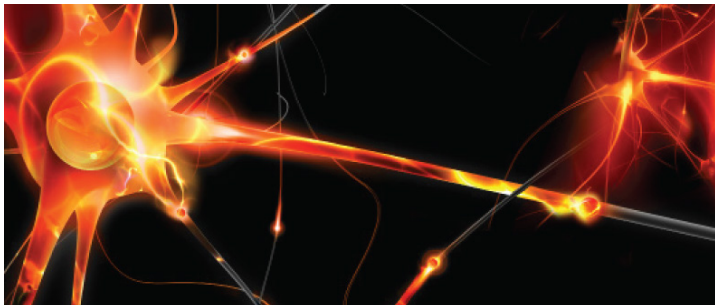


## HOSTED BUSINESS SERVICES

ENTERPRISE TELEPHONY MADE EASY



BUSINESSES NEED INCREASINGLY COMPLEX COLLABORATIVE COMMUNICATIONS FOR TODAY'S ENTERPRISE ENVIRONMENT. MANY ARE LOOKING FOR HOSTED SOLUTIONS, AND CARRIERS ARE RUSHING TO TAP THAT EAGER MARKET. BUT TOO OFTEN COMPLEX NEEDS TRANSLATE INTO COMPLICATED PLATFORMS THAT CONFUSE USERS AND PRODUCE POOR RETURNS FOR THE CARRIER.

Metaswitch takes a different approach. Our "Easy UC" service set combines voice, video, IM and conferencing into a seamless experience across every device, as part of your Cloud PBX offering or layered on top of SIP trunking DIDs. Backed up by unrivalled built-in deployment and support tools that ensure your network operations are fast and efficient, Easy UC drives new revenues for hosted business services.

### EASY TO USE

All Metaswitch Easy UC services can be accessed from a broad range of IP Phones and UC apps on iOS, Android, Windows and Mac OS X, as well as on the web. **All these services are tied together** so that features can be accessed from anywhere and sync immediately across all devices.

Don't want to be disturbed? Press the DND button on your phone and we jump into action. It's not just that any inbound calls will now be handled according to your DND rules, but your IM buddies and anyone monitoring your line see your presence as DND. Unified cross-platform presence, IM and call state just like it should be: easy.

### EASY TO DEPLOY

Customizable doesn't have to mean complicated. Starting with our **Reference Architecture**, you can offer a broad and feature-rich offering in no time, tailoring any aspects you like. The Reference Architecture includes everything needed to deploy a Cloud PBX service, including all the go-to-market material and end-user collateral you'll need to launch your service with style.

With a broad feature set native on the platform, you can choose to take everything from Metaswitch or you can easily weave in best-of-breed solutions from our partners to create a solution built around your own focus areas. Whatever you choose, we make it easy and fast to get to market.

### RELIABLE QUALITY MADE EASY

Access to services from any device brings new challenges – now users are accessing their Cloud PBX services from Wifi networks at home, hotels and coffee shops – not always the most reliable networks.

With Metaswitch, voice and video calls are always protected with loss-resistant codecs and advanced forward error correction. If network quality is still not good enough an alternative access method is suggested without the user ever having to think about it. All this on a platform built to be **five 9s carrier-grade reliable**, not app-store grade. Quality you can rely on: easy.

### EASY TO MIGRATE

With a Cloud PBX offering built on Metaswitch, you don't have to retrain your users who have been using the same star codes all their lives. **All services work exactly the way they used to** – but with access to call control and messaging from other devices as well, for those users who want them.

Plus, if your customer prefers to keep their PBX, the same platform providing Cloud PBX can also offer SIP or PRI trunks to those PBXs – but now those PBX DIDs can be enhanced by being "twinned" with other devices so that existing PBX users can access their full service from anywhere, perfect for home offices and those on the road. Over time, that PBX can be capped and further growth delivered through Cloud PBX endpoints – all while the legacy PBX and Cloud PBX endpoints share the same features and dialing plans. A seamless migration plan, made easy.

## EASY TO INTEGRATE

CRM, billing systems, home grown back-end systems: **your customers' communications need to integrate with all their business processes.** Your service built on Metaswitch has all the RESTful APIs a software telco would expect for deep integration with other platforms, but it also has customizable URL-based action links for easily integrating screen pops and other behavior with any platform the enterprise chooses. Easy integration that your customers can control themselves.

## EASY TO SUPPORT

No need to reproduce errors or enable tracing. **All diagnostics for all calls are stored all the time**, with instant access and powerful self-learning analytics to flag calls that did not proceed as normal. Enterprise administrators can also provision their entire deployment - from auto-attendants to managing contact center staff - all from one central web portal. Easy support for you and your customers.

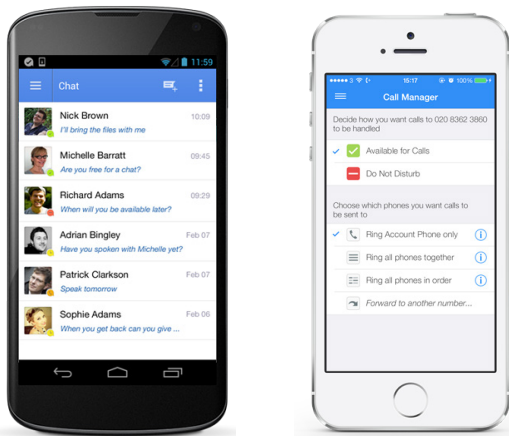
## CLOUD PBX OR TRUNKING OVERLAY

Metaswitch Easy UC services can be deployed as part of a Cloud PBX offering, including advanced Call Center features, or layered on top of flexible SIP Trunking services that enable businesses to make the most of their existing TDM-based PBX solutions and provide all-IP multi-device solutions for their employees.

## RICH MULTI-DEVICE EXPERIENCE

Advanced telephony applications must be easily accessible and easy to use. With Accession Communicator, telephony is no longer associated with a particular access medium or physical device: **Voice is now an application.** Your business line and IM/Presence are immediately accessible on Windows PC, Apple Mac OS X, iOS and Android – all seamlessly interworking with one-button call jump between endpoints, including the office phone.

Accession Communicator is completely customizable and brandable, and extends your brand across all the services business users need every day.



Accession Communicator in Android and iOS

## HD COMMUNICATIONS

With the advent of all-IP networks, carriers can now provide **superior high definition (HD) voice** to businesses seeking a Cloud PBX offering. Available on a broad variety of handsets and VoIP endpoints, HD voice enhances Basic features such as Private Dialing Plan, Short Codes, Account Codes, Hunt Group with Agent Login / Logout, Pickup Group, Call Park and Music-On-Hold.

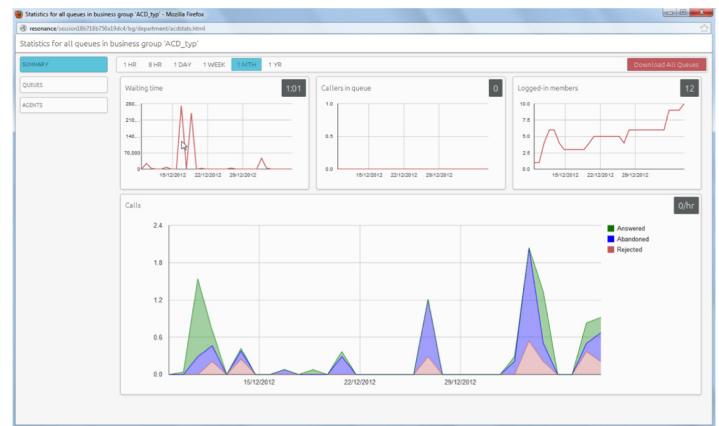
## COST EFFECTIVE SIP TUNKS

SIPconnect 1.1 compliant SIP trunks enable both the enterprise and network operator to **realize the potential of a single integrated IP access link** for both voice and data services. By eliminating costly TDM infrastructure and leveraging premises-based IADs and IP interfaces on PBXs, carriers can deliver new burstable VoIP trunk offerings with dynamic capacity shared between voice and internet data traffic. Easy UC services can be layered on top of SIP trunking DIDs, enhancing business mobility even of PBX users via the rich, multi-device Accession user experience.

## CALL CENTERS AND HUNT GROUPS

Metaswitch Easy UC offers multiple levels of hunt group and Automatic Call Distribution (ACD) function to suit all sizes of business and call center.

- **Multi-line Hunt Groups** offer cost effective basic call distribution for small business.
- **Integrated ACD** brings supervisory and agent dashboards and reporting via an easy-to-use web interface.
- **Premium Integrated ACD** adds Monitor, Whisper and Barge-in, Customizable Agent Status Codes and Agent Wrap-up with Customizable Disposition Codes.
- **Metaswitch Cloud Contact Center**, powered by Telax, is a wholly hosted solution for large call centers requiring rich, but easily deployed, ACD, Interactive Voice Response (IVR), and Workforce Management (WFM) functions, reducing cost and complexity and much improved flexibility compared with legacy on-premise call centers.



Integrated ACD supervisor's dashboard