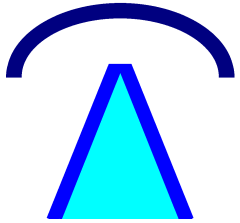


FacetPhone – IP-PBX

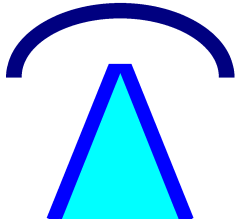
“IP From the Ground Up”



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)

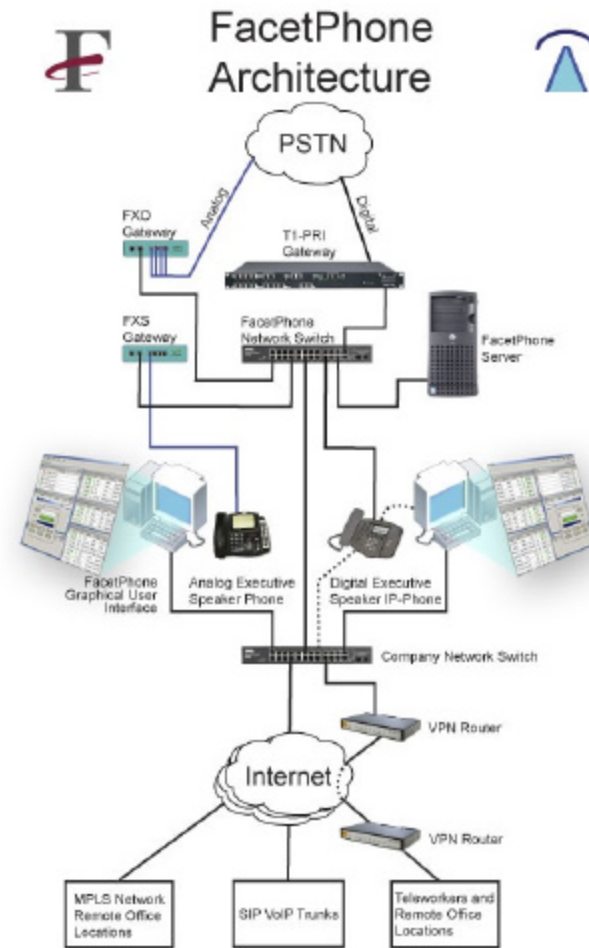


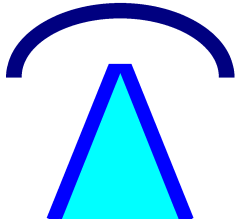


Architecture

Industry Standard Components

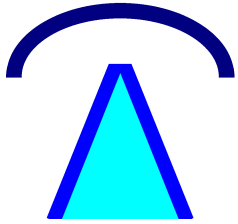
- Servers
 - Industry standard hardware
 - Linux/UNIX operating system
- Media Gateways
 - External
 - MGCP and SIP protocols
- Telephones
 - IP phones
 - Standard analog
 - Soft phones
- Desktop GUI - Java-based





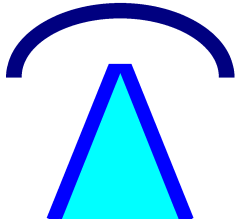
Telephone Functionality

- 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

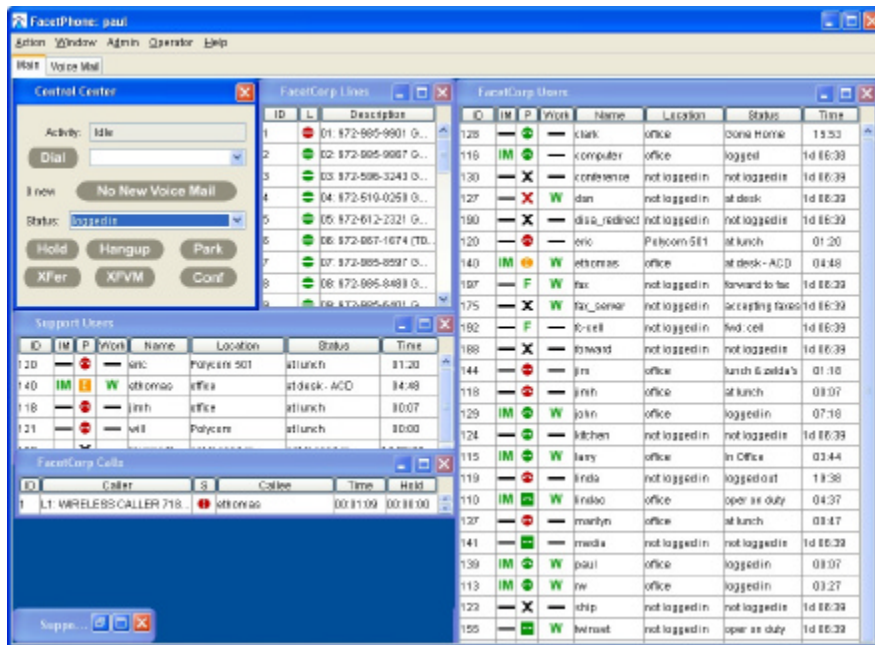


Graphical User Interface

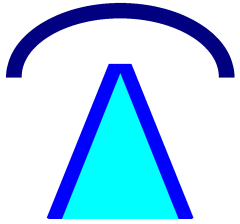
- Any desktop device supporting Java
 - Windows
 - Mac
 - Linux/UNIX/SCO
- Supports all TUI functionality, plus:
 - Presence and availability management w/time tracking
 - Voice mail with unified messaging
 - Active calls status and management
 - Call recording/call monitoring/barge In
 - ACD call queues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



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



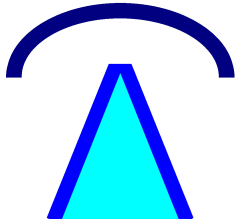
Voice Mail and Unified Messaging

- 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

The screenshot shows a web browser window titled "FacetPhone: paul". The interface includes a menu bar with "Action", "Window", "Admin", "Operator", and "Help". Below the menu bar, there are tabs for "Main" and "Voice Mail". The "Voice Mail" tab is active, displaying two sections: "My new messages" and "My saved messages". Each section contains a table with columns for "Date/Time", "From", "Subject", and "Duration".

Date/Time	From	Subject	Duration
09/30/04 1:27 PM	Out of Area	eric nar - network world toronto - descrore 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

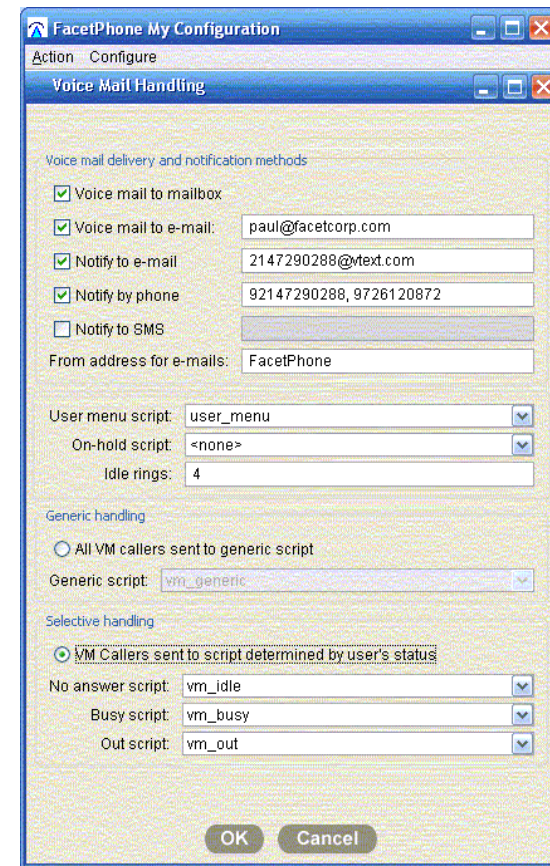
Date/Time	From	Subject	Duration
09/29/04 3:15 PM	ROSENTHAL,DANIE 2628278...	hcos - facetphone - 262.827.0838	00:15
09/29/04 2:24 PM	Anonymous 3032161767	rob - enterprise systems - scheduling web demo...	00:44
09/29/04 10:38 ...	Paul Vance 139	Recording of ALI ZULFIQAR 8172998215	00:23
09/22/04 4:55 PM	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. federic (sp)?? 978.618.3661 - wants fwin lice...	00:12
09/09/04 11:46 ...	BEST PRESS 9729301020	jim angel - printing/mailling services - 972.930.10...	00:25

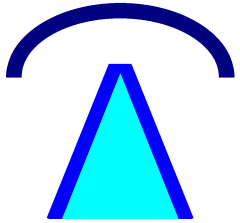


Voice Mail and Unified Messaging

(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



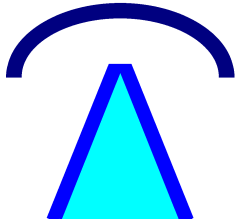


Voice Mail / Recordings Archival & Retrieval

FacetPhone Voice-mail/Recordings Archive: 2006/11/30

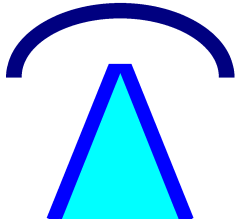
FILE	DATE/TIME	NUMBER	NAME	DURATION	SUBJECT
456edc88_19a	Thu, 30 Nov 2006 07:30:23		Out of Area	00:01:40	activant - melanie - conference - web inclusion ok and corner booth, sid price
456da301_6cf2	Wed, 29 Nov 2006 09:11:41	9208629500	Out of Area	00:00:41	packerland - brian witz - fp outside line config needs
456cb29f_6875	Tue, 28 Nov 2006 16:06:32	3058225353	EARNEST & ASSOC	00:01:09	earnest - paul muller - meisner T1 questions
456c4685_54d5	Tue, 28 Nov 2006 08:24:37	3058225353	EARNEST & ASSOC	00:00:29	earnest - paul muller - regarding meisner electric fp proposal
456b7364_57bd	Mon, 27 Nov 2006 17:24:21	9203473400	Out of Area	00:01:03	kcd financials - diane - fp question
456b2d85_4a99	Mon, 27 Nov 2006 12:25:28	6049314357	Out of Area	00:00:17	mccg solutions - tck/mills - final config info
4564b6d5_796f	Wed, 22 Nov 2006 14:45:36	2823645165	IMS	00:00:23	information management - jerry herrick - questions on fp proposal for packerland
456489eb_7218	Wed, 22	139	Paul Vance	00:18:57	mccoy's - joe lockwood - fw/in

- Automatic archival of voice mails
- Automatic archival of call recordings
- Recording retrieval via web interface



Automated Attendant

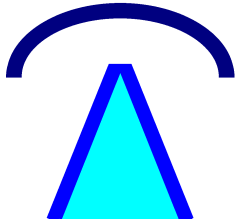
- Main reception and groups/departments
- Primary reception or overflow and off hours
- Dial by name
- Dial by extension
- Dial by group/department
- Informational



Call Center Functionality

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

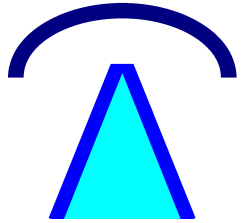
ID	Caller	S	Callee	Time	Hold
1	L9: 8605827806	📞	OLGA	00:04:38	00:01:15
2	CLAUDIA	📞	L52: 9,2293870587	00:00:18	00:00:00
3	L10: 6232054099	📞	PAULA	00:02:07	00:00:55
4	L12: 7323585203	📞	Voice mail for LINA	00:02:36	00:00:55
5	L8: 9286344738	Q	NUEVA LLAMADA-ACD	00:00:40	00:00:19
6	L15: 8138716370	Q	NUEVA LLAMADA-ACD	00:01:27	00:01:12
7	L17: 8046518730	📞	PATRICIA	00:06:07	00:01:40
8	L7: 6784793485	M	RUTH	00:14:22	00:00:00
9	L13: 7193907205	📞	SANDRA	00:03:38	00:00:45
10	L15: 2394658931	📞		03:09:26	00:00:00
11	L14: 7738040676	📞	ELIANA	00:03:28	00:01:15
12	KENNY	📞	L3: 9,18004633339	00:00:14	00:00:00
13	ISAAC	📞	L4: 9,7862234833	00:00:00	00:00:00
14	L11: 5107779415	📞	MARIA_A	00:10:51	00:02:20
15	L16: 5738881032	📞	MAURENA	00:04:41	00:01:05
16	L21: 5122767279	📞	STEPHANIE	00:02:57	00:01:20
17	L22: 5616882914	📞	LINAP	00:02:25	00:01:10
19	L18: 2096343420	📞	GLORIA	00:13:07	00:01:30
20	L19: 3012776036	📞	ANA	00:04:27	00:01:05
21	L23: 4158210818	📞	ROSANNA	00:02:25	00:01:15
24	L24: 7544234398	📞	SANDRAR	00:01:56	00:01:10
26	L25: 9169241490	📞	HEIDY	00:01:56	00:01:15
27	L26: 2095288204	📞	ALEXANDRA	00:04:57	00:01:10



Automatic Call Distribution

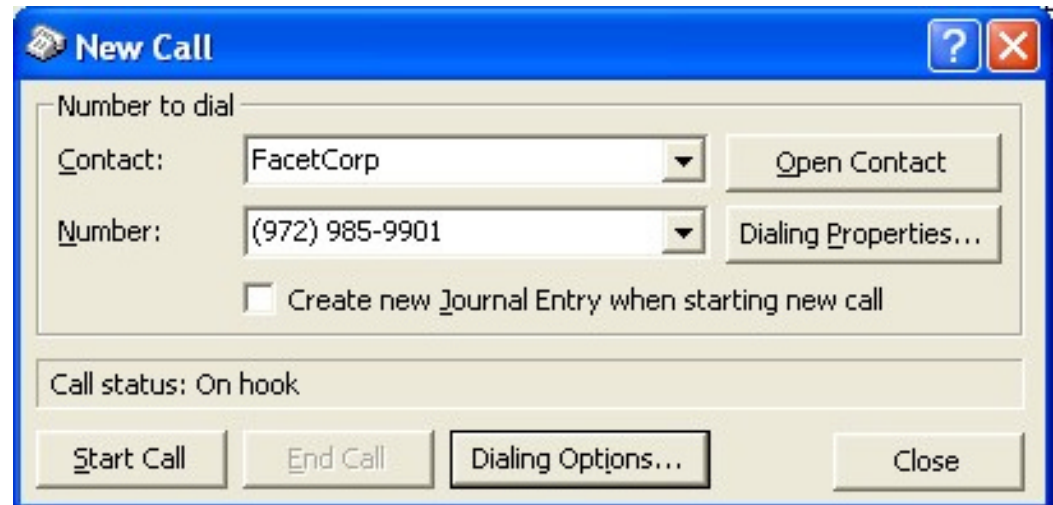


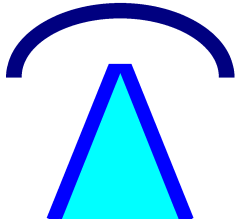
- Automatic call routing to next available agent
- Call queue management when all agents busy
- Automatic user status changes from call inactivity
- Caller information – wait time, queue position, opt-out of queue option and on-hold messages
- Queue threshold management alerts
- Visual monitoring



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)





UTAPI™

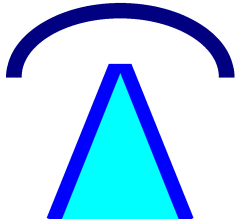
Universal Telephone API

- 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
File Edit View Help
Lookup by Company: FacetCorp FacetID=3130304
Products Customer Information
Company: FacetCorp Class: SW Auth Dist/Reseller:
Addr1 : 1820 Preston Park Blvd. Call Number: CC ( ) (972) 9859901 es
Addr2 : Suite 1000 Contact: Main Number
City : Plano Hit ENTER to continue, N-Next, P-Prev 02
State : TX Zip: 750 D-Dial using FacetPhone
Country:
Phone : CC( ) (972) 9859901
Fax : CC( ) (972) 6122035
Total Sales: 0.00 Total FW User Count: 143 Var: Y
Balance: 0.00
Computers : AT&T, SCO, DG, HP, IBM, etc. Toll Free: 1.877.FacetGO
Terminals : Wyse, DEC, Televideo, ADDS, etc.
Applications: FacetTerm & FacetWin
General Info: Makers of "THE WORLD FAMOUS FACETERM & FACETWIN"

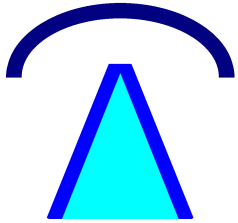
Contacts
Brown, Clark Groeschel, Tre Montpas, John
Bryant, Jim Hudnell, Kyle Overbeck, Linda
Ener, Linda Hutchins, Jim Smith, Marilyn
Flowers, Will Mayfield, Larry Vance, Paul

I)ndex, F)ind, N)ext, P)rev, A)dd, U)pd, D)e1, C)ont, acT)iv, L)ead, R)eturn:
Server: center User: paul Program: faceterm nowtop Status: Connected Evaluation: 97525
```



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

Filtered Notes Query Reminder Status: RUNNING

Cowboy World

- 2537:Steve Smith
 - Note: 09/28/06 By: KS Type: COM Customer Complaint
 - Note: 09/28/06 By: KS Type: CID Caller ID Notes
 - Note: 09/29/06 By: KS Type: COM Customer Complaint
 - Note: 09/29/06 By: KS Type: CID Caller ID Notes
 - Note: 09/29/06 By: KS Type: GEN General Note
 - Note: 09/29/06 By: KS Type: CRE Credit & Collections Note
 - Note: 09/29/06 By: KS Type: CAT Catalog Emailed
 - Note: 10/04/06 By: IN4 Type: CID Caller ID Notes**
 - ToDo: 11/01/06 For: KS Type: APT Schedule Appointment
- 10011:Ron Martens
 - Note: 09/29/06 By: KS Type: QCV Quote Converted

Note text

Call received from Mr. Steve Smith.
*** Caller ID Information ***
Number: 612-555-4321
Name: Cell Phone MN
Type: I
Started: 2006/10/04@18:40:39
Duration: 0:02:23

Party Information (Duration, Number, and Name):
1. 0:02:23 / 6125554321 / Cell Phone MN
2. 0:02:05 / 107 / Ted Meyers

Recording Files:
/usr/facetphone/ivr/Ted/vmail/new/452446b2_3c85.wav
/usr/facetphone/ivr/Ted/vmail/new/452446de_3c8e.wav

Cowboy World: Mr. Steve Smith

Associated with Customer: C111
11345 IH-10
San Antonio, TX 75012

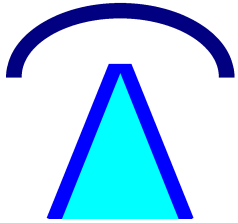
Phone: 952-983-0987
Mobile: 612-555-4321 # of Emp: 55

Codes for: Mr. Steve Smith

Created: 06/21/2003 Last Change: 10/04/2006
Primary Salesperson: 40 Daniel Simmons
Type: CUS Customer
Lead Source: CC Cold Call
Time Zone: Central
Process: New Sale to Customer >> Initial Sales Stage >> Intro
Mail Codes: EML NLT CAT PC

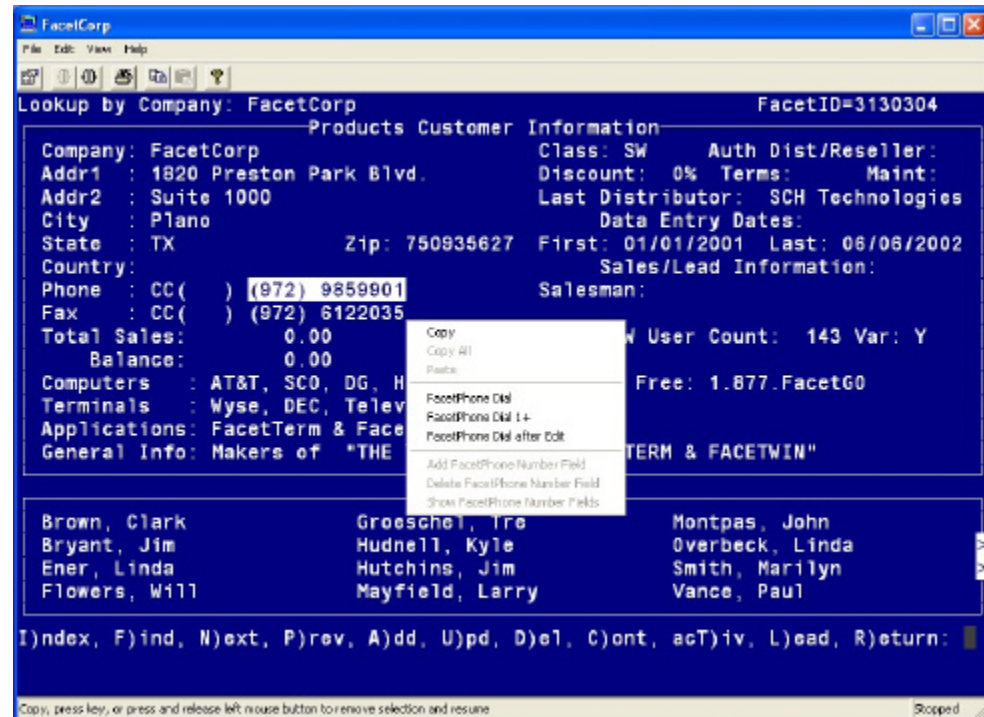
Right click for menu Dial Filter Collapse Expand Exit

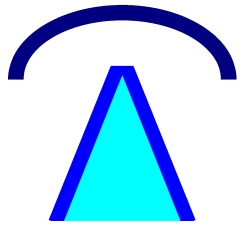
Call notes from inbound call



Facet*Win* Compatible

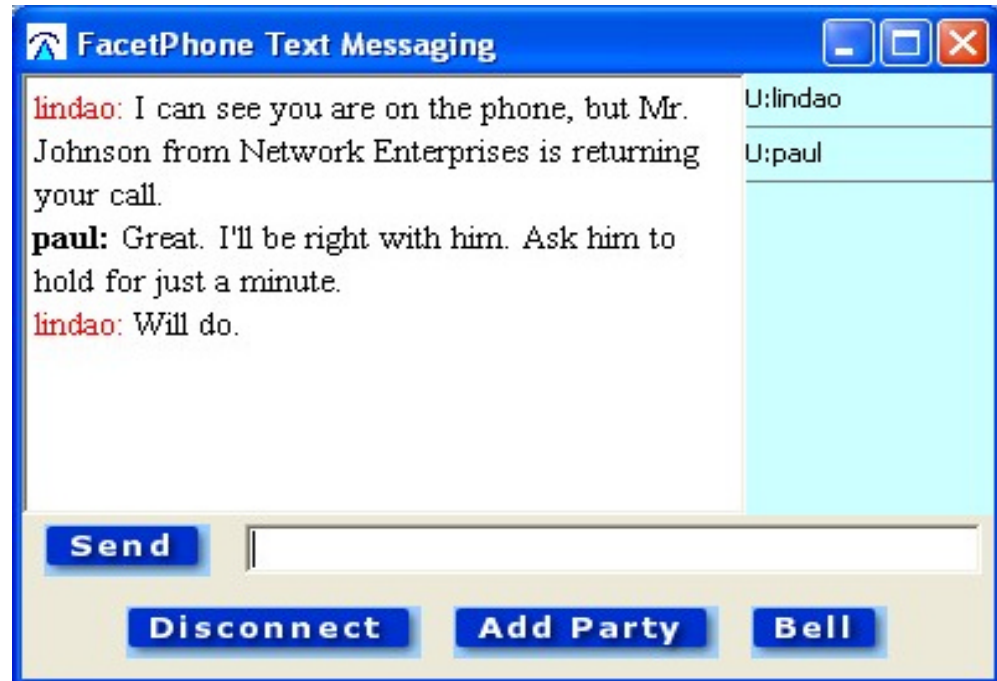
- FacetWin terminal emulator places calls through FacetPhone
- No application program changes needed
- Highlight and right click to dial
- Predefine fixed fields on screen

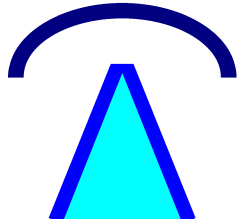




Enterprise Instant Messaging

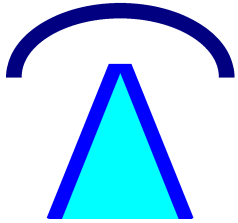
- Corporate instant messaging (text chat)
- 2 or more parties per session
- Excludes all not on corporate network
- Allows quick communication while on phone
- Less intrusive than phone call, quicker than e-mail





Branch Office and Telecommuter Integration

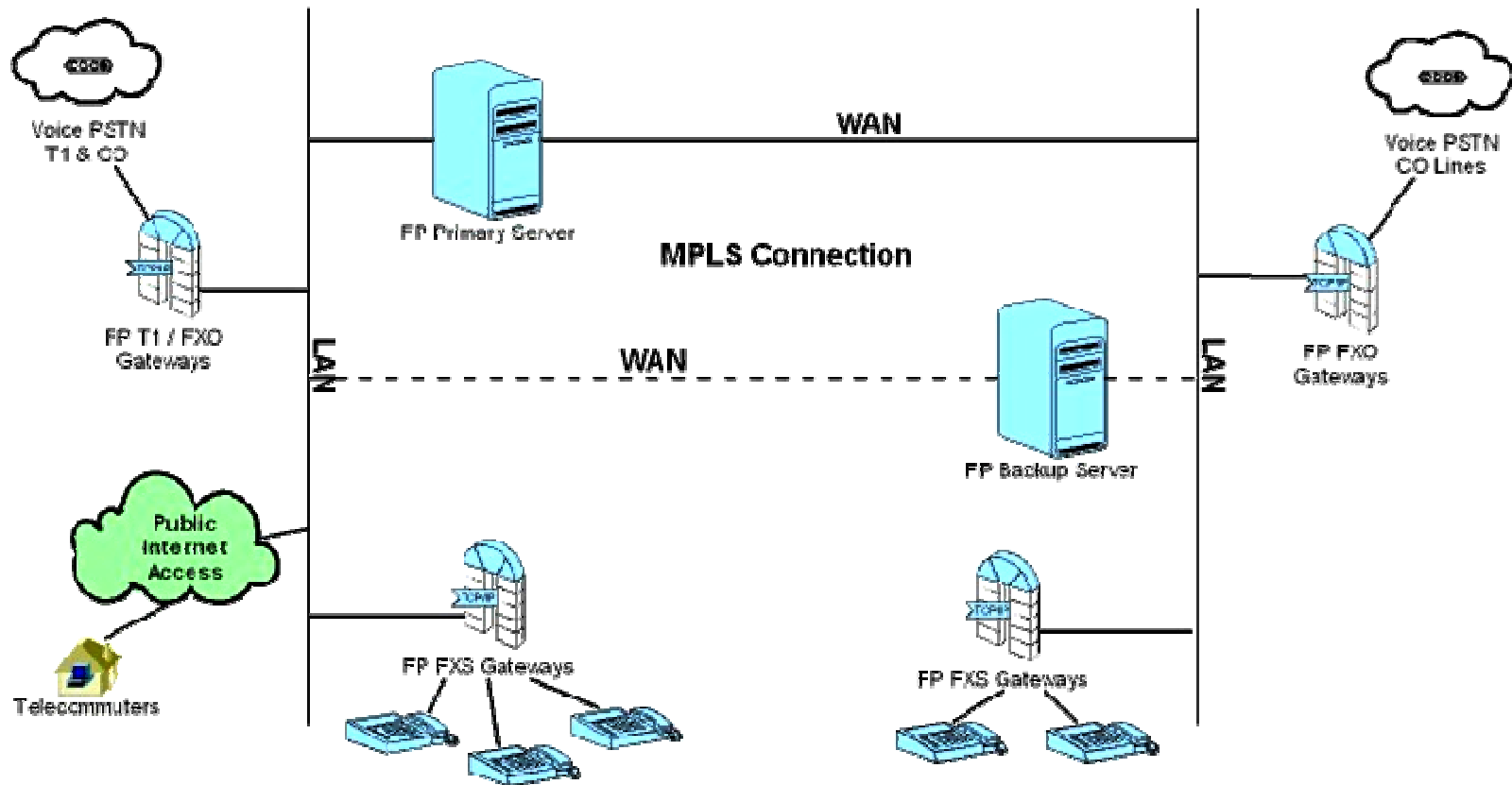
- Transparently integrates branch office and teleworkers into FacetPhone corporate phone system
- Allows remote teleworkers to become part of phone system as a simple extension
- Provides complete access to FacetPhone GUI and TUI

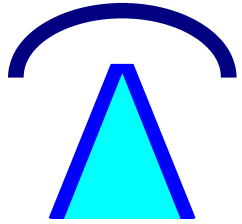


Multiple Locations FacetPhone

San Diego

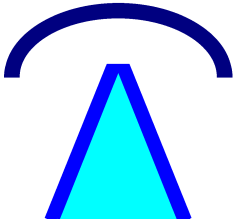
Phoenix



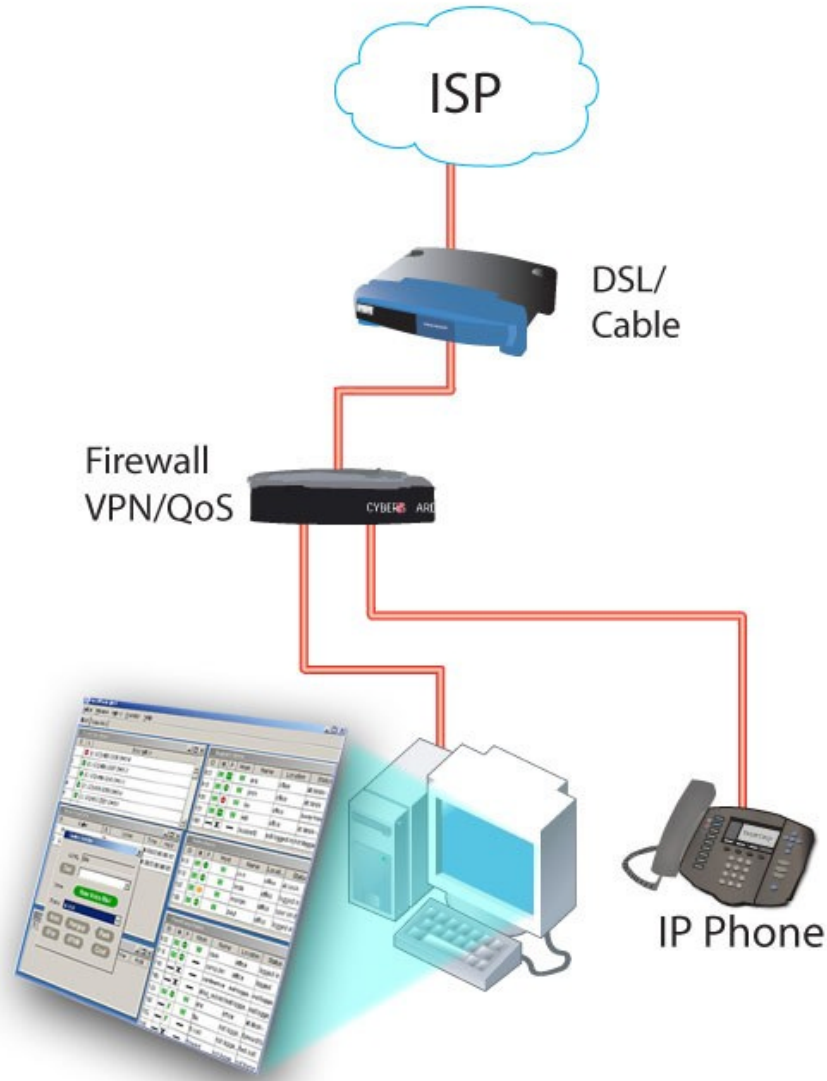


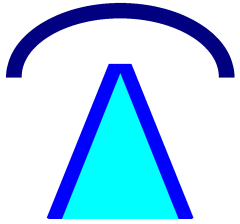
Branch Office and Telecommuter Integration

- 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





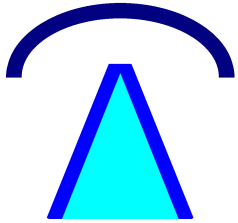
Administration

- 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

The screenshot shows a window titled "FacetPhone My Configuration" with a menu bar containing "Action" and "Configure". The main content area is titled "Voice Mail Handling" and contains several sections:

- Voice mail delivery and notification methods:**
 - Voice mail to mailbox
 - Voice mail to e-mail: paul@facetcorp.com
 - Notify to e-mail: 2147290288@vtext.com
 - Notify by phone
 - Notify to SMS
 - From address for e-mails: FacetPhone
- User menu script:** user_menu
- On-hold script:** <none>
- Idle rings:** 4
- Generic handling:**
 - All VM callers sent to generic script
 - Generic script: vm_generic
- Selective handling:**
 - VM Callers sent to script determined by user's status
 - No answer script: vm_idle
 - Busy script: vm_busy
 - Out script: vm_out

At the bottom of the dialog are "OK" and "Cancel" buttons.



Call Detail Recording

FacetPhone Call Detail Report Generator

Report Title:

Type of Report: Multi-row Single-row Single-row w/sums
 Outbound Summaries Status Timespent
 Raw records Custom

Date Range: or -

Time Range: or -
date format, YYYY/MM/DD, 24-hr time format, HH:MM

Sums Frequency: daily weekly monthly

Include Types: Incoming Outgoing Ext-Ext IVR/VM

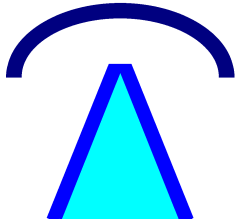
Only Calls: on Line or - or
on Ext or - or
on Sta or - or
w/Member of Group

w/Jobcode w/Search Pattern

Sort Options: by Sort key reverse the sort

Display Options: Regenerate report every minute(s)
 Show command-line New window

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

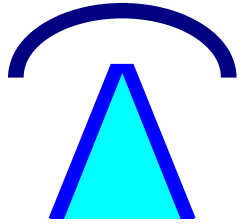


Value Proposition

Why Buy IP Telephony?

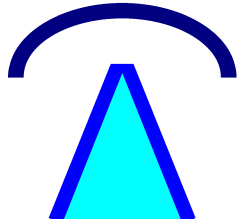
- Terrific telephone system functionality
- Presence management
- Graphical user interface
- Unified messaging
- Call center support
- Other cool features!
- Manufacturer reputation

- Return on investment...



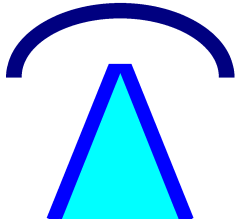
Return on Investment Hard Savings

- 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



Return on Investment Soft Savings

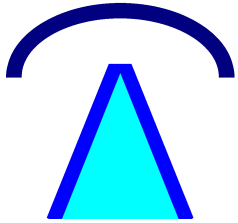
- Enables voice mail communications
 - Visual voice mail
 - Remote delivery
 - Notification
 - Forwarding
- Supports call forwarding
- Delivers enterprise instant messaging



Return on Investment Soft Savings

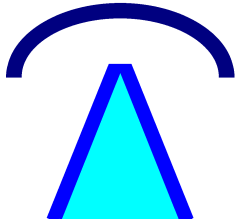
(continued)

- 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*



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



Contact Us

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