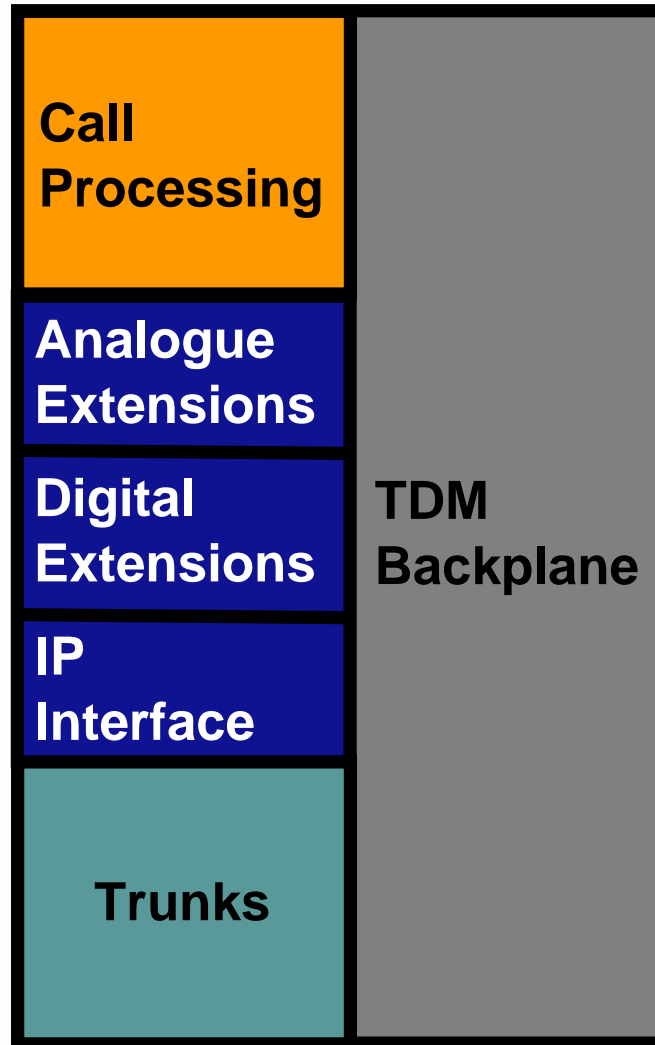
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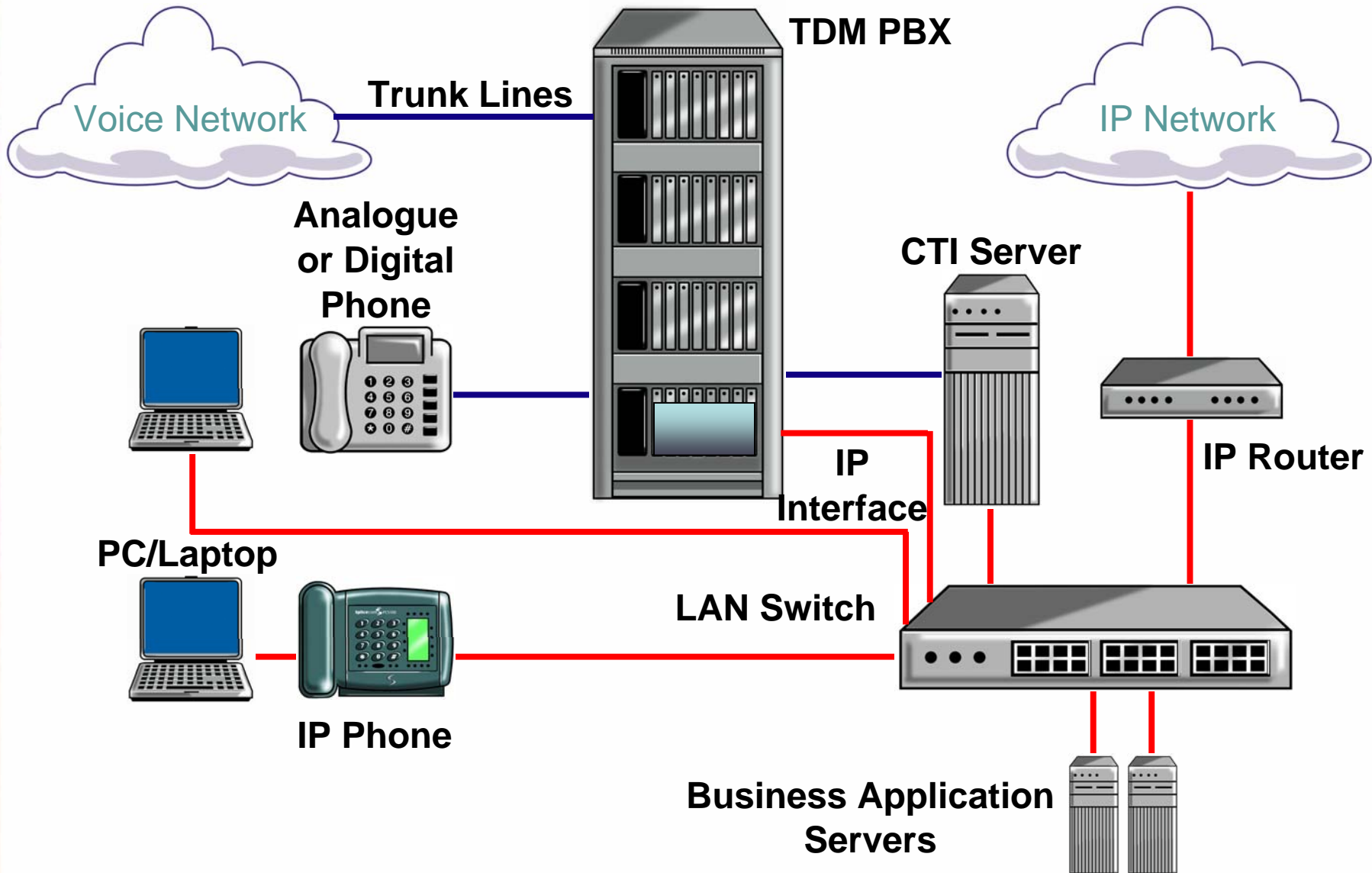
# Traditional TDM PBX Deployment



## IP Enabled/Hybrid TDM PBX Architecture

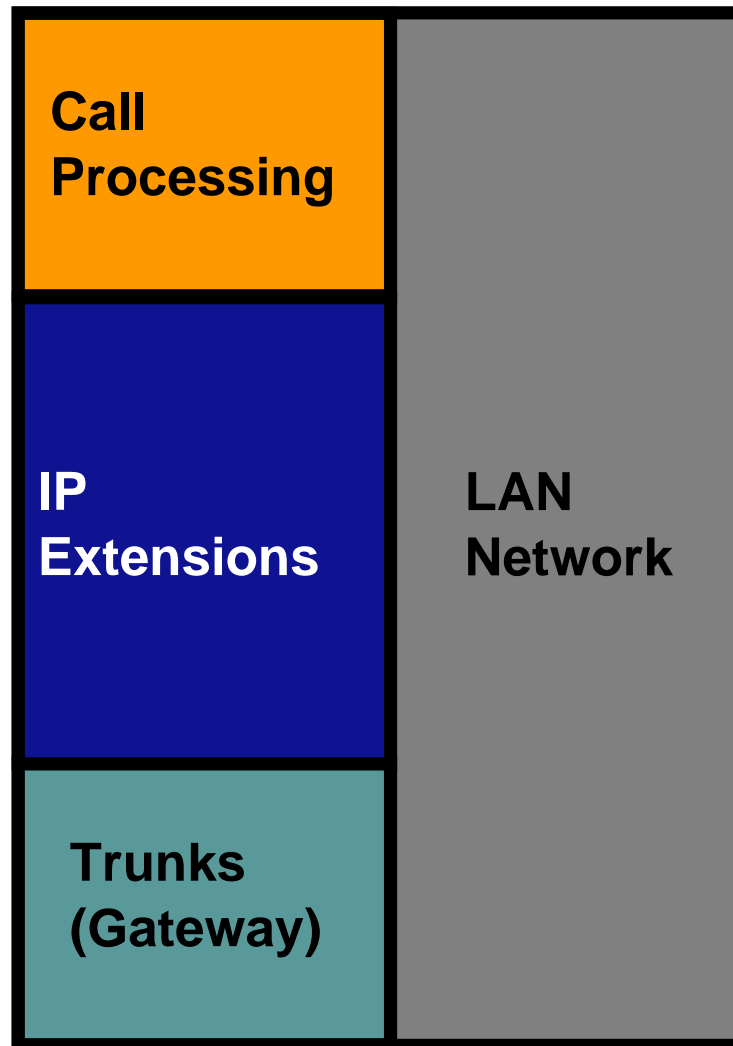


# IP Enabled/Hybrid TDM PBX Deployment

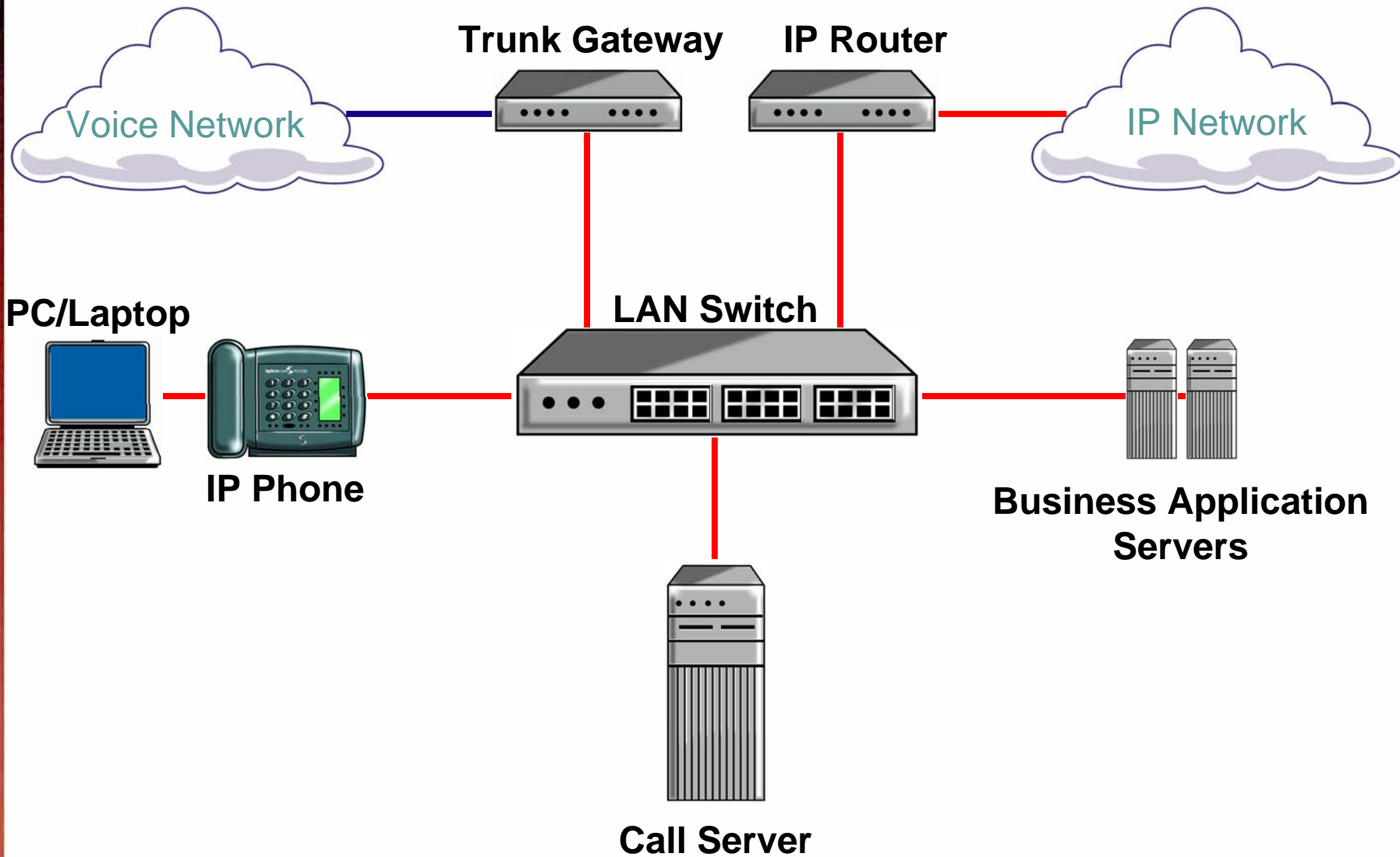


## Pure IP PBX Architecture

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# Pure IP PBX Deployment

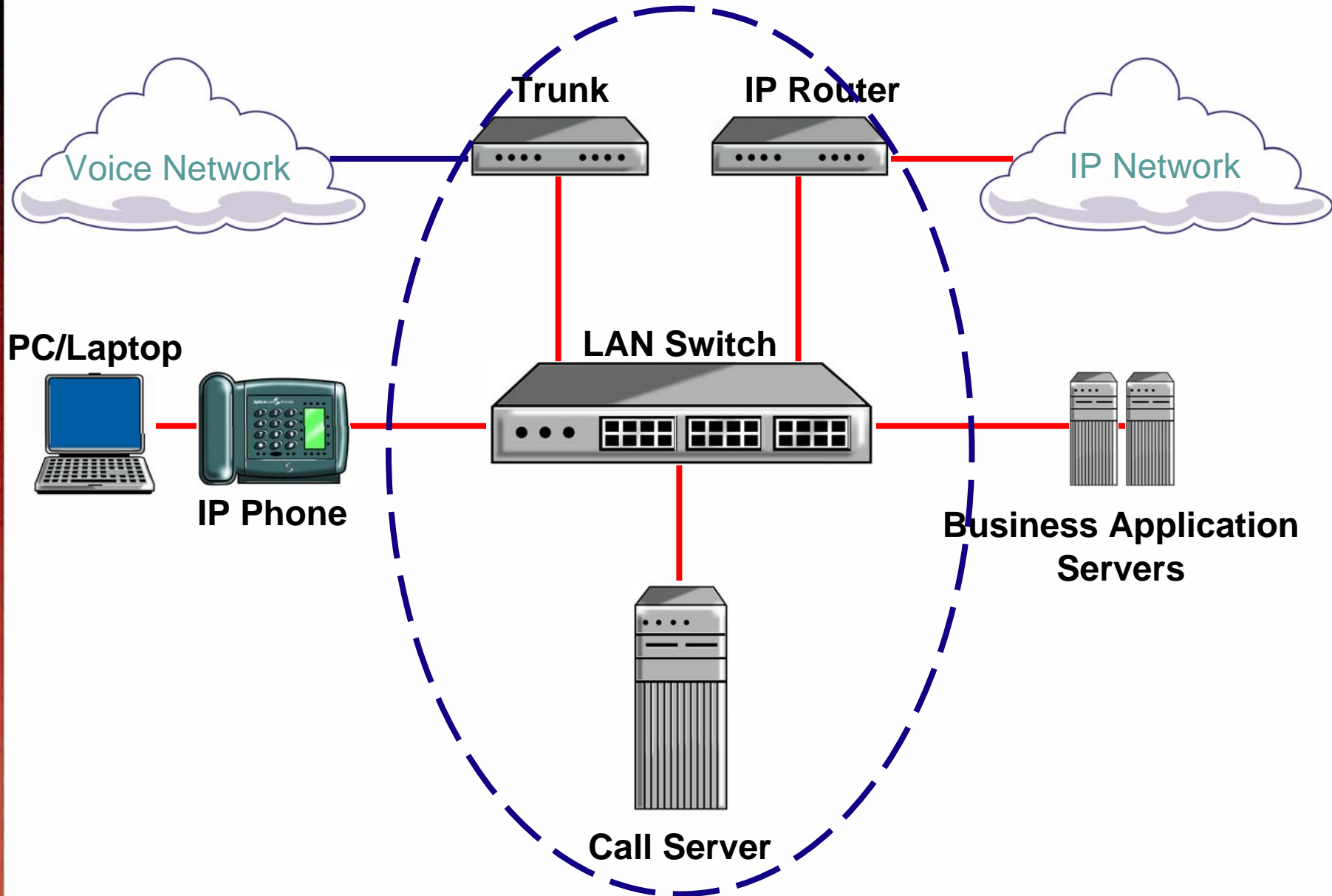


## maximiser 4100 Call Server

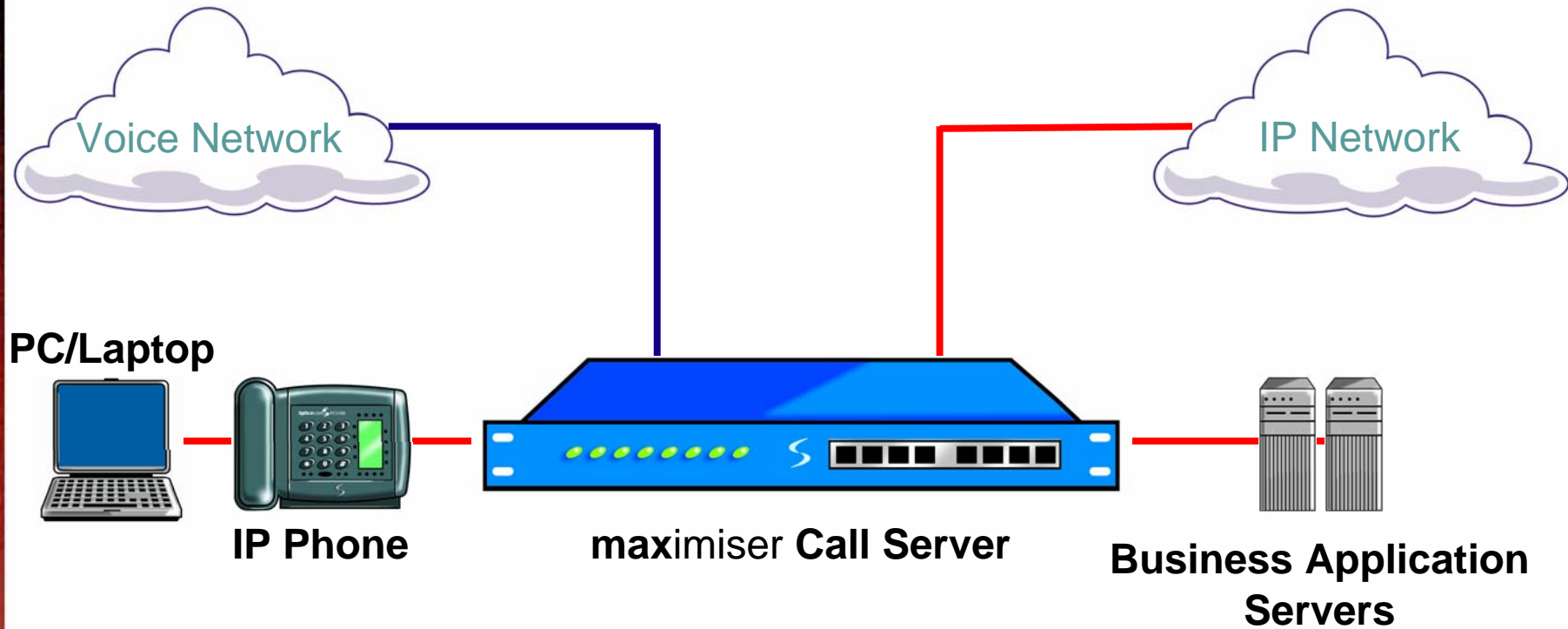
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- Call Server
- Trunk Gateway
- IP Router
- Powered LAN Switch
  
- Also;
  - Voicemail
  - Auto Attendant
  - IVR (VoiceXML)
  - Apache Web Server
  - Gatekeeper
  - LDAP System Database

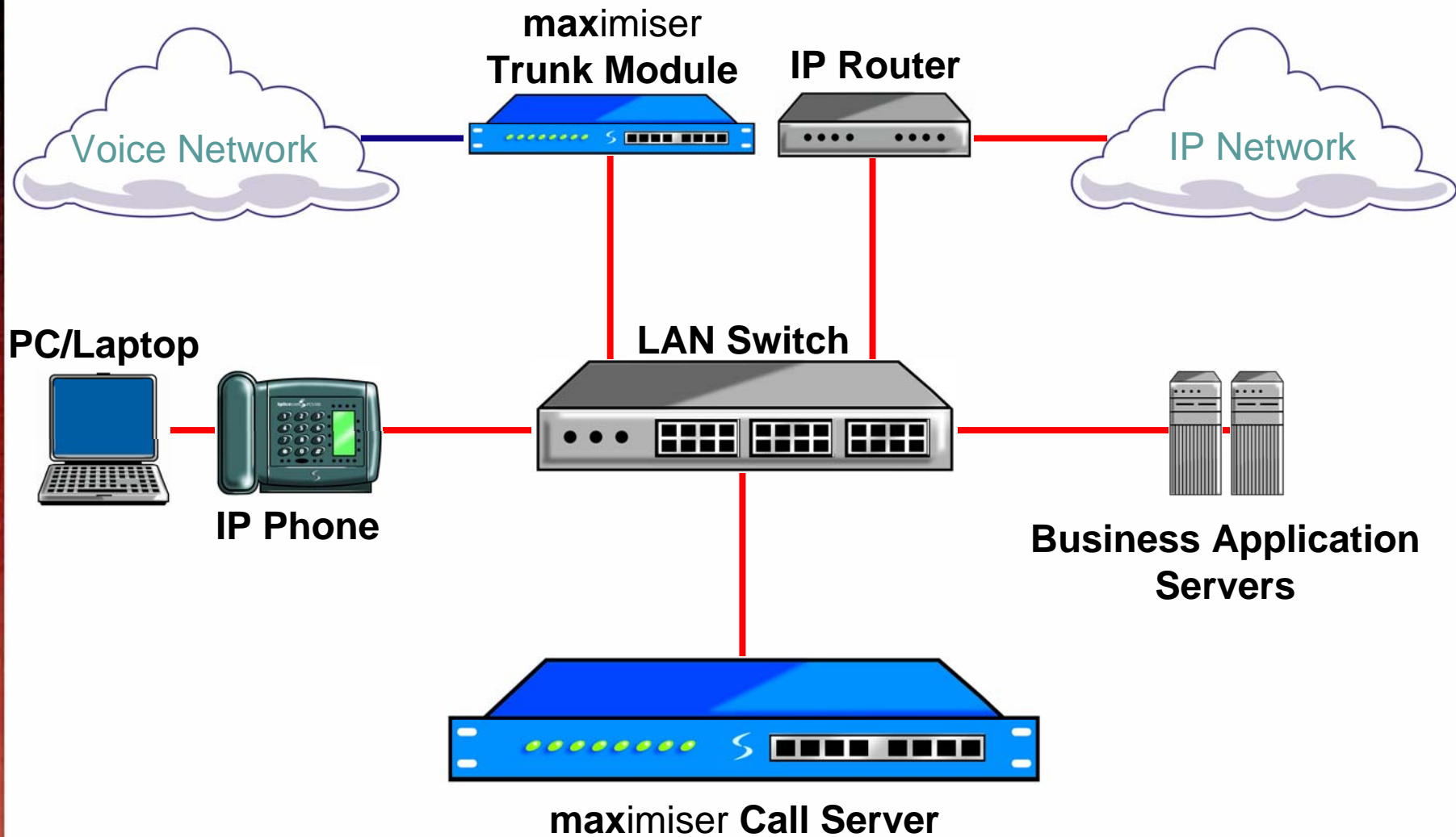
# Pure IP PBX Deployment



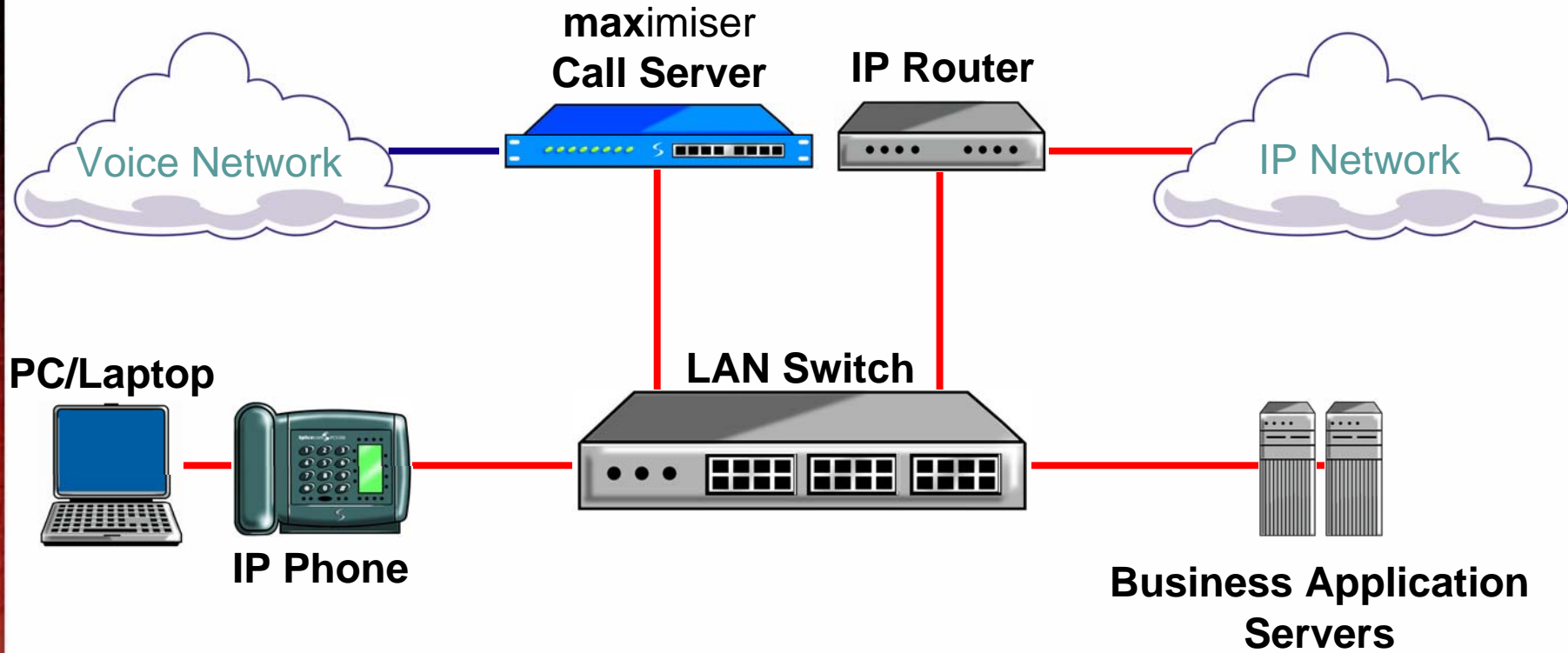
# maximiser - Simple Deployment



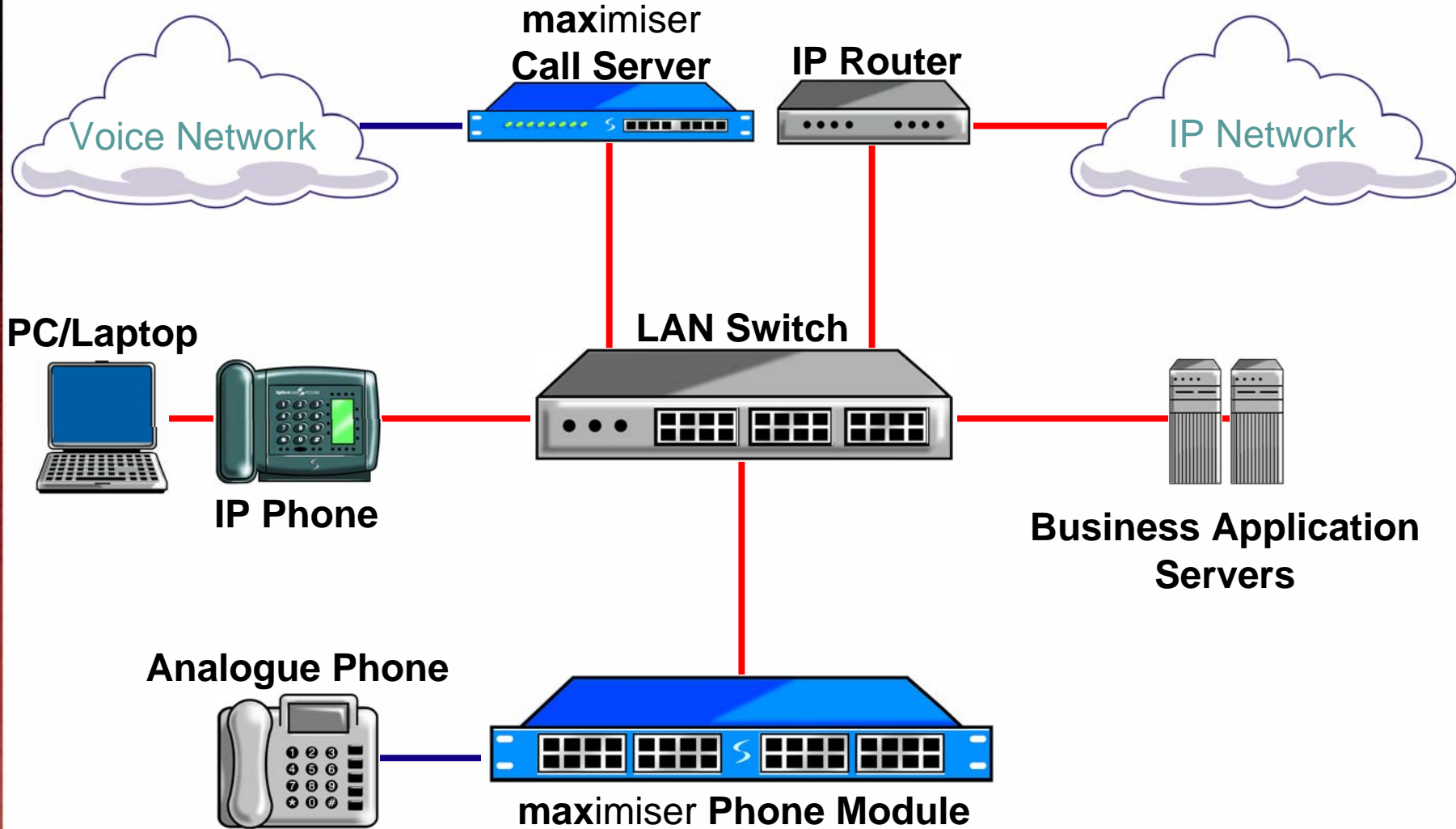
# maximiser - Large Site



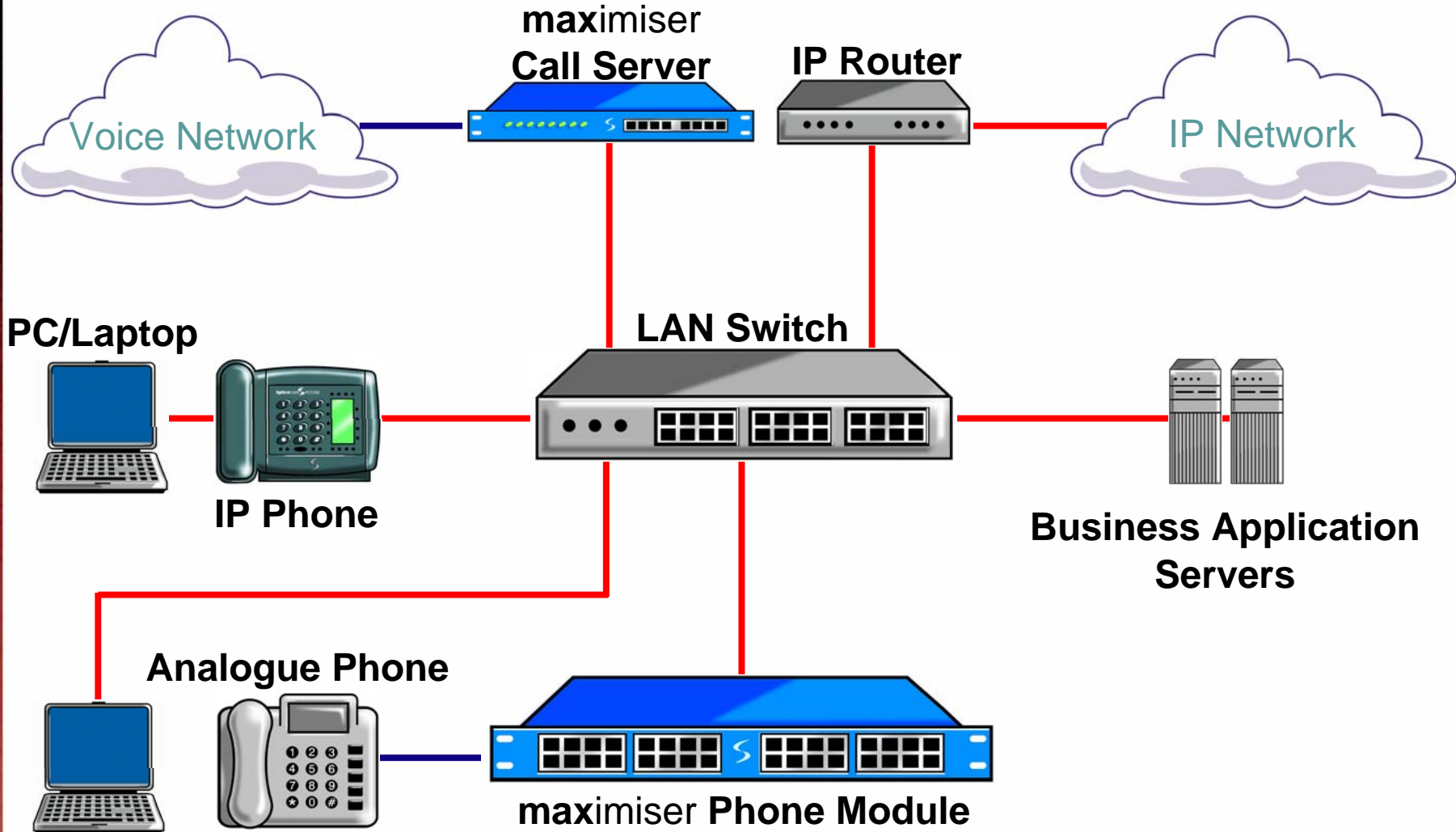
# maximiser - Mid-Size Requirement



# maximiser - Distributed Analogue Terminals

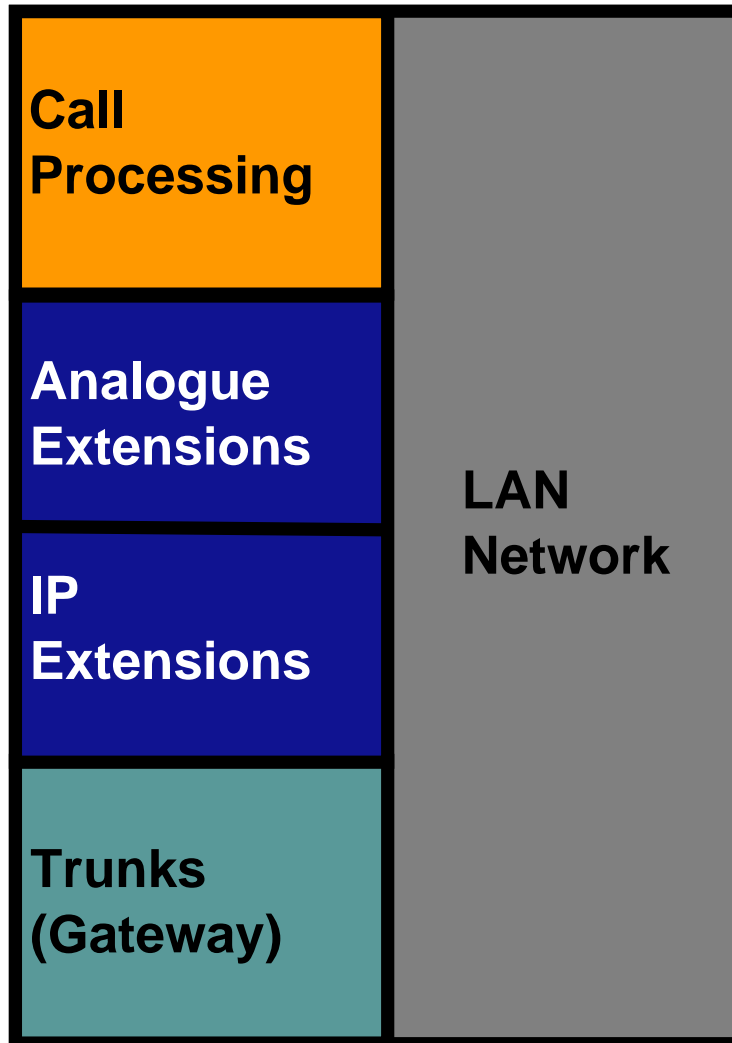


# maximiser - Distributed Analogue Terminals



## maximiser - Architecture

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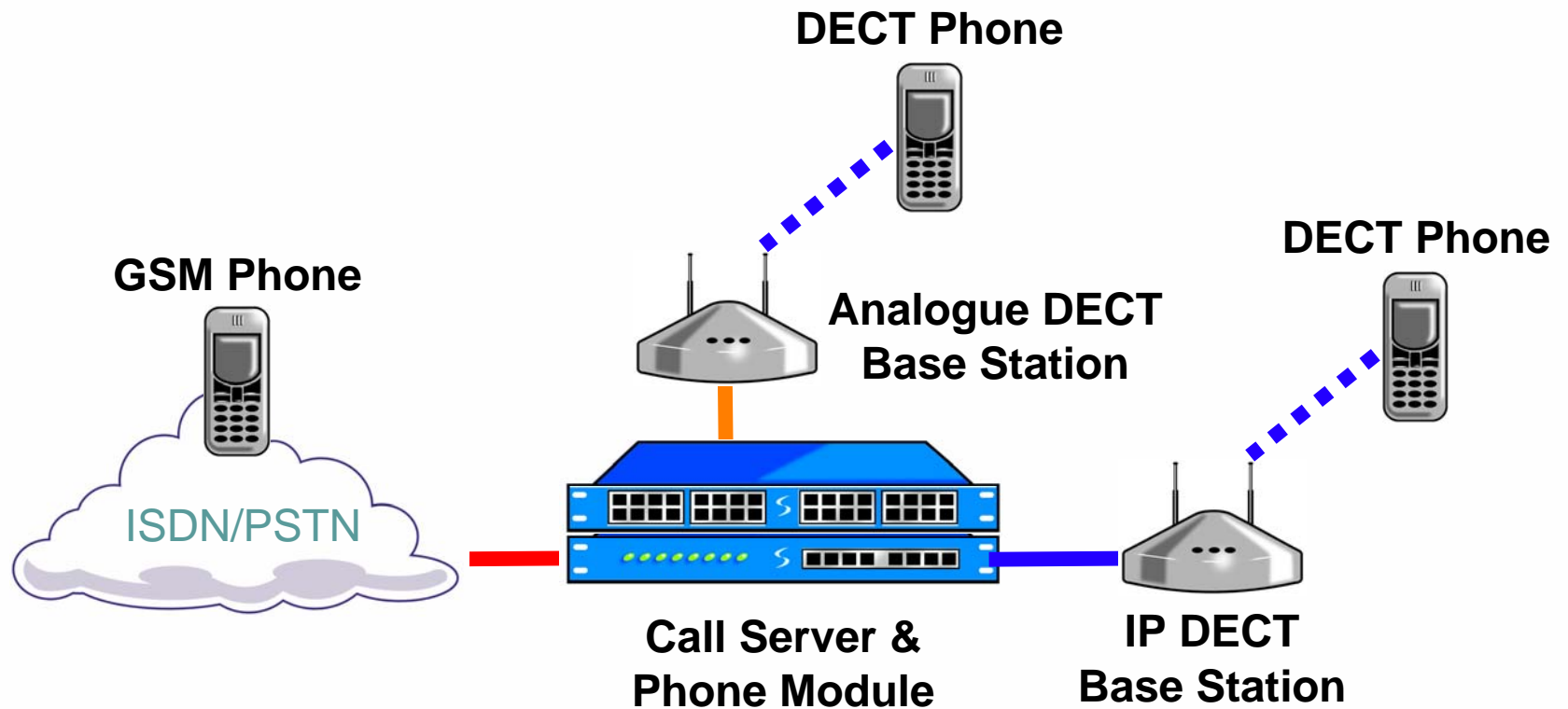
# The World is Turning SIP Shaped

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- H.323 and SIP do EXACTLY the same things in different ways
  - Set up, monitor and tear-down calls
- H.323 and SIP both use the same protocols for transporting voice once they have set the call up
  - Real Time Protocol (RTP)
  - Real Time Transport Protocol (RTTP)
- H.323 - VoIP Yesterday & Today
  - Centralised intelligence
  - From the ISDN world
- SIP - VoIP Today & Tomorrow
  - Distributed intelligence
  - From the internet world
- SIP Everywhere
  - Hardware - IP Telephones
  - Applications - Call Centre, Integrated Messaging
  - Services - IP, 3G

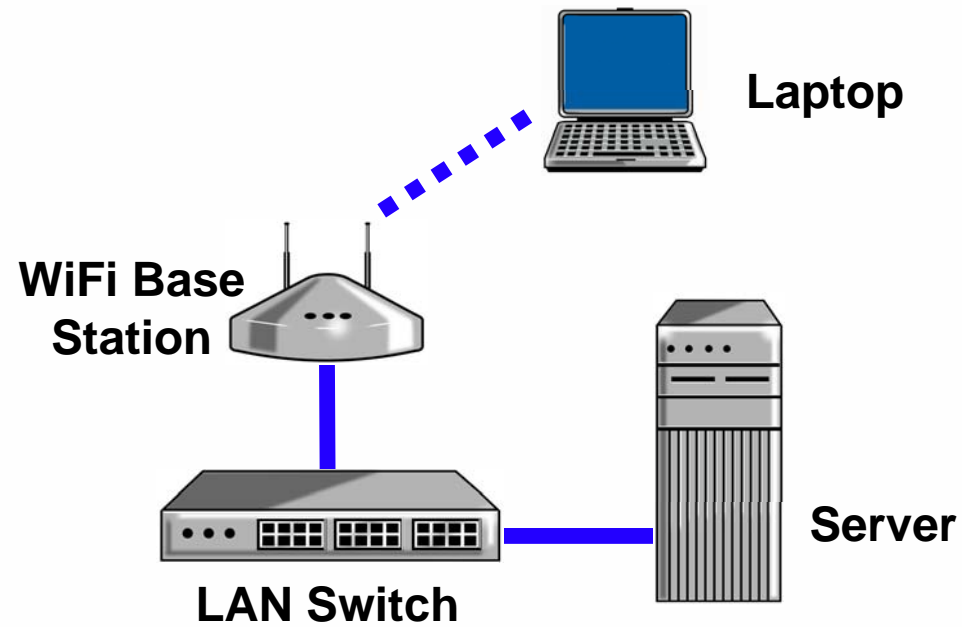
# Voice Mobility

- Voice Mobility
  - GSM
  - Analogue DECT
  - IP DECT

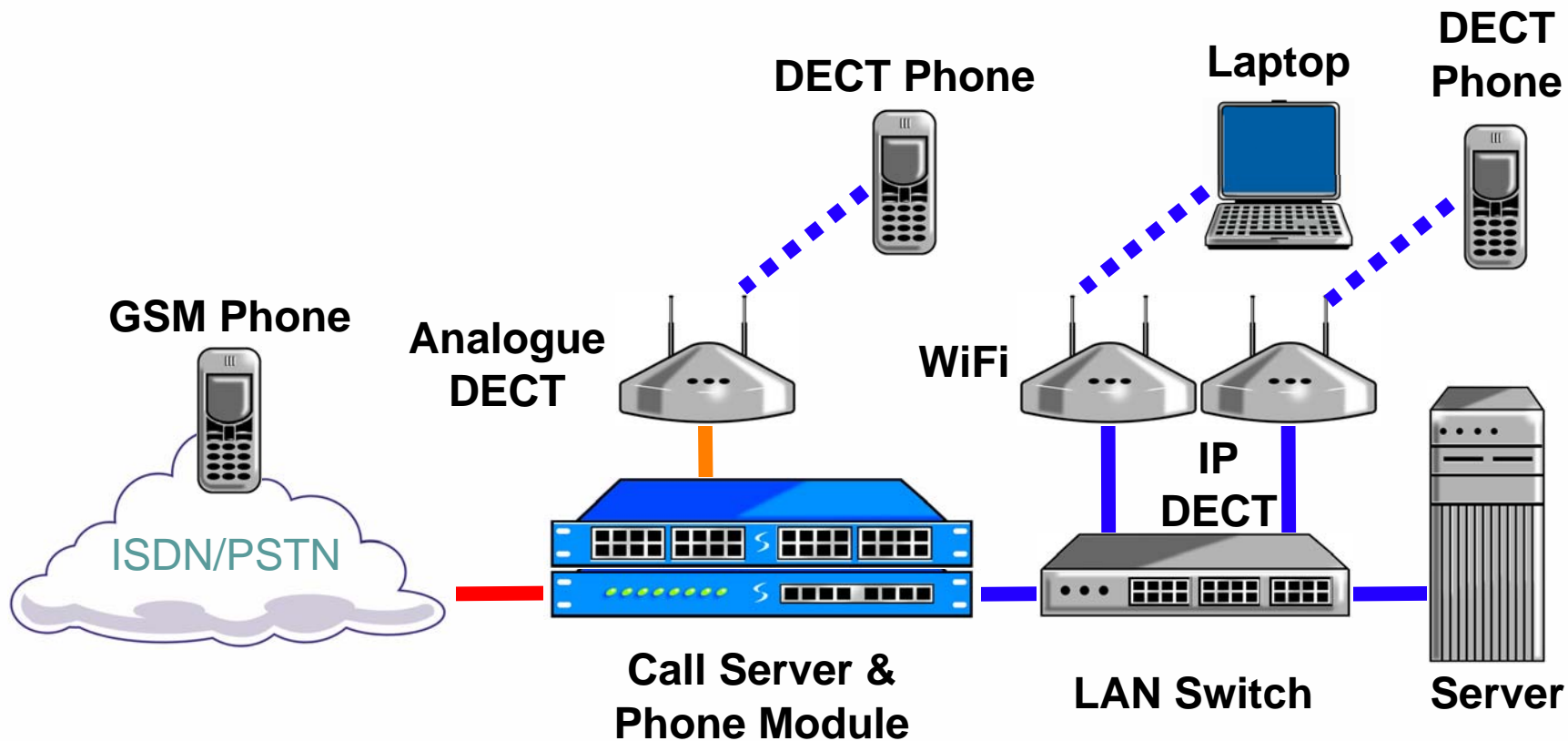


# Data Mobility

- Data Mobility
  - WiFi

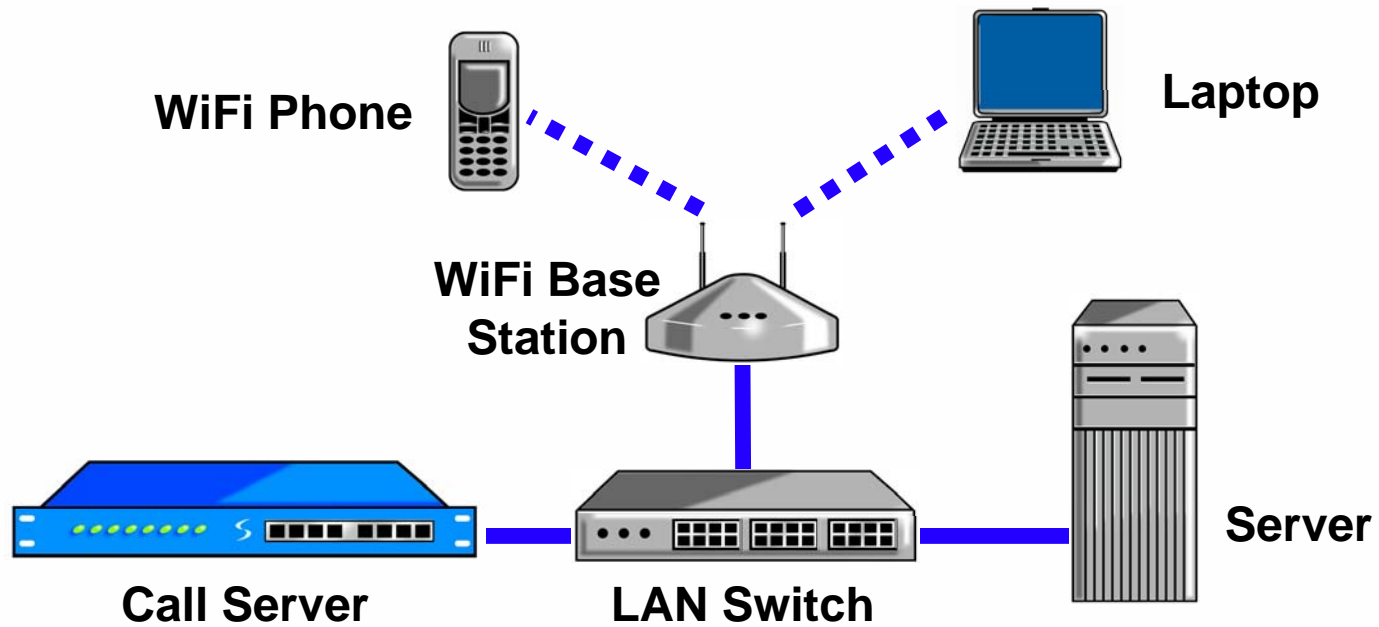


# Voice & Data Mobility

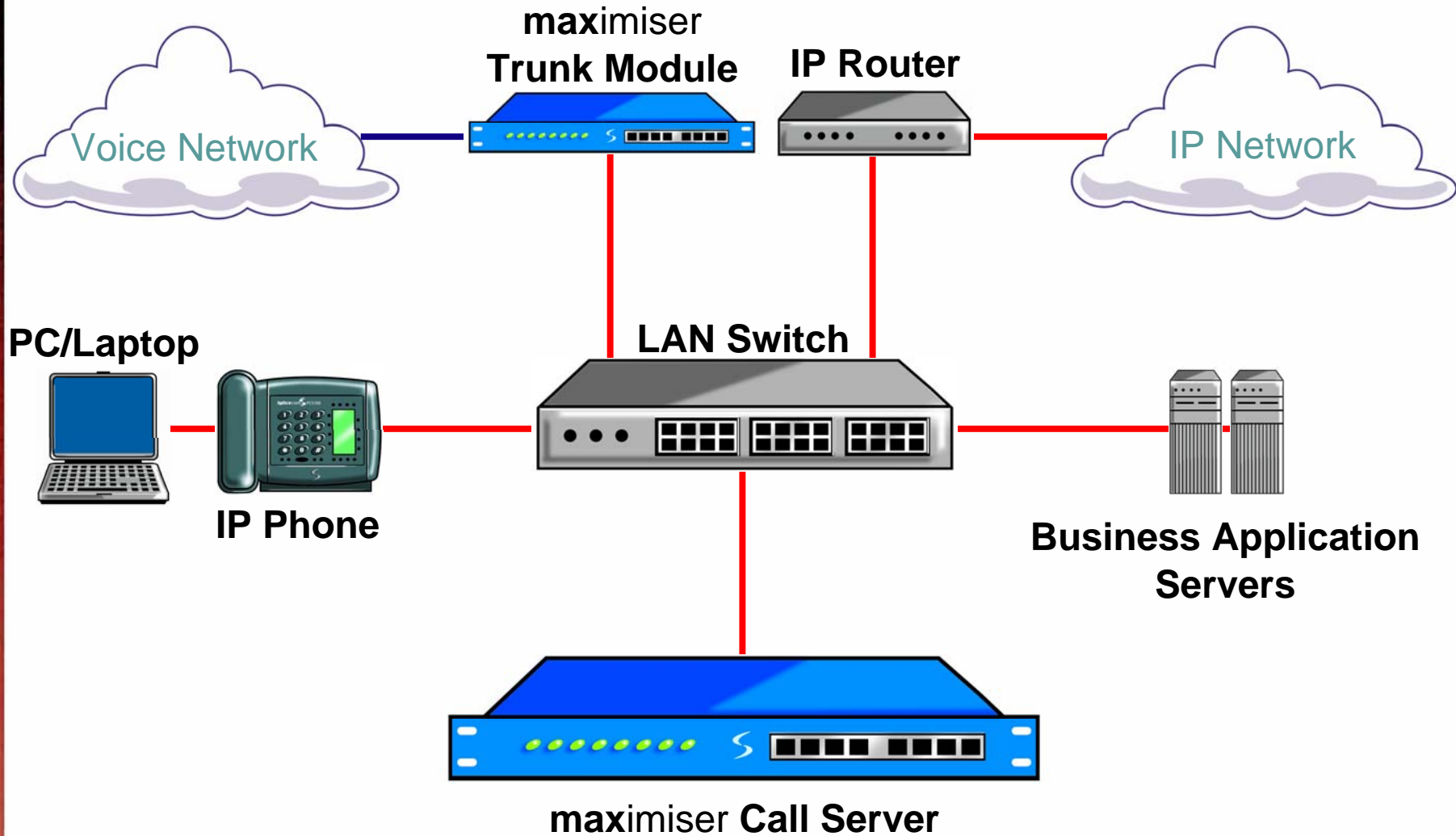


## Converged Voice & Data Mobility

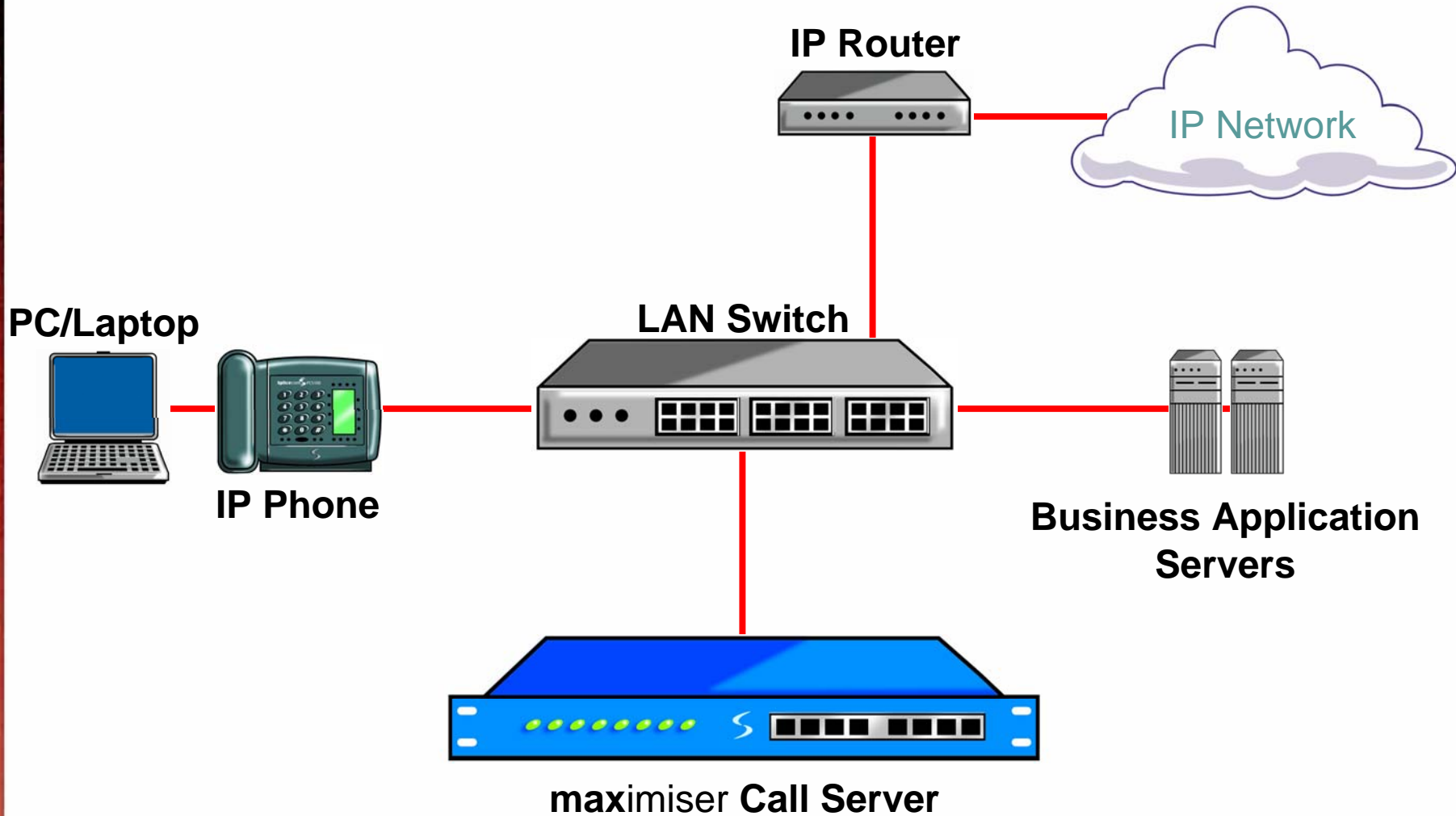
- WiFi for Data
- WiFi for VoIP



# SIP Trunks - The Future of VoIP Services



# SIP Trunks - The Future of VoIP Services



## SIP Endpoint Support

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- V3 Feature
- SIP Proxy Server running on 4100 Call Server and 4140 Remote Call Server
- SIP Phone Support
  - SIP to H.323
  - Simple Call
  - CLI
  - Name
  - Hold
  - Transfer
  - Message Waiting

## SIP and maximiser - The Benefits

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- Concurrent and fully integrated support for H.323 and SIP
- No external servers required
- The promise of lower cost handsets
- The promise of lower cost trunk services
- Integration opportunities with an ever increasing number of applications and services
  
- And still low-cost, high-density, high-functionality analogue phone support!

## Pure IP-PBX Strengths

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- Multi-Site Support
  - Single System
  - Centralise Management & Control
  - Centralised or Distributed Architecture (**maximiser** USP)
- Virtual Capabilities
  - Remote Working
  - Home Working
  - Mobile Working (**maximiser** USP)
  - Hot Desking across sites
  - Departments/Groups across sites

## Pure IP-PBX Strengths

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- Greater Flexibility
  - Infrastructure Independent
    - PBX replacement
    - Voice-only LAN
    - Voice & Data Convergence
  - Location Independent
  - Modular Architecture
    - Business Consolidation, Expansion & Acquisition
    - "Pack & Go"
      - Construction
    - Minimal Inventory/Spares Holding

## Pure IP-PBX Strengths

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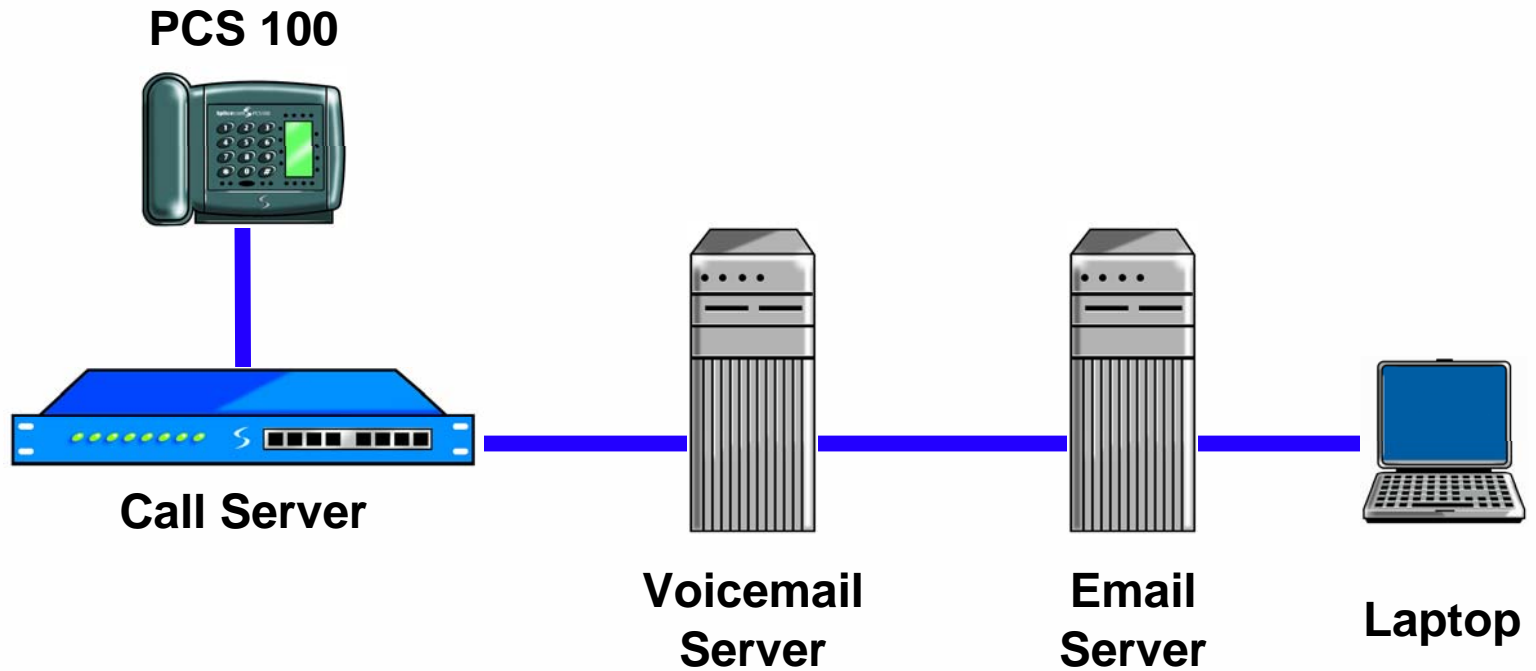
- Business Continuity and Disaster Recovery
  - IP is a self-healing protocol
  - System Redundancy can be increased to the appropriate level dictated by Budget and Business Need
- Highest Level of Future Proofing
  - Standards Based for Greater Vendor Independence
  - No Self-Imposed Backplane "Ceiling"
  - No Conversion required for end-to-end IP Services
  - Easy integration with Web Enabled applications & Services (**maximiser** USP)
  - Treats Voice as an application

## Pure IP-PBX Strengths

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- Ideal for;
  - Multiple Sites
  - Large Campus
  - Mobility & Homeworking Requirements
  - Integration with Web Enabled applications
  - Bespoke System Design
- Proven Success in;
  - Construction
  - Automotive
  - Education
  - Business Centres/Campuses

## V2.2 Integrated Messaging



## V2.2 Integrated Messaging

- Voicemail forward to Email
  - Forward or Copy
  - Alert
  - Attach
  - Embedded Link

The screenshot shows an email client window titled "In". The toolbar includes icons for Delete, Reply, Reply All, Forward, New, Mailboxes, and Get Mail. A search bar is labeled "Search Mailbox". Below the toolbar, it indicates "9047 messages".

From	Subject	Date Received	
Ian Woolner	Re: voicemail recording capacity	18 March 2005	14:44
Lee M Chambers	Site update	18 March 2005	14:43
ktobin@tri-line.com	From Tri-Line: Your files are now available for download	18 March 2005	14:42
Ian Woolner	New voicemail from Ian Woolner (07881 [REDACTED]) for Robin Hayman (705)	18 March 2005	13:56
Ian Woolner	Welsh telecom sales firm creates 200 jobs; Top story in the 101st issue of 'OneWeek in U...	18 March 2005	13:48

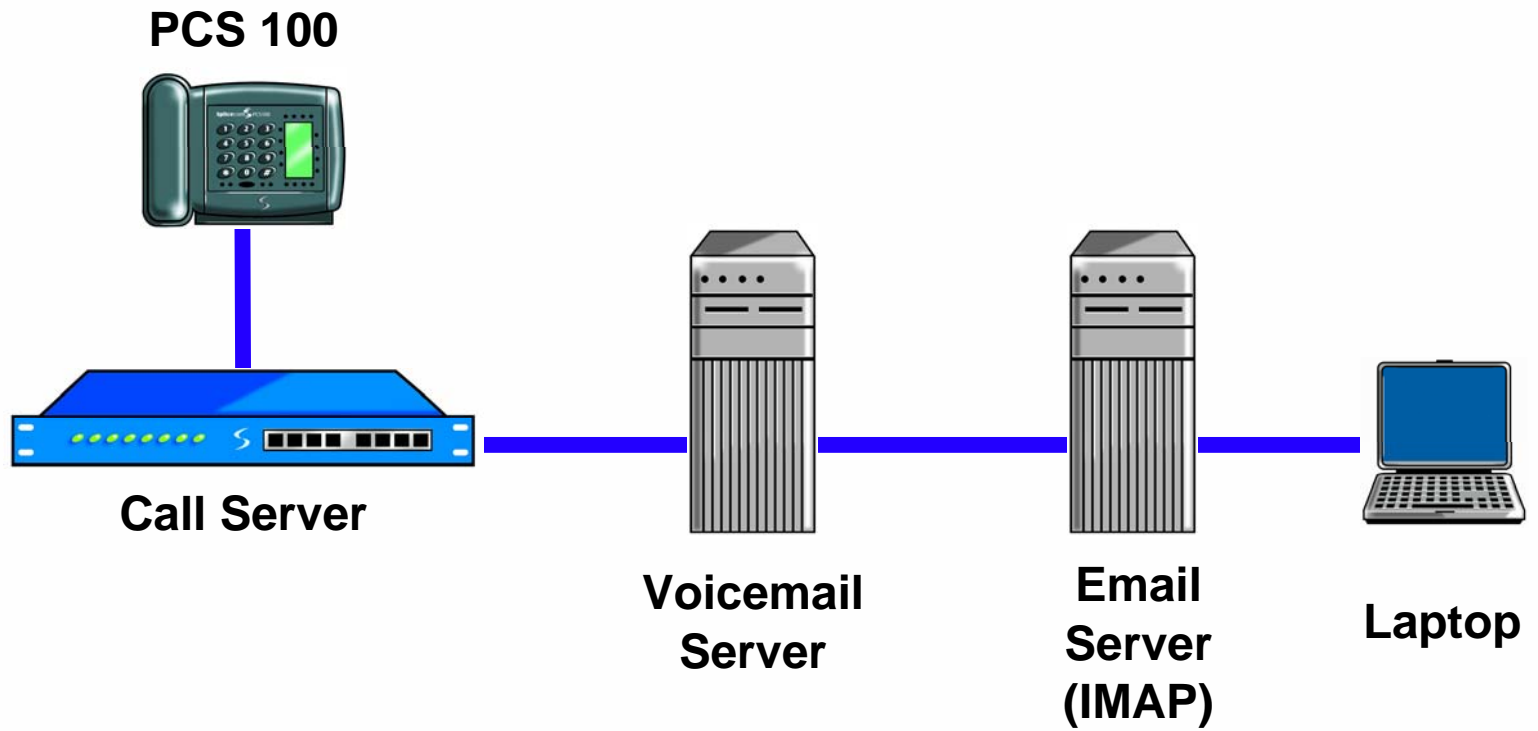
**From:** Ian Woolner <vmail@splicecom.com>  
**Subject:** New voicemail from Ian Woolner (07881 [REDACTED]) for Robin Hayman (705)  
**Date:** 18 March 2005 13:56:47 GMT  
**To:** Robin Hayman

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**From:** Ian Woolner (07881 [REDACTED])  
**Mailbox:** Robin Hayman (705)  
**Time:** Fri, 18 Mar 2005 13:56:47 +0000

Click [here](#) to listen to the voicemail

# V3 Unified Messaging



## V3 Unified Messaging

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- Voicemail stored on Internet Message Access Protocol (IMAP) email server
- Deleting a voicemail also deletes the appropriate email
- Deleting an email also deletes the appropriate voicemail
- Emails can be “read” back to you over the phone.
- After you’ve listened to your email you can reply by speaking your response.
  - The result is captured as a wav file and then emailed as an attachment
- And it’s not just Microsoft Exchange!
  - Any IMAP Mail Server
    - Apple Mail
    - Novell Groupwise
    - Lotus Notes
    - Etc.

## A Selection of V3 Features

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- QueueBuster
- Call Back When Free
- Hot Desk - Dynamic Find
- Silent Call Monitoring
- Multiple Time Zones
- Bank Holiday Time Plans
- Enterprise Conferencing
- Virtual User Licence
- 3rd Party Gateway Trunk Licence
- Compression Support for 3rd Party Gateways
- H.263 Support for Video Conferencing
- PCS 400/100 Enhancements
- PCS 50 Enhancements
  - Popping
  - Minimizes to Windows system tray
  - Re-sizeable Browser window

## V3 Release Status

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- In Beta Test
- Currently installed and operational in many UK sites.....
- .....and on test in Australia
- All new features available for testing.....
- .....with the exception of SIP
- Expect SIP to be available for initial trials within 28 days

## Summary

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- **maximiser** is a Business Telephone System
  - focussed on delivering Enterprise Class features to all businesses, irrespective of size
- **maximiser** is built around a true IP architecture
  - but packaged in a channel friendly format
- The availability of cost-effective SIP services will revolutionise the PBX marketplace worldwide
  - V3 software for **maximiser** delivers SIP support in addition to the existing H.323 VoIP protocol
    - alongside many other significant features