Facet*Phone*™

IP-PBX Telephone System

"VoIP From the Ground Up"

Facet*Corp*

Facet*Phone*:

The Facet**Phone** *IP-PBX telephone system was created to deliver enterprise-class features to small and medium size businesses at an affordable price.* Facet**Phone** *completely integrates the company phone system with the user's desktop computer. The* Facet**Phone** *system will produce immediate benefits in terms of better customer service, higher personnel productivity with enhanced internal team-work, and lower administrative costs.* Facet**Phone** *is a cost ef-fective and reliable business communications system.*

Facet**Phone**'s *all-in-one pricing structure includes voice mail with unified messaging, graph-ical user interface, presence management, automated at-tendant, call center functionality with automatic call distribution, mobile device integration, enterprise in-stant messaging, computer telephone integration, branch office support, easy-to-use graphical admin-istration, and much more. And,* Facet**Phone** *is pro-duced by a company with a reputation of delivering outstanding product quality and customer service.*

Overview:

FacetPhone is an exciting state-of-the-art phone system that puts your telephone user interface right where it belongs … on your desktop computer!

FacetPhone stands apart from other telephone systems in many ways. Among them, FacetPhone is designed and built from the ground up as an IP-based phone system. With many other telephone systems, the IP is an add-on extension to an existing proprietary system. And, many other phone systems are built upon a Microsoft Windows operating system whereas FacetPhone uses the stable, scalable and robust Linux or Mac OS X operating system. FacetPhone's unique network appliance architecture using industry standard hardware results in a highly resilient, maintainable and cost effective system.

Of course FacetPhone provides computer telephone integration to Windows applications with TAPI. But, FacetPhone is the only phone system to offer an easy integration with any software application with the UTAPI and NetTAPI protocols.

And, FacetCorp customers already using the FacetWin terminal emulator are able to dial out of their applications without making any software changes.

FacetPhone also provides a comprehensive presence management solution so that users can "see" their entire department (or company).

The enterprise instant messaging allows for immediate text chats between co-workers, even when one or both are on a phone call.
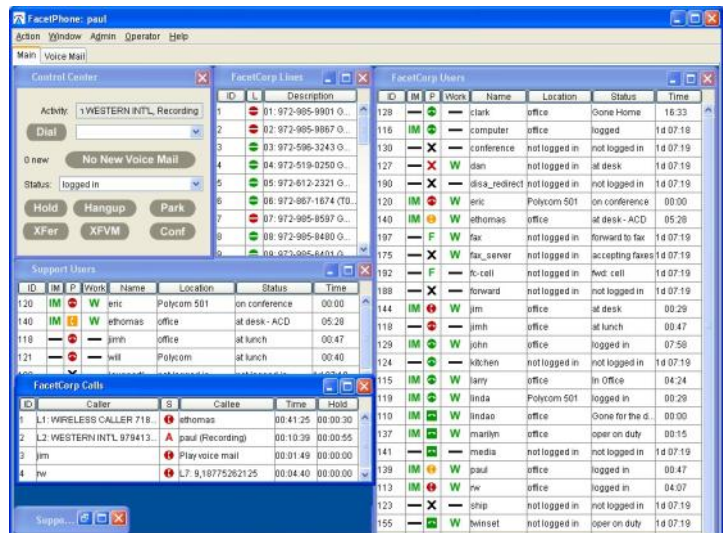
Features:

Telephone User Interface

The FacetPhone system uses SIP (or MGCP) IP phones, soft phones and analog telephones. From the telephone instrument, users may dial, answer, put calls on hold, transfer calls, park calls, pickup parked calls, intercom, page, conference call and manage their voice mail. FacetPhone supports all dial tone connections including PRI T1, Flex or Dynamic T1, all SIP trunks, Skype Connect™, and of course analog POTS lines.

Graphical User Interface (GUI)

The FacetPhone GUI provides a powerful desktop computer interface into the phone system. Presence management, graphical call control, instant messaging, visual voice mail management, call recording & monitoring, conference calls and graphical administration are all provided through this interface. However, FacetPhone is designed for people to use a normal telephone for voice conversations. The FacetPhone GUI interface is available on Windows, Mac and Linux computers, or any desktop device supporting Java.

Voice Mail & Unified Communications
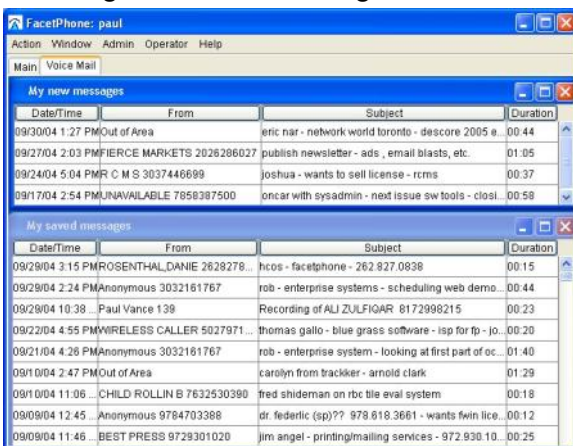
Facet*Phone* supports all the standard voice mail features through the telephone. But through the computer user interface, voice mail becomes particularly useful and easy to manage. When the user receives a voice mail message, the Facet*Phone* GUI gives an immediate indicator on the user's computer screen.

Security: Facet*Phone* VM security is provided through a user Personal Identification Number (PIN).

Voice Mail Waiting Indicator Phone Light: Facet*Phone* automatically manages the voice mail waiting indicator light on telephones that have this feature.

Multiple Greetings: The user may define multiple voice mail greetings for different situations depending on their user status.

Graphical User Interface to VM: The user interface allows users to visually sort and manage their voice mail messages. Each voice mail message has the callerID information, date and time of the message, text notations associated with the message, and the message duration.
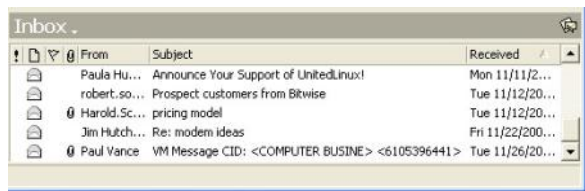
Add Text / Comments: Users may add text comments to any voice mail message as a short visual description of the message content.

Playback: Voice mail messages may be played on the telephone or the PC speakers.

Voice Mail Forwarding To Email: Users may choose to have their voice mail forwarded to their email account as an audio attachment. Voice mail may be forwarded to email on an ad-hoc or continuous basis, giving the user an easy-to-manage unified messaging system.

Voice Mail Notification via Email: Users may opt to have a special text notification only email sent to them whenever a new voice mail is received. This will give them an instant alert via email, cell phone or pager including the callerID information.

Voice Mail Proactive Delivery: Users may have Facet*Phone* automatically call them at one or more outside telephones to deliver new voice mail.

One-click Return Call: Users may place a return call to the sender of the message with a single mouse click.

Informational Only Mailbox: Mailboxes may be defined to provide informational messages without recording any voice mail.

TUI Access: Again, the Facet*Phone* VM system is completely available to users from a standard telephone. Users may access this system locally or remotely. When dialing out from their extension, a stutter dial tone indicates new voice mail messages have been received.

Presence Management

ID	IM	P	Work	Name	Location	Status	Time
128	—	☺	W	clark	not logged in	logged in	00:00
116	IM	☺	—	computer	office	logged	2d 05:17
130	—	✗	—	conference	not logged in	not logged in	2d 05:18
127	—	✗	W	dan	not logged in	at desk	2d 05:18
190	—	✗	—	disa_redirect	not logged in	not logged in	2d 05:18
120	IM	☺	W	eric	Polycom 501	away from desk	01:21
140	IM	☺	W	ethomas	office	at desk - ACD	00:29
197	—	F	W	fax	not logged in	forward to fax	2d 05:18
175	—	✗	W	fax_server	not logged in	accepting faxes	2d 05:18
192	—	F	—	fc-cell	not logged in	fwd: cell	2d 05:18
188	—	✗	—	forward	not logged in	not logged in	2d 05:18
144	IM	☺	W	jim	office	at desk	00:31
118	—	☺	—	jimh	Polycom	at lunch	00:53
129	IM	☺	W	john	office	logged in	07:32
124	—	☺	—	kitchen	not logged in	not logged in	2d 05:18
115	IM	☺	W	larry	Polycom	In Office	05:31
119	IM	☺	W	linda	Polycom 501	logged in	01:40
110	—	☺	W	lindao	office	Forward to 155	01:40
137	IM	☺	W	marilyn	office	away from desk	01:26
141	—	☎	—	media	not logged in	not logged in	2d 05:18
139	IM	☺	W	paul	office	logged in	00:43
113	—	☺	—	rw	office	at lunch	01:14
123	—	✗	—	ship	not logged in	not logged in	2d 05:18
155	—	☎	W	twinset	not logged in	oper on duty	2d 05:18

The Facet*Phone* graphical user interface on the user's computer provides an instantly informative display detailing which employees are available, on the phone, busy, at lunch, out of town, etc. Facet*Phone*'s presence functionality is available not only to operators but to all users. Operators and users may "see" the availability status of people within a department, the entire company, or any other group the administrator allows. Operators (and optionally users) may also view the status of phone lines and extensions. And with **Roaming Extensions** users may login to Facet*Phone* from any extension or location, including a branch office or home office. Facet*Phone* automatically routes calls for a user to the proper telephone, and the presence display reflects the user's current physical location.

Automated Attendant

Utilizing Facet*Phone*'s powerful and flexible Interactive Voice Response (IVR) system, the auto attendant feature is available for use by both the main reception lines and departmental groups. Auto attendant is also supported at the user/extension level through the voice mail system. All greeting prompts are completely customizable by the company and group. The auto attendant features include:

Reception: Facet*Phone* is designed to be used with or without a receptionist answering in-bound phone calls. The auto attendant for the main reception lines can be turned on or off as needed. It can be on during normal business hours and provide automated routing of all calls. Or, it can be activated only for after hours and holidays. It can also be used as a backup to the receptionist where it is activated only after a predetermined number of unanswered rings.

Automated Attendant (continued)

Group: At the group or department level, the Facet*Phone* auto attendant can be on all of the time, or activated for non-business hours, departmental meetings, lunch hours, etc.

Dial by Name: The Facet*Phone* auto attendant allows in-bound callers to route their call to the appropriate person without knowing their extension. This feature allows for either first or last name directory look up.

Dial by Extension: In-bound callers may quickly route their call to the appropriate person if they know the correct extension number.

Dial by Group: Facet*Phone* will allow in-bound callers to route their call directly to the auto attendant of a group or department.

Voice Mail: Of course, employees calling in may be routed directly to their voice mail management area.

Informational: The Facet*Phone* auto attendant can also be used to play specific informational messages (without allowing for a voice mail to be recorded).

Automatic Call Distribution (ACD)

The Facet*Phone* ACD provides for automatic call routing to the next available agent in a group or department. It includes call queue management when all agents are busy, on-hold messages, and caller opt-out of queue option.

CallerID Support*

Facet*Phone* provides complete support for callerID. The company name (if available) and phone number of the calling party is provided to the user in multiple ways, depending upon individual preferences.

Telephone Instrument: If the telephone instrument supports callerID, the information will be displayed on the telephone.

Facet*Phone* GUI: For calls from the outside, the operator or user gets a small Facet*Phone* screen pop on their PC with the caller's company name and phone number. For calls from another inside extension, the user will get a similar screen pop on their PC with the caller's name and extension.

Voice Mail: Any voice mail messages received will retain the associated callerID information.

TAPI Applications: Users may optionally configure Facet*Phone* to provide screen pops through their Windows applications such as Outlook, Goldmine and any TAPI enabled application such as Act!. With these applications, Facet*Phone* provides the callerID information and they automatically pull up a matching record in their database if one exists.

UTAPI & NetTAPI Applications: Virtually any software application may take advantage of the Facet*Phone* UTAPI and NetTAPI protocols to request the callerID. In real time, Facet*Phone* will send the callerID data to the application which can then screen pop the corresponding database record. To take advantage of UTAPI and NetTAPI, changes need to be made to the customer's software application.

* The callerID service must be purchased separately from the customer's local phone service provider.

Computer Telephone Integration (CTI)

Computer Telephone Integration is the ability of the phone system to interact with the company or employee computer system(s). An IP-based phone system is particularly well suited for CTI. Facet*Phone* uses CTI to communicate with the customers' software applications.

CTI - TAPI (Windows Applications): Facet*Phone* supports Computer Telephone Integration (CTI) with Windows applications through Microsoft's Telephone Application Programming Interface (TAPI). TAPI provides a standard way for Windows applications to interact with a telephone system. Users can dial from their TAPI enabled application (such as Act!) and also perform "screen pops" which automatically brings up customer information based on the callerID data provided by the phone system. In
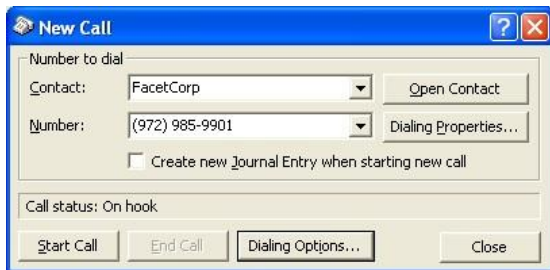
addition, Facet*Phone* supports the proprietary telephone interfaces provided by the popular Outlook and Goldmine applications.

CTI - UTAPI (Universal TAPI): Facet*Phone* supports Computer Telephone Integration (CTI) with software applications through an easy-to-use protocol developed by Facet*Corp*. UTAPI allows companies to quickly and easily enhance their customer

relationship management application to allow telephone dialing and callerID-based customer lookups.

CTI - NetTAPI (Network TAPI): For more comprehensive interaction with software applications, Facet*Corp* developed the NetTAPI protocol. The NetTAPI commands allow for application program notification of any user phone activity, to initiate and terminate call recording, and to request the complete call detail record associated with a user's phone call. With Facet*Phone*'s NetTAPI, customers and software providers can automatically put the entire call detail record, including the location of any recordings, in the corporate customer relationship management system.

FacetWin Interface

Facet*Win* has completely integrated support for Facet*Phone* so that Facet*Phone* customers who are also using the Facet*Win* terminal emulator may dial out from Facet*Win* without making any changes to their software application. The user simply highlights the number on the screen they wish to dial, and then right clicks the mouse for the dial option. Or, the user may quickly predefine fixed fields on the screen for one click dialing without the need for highlighting a phone number.
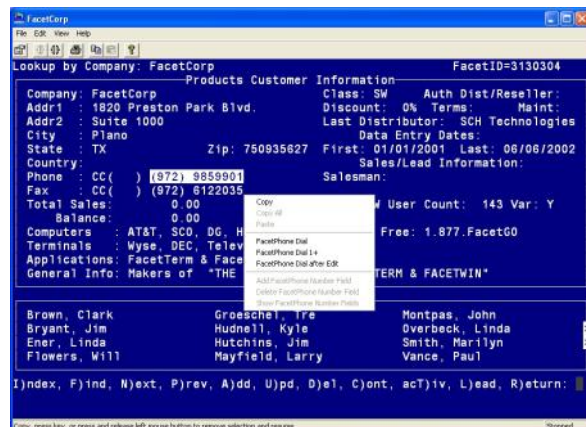
Enterprise Instant Messaging

Instant messaging, or text chat, can be conducted between two or more users who are logged into Facet*Phone*. This feature is particularly handy for those
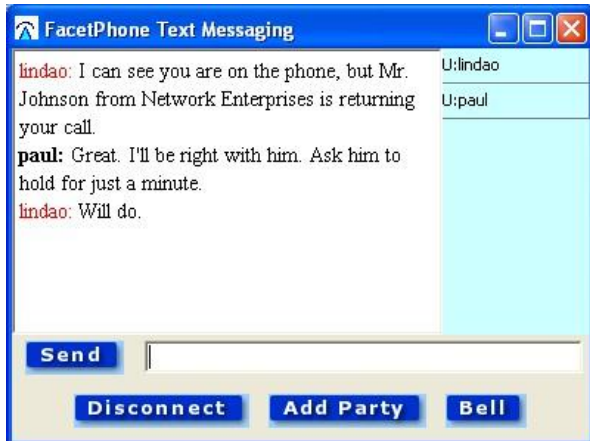
quick co-worker communications where someone doesn't want to intrude with a phone call or wait for an email response. It is also very useful for short, quick communications during a phone call. Facet*Phone* Enterprise IM excludes all parties that are not on the corporate network resulting in a more secure, productive work environment. Facet*Phone* IM sessions may be established between individual users or may include groups of users.

Branch Office & Teleworkers

Facet*Phone* fully integrates users that are in a branch office or are telecommuters via the Internet. Remote locations become simple telephone extensions, so users may dial inside extensions or outside numbers just as they would from their central corporate location. They get complete access to the Facet*Phone* GUI and TUI interfaces. Operators and other users on Facet*Phone* can see their remote status through the presence management screen.

Branch office and teleworker support require the following components:

- Broadband Internet connections at remote and HQ locations, or a corporate WAN
- QoS VPNs at remote and HQ locations
- Facet*Phone* gateway, soft phone or IP phone at remote locations

Administrative Controls

Facet*Phone* is designed to be completely managed and administered by the customer. Through the Facet*Phone* GUI, users may control their: user location/work status, voice mail greeting settings, and unified messaging directives. Managers may control: users, groups, lines, stations, IP phones, gateways, and event scheduling.

Architecture:

The Facet**Phone** architecture is designed to provide a cost effective, highly scalable and reliable business communications system. It will replace the customer's existing PBX phone system. Facet**Phone** consists of software running on a standard computer server and IP phones and IP telephony gateways which convert analog voice to IP data and vice versa. The system is managed through a graphical interface on a desktop computer. The Facet**Phone** system uses only industry standard components and protocols.

Server

The Facet**Phone** server software runs on the reliable, scalable, robust and cost effective Linux or Mac OS X operating system.

IP Telephony

The server manages the IP phones and telephone gateways, which are designed to be external to the server cabinet. This allows for much greater scalability than conventional architectures. Other PBXs have configuration limitations dictated among other things by how many cards will fit into the server chassis. Facet**Phone** has no such limitation. External gateways mean higher reliability as the server does not need to be shut down when replacing or adding gateways. With an external gateway architecture, the process of adding or removing extensions and/or PSTN lines is also greatly simplified.

Facet**Phone** supports gateways located remotely from the server. Combining this remote Facet**Phone** support with a QoS Virtual Private Network (VPN) allows for the complete transparent integration of branch offices and home workers via the Internet.

Telephone Instruments

Polycom® IP phones and all standard analog telephones, along with selected soft phones are compatible with Facet**Phone**.

The end result of the above architectural approach is a cost effective IP-based telephone system with outstanding reliability and scalability characteristics. Other PBX systems have fixed limits on things such as number of extensions, number of trunks, disk space available for voice mail, etc. By combining industry standard computer hardware with external media gateways, and the robust, reliable and scalable Linux and Mac OS X operating systems, the Facet**Phone** system does not have any significant limitations as to how large it can be configured, whether that be extension counts or voice mail messages. Larger configurations, or existing customer expansions, will typically just involve adding more telephones and gateways.

FacetPhone Architecture
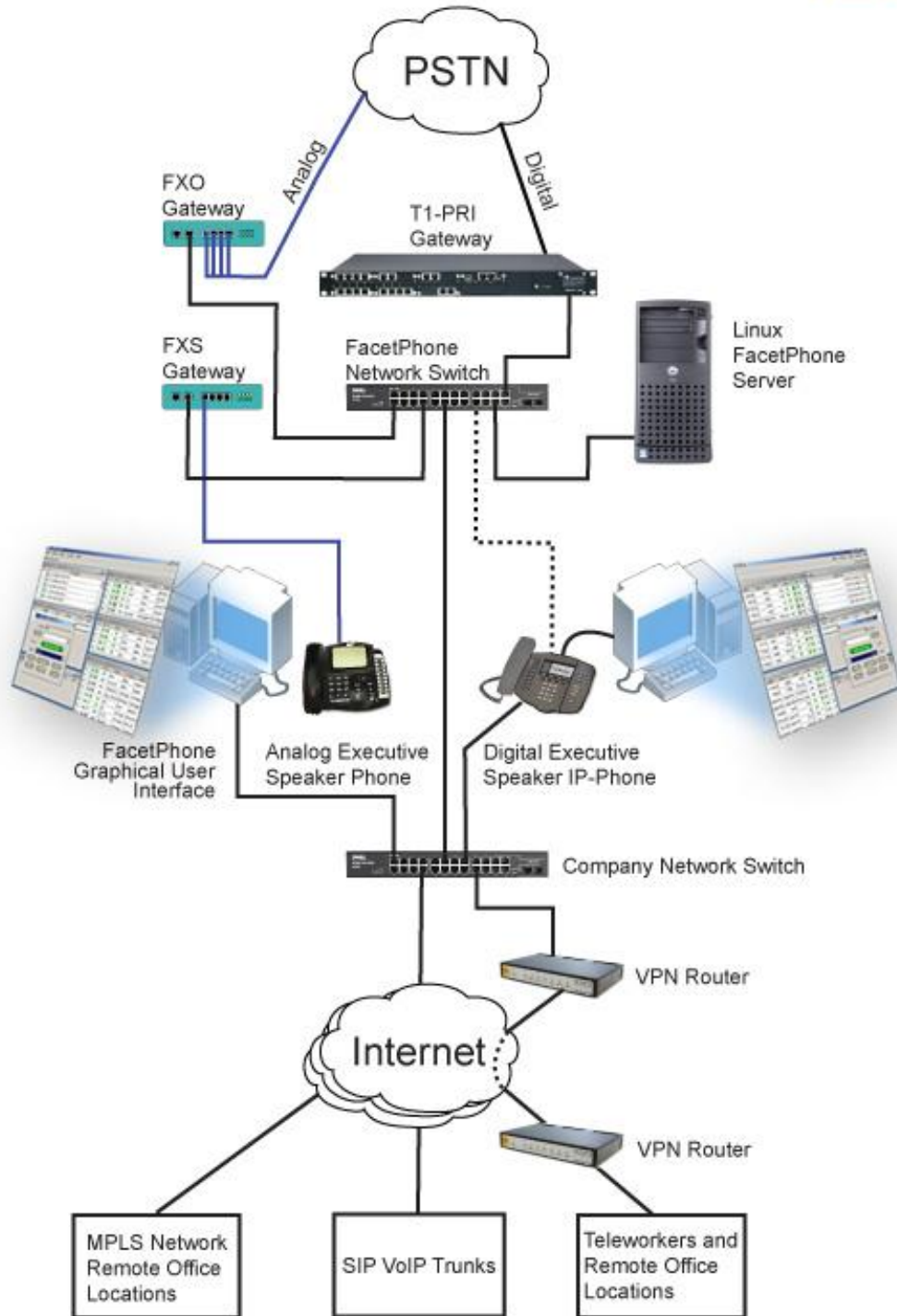
Feature Summary:

- Automated Attendant
  - Reception, primary or backup
  - Group / Department
  - Dial by extension
  - Dial by name
  - Dial by group
  - Voice mail
  - Informational
- Automatic Call Distribution (ACD)
  - Monitor, record & barge-in
  - Supervisor status & alert displays
- Branch Office Support
- Call Barge-in
- Call Detail Recording—MySQL & Text Formats
- Call Forwarding—Internal and External
- Call Monitoring
- Call Recording — With Archive & Retrieval
- Call Waiting
- Caller ID Support
  - Telephone display
  - GUI display
  - Voice mail CID stamp
  - Call waiting support
  - Screen pop—TAPI, NetTAPI & UTAPI enabled applications
- Computer Telephone Integration (CTI)
  - TAPI (Windows Applications) — Dialing & callerID 'screen pops'
    - Outlook, Goldmine, Act!
  - NetTAPI — Software application:
    - Dial phone
    - Retrieve callerID for 'screen pop'
    - Retrieve complete call detail record
    - Retrieve call recording
  - UTAPI—Universal TAPI — Software application:
    - Dial phone
    - Retrieve callerID for 'screen pop'
  - FacetWin compatible
- Conference Bridging
- Conference Calls (multi-party)
- Customer Administration
- Direct Inward Dial (DID) w/T1 PRI
- Distinctive Ringing
- DNIS (Dialed Number Identification) Support
- Enterprise Instant Messaging
- FacetWin Interface
- Graphical User Interface (GUI) for:
  - Presence management
  - Call control
  - Voice mail management
  - Enterprise instant messaging

- Graphical User Interface (continued) for:
  - Conference calls
  - ACD alert management
  - User and system administration
- Instant Messaging — Enterprise
- Interactive Voice Response (IVR) — Powerful & flexible
- Least Cost Routing
- On-hold Messages
- Paging
  - IP phones
  - Overhead system
  - PC speakers
- Parked Call Ring Back
- Presence Management
  - User login status, location & duration
  - Saves user status change information
  - Display phone status, IM & work status
- Remote Office Support
  - Branch offices
  - Teleworkers
- Roaming Extensions
- SIP Trunking Compatibility
- Skype Connect™ Compatibility
- Speed Dial—System & User Level
- System Administration
  - User controls
    - User status, Voice mail greeting settings, Unified messaging directives
  - Manager controls
    - Users, Groups, Lines, Trunk Groups, Stations, Gateways
- Telecommuter Support
- Telephone User Interface - Hold, transfer, park, forward, intercom, page, conference, voice mail, redial
- Tenant / Multi-Company Support
- Voice Mail & Unified Messaging
  - Security via PIN
  - Voice mail waiting indicator phone light
  - Multiple greetings
  - Visually sort and manage messages
  - Add text / comments
  - Playback on phone or PC speakers
  - Voice mail forwarding to email
  - Voice mail notification via email
  - Proactive voice mail delivery via remote telephone
  - One-click return call
  - Distribution lists
  - Informational only mailbox
  - Complete access via telephone

Glossary of Acronyms and Terms:

(as used in this document)

ACD (Automatic Call Distribution) – Automatically distributes incoming calls to the appropriate agent within a department or group.

Auto-Attendant – Automated attendant answers in-bound calls in lieu of a human receptionist or operator. The auto-attendant allows the caller to route themselves to the appropriate person or department using the touch tone key pad of their phone.

CallerID – The name and/or phone number of the calling party as provided by the telephone company.

CTI (Computer Telephone Integration) – The integration of a computer system(s) with the telephone system. As used here, CTI includes the capability to place calls from a computer system, and to receive callerID data and perform a database "screen pop" based on that information.

DNIS (Dialed Number Identification Service) — Provides the number dialed by the caller.

EIM (Enterprise Instant Messaging) – The ability to send and receive text messages between users on the local and wide area network.

Facet*Phone* – The complete business communications system!

Facet*Win* – FacetCorp's popular terminal emulator.

Gateway – As used here, the gateway or media gateway is a network appliance used to convert analog voice data to digital IP packets for transmission over TCP/IP. Gateways are also used to convert the digital IP data back to analog for transmission over the PSTN.

GUI (Graphical User Interface) – As used here, the graphical display of information and data entry vehicle on a desktop computer device relating to the administration and use of FacetPhone.

IP Telephony (Internet Protocol Telephony) – The transmission of voice as data via the TCP/IP protocol.

IP-PBX (Internet Protocol – Private Branch Exchange) – A telephone system using Internet Protocol to transmit voice as data.

IVR (Interactive Voice Response) – Uses touch tone key pad for input, then processes requests and provides computer generated output in the form of a voice response.

Linux / UNIX – Low cost (Linux) operating systems known for their superior stability/reliability, scalability, efficiency, and security.

NetTAPI (Network Telephone Application Programming Interface) – A FacetCorp API to allow software applications to setup a network connection with FacetPhone for dialing, requesting CallerID, and requesting the call detail record.

PAM (Presence & Availability Management) – PAM allows a user's co-workers to easily keep track of their physical location and their work status (i.e. available, in a meeting, out of town, on the phone, at lunch, etc.).

PBX (Private Branch Exchange) – An on-premise telephone system.

PIN (Personal Identification Number) – Used as a password for accessing voice mail.

PSTN (Public Switched Telephone Network) – The worldwide telephone network. The PSTN is what FacetPhone, or any PBX connects to when making or receiving outside calls.

Screen Pop – Based on callerID data, a screen pop is where a database-type application can automatically "pop" the correct customer (or individual) information on the screen without the user searching the database.

TAPI (Telephone Application Programming Interface) – A Microsoft Windows API to allow Windows applications to communicate with a phone system.

UM (Unified Messaging) – The routing of a user's telephone voice mail and email to a single mail box.

UTAPI (UNIX Telephone Application Programming Interface) – A FacetCorp UNIX API to allow Linux and UNIX applications to communicate with FacetPhone.

> **TUI (Telephone User Interface)** – As used here, the voice prompts and touch tone key pad input used with a standard analog telephone.

VM (Voice Mail) – Recorded messages left by callers for a user.

VPN (Virtual Private Network) – As used here, a secure tunnel connection between two computers over the Internet.

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