

ADVOSS ECS OVERVIEW:

[AdvOSS](#) has partnered with [Media Routes](#) a provider of enterprise communications systems to offer a comprehensive, Cloud based Enterprise Communications Solution (ECS). The solution is available for licensing under a Cloud Hosting Licensing Agreement (CHLA) that is in-line with the latest trends in Cloud based licensing models, as offered by Microsoft under Service Provider Licensing Agreement (SPLA).

The ECS has been built from the ground up to be multi-tenant, and bundles a broad range of Enterprise Communications Applications that include IP-PBX, Enterprise IVR and Messaging based Campaign Management, Unified Communications, Fixed Mobile Convergence and Conferencing among others.

Cloud based Service Providers can thus provide a hosted, all IP based Enterprise Communication Service to very small to medium enterprises who want to give themselves a look of a professional business but cannot afford expensive PBX and enterprise Communication Systems. However, the solution is highly scalable and efficient and has some special features to make it suitable for large corporations spanning multiple geographical sites.

Service Providers can control concurrency limits, monthly minute quotas for their customer companies, provide them concurrency and minutes based plans and packages in both prepaid and post-paid scenarios. The combined solution thus enables a CSP to offer, monetize and charge a broad range of communications services on Subscription, Usage or any complex

combination of these.

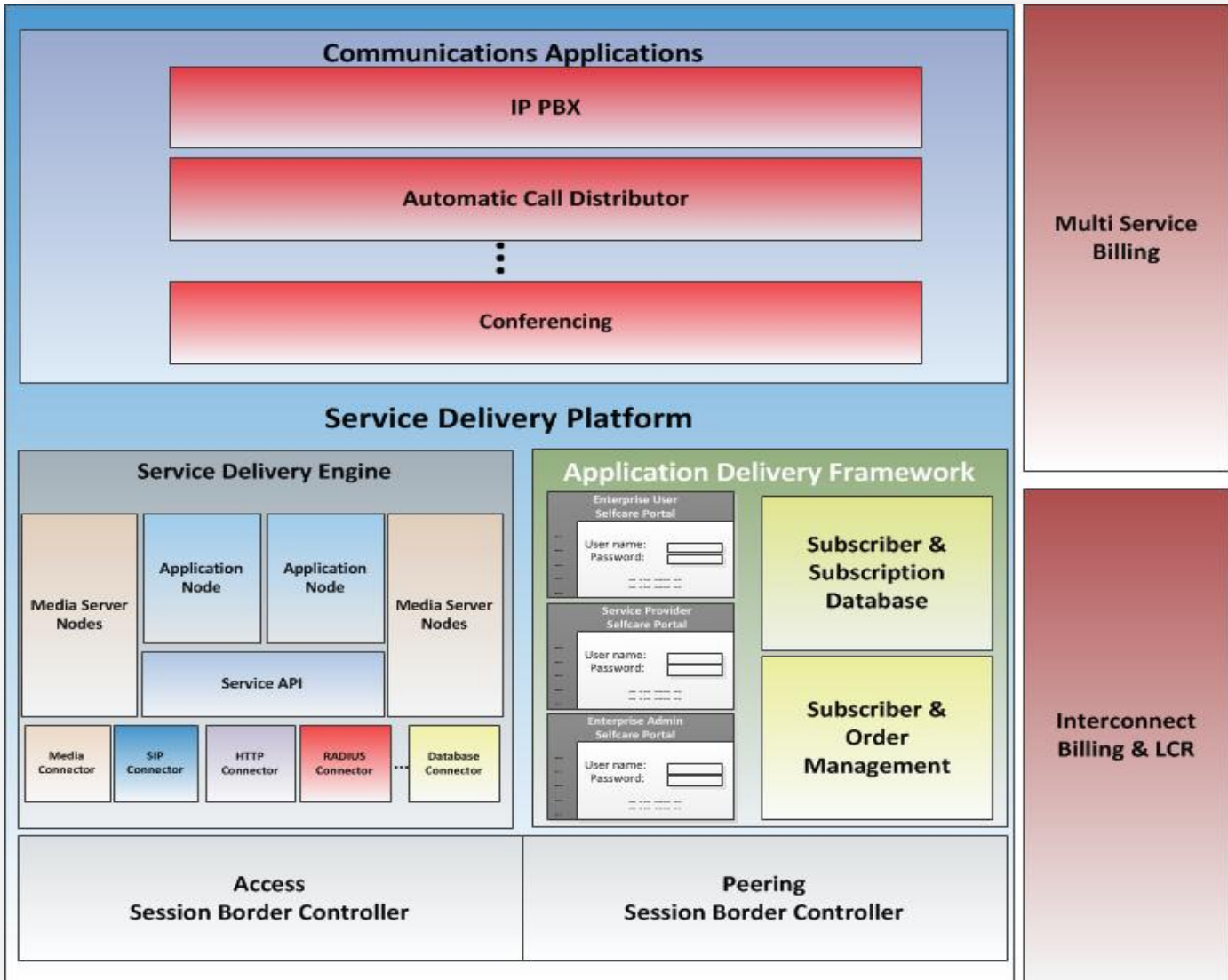
One of the key differentiators of the ECS Solution is its programmability. Media Routes SDP is programmable Service Creation and Delivery environment that enables CSPs and third party developers to enhance existing applications or create new ones using scripting based on the well-known and standardized JavaScript language, or a combination of Call Control XML (CCXML) and JavaScript. CSPs therefore, do not have to wait for realization of new business use cases, features and requirements demanded by their Enterprise customers for new software releases with long turn-around times.

SOLUTION COMPONENTS:

ECS is composed of the following products:

- [Media Routes SDP](#)
- [AdvOSS Multi-Service Charging & Billing](#)
- [AdvOSS Interconnect Charging & Billing](#)
- [Least Cost Routing Engine](#)

AdvOSS is an emerging Canadian vendor of technologically advanced solutions that enable any Service Provider to realize all of its needs in aspects of service delivery, management and charging in a fully integrated way. Tens of Tier-1 and Tier-2 Service Providers worldwide depend on AdvOSS for their critical business needs.



Applications in ECS are built and run on Media Routes SDP (Service Delivery Platform) comprising of a policy enforcing Session Border Controller (SBC) integrated with Service Delivery Engine (SDE) and Application Development Framework (ADF). SDP provides the necessary infrastructure for Communications Applications with multi-tenancy and Cloud enablement layer to create virtualized application level partitions for individual enterprises completely isolated from each other on the same concept as the Cloud based computation resources.

AdvOSS has enriched the solution with its Service Charging Platform that includes both, Multi-Service and Interconnect Billing & Charging, as well as the Least Cost Routing Engine for selecting best routes on the basis of price and quality for PSTN termination.

ECS BUNDLED APPLICATIONS

1	Multi-Media Telephony Engine: A fully featured IP based PBX application for Enterprise Communications working with client side IP Phones, ATA devices or Soft-Phones installed on desktop and mobile devices
2	Class 5 VAS Suite: A rich suite of Class 5 Value Added Services including Voice Mail and Fax (VAS) for each Enterprise user
3	Campaign Management Suite: A Campaign Management Applications Suite for Mass-Scale marketing, Electronic Voting and Promotions via SMS and voice broadcasting
4	FMC Application: A Fixed Mobile Convergence Application that unifies user experience while using SIP devices and mobile phones by seamlessly transferring calls between them and treating both as aliases of each other.
5	ACD Application: An Automatic Call Distributor with (optional) customizable CRM integration for contact centers
6	RB T Application: An application that provides personalized Ring-Back Tones to an individual user that can be chosen from a third party provided database of Ring tones content
7	Recording Application: A Call Recording Application Server
8	Conferencing Application: A multi-Party Conferencing Server for Audio and Video Conferencing and Conference Bridge Management
9	Mobile PBX Server: A Virtual IP PBX suited for Wireless and Mobile Service Providers working purely on SIP Trunks without requiring any client side software.

<p>Multi-Media Telephony Engine</p>	<ul style="list-style-type: none"> • Extension to Extension Calling • Outgoing Calls • Auto-Attendant <ul style="list-style-type: none"> a. Global b. Per DID c. Global Time of Day/Day of Week d. Per DID Time of Day/Day of Week • IVR Tree Creator Interface for Auto-Attendants and Surveys including the following elements: <ul style="list-style-type: none"> a. Menus b. Forms c. Actions • Uploading Audio files • Text-To-Speech • Priority Callers with direct routing to designated extension • Call Transfer <ul style="list-style-type: none"> Un-Attended Attended • Call Hold and Un-Hold • Music On Hold • Call Waiting • N-Way Calling • Call Recording on Pressing a Hot-Key • Hunt-Groups <ul style="list-style-type: none"> Types of Hunt-Groups <ul style="list-style-type: none"> a. Serial b. Parallel c. Group Calling • Voice Mail <ul style="list-style-type: none"> a. Leaving Voice Mail Messages
-------------------------------------	---

	<ul style="list-style-type: none"> b. Separate Access Number for Voice Mail Access c. IVR driven Voice Mail menus d. Voice Mail Access from Auto-Attendant e. PIN Based Voice Mail Access f. Record or upload Personalized Mailbox Greetings g. Web-Based Voice Mail Box access from subscriber Portal h. Receiving voicemail as attachments in email • Fax <ul style="list-style-type: none"> a. Receiving faxes as images in voicemail box b. Receiving faxes as email attachments
<p>Class 5 VAS Suite</p>	<ul style="list-style-type: none"> • Call Forwarding <ul style="list-style-type: none"> a. Unconditional b. On Busy c. On No Answer d. Based on Time of Day e. Based on Caller ID based i.e. calling number <p>The action for forwarding can be described as one of:</p> <ul style="list-style-type: none"> a. To forward the call to another extension or destination b. To forward the call to voice mail c. To execute Follow Me/Find Me (described below) <ul style="list-style-type: none"> • Ring-Back Tones per extension • Do Not Disturb • Follow Me/Find Me

	<ul style="list-style-type: none"> • Call Screening • Extension scheduled calls • Automatic Call Back for Calls Received when Extension busy • Click To Call From Self-Care Portal • Call Logs and CDRs
Campaign Management Suite	<ul style="list-style-type: none"> • Multiple Call and SMS groups for bulk campaigns • Bulk SMS sending • SMS and IVR Templates and Samples • Interactive Voice Response and DTMF driven data collection • Interactive SMS with automatic responses • Hybrid Voice and SMS Campaigns • Bulk Email Sending • Built-in Text-To-Speech Engine • IVR Designer Interface to create Menus, Forms and Actions • Electronic Polling Application • Campaign Monitoring • Comprehensive Reports • Campaign Logs • CDR generation • Integration with Payment System • Enterprise Alerts
FMC	<ul style="list-style-type: none"> • Incoming Calls to both SIP end-point and mobile • Outgoing Calls from Mobile made to appear as originating from SIP end-point

	<ul style="list-style-type: none"> Seamless transfer between SIP end-point and Mobile
ACD	<ul style="list-style-type: none"> Automate Call Queuing with Queue Management Call Parking and Pickup Multiple Queues with agent assignment Music and Comfort Messages while waiting for callers Integration and customization with different CRMs
RBT	<ul style="list-style-type: none"> Users choose their ring Back tones from third party content database Global Ring back tones Ring back tones per caller Id Ring back tones on a time of day basis
Call Recording Application	<p>Record Calls based on:</p> <ul style="list-style-type: none"> Randomly on a % of total calls basis Caller Id Called Number (extension or DID) Combination of Calling and Called numbers
Conferencing Application	<ul style="list-style-type: none"> Conference Bridges Management Scheduled Conferencing Password (PIN) Authentication for attendees Announcements about new joining members Moderated Conferences Video Conferencing
Mobile PBX	<ul style="list-style-type: none"> PBX functionality without any client side SIP devices or Soft-phones All features in Multi-Media Telephony except Registered SIP device related