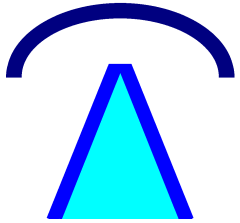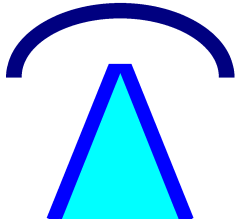# FacetPhone – IP-PBX

"IP From the Ground Up"

Overview

- State-of-the-art IP-PBX Telephone System
- "IP from the Ground Up"
- Awarded Product of the Year by Internet Telephony Magazine (2009)
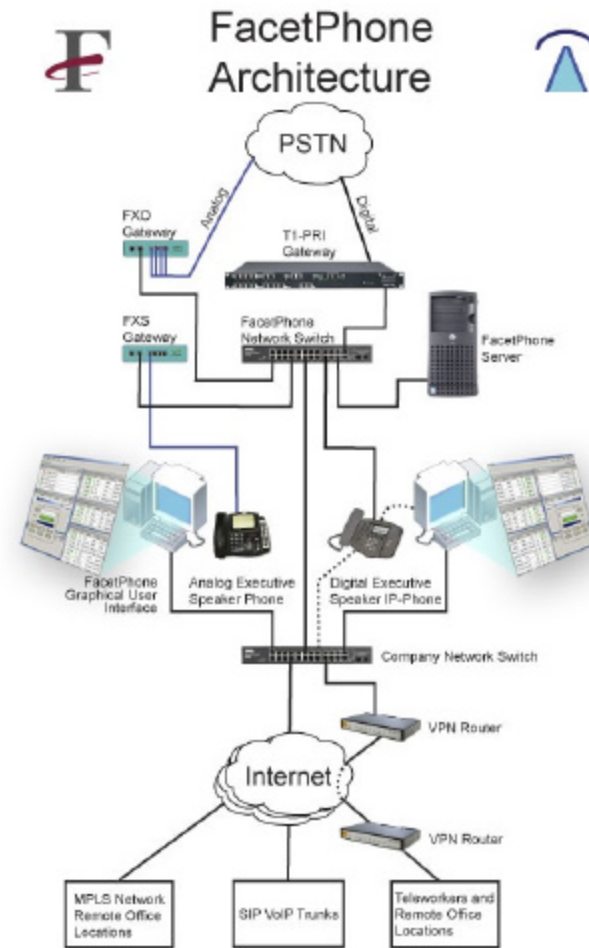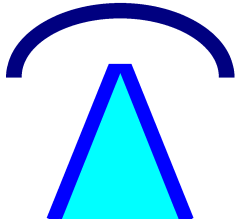- Received Internet Telephony Conference Editor's Choice – Best of Show Award (2007)

2009
TMC INTERNET TELEPHONY
PRODUCT OF THE YEAR

Facet*Corp*

Architecture
## Industry Standard Components

- Servers
  - Industry standard hardware
  - Linux/UNIX operating system
- Media Gateways
  - External
  - MGCP and SIP protocols
- Telephones
  - IP phones
  - Standard analog
  - Soft phones
- Desktop GUI - Java-based

FacetPhone Architecture

PSTN

FXO Gateway

T1-PRI Gateway

FXS Gateway

FacetPhone Network Switch

FacetPhone Server

FacetPhone Graphical User Interface

Analog Executive Speaker Phone

Digital Executive Speaker IP-Phone

Company Network Switch

VPN Router

Internet

VPN Router

MPLS Network Remote Office Locations

SIP VoIP Trunks

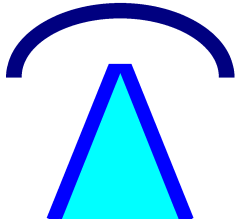Teleworkers and Remote Office Locations

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Telephone Functionality

- Hold
- Transfer
- Park / Unpark
- Call waiting
- Conference w/Bridge
- Voice mail
- Do not disturb

- Record
- Auto attendant
- Call center/ACD
- CallerID support
- Call forwarding
- On-hold messages
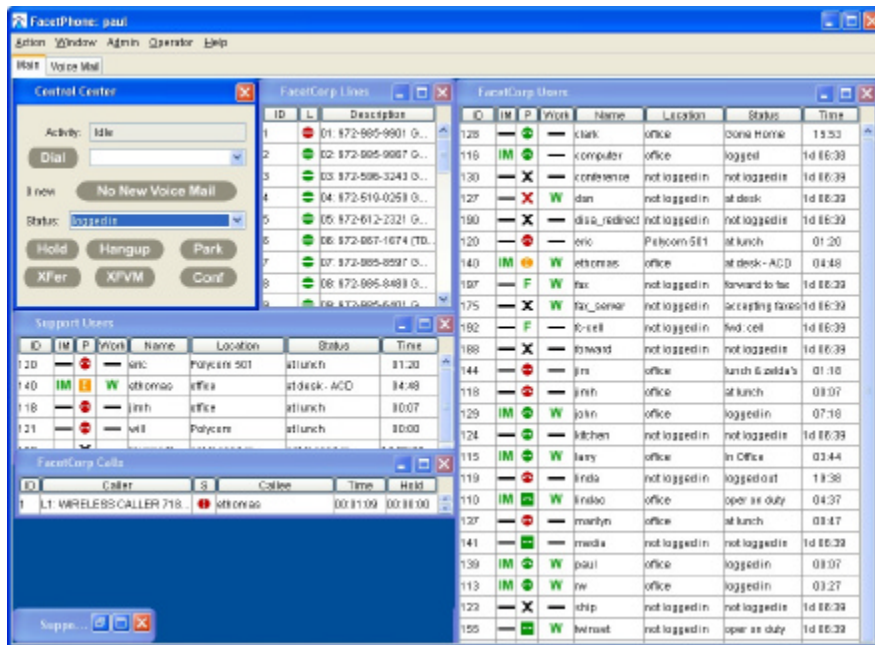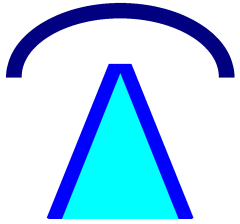- Paging

Facet**Corp**
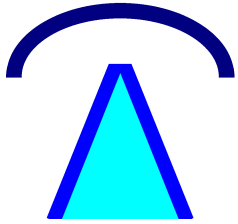
Graphical User Interface

- Any desktop device supporting Java
  - Windows
  - Mac
  - Linux/UNIX/SCO
- Supports all TUI functionality, plus:
  - Presence and availability management w/time tracking
  - Voice mail with unified messaging
  - Active calls status and management
  - Call recording/call monitoring/barge In
  - ACD call queues
  - User level call queues
  - Enterprise instant messaging
  - Administration

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Presence Management

- Flexible group/
  departmental definitions
  (i.e. sales, support, admin,
  company, etc.)

- User status definitions
  & duration
  (i.e. in meeting, fwd to cell,
  out of town, on phone, at
  lunch, etc.)

- Roaming extensions

- Call forwarding

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Voice Mail and Unified Messaging

- Access via TUI or GUI
- Voice mail waiting indicator light on phone
- Secure access with PIN
- Multiple greetings based on user status
- Listen to any call (non-sequentially)
- Visually sort and manage messages from GUI
- Add text/comments to each message listing

FacetPhone: paul

Action   Window   Admin   Operator   Help

Main | Voice Mail

My new messages

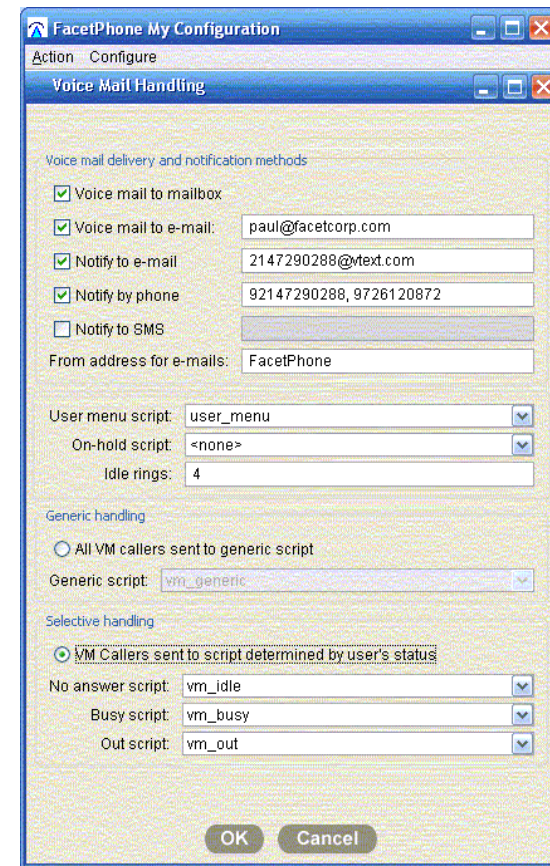| Date/Time	From	Subject	Duration
09/30/04 1:27 PM	Out of Area	eric nar - network world toronto - descore 2005 e...	00:44
09/27/04 2:03 PM	FIERCE MARKETS 2026286027	publish newsletter - ads , email blasts, etc.	01:05
09/24/04 5:04 PM	R C M S 3037446699	joshua - wants to sell license - rcms	00:37
09/17/04 2:54 PM	UNAVAILABLE 7858387500	oncar with sysadmin - next issue sw tools - closi...	00:58

My saved messages

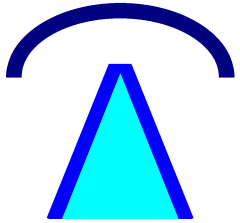| Date/Time	From	Subject	Duration
09/29/04 3:15 PM	ROSENTHAL,DANIE 2628278...	hcos - facetphone - 262.827.0838	00:15
09/29/04 2:24 PM	Anonymous 3032161767	rob - enterprise systems - scheduling web demo...	00:44
09/29/04 10:38 ...	Paul Vance 139	Recording of ALI ZULFIQAR 8172998215	00:23
09/22/04 4:55 PM	WIRELESS CALLER 5027971...	thomas gallo - blue grass software - isp for fp - jo...	00:20
09/21/04 4:26 PM	Anonymous 3032161767	rob - enterprise system - looking at first part of oc...	01:40
09/10/04 2:47 PM	Out of Area	carolyn from trackker - arnold clark	01:29
09/10/04 11:06 ...	CHILD ROLLIN B 7632530390	fred shideman on rbc tile eval system	00:18
09/09/04 12:45 ...	Anonymous 9784703388	dr. federlic (sp)?? 978.618.3661 - wants fwin lice...	00:12
09/09/04 11:46 ...	BEST PRESS 9729301020	jim angel - printing/mailing services - 972.930.10...	00:25

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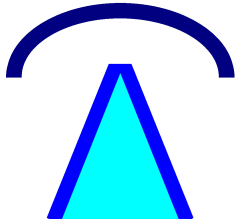
Voice Mail and Unified Messaging

(continued)

- Play voice mail on phone or PC speakers
- Voice mail forwarded to e-mail option
- Voice mail notification via e-mail option (including cell phone/pagers)
- Pro-active delivery of new voice mail
- Voice mail distribution lists
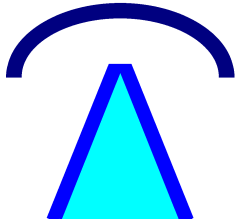- One-click return call option

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Voice Mail / Recordings Archival & Retrieval

- **Automatic archival of voice mails**

- **Automatic archival of call recordings**

- **Recording retrieval via web interface**

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Automated Attendant

- Main reception and groups/departments
- Primary reception or overflow and off hours
- Dial by name
- Dial by extension
- Dial by group/department
- Informational

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Call Center Functionality

- Call recording – ad hoc
- Call recording – all calls
- Call monitoring
- Call barge-in
- Automatic call distribution
- Instant Messaging (coach)

ID	Caller	S	Callee	Time	Hold
1	L9: 8605827806	C	OLGA	00:04:38	00:01:15
2	CLAUDIA	C	L52: 9,2293870587	00:00:18	00:00:00
3	L10: 6232054099	C	PAULA	00:02:07	00:00:55
4	L12: 7323585203	C	Voice mail for LINA	00:02:36	00:00:55
5	L8: 9286344738	Q	NUEVA LLAMADA-ACD	00:00:40	00:00:19
6	L15: 8138716370	Q	NUEVA LLAMADA-ACD	00:01:27	00:01:12
7	L17: 8046518730	C	PATRICIA	00:06:07	00:01:40
8	L7: 6784793485	M	RUTH	00:14:22	00:00:00
9	L13: 7193907205	C	SANDRA	00:03:38	00:00:45
10	L15: 2394658931	C		03:09:26	00:00:00
11	L14: 7738040676	C	ELIANA	00:03:28	00:01:15
12	KENNY	C	L3: 9,18004633339	00:00:14	00:00:00
13	ISAAC	C	L4: 9,7862234833	00:00:00	00:00:00
14	L11: 5107779415	C	MARIA_A	00:10:51	00:02:20
15	L16: 5738881032	C	MAURENA	00:04:41	00:01:05
16	L21: 5122767279	C	STEPHANIE	00:02:57	00:01:20
17	L22: 5616882914	C	LINAP	00:02:25	00:01:10
19	L18: 2096343420	C	GLORIA	00:13:07	00:01:30
20	L19: 3012776036	C	ANA	00:04:27	00:01:05
21	L23: 4158210818	C	ROSANNA	00:02:25	00:01:15
24	L24: 7544234398	C	SANDRAR	00:01:56	00:01:10
26	L25: 9169241490	C	HEIDY	00:01:56	00:01:15
27	L26: 2095266201	C	ALEXANDRA	00:01:57	00:01:10

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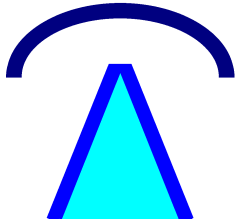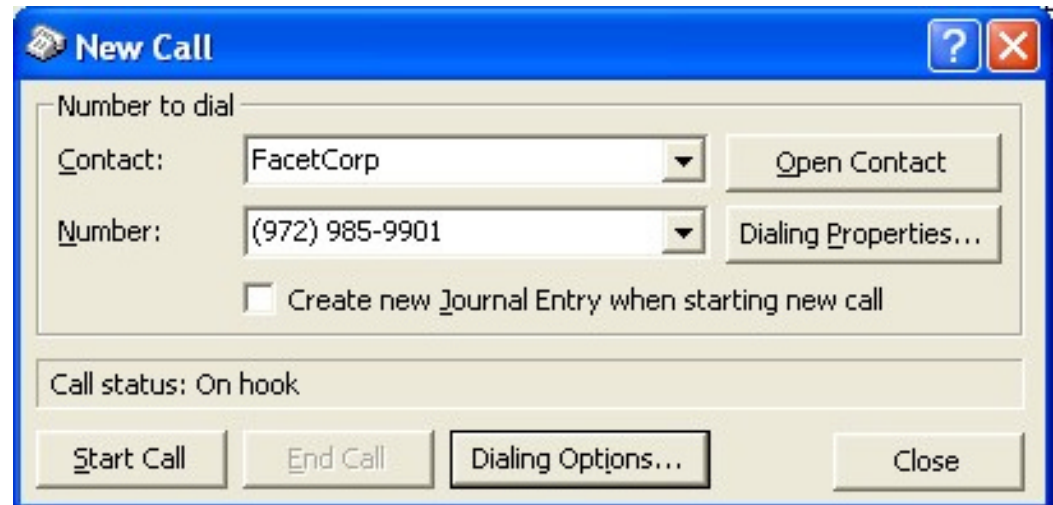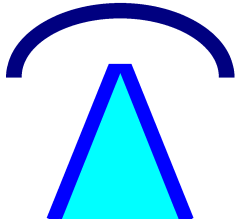
Automatic Call Distribution

- Automatic call routing to next available agent
- Call queue management when all agents busy
- Automatic user status changes from call inactivity
- Caller information – wait time, queue position, opt-out of queue option and on-hold messages
- Queue threshold management alerts
- Visual monitoring

FacetCorp
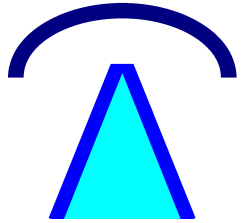
Computer Telephone Integration

- FacetPhone integration with Windows, Linux, and UNIX applications

- Dialing from application

- "Screen Pops" based on callerID data

- Supports TAPI, UTAPI and NetTAPI protocols

- CTI with Windows Apps (TAPI)
  - Outlook (including MS Exchange & SCO Office)
  - Goldmine
  - Act!

- Interactive Voice Response (IVR)

New Call

Number to dial

Contact: FacetCorp   ▼   Open Contact

Number: (972) 985-9901   ▼   Dialing Properties...

☐ Create new Journal Entry when starting new call

Call status: On hook

Start Call   End Call   Dialing Options...   Close

FacetCorp

UTAPI™
Universal Telephone API

- Includes easy UNIX, Linux, and Windows application integration
- Provides access to FacetPhone system
- Uses simple, well defined protocol (from FacetCorp)
- Accepts dialing phone numbers
  - fp_dial Command
- Retrieves CallerID or DNIS Data
  - fp_cid Command

FacetCorp **F**

Net-TAPI™

- Comprehensive application level integration with FacetPhone. Software application can:
  - Get notification of call activity
  - Initiate and terminate call recording
  - Get complete call detail record after each call
- Application can automatically enter call and recording details in Customer Relationship Management (CRM) system

Net-TAPI™
Sample Implementation
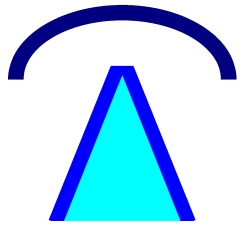

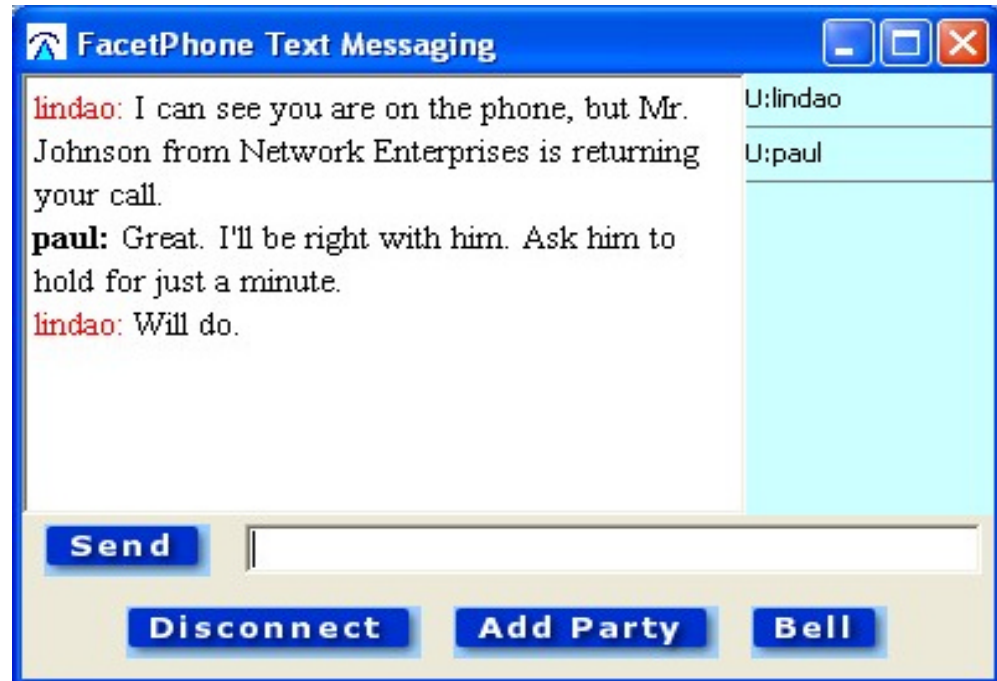**Call notes from inbound call**
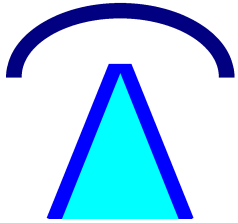
Facet*Win* Compatible

- FacetWin terminal emulator places calls through FacetPhone

- No application program changes needed

- Highlight and right click to dial
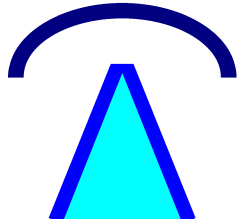
- Predefine fixed fields on screen
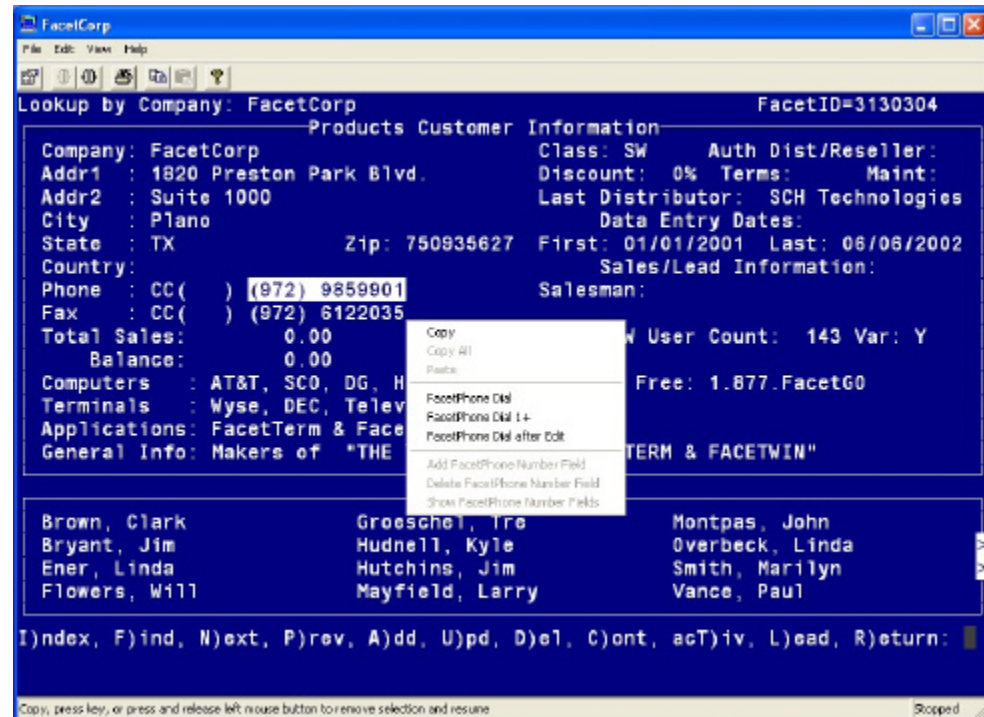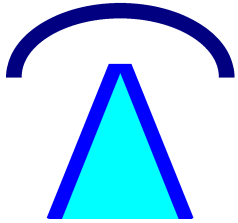
Enterprise Instant Messaging

- Corporate instant messaging (text chat)
- 2 or more parties per session
- Excludes all not on corporate network
- Allows quick communication while on phone
- Less intrusive than phone call, quicker than e-mail

FacetPhone Text Messaging

lindao: I can see you are on the phone, but Mr. Johnson from Network Enterprises is returning your call.
paul: Great. I'll be right with him. Ask him to hold for just a minute.
lindao: Will do.

U:lindao
U:paul

Send
Disconnect   Add Party   Bell

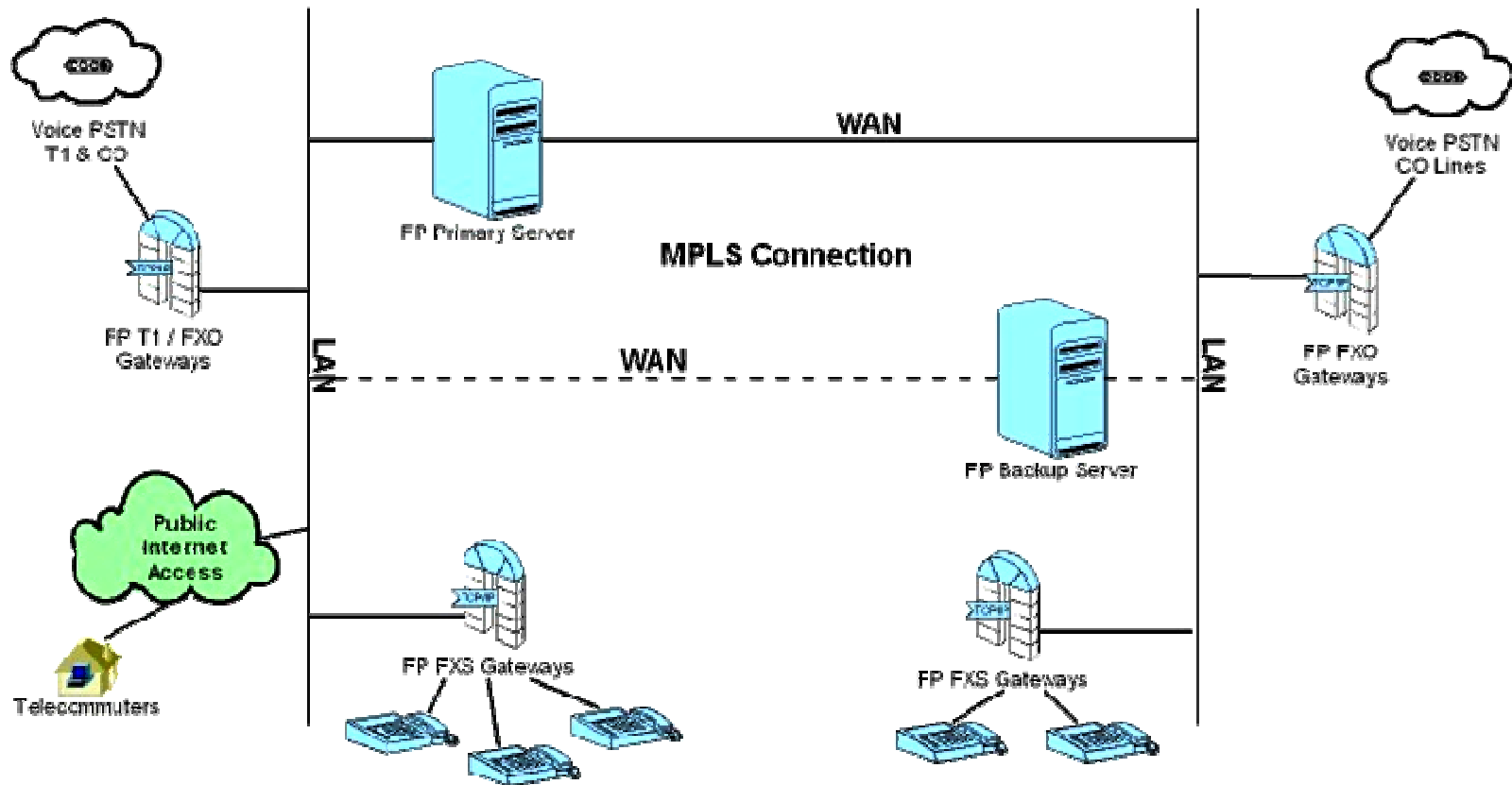FacetCorp

Branch Office and Telecommuter Integration

- Transparently integrates branch office and teleworkers into FacetPhone corporate phone system

- Allows remote teleworkers to become part of phone system as a simple extension

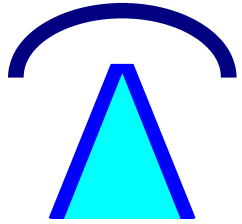- Provides complete access to FacetPhone GUI and TUI

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Multiple Locations
FacetPhone

San Diego

Phoenix

Voice PSTN T1 & CO

FP Primary Server

WAN

MPLS Connection

FP T1 / FXO Gateways

LAN

WAN

FP Backup Server

Voice PSTN CO Lines

FP FXO Gateways

LAN

Public Internet Access

Telecommuters

FP FXS Gateways

FP FXS Gateways

FacetCorp
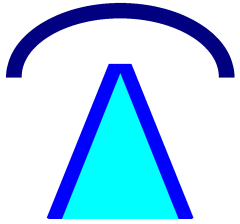
Branch Office and Telecommuter Integration

- Requirements for good voice experience
  - MPLS network for multiple offices
  - Broadband connections
  - Low loss < 1%
  - Low latency < 150ms
  - Low jitter < 10ms
  - Quality of Service (QoS) – everywhere along the route where competition with data (LLQ, PQ, packet fragmentation)
- See white papers for more information http://www.facetcorp.com/docs
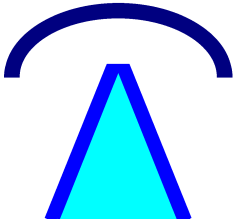
FacetPhone
Remote Example

ISP

DSL/
Cable

Firewall
VPN/QoS

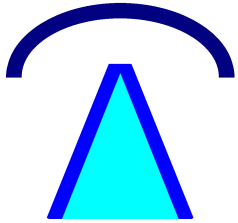IP Phone

FacetCorp
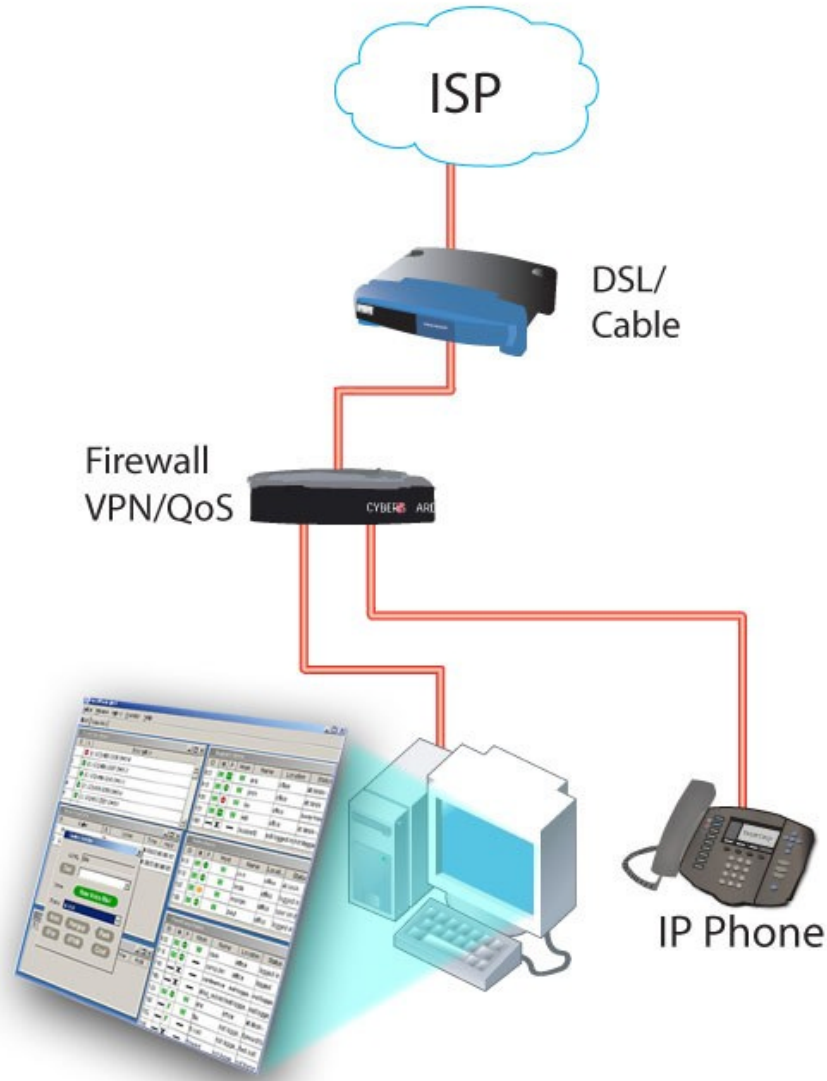
Administration

- Provides user controls
  - User status
  - Voice mail greeting settings
  - Unified messaging directives
- Provides manager controls
  - Users
  - Groups
  - Lines
  - Stations
  - Gateways
  - Display authorization level
  - Event scheduling

FacetCorp

Call Detail Recording

- Records all call transaction details
- Creates simple flat text file
- Provides accessibility from any application, including Excel
- Uses Web interface for ad-hoc reports

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Value Proposition
Why Buy IP Telephony?

- Terrific telephone system functionality
- Presence management
- Graphical user interface
- Unified messaging
- Call center support
- Other cool features!
- Manufacturer reputation

- Return on investment...

Facet**Corp**
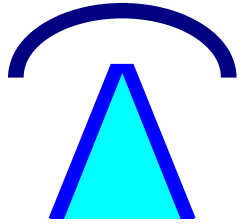
Return on Investment
Hard Savings

- Uses VoIP – intra-company long distance
- SIP Trunking / VoIP Service
  - Combine data and voice access
  - Reduce monthly telephone access fees
  - Reduce per minute calling fees
- Allows moves, adds, and changes
- Replaces conference bridging

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Return on Investment
Soft Savings

- Enables voice mail communications
  - Visual voice mail
  - Remote delivery
  - Notification
  - Forwarding
- Supports call forwarding
- Delivers enterprise instant messaging

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Return on Investment
Soft Savings

(continued)

- Extends computer telephony integration
- Delivers automatic call distribution and call center features
- Supports interactive voice response
- Allows integration of multiple office locations and telecommuters
- Integrates calls with customer database
- Delivers call reporting benefits
- *Provides better management control*

Facet**Corp**
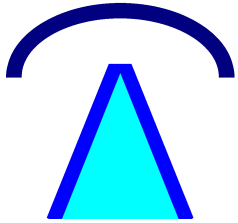
Benefit Summary

| Features	Benefits
Easy customer administration	Significantly lower administration costs for moves, adds, and changes
Branch office and telecommuter support	Reduced communications costs and higher productivity
Multi-party conferencing	Lower costs by reducing need for third party conference bridging services
Voice mail – Visual Management and Unified Messaging	Better customer service and higher productivity
Presence and Availability Management	Improved customer service, competitiveness, and higher productivity
CTI – Customer Screen Pops	Improved customer service and significant boost in productivity
CTI – Dialing From Application	Increased productivity
Automatic Call Distribution	Increased productivity and customer service
Enterprise Instant Messaging	Increased productivity
FacetCorp Technical Support	Worry-free operation
Flexible architecture with Linux or UNIX server, external gateways, and standard phones	Highly reliable, expandable, cost-effective system
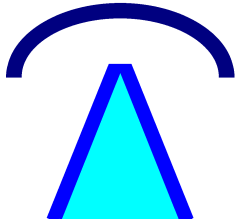
FacetCorp

Contact Us

FacetCorp

5999 Summerside Drive, Suite 210

Dallas, TX 75252

877.FacetGo (877.322.3846)

info@facetcorp.com

www.facetcorp.com/facetphone

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