

## FacetPhone Typical Product Differentiators

Some of the unique advantages of FacetPhone over many competing products are:

- 1) Architecture – FacetPhone utilizes external media gateways for outside (CO) lines, T1s and telephones. This unique architecture where each device simply connects to FacetPhone with a simple network (RJ45) connection, offers significant customer benefits including ease of maintenance, system add-ons (don't have to worry about checking for available server slots) and easy remote office integration. The FacetPhone server runs on the stable, robust, scalable and reliable Linux platform.
- 2) Computer Telephone Integration – FacetPhone includes several easy ways to integrate the customer's application with the telephone system. Using one or more of these interfaces provides customers with a clear and measurable return on investment (see ROI document).
  - a) TAPI – This standard protocol is supported through such programs as Outlook (and Microsoft Exchange), Goldmine and Act and allows users to dial the phone and get caller ID based 'screen pops.'
  - b) UTAPI – This protocol makes it extremely easy for customers to have their company software applications dial the phone and retrieve the caller ID information on inbound calls. Virtually any customer application can be easily modified to interface with FacetPhone.
  - c) NetTAPI – This protocol allows the customer application to interact with FacetPhone in a more comprehensive way. NetTAPI allows the application to be automatically notified of calls, initiate and terminate call recording, and automatically retrieve the complete call detail records once a call is completed. With NetTAPI, detailed information can be automatically entered in the customer's CRM system even if the employee does not do it manually.
- 3) Multiple Office Integration – FacetPhone is designed to transparently integrate multiple office locations (and telecommuters) into FacetPhone as if everyone was located in the same office. Not only can the customer save money with reduced long distance calls, but the presence management feature of FacetPhone (where you can see the status of all users) is extremely powerful in a multi-office location environment.
- 4) Graphical User Interface and Presence Management – While several phone systems have a graphical user interface, FacetPhone's is amazingly flexible and useful. The live call control (by any user), the visual voice mail and the call center management functions are particularly strong features.
- 5) The FacetPhone IVR (Interactive Voice Response) system is unusually powerful and flexible. With the FacetPhone IVR system routing the calls, customer's have complete flexibility with how calls flow through their business.
- 6) FacetPhone is priced as an "all-in-one" package with each user getting access to any and all features of the system.