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PURE IP-COMMUNICATIONS

15th Anniversary
1997 – 2012

15

V10
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News 2012

15 years of innovaphone
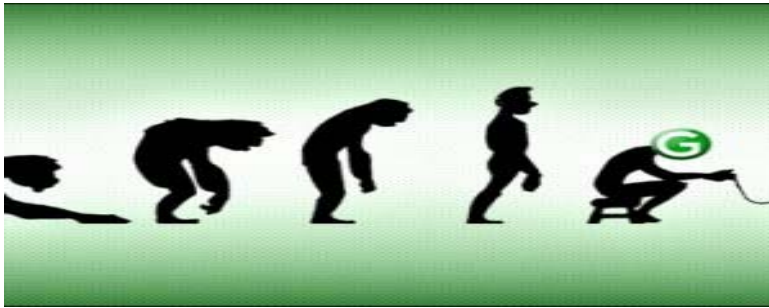
Unified Communications

myPBX · Software Phone · Voicemail · Conferencing · Application Platform

Collaboration · Fax · PBX Operator · Queue Monitor · Reporting

2012 UC manufacturer all-in-one solution in award winning design

2011 Pure IP Communication + Virtualisation+myPBX+IPv6

2005 Pure IP Telephony

2003 Version 5 initial PBX release

2001 Smooth Migration

2000 Initial IP telephone IP200

1997 start as IP gateway manufacturer

UC 2012

U	ser
C	entric
C	ommunications

→ Barrier-free communication with employees, partners, customers

→ Free choice of communication channel before and during communication

→ Close integration in the application environment

→ Constant visibility on which type of communication I can use to reach the addressee

→ Location and device independent communication

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UC 2012 – Increasing need for UCC - summary

Modernising the work place is a HOT topic for management

Pressure for change comes from the users in the specialist departments

Investment decisions are rather spontaneous – less long-term planning

SMB companies need to catch-up the most

Quick wins and easy to implement solutions are the critical factors when purchasing

Voice quality and seamless integration in the infrastructure as well as mobile subscribers are the most important factors – must-have

Companies are looking for advisors, consultants – not resellers or box movers

Enterprise Mobility: All companies use smartphones – need to be integrated

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UC 2012 – Sales Approach

Key Fact:

80% of all decision makers want better communication in their company

75% want to improve their customer service

Target groups - addressees:

UC is decided in the specialist depts. and by management
→ Broach the issue not only in IT but also in the specialist depts. – talk to them
→ Ask IT for requirements on communication from the specialist depts.
→ Turn these requirements into a UC concept with your PreSales specialists
→ Discussions with the management concerning communication processes and a quick win with
→ UC – now at the latest (integration of the chairman's ipad … mobile integration for sales reps.)

Address topics such as mobile integration, the possibilities of intuitive, user friendly client as the central point of communication that runs on all platforms

Don't wait until your "contact person" in IT talks about UC with you

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UC 2012 by innovaphone – myPBX10 – "Must have"
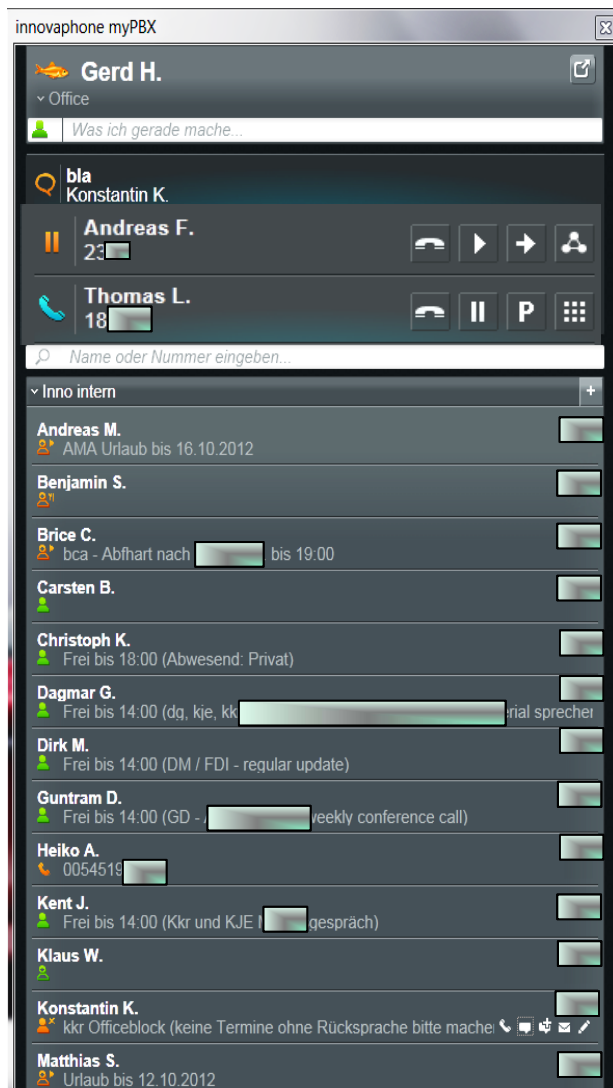
~ THE communication centre
~ Client for every workspace
~ Can be used intuitively WITHOUT a handbook
~ Overview of all functions
~ Independent of the medium
~ Identical client always on every medium
~ Presence controlled centrally

Easy access to all types of communication
+ Calls
+ Conference calls
+ Software phone
+ Chat
+ Collaboration
+ Video [conference]
+ Presence information
+ Personal administration

Choose your poison. A truly user-friendly UC client

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UC 2012 innovaphone myPBX10 – general features and calling list
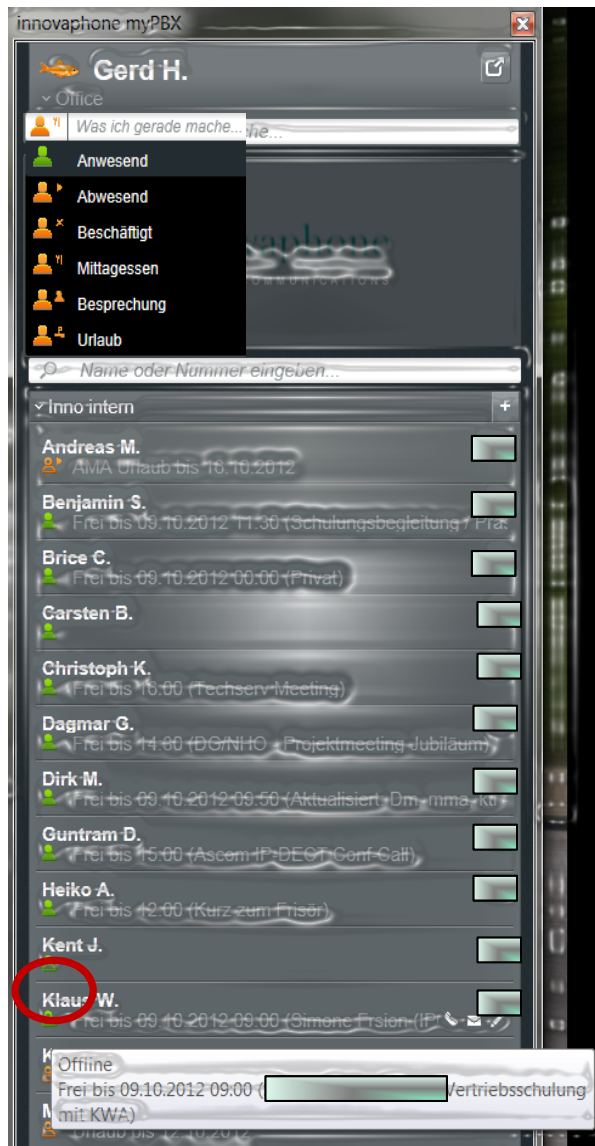
PoS Highlights

~ Direct communication without dialling from buddy lists
  (email-chat-recall-video)

~ Hotkeys can be defined
 (highlight+hotkey=set up call)

~ ON/OFF function
  When myPBX is switched off, the status display shows the "partners" OFF (see bubble) in addition to the activated presence information

~ Call lists of myPBX10 are more extensive than the call lists on the desktop phones
(anytime and anywhere – information in myPBX10 on all devices on the extension number – not only desktop phones)

~ Group functions

Simple – Intuitive – Everything can be grasped at a glance

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UC 2012 innovaphone myPBX10 – Data from the Exchange Calendar
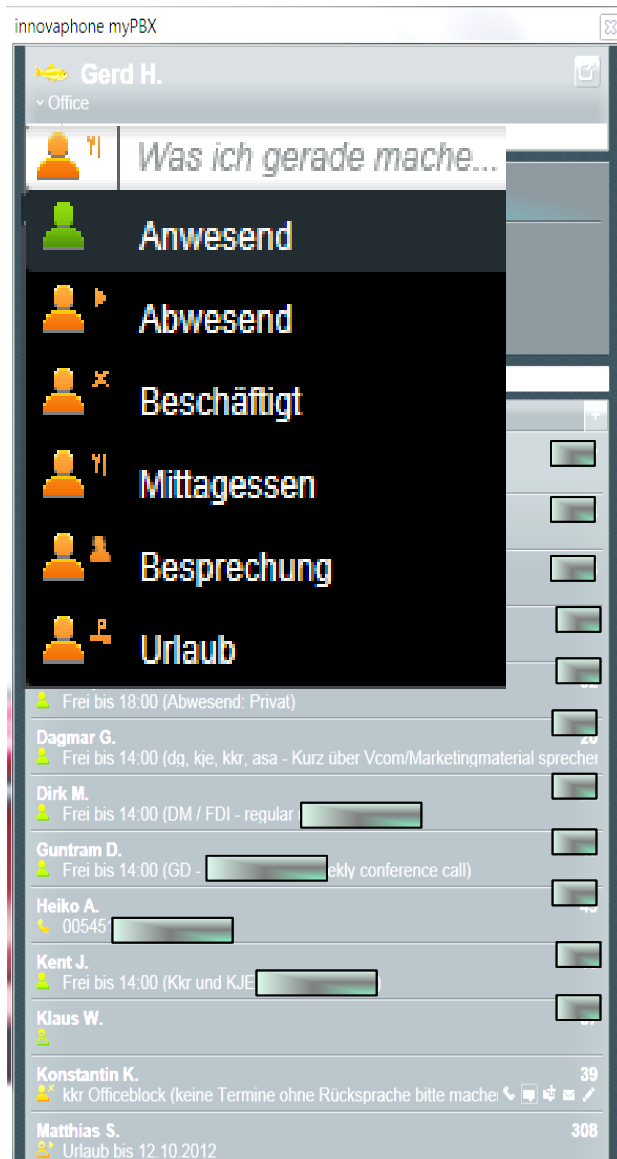
Simple– Intuitive – Everything can be grasped at a glance

<u>Worth knowing:</u>

→ Contacts' presence display

→ Presence information also as free text field

→ Presence information from the PBX and Exchange calendar

→ Presence relevant entries from own calendar are displayed

→ myPBX is a web client as well as a "Windows Client"

Prerequisite: Exchange2010 and Exchange Calendar Connector which runs on Linux application platform (xx10) or VMware.

# UC 2012 innovaphone myPBX10 - Office 2010 Integration

PoS Highlights

~ For the user - "invisible" integration

~ Personal presence status becomes visible on inputting the email address in Outlook

~ myPBX10 visualises Presence in the skin

~ Presence visible in "any" Office software

~ Use hotkeys to dial out of the application

~ Send call-back request via email
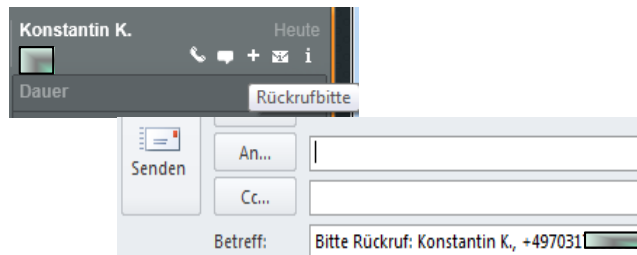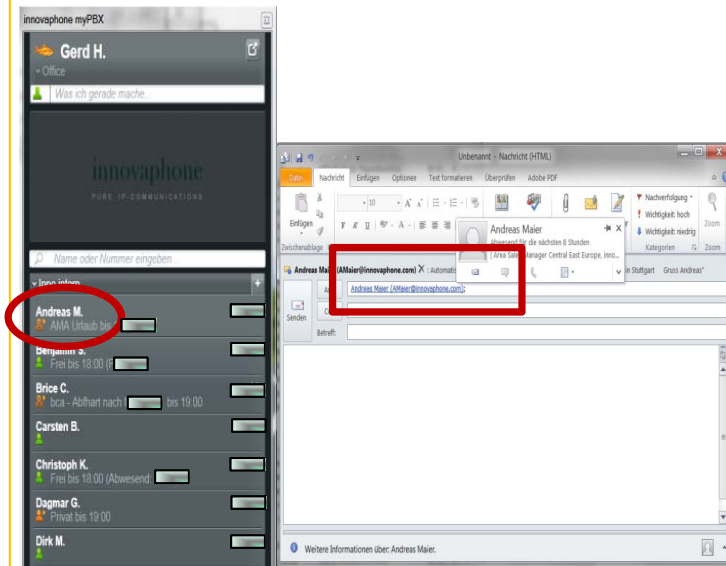
Good to know:

→ compatible from Office 2010 and Windows 7 as client on terminal

→ myPBX receives Presence information from MS Exchange

→ Setting Presence status works in both directions (myPBX←>Office2010)

UC 2012 innovaphone myPBX10 –Chat function
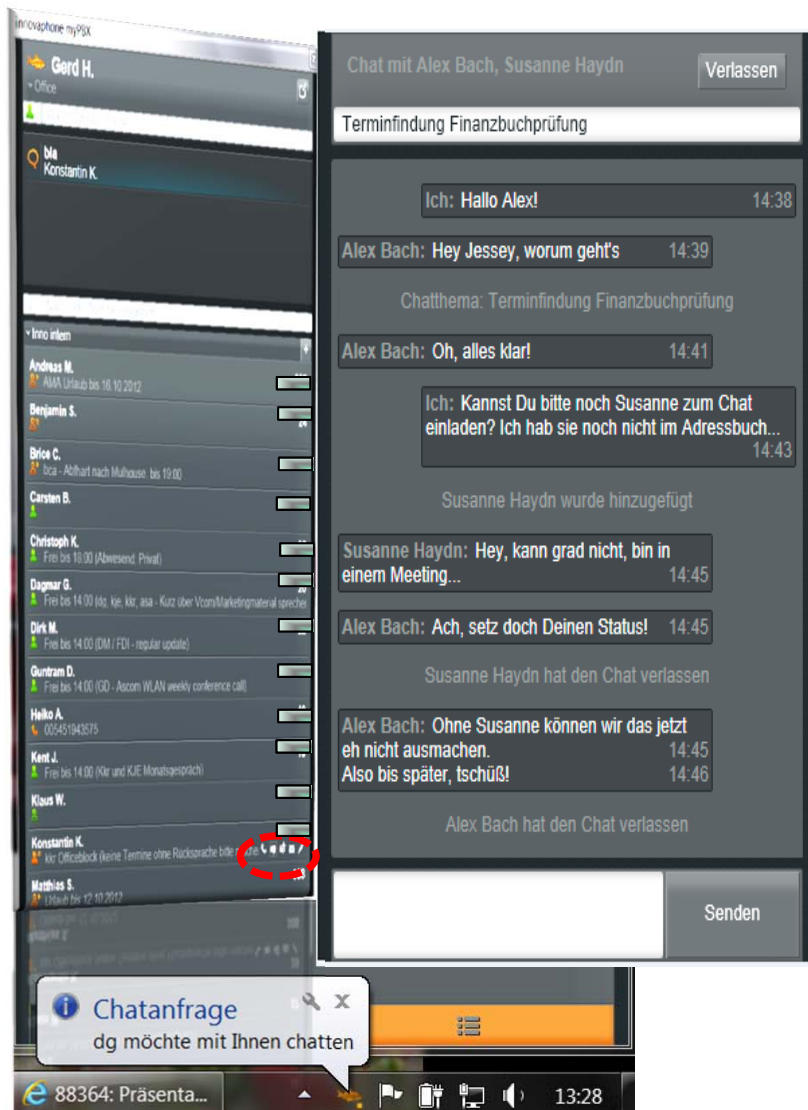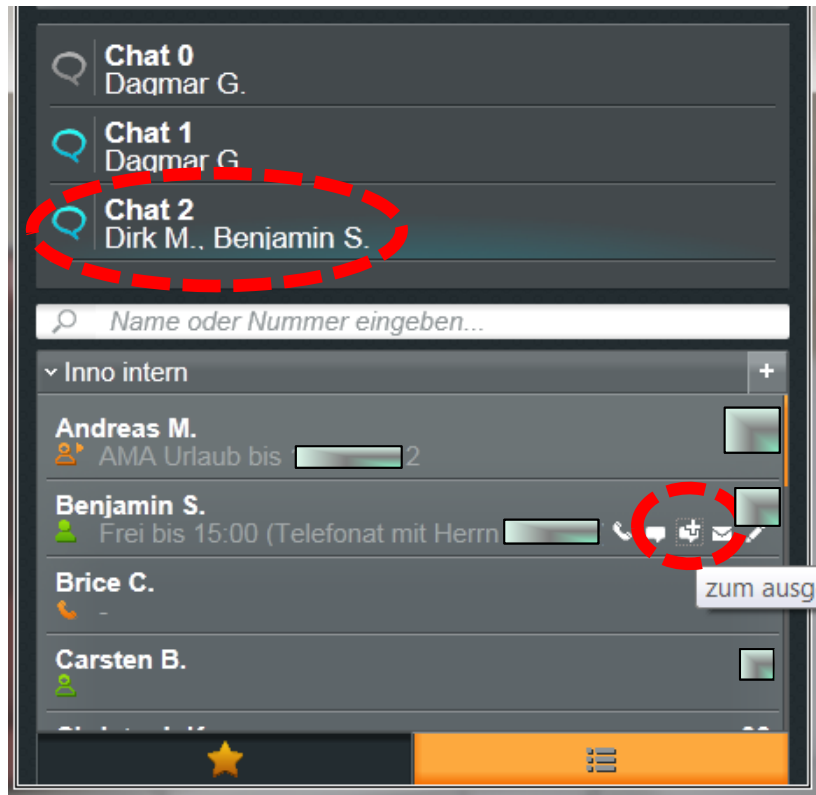

PoS Highlights

~ Chat per mouse click as initial communication

~ Chat from current communication
~ Chat in several chat rooms at the same time
   + easy to start
   + clear skin structure
   + all information on the chat at a glance
   + intuitive operability

~ Chat with subscribers' status display

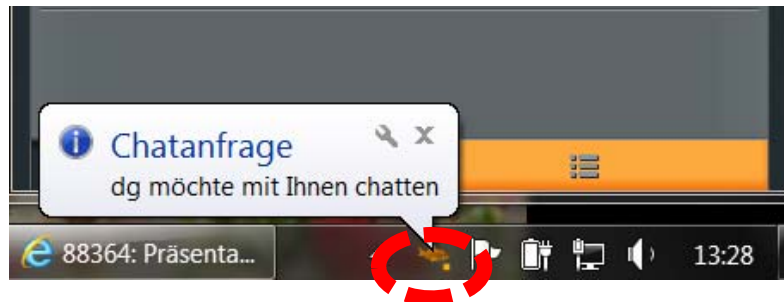Simple–neat–convenient–easy access

UC 2012 innovaphone myPBX10 –Chat function
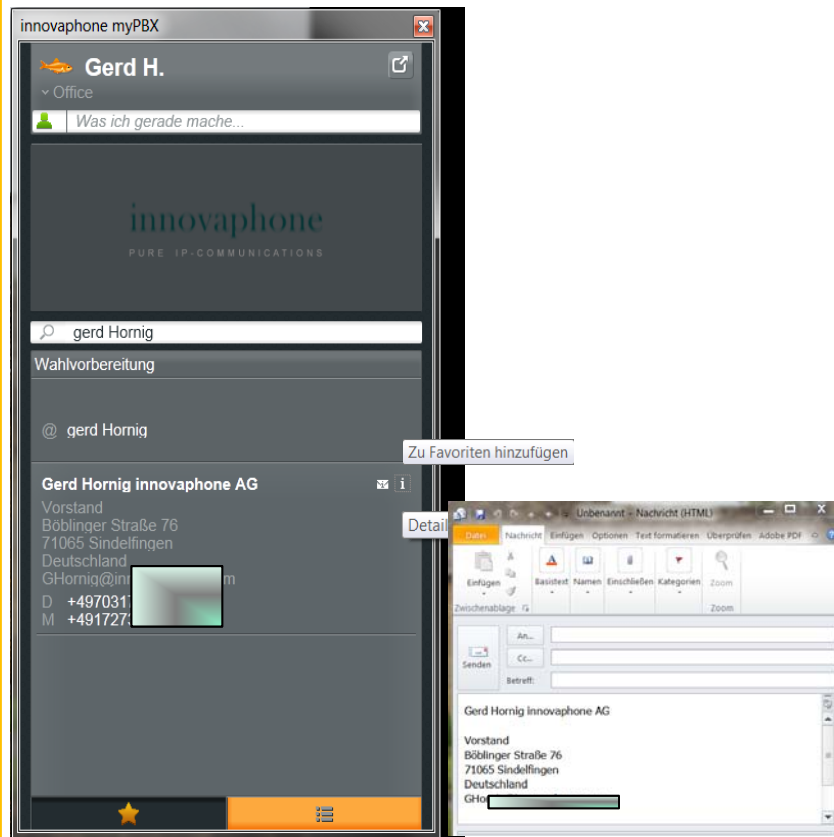
Example: add new subscriber to Chat

~ Per mouse click on the bubble

~ The chat request is shown as a bubble

Simple–neat–convenient–easy access

UC 2012 innovaphone myPBX10 –Contact function

Highlights

~ "fuzzy" search with LDAP
~ Search function starts from the first letter
~ Contact shown with all information
~ Selection of different types of communication

Good to know:

→Further actions can be started intuitively such as:
+ Correspondence via email
+ Send contact info via email
+ Initiate call
+ Dial by name
+ Add to own favourites

Easy access - full information - all types of communication - self-explanatory

UC 2012 innovaphone myPBX10

Good to know

? Can I use several devices all at the same time
→ Yes, set up via device selection

? Will myPBX continue to be free of charge
→ No, however, myPBX9 will continue to be available but only for Firmware Version 9

? Extension selection possible according to user profile
→ Yes, e.g. Work –Travel – Home Office

? Is a reporting license required to display call lists in myPBX
→ No, it is included in myPBX10Lic

License and SSA
myPBX10 Lic

Development stage:
Finishing started in June 2012
Beta test phase

UC 2012 innovaphone myPBX10 – Video function
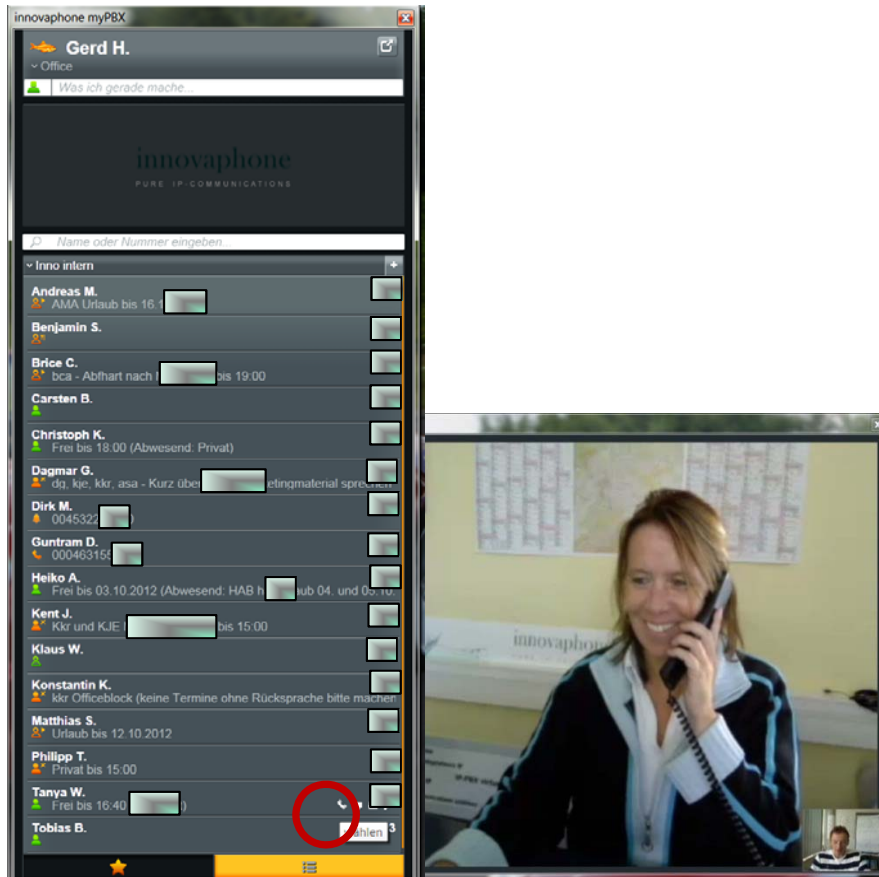
PoS Highlights

~ Desktop video as easy as using the phone

~ No additional configuration on the Client

~ Automatic configuration based on the
   login data in myPBX10

~ 3 party video conference without
   additional MCU

Good to know
→ from Windows 7 as operating system

**Simple – neat – convenient – intuitive
In the spirit of easy operability**

UC 2012 innovaphone myPBX10 – Video function

Good to know:

? Is it possible to make video calls with other systems
→ Yes, we are compatible with H.264 video systems

? What influences video quality
→ Video quality is determined by the video camera
resolution and the IP bandwidth

? What bandwidth is needed
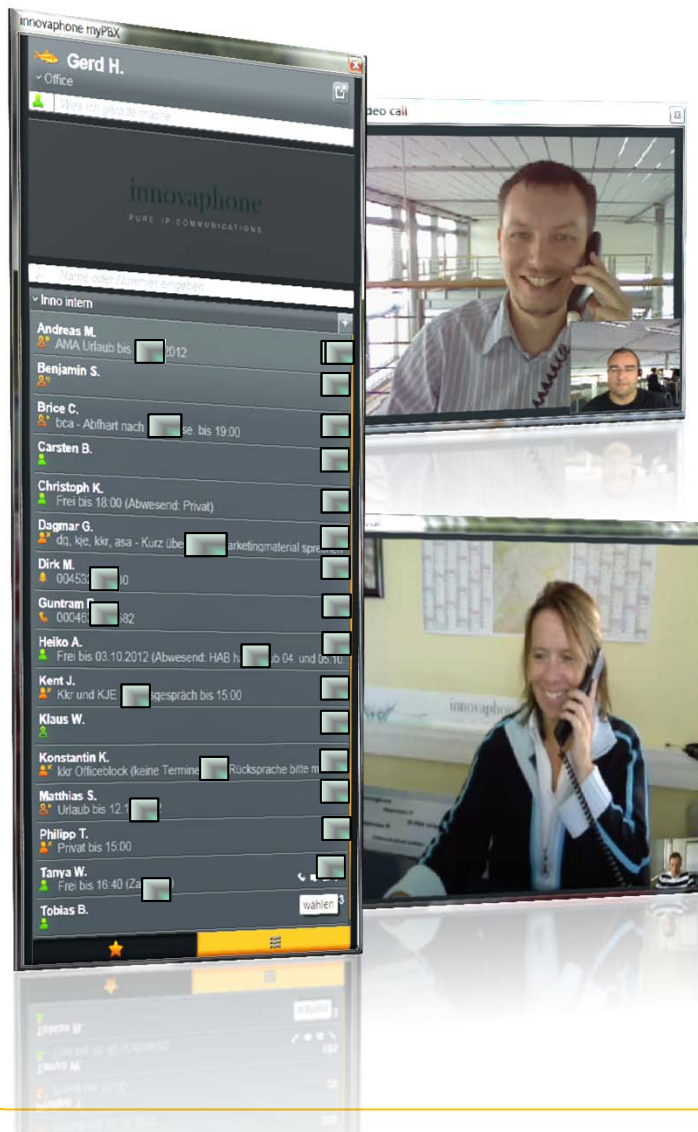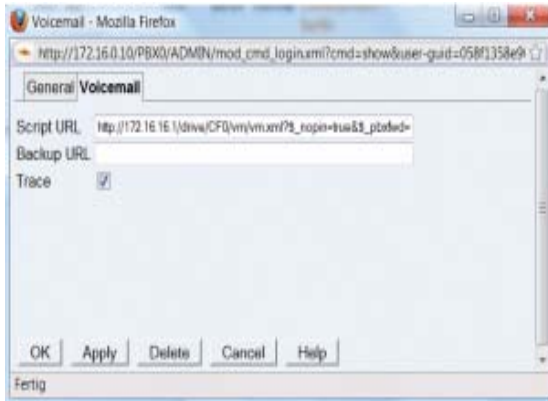→Just 300kbit/s bandwidth for a video call
with ¼ VGA resolution

License and SSA
Video10 License
Development stage:
Finishing since June 2012 Beta test phase

UC 2012 by innovaphone – Voice Mail10

PoS Highlights VoiceMail10

~ With Version10 also available as a single license

~ Proven licensing model continues

Good to know:

→ Voicemail License is bound to the version. It is therefore <u>not</u> possible to:

    - operate VM10 together with older Firmware
    - install Port9LIC and VM10 together
    - operate VM mixed scenarios on one PBX (V8/V9+V10)
    - Mix a new licensing model with the proven licensing model

→ If you keep Port9Lic with VM9 and buy additionally V9 Licenses, number of Port9Lic=number of VM9Lic is still valid

<u>License and SSA</u>
VoiceMail10 License

<u>Development stage:</u>
Finishing since June 2012 Beta test phase

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UC 2012 by innovaphone – Voice Mail10

Good to know for customers with VM9Lic

→ VoiceMail License is bound to the version

→ Customers with an SSA for the VM9Lic receive the same no. of VM10Lic as the VM9Lic

→ If this customer later buys VM10Lic, the proven license model no. of PortLic=no. of VMLic is still valid.
Price per VMLic equivalent to the VM9Lic license model

Alternatively the license model can be exchanged and a new VM10Lic can be bought for all Voicemail users

License and SSA	V10 License model
Voicemail10 Lic	VM10 Lic Start
	VM10 Lic Min1
Development stage:	VM10 Lic Min250
Finishing since June 2012	
Beta test phase	(alternative model)

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UC 2012 by innovaphone – Fax "simply part of it"
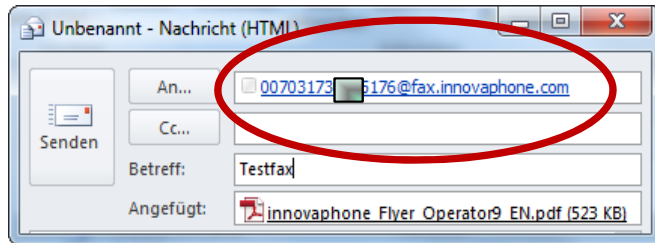
PoS Highlights

~ innovaphone Gateway as fax server
~ no additional fax server with computer required
~ no further software or interface necessary

Good to know:

→ Basis GW: IP810-IP3010-IP6010 Application platform (Linux) or VMware
→ innovaphone PBX must be activated (PortLic)
→ Faxes are sent and received as PDF attachments
→ Faxes are sent via email
→ POP3 or SMTP can be used as protocol
→ Every document that is compatible with OpenOffice can be faxed and read
→ Can be operated as of Firmware10

License and SSA
Fax10Lic

Development stage:
Implementation

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UC 2012 by innovaphone – the ultimate Bundle

License components
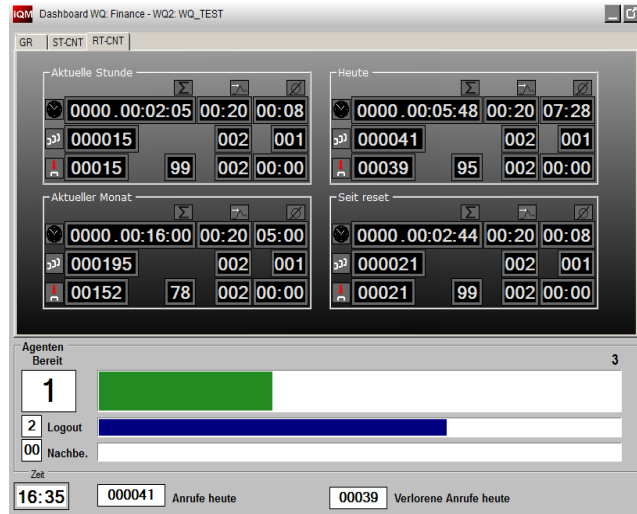
+ myPBX
+ Video
+ Voice Mail
+ Mobility
+ Reporting
+ Fax

UCC BundleLic
"all-in-one"

UC BundleLIC

UC-Lic Standard
%20   UC-Lic
Min500   UC-Lic
Min1.000 UC-Lic
Min2.000 UC-Lic
Min5.000 UC-Lic

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UC 2012 by innovaphone – QUEUE Monitor

PoS Highlights new:

~ Two waiting queues can be monitored at the same time
~ Client for agents and supervisors
~ Free Seating
~ Standby PBX is supported
~ Dashboard display
~ Statistics

Good to know:

→ Windows7 at workplace (recommended)
→ Runs on all innovaphone PBX Platforms
→ SOAP Application
→ Suitable for all companies with customer hotlines

License and SSA
QM-LIC:

Available with Firmware10

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UC 2012 by innovaphone – Operator9
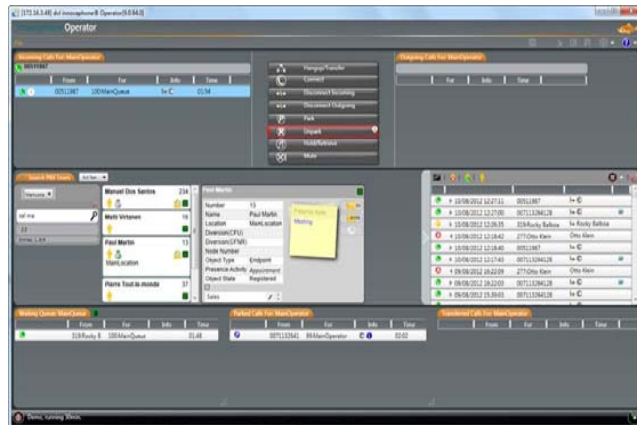
PoS Highlights New:

~ Busy lamp field can be configured by user
~ Can be implemented with two screens
~ Displays presence information for the extension numbers

Good to know:

? There is a new price for the Operator9. Can I still get it with my SSCs
→ Yes, at no extra charge. You benefit two-fold by entering into an SSA

License and SSA
Operator9 Lic:

Available

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UC 2012 by innovaphone – V10 Licenses at a glance

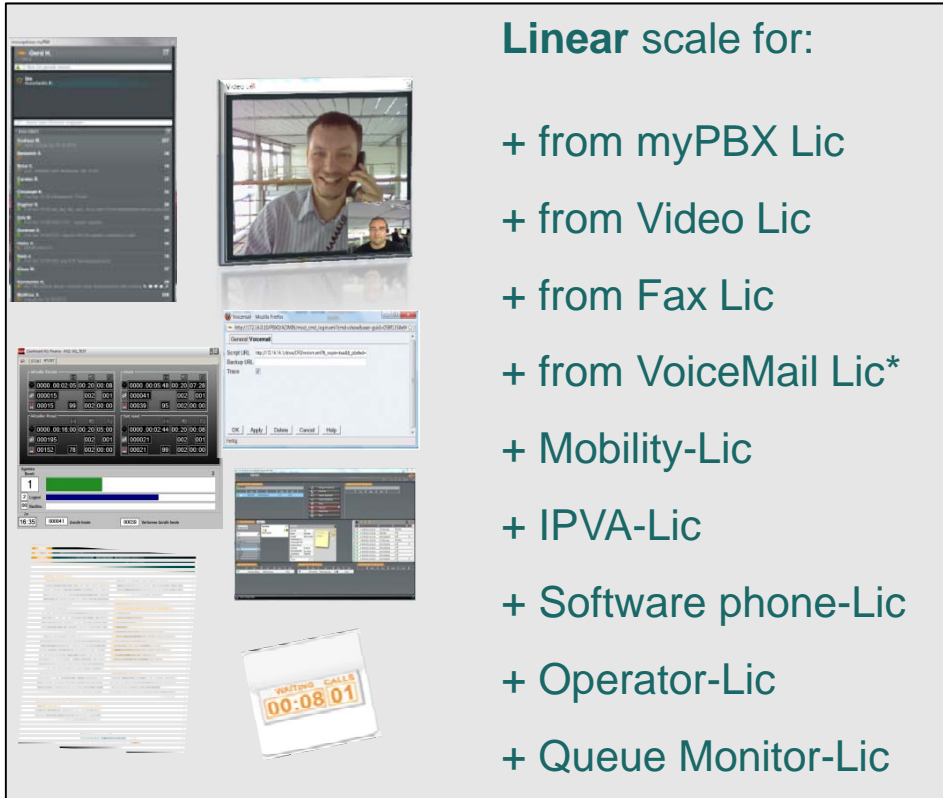**Linear** scale for:

+ from myPBX Lic

+ from Video Lic

+ from Fax Lic

+ from VoiceMail Lic*

+ Mobility-Lic

+ IPVA-Lic

+ Software phone-Lic

+ Operator-Lic

+ Queue Monitor-Lic

*Individual license
** Proven model

Gradual scale for:

+ UC Bundlelic

+ PortLic

+ ReportingLIC

+ VoiceMail Lic**

+ StandbyLic

Licenses and compatibility

→ myPBX Lic   requires Firmware10
→ Video Lic   requires Firmware10
→ VM indiv. Lic   requires Firmware10
→ Fax Lic   requires Firmware10

Principle:
Licenses are bound to the installed
firmware version

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UC 2012 by innovaphone – PoS – Hot Spots all-in-one solution

<u>Extensive UC solution</u>

…without a server

…uses the innovaphonePBX as a base platform

…integrates the phone extensively

…integrates all company employees

…easy access for users

…makes all types of communication intuitive to use

<u>UC solution</u>

…is in line with the requirements of SMB and large enteprises

…users can understand without a user manual

…with "quick wins" and smooth migration for all departments

<u>In addition</u>

→ Full PBX solution also without UC – ´soft migration´ towards UC

→ innovaphonePBX also as virtual application (IPVA)

→ Positive energy balance with consistent PoE=GreenIT label

UC 2012 by innovaphone – further products

IP1202e
With external heatable antenna - available for order

IP810
available

d81
Now available

IP62
Available from November 12

innovaphone PURE IP-COMMUNICATIONS

Solution scenario – Soft Migration

IP222

IP232

IP222

IP232

LAN

ISDN
Trunk Line

IP6010

innovaphone PBX

ERP System
Sametime8
Call Centre
LDAP Address book

IP22

PBX

Analogue fax machine

Analogue fax machine

Solution scenario – Soft Migration

IP222

IP232

IP222

IP232

Mobility

New sales opportunities!!!

ERP System
Sametime8
Call Centre
LDAP Address book

IP22

LAN

Analogue fax machine

ISDN
Trunk Line

IP6010

innovaphone PBX

PBX
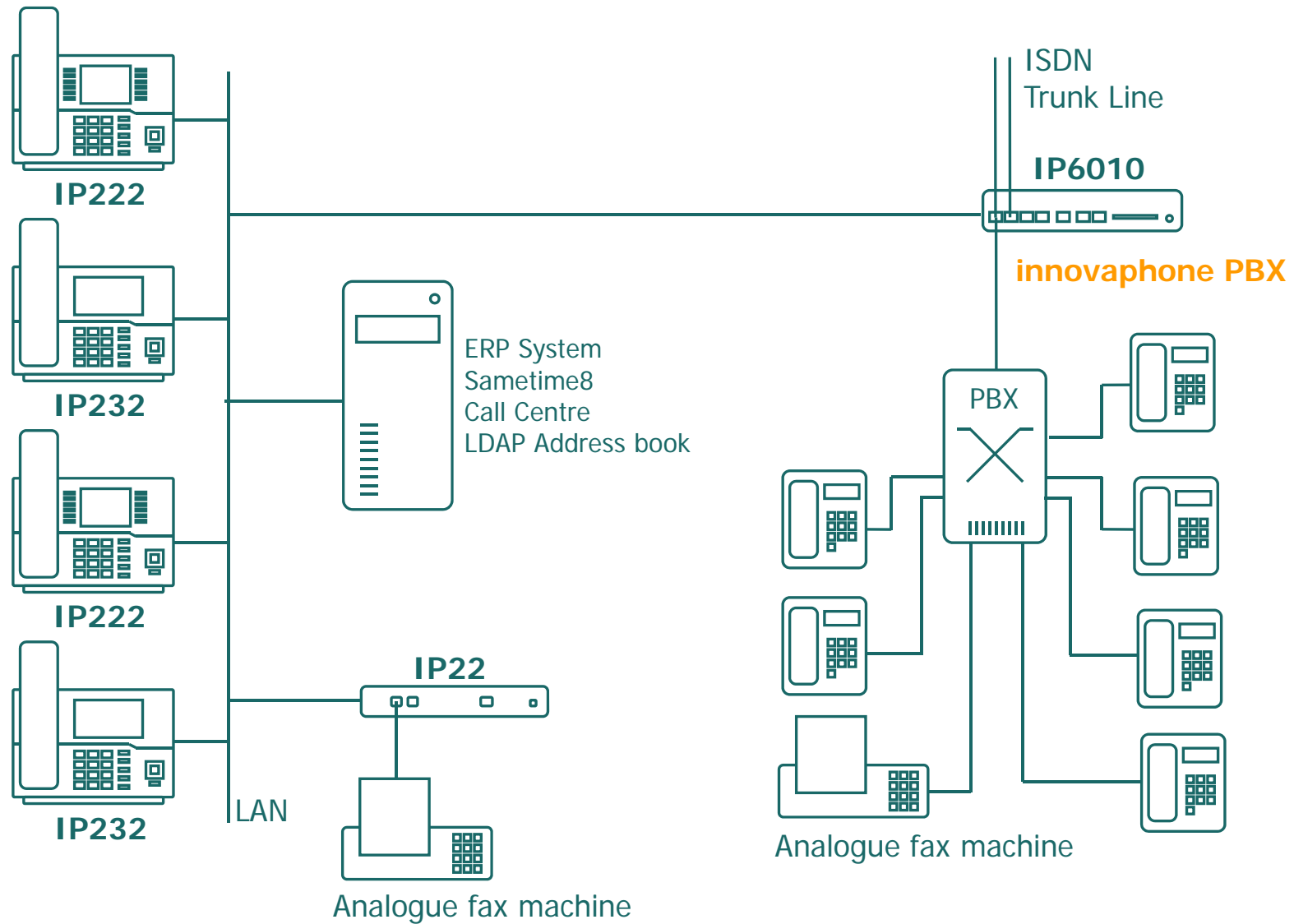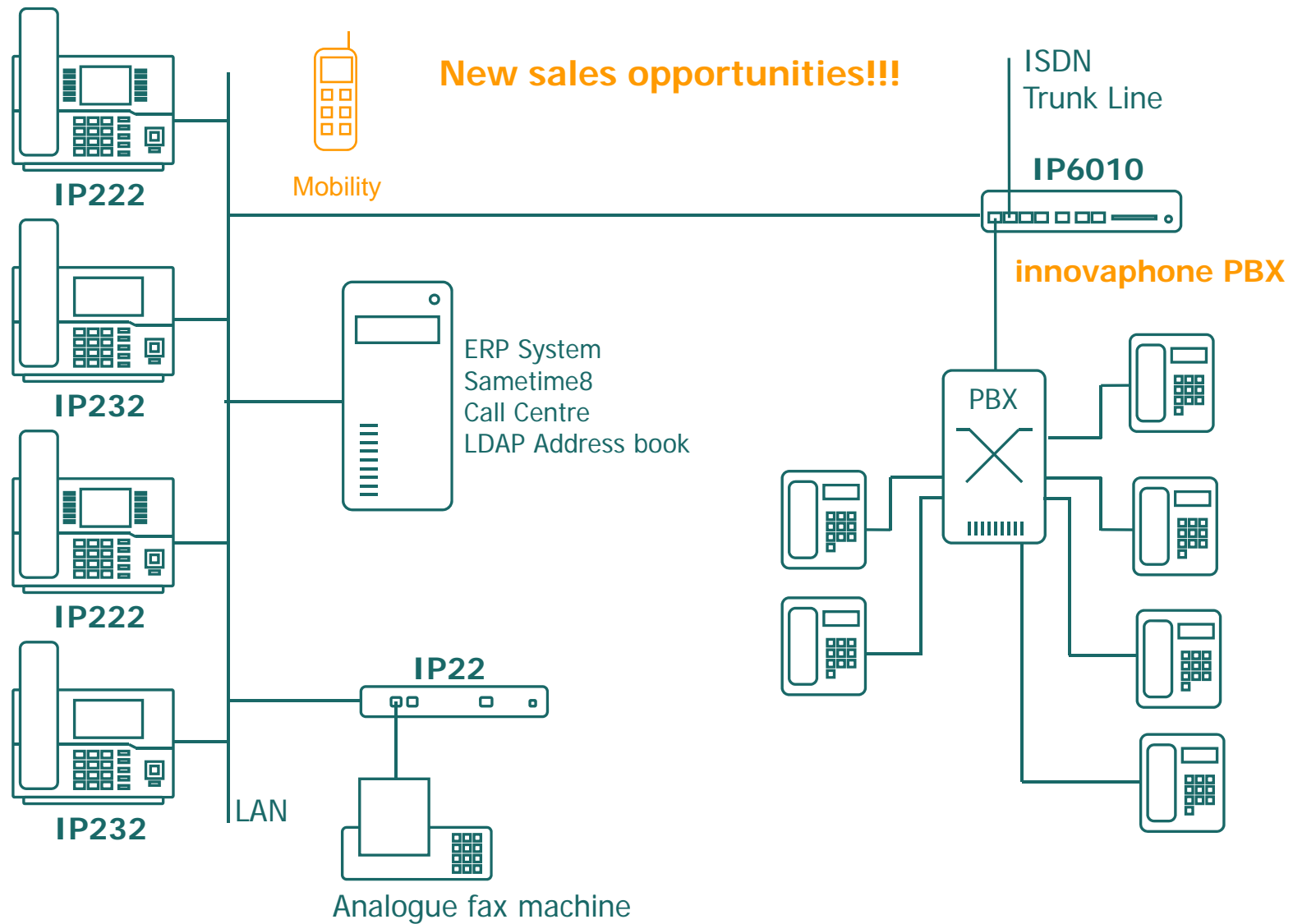
Soft Migration – **Mobility**

Added value for your customers:

- Extends existing PBX with Mobility
- Integrates mobile staff in company communication
- "No" call can be missed
- myPBX for mobile staff
- Presence display for mobile staff in myPBX
- Migration to the innovaphone PBX

Please note:

- Number of ISDN channels
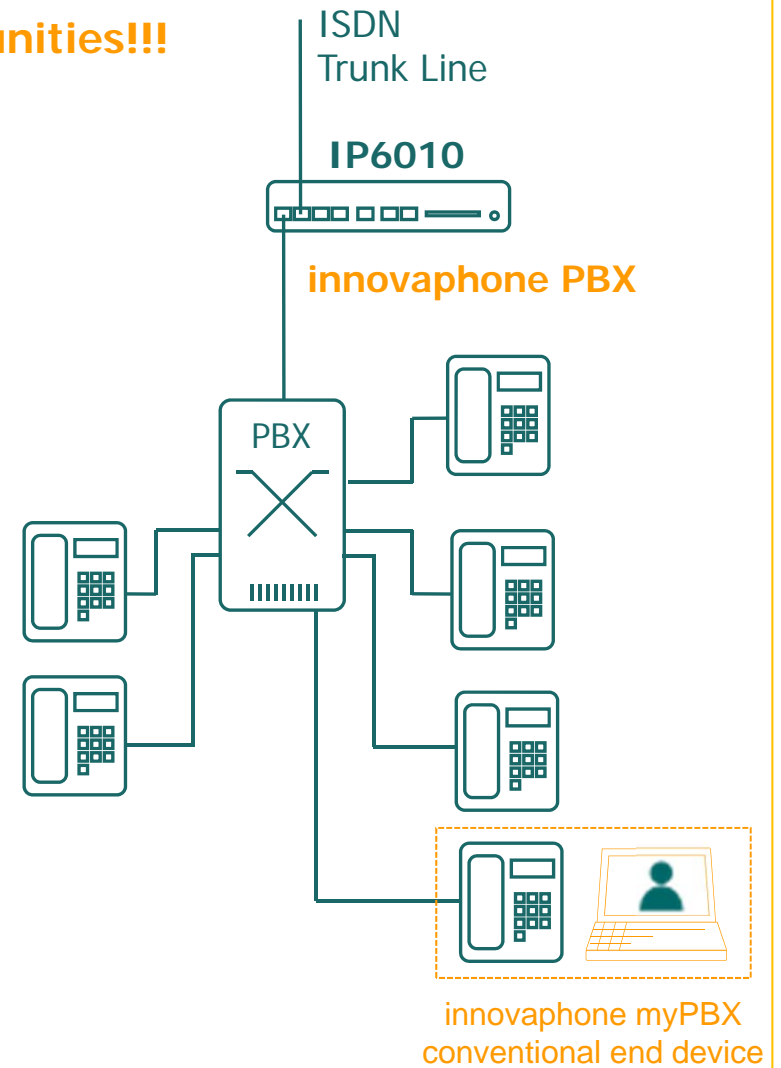- Tariff ISDN ←→ GSM
- How is your staff currently integrated into the company telecommunication?

Solution scenario – Soft Migration

Mobility

New sales opportunities!!!

ISDN
Trunk Line

IP6010

innovaphone PBX

PBX

innovaphone myPBX
conventional end device

Soft Migration - **myPBX**

Added value for your customer:

Extend the existing PBX with myPBX UC Client

Functions:

- CTI
- Chat
- Application Sharing (WebEx, Gomeetnow,…)
- Software phone
- Call lists
- LDAP Telephone book

Presence display for staff (e.g. calendar)

No TAPI licenses required in the conventional PBX

Migration to innovaphone PBX

Please note:

The number of ISDN channels

Solution scenario – Soft Migration

Mobility

New sales opportunities!!!

ISDN
Trunk Line

IP6010

innovaphone PBX

PBX

Extension of
conventional PBX

•Fax server
•CTI
Audio conference
•Mobility

innovaphone myPBX
conventional end device
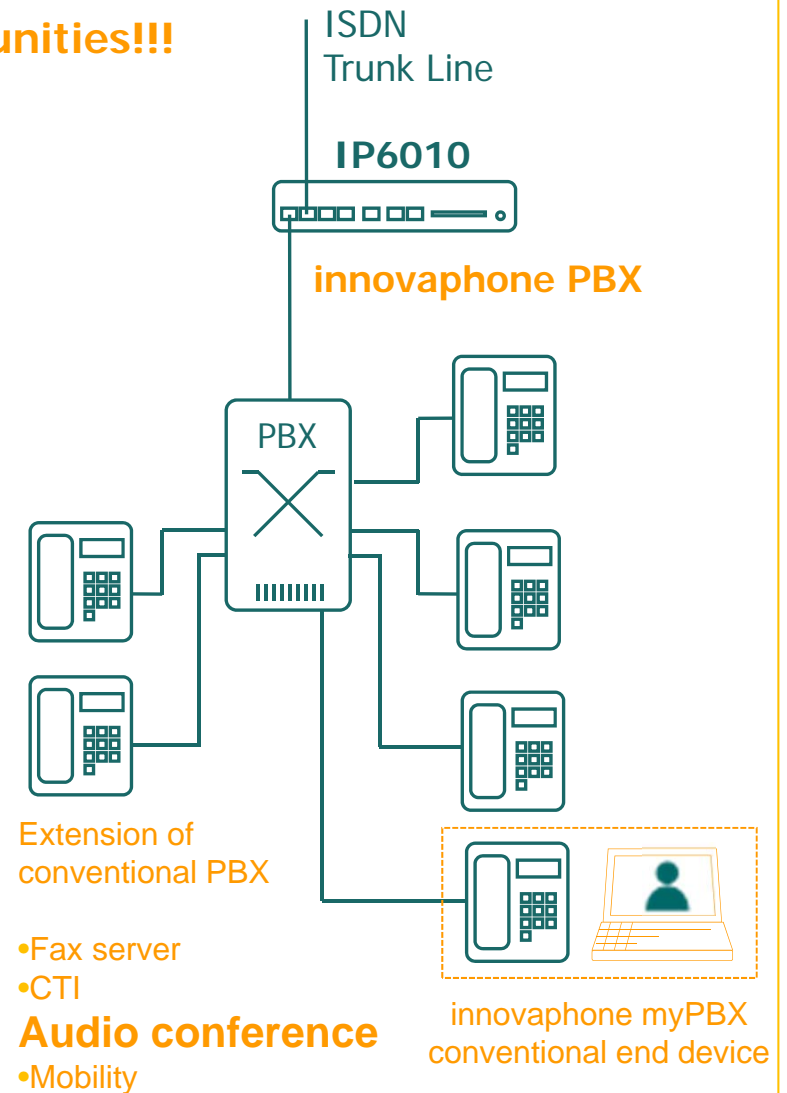
Soft Migration – **Audio conference**

Added value for your customers:

- Extension of existing PBX with an audio conference platform
- Audio conference with up to 60 participants
- Ad hoc conferencing with myPBX
- Migration to the innovaphone PBX

Please note:

- Number of ISDN channels

Solution scenario – Soft Migration

Mobility

New sales opportunities!!!

ISDN
Trunk Line

IP6010

innovaphone PBX

PBX

Extension of the
conventional PBX

•Fax-Server
•CTI
•Audio conference
•Mobility

innovaphone myPBX
conventional end device
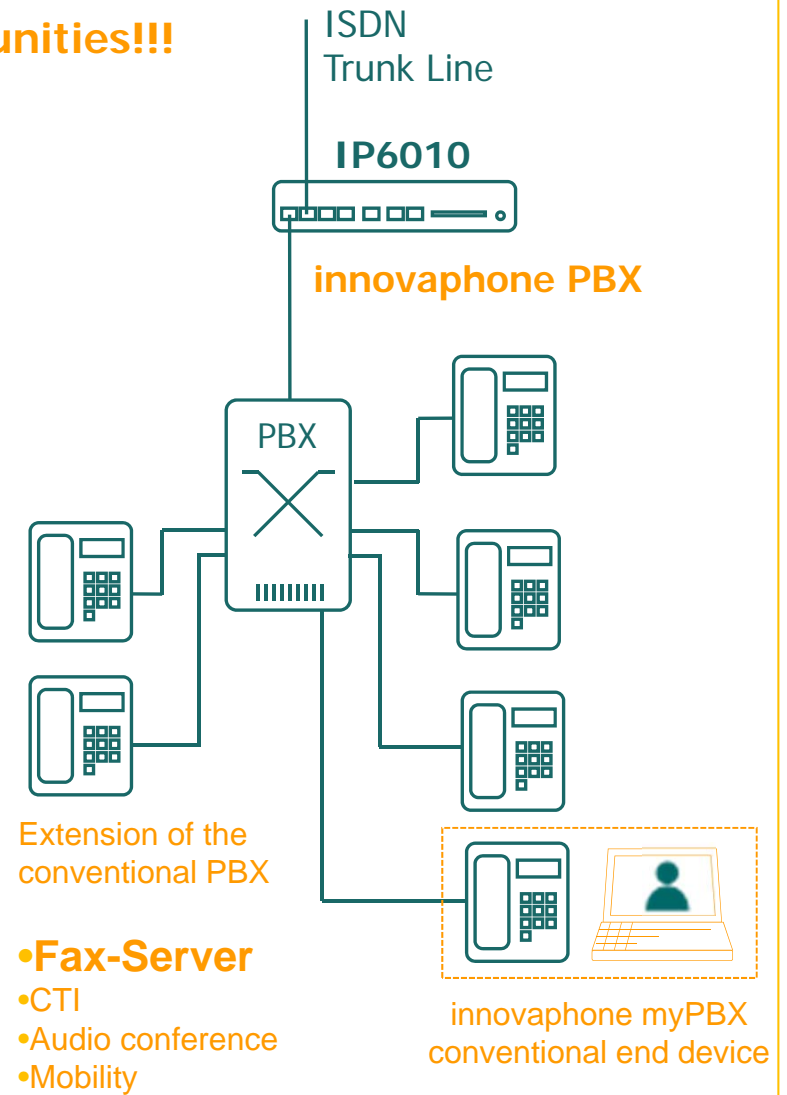
Soft Migration – **Fax Server**

Added value for your customers:

> Extension of existing PBX by a fax server
>
> Fax solution without additional server
>
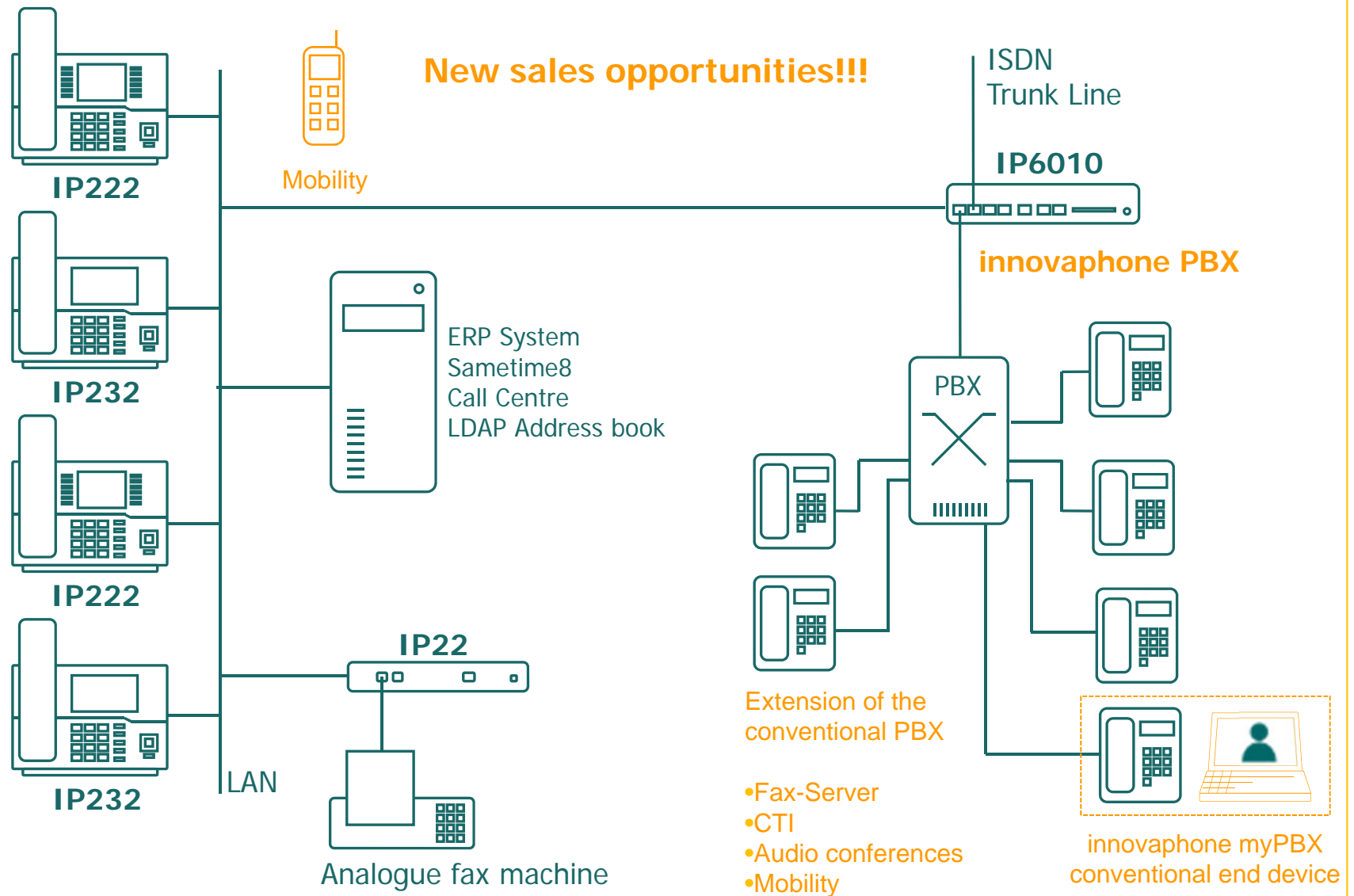> No additional ISDN interfaces required in
>   the conventional PBX
>
> Migration to the innovaphone PBX

Please note:

> Exchange 2010

Solution scenario – Soft Migration

IP222

IP232

IP222

IP232

Mobility

New sales opportunities!!!

ERP System
Sametime8
Call Centre
LDAP Address book

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LAN

Analogue fax machine

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Trunk Line

IP6010

innovaphone PBX

PBX

Extension of the
conventional PBX

•Fax-Server
•CTI
•Audio conferences
•Mobility

innovaphone myPBX
conventional end device

Solution scenario – Soft Migration

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Mobility

New sales opportunities!!!

ERP System
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LDAP Address book

IP22

Analogue fax machine

ISDN
Trunk Line

IP6010

innovaphone PBX

- Audio conference
- Collaboration
- Fax Server
- UC Client
- Mobility
- Video
- Chat