

The future of  
business communication.  
**Today.**

Computers and mobile phones are increasingly becoming the preferred enterprise working tools. Professional integration of these devices with the communication network provides enterprises with improved business efficiency and team collaboration, faster decision-making and better control of communication costs. Telepo Softphone+™ and Telepo Softphone Light™, for Mac and PC, provide a dedicated communication environment specifically for business users and attendants working within the office or remotely. These award winning applications deliver an excellent user experience and provide a professional working environment for communication services such as telephony, advanced directory search, click-to-dial, SMS, IM, real time line state and presence based intelligent call routing.

### The Softphone is the natural choice

Now that business communication has left the PBX on-premise environment and is entering the Cloud it is time to also accelerate the way users access and use communication services in their daily professional lives. There are many reasons why a desktop application is a good communication choice whether it is on its own or in combination with a desk or mobile phone. There are tangible reasons like cost savings when travelling or moving offices, it also fulfills demands for flexible and remote working. Other strong drivers are user preferences on usability or for a more ergonomic workspace where the communication services are available just a click away. Using the big desktop screen, users can access sophisticated services that help them communicate with the right people at the right time and visualize their own availability for the broader communication community.

### PC and Mac Communication Clients

Telepo Softphone+ delivers a range of sophisticated services for both PC and Mac desktop environments. Even though the underlying technology for the two operating systems is different, the user experience, branding, management and level of available communication services are the same. Enabling a mixed device environment where people use their technology of choice in one communication network.

### Complete Business Communication

The award winning Softphone+ is a software application designed to delight business users and attendants in their professional life. Foremost it is an IP telephone for the computer delivering the full range of IP-PBX services with full high definition (HD) voice quality. In addition the user gets instant access to services such

as directory search, advanced presence, instant messaging and SMS, voice broadcast, tag-line, and calendar view, all supported by click-to-x technology.

The sophisticated services are all represented by a balanced mix of carefully selected interfaces using pictures, icons and text that are designed to remove all usage barriers or need for manuals and in-depth user training. The Softphone can be provisioned in multi-lingual environment enabling service providers to offer one solution across borders with local look and feel or to provide one service across a multi-lingual customer.

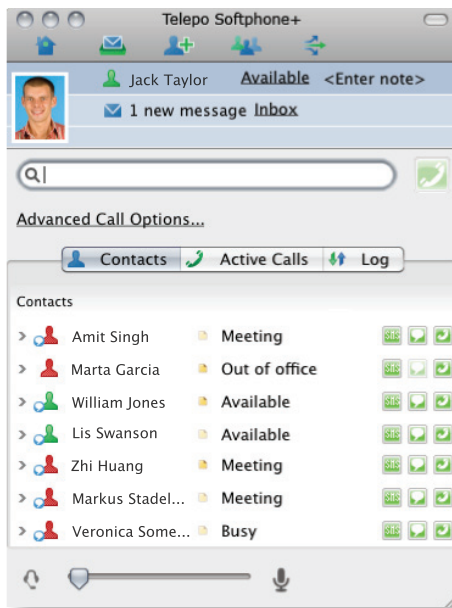
If you use the computer as the main communication device you also want to use its natural interfaces. Softphone+ supports the use of short key navigation as well as drag and drop call transfer and click to dial services. It uses the computer speakerphone and microphone as standard settings but integrates well with standard wired/wireless headsets.

Telepo Softphone+ is designed and delivered as part of a Telepo Business Communication Solution™ (BCS) offering. All useful features and functions are designed and implemented in conjunction with the application server side in order to deliver a seamless user experience between complex call and communication scenarios. The Softphone is instantly available at computer start up and services can be used immediately without any log on or identification procedures – if set up that way.

It is fully integrated with the BCS' end-to-end security and encryption services as well as the management and provisioning applications. This means that all users are fully managed by the

solution and can be provisioned, upgraded and supported by the service provider help desk and self-service portal. The self-service aspect is important in shortening the time needed to solve potential issues or access to applications. Softphone+ includes a set of soft-buttons to deliver easy access to all applications available in the solution such as multi-party voice conferencing, media routing/rule settings, unified inbox for voice, fax and recordings, contact list management and the integrated self-service portal.

The experiences of enterprises migrating from fixed phones to just mobile phones have shown there is a need for an alternative interface that has more powerful capabilities on PC and Mac desktops to complement the mobile. Softphone+ meets this need and users can seamlessly move ongoing calls between mobile, softphone and a desk phone through single click operations.



### Service Provider Packaging and Branding

Telepo Softphone+ and Attendant are pure software products and are both controlled in the system as a 'right to use' user licenses. The look and feel of Softphone+ is driven from the server side via check-box service packaging. This gives service providers the flexibility to create differentiated offerings targeting different market segments and the ability to fine tune the functionality available to users in different segments. It can be adapted to an enterprise's real need for functionality and price sensitivity. All of this without additional costly integration projects or provisioning exercises.

As a powerful user communication tool it is also an efficient branding platform for service providers. Telepo BCS is a white labeled offering enabling Telepo's customers to fully connect the value to their own brand. This is important for operators and service providers that want to drive loyalty to their own brand and connect customer benefits to future upsell opportunities.

An individual Softphone+ can have different capabilities depending on purchased rights to access services. For example, the Attendant version is simply an additional view of the standard user client but providing advanced attendant services as well. If desired, this enables any employee equipped with Softphone+ to be part of the Attendant backup or overflow scenario. Each available attendant is classed for skills and experience so calls are always prioritized and routed to the most skilled available attendant within the organization.

### Benefits

With Telepo Softphone+ enterprises can take advantage of existing investments in IP LAN networks or Wi-Fi connections at any location. Softphone+ enables employees to connect to high-class communication services independent of time or location, using for example hotels, home office or hot spots as their preferred working spaces.

The solution will always ensure that the best possible connection is achieved, that fixed and mobile calls always are routed the most cost efficient way and that users get an excellent experience when communicating. In addition, the enterprise will always guide their customers to the best available resources to ensure that business goals are met and customer expectations are exceeded.

### Premium HD Voice quality

With support for the most common standardized codecs, as well as the most robust Global IP Solutions (GIPS) wideband codecs, sound quality will never be a problem. Even under extreme conditions, with packet loss of 20 per cent the sound quality remains stable for important business communications. Two audio profiles (headset and speaker) are available and the separate ringer device configuration turns the computer into a desk phone replacement or speakerphone.

### Headset support

Professional users demand high quality voice services as well as an ergonomically adapted working environment. Users that spend a long time communicating or moving around have different needs when using voice services. Telepo Softphone+ supports a range of professional headsets from leading headset manufacturers that are adapted to fit several different situations and needs. Approved headsets are tested to ensure they work properly with Telepo BCS functionality and some of them, depending on design, provide support for interfaces and hardware buttons. See [www.telepo.com/partners](http://www.telepo.com/partners) for a detailed list of supported headsets and partner brands.

### Rich Presence information and Microsoft integration

Telepo Softphone+ allows users to make and receive telephone calls, send and receive instant messages, and see enterprise contact availability in real-time via presence – which gives the current status of everyone on the system – for example, in a meeting or working from home. Integration is provided out of the box with Microsoft Outlook and Microsoft Office applications for contact search, calendar information and calling.

### Directory search and calendar integration

Telepo BCS supports open APIs to integrate with external directories such as Microsoft Active Directory and calendar applications such as Microsoft Exchange.

Softphone+ delivers consolidated access to the information in these applications via directory search results and contact lists. Users can search for names, numbers, organizations, skills or other attributes available in the directory. The calendar integration delivers meeting information and is automatically displayed as part of other search result information.

### Conferencing

With Telepo Softphone+ you can book conference calls as well as start ad-hoc Telepo BCS conferences. Click-to-join links and calendar events are sent via email and/or SMS to internal participants while external guests receive traditional dial-in details. You can also configure to send SMS reminders and start ad-hoc conferences by calling and connecting participants using the mid-call services.

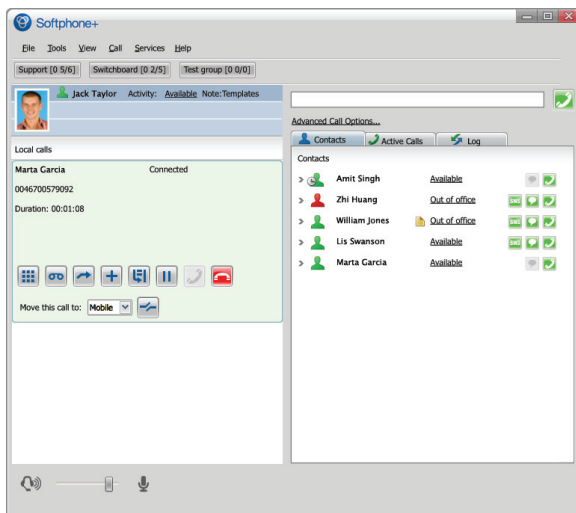
### Three views to suit all roles within a company

Telepo Softphone+ provides three user views optimized for different audiences and their respective ways of working: Standard view, Attendant view and Automatic Call Distribution (ACD) Agent.

#### Standard view

The standard view supports two different user categories, users needing only PBX, standard call handling and search capabilities or the advanced user category that has the full capability of the solution. The advanced user view contains directory search with presence information, instant messaging, SMS, and advanced call handling options as well as moving calls seamlessly between the user's phones. The standard call handling options include call hold, call park, resume, recording, attended and blind call transfer and ad hoc conferencing. The more advanced call options available include bypassing of diversion rules and ongoing call intrusion.

The user can select if new calls should be made through the Softphone+ or through the mobile phone of the user. This makes it convenient for the user who can use the interface on the computer to place calls but perform calls on a mobile or IP desk phone.



#### Attendant view

The Attendant view is designed for intuitive usability when handling many calls. The Attendant view has the active and queued calls to the left and the contact list and directory search to the right. This allows for better visibility and easy transfer of calls by drag and drop. Attendants can utilize the "Camp on" feature, which allows an attendant to transfer a call to a busy extension, by creating a personal queue.

Attendants can distribute calls based on skill, longest idle or randomly, but with a minimum resting time. Visual notification on transferred calls if they have not been picked up within a set time ensures that no calls are lost. Attendants can also pick-up calls for other users.

#### ACD view

The ACD agent view sits on top of the desktop, splitting it so that the ACD agent view with the call information is always visible even if other applications run in "maximized" mode.

For an ACD group, skill based routing, automatic agent log-out, manager assistance, presence based call distribution and agent resting time are supported by queues with group specific

greetings and queue progress messages. In addition, ACD agents have a dedicated soft button to call for manager assistance.

For attendants and ACD agents auto answer and configurable keyboard shortcuts exist for efficient call handling and to avoid mouse movements.

#### ACD and Attendant Supervisors

ACD and Attendant supervisors have a management tool for ACD and attendant groups that allow a supervisor to efficiently monitor group queues and manage agents. The management tool presents statuses of agents and queues, while providing the supervisors with the necessary information to log agents in and out to fit the current needs of each group.

ACD group HTML widgets are provided for desktop integration or creation of statistics dashboards.

#### Web Client

Telepo Softphone Light is a slim web based variant of Softphone+ and can be used on a PC, Mac, Linux system or on a phone with full browser support. Softphone Light has a reduced feature set compared to Softphone+ to offer the core services when using a web browser on any Internet connection, without the need for cumbersome VPN configurations.

Softphone Light is an excellent complement to a mobile phone allowing users to see enterprise contact availability via presence and make callback calls to the user-configured phone.

The user can select if new calls should be made through their desktop phone, mobile phone or any other configured phone. This makes it convenient for the user who can use the interface on the computer to place calls but perform calls on a mobile or IP desk phone.

Access to the unified messaging inbox, the self-provisioning web, contact creation, conference call bookings and personal call routing rules is only one click away through the five quick buttons in the Contacts view. This enables full control of the communication channels.

The Contact details for each contact shows their photo, presence information, telephone numbers, and other contact details, which shows the best way to interact with that person.

#### Presence based call routing

With Telepo Softphone Light, setting presence state for the presence-based call routing is easy. All users in the system can select from the different activities and roles available. This allows for specific personal call routing for all events during a day. Presence information is set within the application and is applied directly to all incoming calls.

Calls are then routed according to the rules associated with each presence state that are made by either an administrator or by the end user.

#### Built in Client Provisioning

A critical factor for success is ease of operation, easy management and low cost of operations. This applies for end users as well as administrators. Softphone+ is a well-integrated component in Telepo BCS. It is fully configured, supervised, managed and provisioned via its management system. New software updates and upgrades always include the client functionality and individual brand. No need for extensive system integration projects or complex provisioning upgrades when managing live client environments, software or new functionality.

## Additional benefits

The built-in personal call routing and presence management allows great flexibility for the end user in controlling how and where they are contacted. Call logs and contact lists with the presence information of users are seamlessly synchronized with Telepo Service Node and can be shared among the devices of a user.

This integrated approach enables productive and continuous business communication, whilst cost efficiently enforcing end-user policies, independent of device and network.

Through the VPN connection and authentication with the enterprise network, maximum security is ensured. TLS and SRTP encryption is supported for secure communication. The user is notified about this secure communication by indication of server asserted identity and encrypted media.

Telepo Softphone+ can be deployed either using Microsoft Windows application deployment service or downloaded by the users from the self-provisioning interface provided by Telepo Service Node. An automatic update service ensures that the latest version is always used.

## Conclusion

Telepo Softphone+ and Telepo Softphone Light provide an intuitive and easy to use communications tool for business users. Its intuitive user interface increases productivity, and promotes team collaboration.

## Key Features

### Business communication

- Telephony
- Presence
- Instant messaging
- Personal call routing
- Voice conferences

### Call handling

- Placing and receiving call
- Park/Hold and retrieve call
- Call pickup
- Support of multiple lines
- Blind transfer, attended transfer, consultation calls
- Camp on for attendants
- Call recording
- Seamless call handover between Telepo Softphone+ and mobile phone
- Ad-hoc conferences, scheduled conferences
- Message waiting indication (voice/fax)
- Missed call indication
- DTMF digit sending
- Auto completion of dialed numbers or names using local address book (i.e. Microsoft Outlook)
- Call log – synchronized list of placed, received and missed calls
- Automatic gain control

### Presence

- Personal call routing rule management including presence criteria
- Idle detection
- Administrator configured presence states
- Activity information with end date/time
- Personal note
- User role
- Administrative authorization to modify presence for colleagues.

### Messaging

- Chat
- Text message sending

### Attendant functions

- Group login/logout
- ACD supervisor agent management
- Queue statistics
- Delegation of presence changes to attendants
- Display of exchange calendar information for contacts/search results

### Usability

- Multi-language localizations
- Intuitive user interface shared with other applications, such as Telepo Mobile+
- Automatically started when PC is turned on
- Supporting remote workers using VPN clients

- Quick buttons and easy control of headset and speaker audio profiles
- Integrated attendant console
- Integrated ACD-agent view
- Echo cancellation, laptop with built in speaker and microphone can be used as speakerphone

### Technical specifications

- DTMF (in media, or out of band)
- Support for use behind NAT
- Supported codecs; GIPS iLBC, GIPS iPCM Wideband, GIPS ISAC, Enhanced G.711 a-law &  $\mu$ -law
- SIP RFC 3261 support
- Softphone+ Requirement  
Windows XP, Windows Vista, Windows 7, Mac with Intel processor running Mac OS X 10.5 Leopard, 10.6 Snow Leopard or 10.7 Lion
- Softphone Light Requirement  
Windows, Mac or Linux system running Internet Explorer 7, 8 or 9, Mozilla Firefox 4, 5, 6, 7, 8, 9 or 10, or Safari 4 or 5



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