



# CONNECT™

**REAL-TIME  
UNIFIED COMMUNICATIONS**



Organisations today are struggling to keep pace with the changing face of communications technology. With numerous devices such as tablets, laptops, PC's and desk and mobile phones now available, the management of communications on multiple platforms has become extremely challenging.

The world of communication is constantly evolving and businesses must keep in step with technological advances – integrating their systems in order to operate seamlessly and profitably. Unified Communication is now a necessity.

Geographic distribution is standard for many businesses, with multiple offices and a mixed workforce of remote, part time, flexible or job-sharing workers. Complexity is increasing and it's getting harder to connect with people quickly and efficiently. You need to conduct business in 'real-time'.



## IPFX AHEAD OF ITS TIME

Since 1995, IPFX has been setting the standard for Unified Communications solutions – optimising and simplifying the way businesses communicate, collaborate, gain insight and manage their information.

We invented Presence – the cornerstone feature of Unified Communications and now the global standard. We were the first to integrate Unified Communications into Microsoft Outlook and Lotus Notes, and we continue to lead the field with world-class products and innovation that's ahead of its time.

IPFX software is widely recognised for being sophisticated, reliable, feature-rich and user-friendly. Our development team continues to enhance the product suite with superior features – giving you the ability to quickly and dramatically improve business productivity.

IPFX makes it easier to manage communication effectively, regardless of where you are working.



Unified Communications (UC) refers to the integration of real-time communication services such as instant messaging, presence, telephony and call control (including IP telephony), and audio and video conferencing, as well as unified messaging (voicemail, email, SMS, fax) into a single user interface: the email system.

Consolidating business interactions eliminates unnecessary costs associated with working in a fragmented environment.

Real-time and cost-effective collaboration is paramount in today's business world, thereby changing how individuals, groups and organisations conduct business.

## WHY IPFX CONNECT™?

As the world's leading innovator in Unified Communications technology, IPFX understands the need for smart and intuitive communication that can connect users, whatever their location. Our solutions are designed to meet the needs of businesses from 5 to more than 70,000 users, whether single site or multi-site networks around the globe.

IPFX CONNECT™ is the most feature-rich Unified Communication Solution available on the market. It's a highly flexible, IP telephony system that's scalable and simple to manage – offering significant benefits for individuals, operators and contact centres. With an intuitive look and feel, it's easy to connect and communicate with contacts anywhere, anytime.



## IPFX STRATEGIC BENEFITS

Over the last decade IPFX has made important advances in technology, improving the way organisations communicate. IPFX CONNECT™ offers a tangible return on investment by:

- lowering communications cost
- improving employee efficiency and productivity
- enhancing responsiveness to customers, suppliers and partners
- streamlining IT management and lower total cost of ownership
- increasing mobility
- supporting remote working
- making operational gains
- improving customer service

## FLEXIBILITY AND CHOICE

Getting locked in to a particular IT strategy or technology can limit your options over the long-term. Successful businesses are flexible and ready to respond to market changes. The best and often the most economical solutions are built using open standards that preserve flexibility, allowing your organisation to adapt quickly.

In Unified Communications, where different IT elements need to work together seamlessly, open standards are essential for easy integration and management of multiple vendor solutions. Analysts and industry experts agree that Unified Communications solutions must work with a wide variety of PBXs, data networks, business applications and consumer communications tools. IPFX solutions can be implemented on leading standards-based network infrastructures, ensuring easy integration with business productivity applications of your choice. Choose Blackberry, Apple, Android or Symbian mobiles, HP, Cisco (or other switches), Lotus Notes, Outlook, Google applications, or PC, Mac, Linux or tablets – IPFX CONNECT™ works on most platforms.

IPFX CONNECT™ also simplifies the integration of your communications system with CRM, ERP or vertical applications, preserving your existing investments and transforming business processes to maximise productivity.

## UNIFIED MESSAGING

IPFX Unified Messaging (UM) integrates multiple communication media, to enable users to retrieve and send voice, fax and email messages via a single interface: your email inbox. This makes accessing and managing communications faster and easier, saving time and reducing complexity.

Where Microsoft or Lotus Notes is deployed, IPFX provides multiple integration options.

## PRESENCE

'Presence' is a key function of IPFX CONNECT™. It is the means by which users can determine the status and availability of other system users, in order to select the most appropriate means and time to make contact.

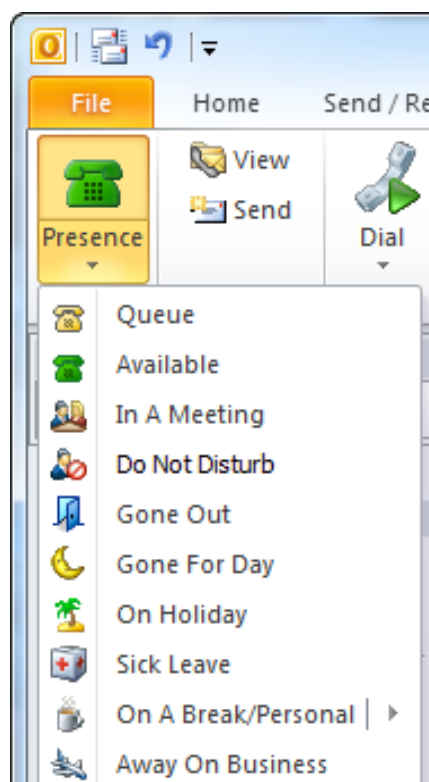
Users can utilise Presence information to display graphical icons showing staff availability at a glance, and can even identify skill sets, so customer calls are always routed to the most appropriate person. In addition, users can define how incoming calls are routed according to a user's Presence status. For instance, if they are in a meeting, all calls could automatically go to their voicemail, or if they are out of the office but still want to receive calls, these can be automatically routed to their mobile.

IPFX has been integrating Presence functionality into telephony applications for more than 16 years. This breadth of experience has allowed us to provide highly advanced Presence capabilities including:

- A choice of eleven advanced Presence states (office, meeting, do not disturb, gone out, gone for the day, holiday, sick, break, away on business, personal time, queue).
- Integration with Outlook/Lotus Notes calendar, Out-of-Office assistant, directories, Cisco Unified Communications Manager, NEC PBX's and other key business applications.
- In addition, the Presence states can be tailored to better suit your business needs.
- Automated changing of voicemail based on Presence states.

- Having date and return times available for all your Presence states for internal users.
- Awareness of Presence states on the operator console as incoming calls arrive to ensure unnecessary call handling.

Integration of Presence states into the contact centre environment, allowing agents to identify the right person in your organisation while talking to a customer.



## VOICEMAIL

IPFX Voicemail is the most sophisticated system available. By providing callers with intelligent greeting information linked to each user's real-time Presence status, it gives a more personalised response and provides alternative options for callers.

## FAX

IPFX enables users to capture faxes on their own fax number and have these delivered into the Outlook/Lotus Notes Unified Messaging inbox. Users can fax documents from the desktop, saving the time and the inconvenience of sending a document manually.

## MOBILITY

IPFX Solutions ensure mobile and remote employees have seamless access to the communications network and applications. It's easy to support employees working from home, allowing your organisation to significantly reduce office real estate costs, or to employ workers with scarce skills, wherever they are located. Plug-and-work has never been simpler.

**IPFX CONNECT™** allows single-number access, making it easier for colleagues, customers or suppliers to reach users whether they are in the office, working remotely or travelling on the other side of the world. Additionally, with real-time conferencing and collaboration, it's possible to immediately connect with customers and business partners in a "better than live" experience – greatly enhancing service levels.

IPFX has mobility clients for Blackberry, Symbian, Android and iPhone/iPad devices, so users can benefit from many of the IPFX Unified Communication features previously only available to desk phone users. Features such as Presence, single voicemail box (with Presence-based greetings) and IPFX Contact Centre integration are all available.

With IPFX Mobility, users are able to search the internal directory for Presence states of others, using their mobile phone.

Another key feature is its integration with the IPFX Directory, so that workers back in the office (subject to the mobile network) can view the user's Presence, even if the call is made directly to the user's mobile.

Users now have the option to choose any combination of desk phone and mobile, or mobile only, in order to meet their voice communication needs.



## COLLABORATION

### VIDEO AND ONLINE CONFERENCING

IPFX Collaboration provides video and online conferencing via IPFX clients, giving users the ability to exchange ideas face to face and collaborate more effectively with colleagues, no matter where they are.



Our easy-to-use single-click control lets users quickly 'drag and drop' participants from the IPFX Directory or your personal contacts into a session. Start the collaboration session 'on the fly', or send out calendar appointments to schedule it for a later date.

Users can share their desktop, add video, individually control audio levels and add new participants all 'on the fly', once the collaboration session is started. You can also IM each other regardless of your presence state for conversations required to check information outside of the audio conference. This enterprise solution improves productivity, optimising interaction with integrated voice, video and web conferencing. Meeting setup and management are simple with IPFX Collaboration. Our integrated solution can also help reduce operational and travel costs by providing on-premise voice and video conferencing facilities at a fraction of your current cost.

### INSTANT MESSAGING (IM)

IPFX delivers IM functionality direct to your client. Integrated with Presence, users can view the presence of their peers and quickly initiate an instant chat with them. Unlike other solutions, IPFX Instant Messaging is optional and can be allocated to individual users as required.

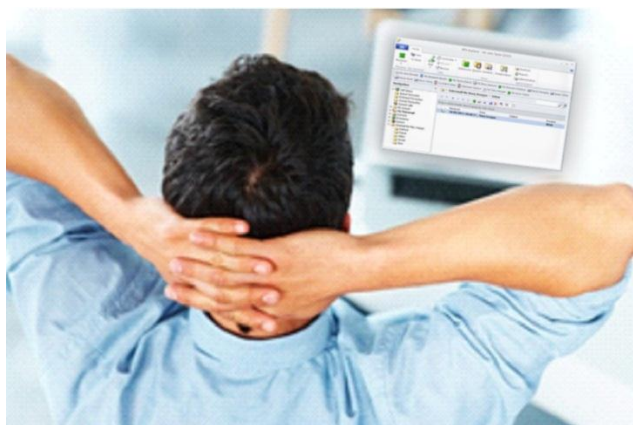


## REPORTING

With **IPFX CONNECT™** providing so much functionality to users, it's important to provide accurate reports and information. **IPFX** Reporting delivers numerous, easily generated report types, keeping users up to date with relevant information. Tight integration with Crystal Reports enables users to customise reports to meet their specific requirements.

## ADMINISTRATION

Sophisticated administration tasks are made simple within the **IPFX CONNECT™** solution. An intuitive single user interface lets users take control with ease and make changes quickly and efficiently.



## SINGLE SERVER SOLUTION

**IPFX** is a true single server Unified Communications solution, designed to support small and large businesses alike, with an easily scalable solution. **IPFX CONNECT™** can grow with your business. This simplified architecture reduces infrastructure costs and minimises management overheads, making total cost of ownership excellent value.

**IPFX** developed the entire solution from the ground up, using a single-user interface. Other Unified Communications solutions may run on a single server, but they can have multiple management interfaces that increase the complexity and drive up the total cost of ownership. There is no need to invest valuable capital in hardware and licenses when you can meet all your needs with one single server on the **IPFX CONNECT™** solution.

## EASY DEPLOYMENT

You're not investing in technology; you're investing in business improvement. **IPFX** believes the path to Unified Communications should be implemented by intelligent evolution, updating your communications solutions over time and at your own pace, without disrupting or replacing your existing infrastructure.

In fact, your organisation probably has several components of Unified Communications in place right now. It's most likely to have e-mail and voice mail, but they don't talk to one another. It may already be using a 'pay as you go' conferencing service that is separate from the phone system. If so, you may be well positioned to gain the benefits of Unified Communications.

**IPFX** can help plan and implement a phased approach to Unified Communications that will address the most important challenges faced by your organisation while delivering an excellent return on investment.

## HOT FAILOVER

**IPFX** provides a hot failover server for all **IPFX** applications. Voicemail, Configuration, Contact Centre statistics and the like are all backed up in real-time to the failover server, so that a crash of the primary server will not adversely affect your business.

Compare this to the back-up of telephony applications of other suppliers, which typically requires duplication of several servers (voicemail, Contract Centre, console as a minimum). These servers can be geographically dispersed to give the ultimate in Disaster Recovery (DR) capability, adding complexity to the operation.

With **IPFX**, only one additional server is required. This means a much smaller investment is needed to provide for the potential redundancy of mission-critical applications such as **IPFX** Contact Centre, Call Recording and **IPFX** Operator Console, as well as productivity applications like **IPFX** for Outlook/Lotus Notes. **IPFX** offers a secure and value-for-money solution.

**IPFX CONNECT™** integrates a user's telephony into Microsoft Outlook, Lotus Notes or our own desktop (IPFX Explorer) and web client. Integration to widely used and favoured business applications benefits users by:

- Encouraging users to utilise software functionality consistently, as IPFX applications are integrated into the user's most commonly used desktop application: email.
- Integrating other functionality inside Outlook/Lotus Notes (contacts, calendar, email) with a comprehensive set of telephony capabilities and controls.
- Reducing training requirements for users as they continue to work in an already familiar environment.
- Reducing support requirements for users as there are fewer applications on the desktop/system. This minimises the need to screen-hop from applications and saves time.



Mac



Windows PC



iPhone



Android

As an integrated application, **IPFX CONNECT™** has the ability to offer a wide range of additional functionality, including ad hoc call recording. This feature allows users to click a button in Outlook or Lotus Notes to immediately record the current call. This recorded call is then delivered into your own voicemail box and into your Outlook/Lotus Notes Unified Messaging inbox.

As it is so tightly integrated into Microsoft Outlook/Lotus Notes, IPFX can provide an incoming call alert to show the user who is calling, and also provide telephony control.

If it is an external caller, users can see who the caller is (if the caller is already set up as a contact, caller information is available). If the user is away from their desk and misses the call, when they return to their desk they get a call alert, notifying they have a call in voicemail.

## WEB CLIENTS

**IPFX CONNECT™** supports functionality in many of the most widely used web browsers available today. This includes functionality such as real-time Presence, screen pops and IPFX Unified Communication access – without the need to continually refresh the web browser. This is the perfect solution for remote working, Mac users or during business recovery following a natural disaster.

## CRM INTEGRATION

IPFX can enable on-going synchronisation between your Active Directory environment by using the IPFX CTI Server and IPFX Microsoft CRM plug-in, Salesforce and other CRM's (please contact your IPFX Solutions Consultant for a list). Users can dial records automatically by clicking on the relevant fields within the CRM. This capability increases employee productivity and improves customer service by giving the user immediate access to data during the incoming or outgoing call.

## INTERACTIVE VOICE RESPONSE

IPFX Interactive Voice Response (IVR) uses touch tone responses to drive menu choices and progress call routing. The design of IVR scripts enables automation of self-service business processes, so minimal operator or intermediary assistance is required.

## CALL RECORDING

Call recording is available either automatically or on an ad hoc basis. With IPFX Call Recording, users can access the recording via email or securely store the files on a separate server. While this is a mandatory requirement for some businesses, it's also useful for training and quality assurance purposes.

## COMMUNICATE IN ONE UNIFIED SPACE

IPFX brings a complete set of Unified Communications tools together and delivers sophisticated functionality through existing infrastructure, allowing users to seamlessly connect technologies and access multiple communication channels from one point.

With a single click you can:

- find and connect with people in a variety of different ways
- make calls directly from your computer
- create shortcuts for people you communicate with frequently
- spend less time in meetings using the inbuilt collaboration tools
- send and receive voicemails, SMS messages and right from your email inbox



The system greatly improves the way you communicate, allowing you to respond swiftly to urgent business communications. With a feature-rich application at your fingertips, you will discover and utilise its sophisticated functionality as your mastery of Unified Communications grows.

Ultimately, the goal of IPFX is to streamline your communications, making it easier to connect your people anywhere, anytime and on any device. These benefits offer greater business agility, responsiveness and connectivity for a global workforce.

Users will immediately benefit from:

- increased visibility, which means they know how to reach others in your organisation at the most appropriate time and in the most appropriate way – without leaving their desk
- communications being unified in one place, in the order they arrive, which improves responsiveness and professionalism
- improved efficiency from reduced task and application switching



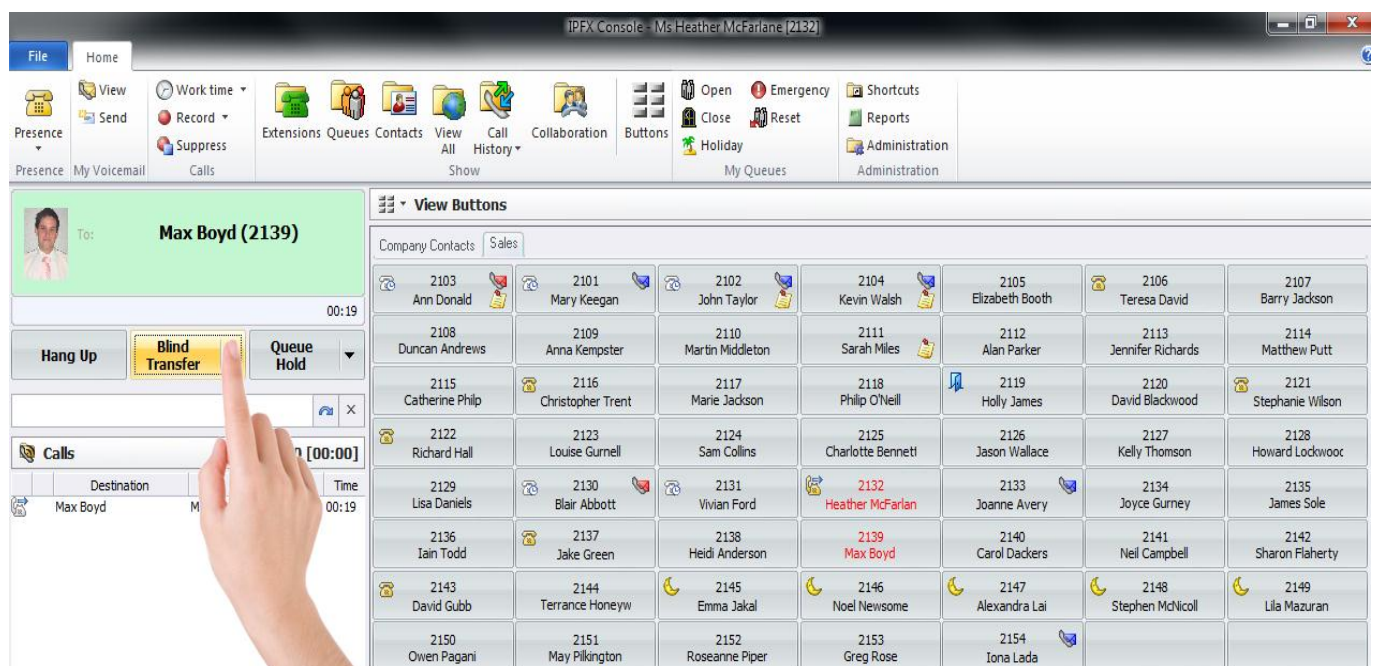


## IMPROVED VISIBILITY AND EFFICIENCY

In most organisations, the operator console is the first and most important answering point for incoming business calls. The IPFX Operator Console includes Presence information, informing the operator of an employee's location and their expected return time. This dramatically improves customer service as the operator is able to manage interactions more effectively. By providing traditional operator functions on-screen with an intuitive and easy-to-use interface, staff can easily navigate system functions. IPFX Operator Console provides a range of sophisticated tools to deliver the best possible service to your callers.

Benefits include:

- Visibility of Calling Line ID and 'screen pop' information, allowing operators to identify incoming callers before they answer them. The system provides details about callers, so the operator can prioritise VIPs, ensuring the most important callers receive a highly personalised service and are never kept waiting.
- Faster call processing utilising 'quick mouse clicks' and 'hot keys'. Operators can use the 'drag and drop' feature to transfer callers directly to the correct extension if they are busy managing multiple calls.
- Operator Presence, allowing operators to view company-wide Presence, which shows the status of internal extensions and expected return times of staff, ensuring callers are kept informed and are not transferred unnecessarily around the organisation.
- The ability for operators to create back-up operators on their PC to assist during busy periods, or to manage lunch or coffee breaks with other staff.
- The ability for operators to record conversations with callers and place them as messages in the correct recipient's inbox.
- The ability for operators to send and receive faxes, and distribute faxes and voice messages to individual staff members with easy 'drag and drop' features.



IPFX Contact Centre provides the ultimate in customer responsiveness through intelligent call routing, giving your business the ability to quickly match the needs of customers to the resources available. The application enables all staff (including non-technical users) to easily adopt the application, reducing training time and therefore the total cost of ownership.



When partnered with the IPFX Users solution, IPFX Contact Centre leverages even higher performance allowing an organisation to dramatically reduce cost as well as provide world class customer service.

Contact Centre benefits include the ability to:

- Monitor performance in real-time, get access to hundreds of delivered reports and use third-party reporting packages to manipulate data and build customised reports.
- Increase customer satisfaction through a number of smart features:
  - Skills-based routing – to pass specific calls straight to the right agent
  - Value-based routing – to route high and low priority callers to the right agent
  - Automatic direction of callers to a preferred agent or the last agent they spoke with
  - Delivery of calls to backup agents, based on how long the call has been waiting.

- Reduce call abandonment rates by playing customised, varied announcements to callers and advising them of their position in the queue or the estimated time until they are answered (based on current or preconfigured queue statistics).
- Apply predetermined rules that dynamically adjust queue properties to cater for changes in priorities of queues, skills-based routing levels, differing media types and changes in agent numbers or locations.
- Network multiple contact centres to extend your hours of operation and improve the management of call volumes across your entire organisation.
- Offer callers the option of call-back, to eliminate the frustration created by long wait times. Callers can leave a message and receive a call-back without losing their position in the queue.
- Better manage and efficiently apply standard contact handling methods to all media types, including phone calls, voice messages, faxes, emails and web chats, using our intuitive interface.
- Employ home workers as contact centre agents easily, using our client and a standard PSTN phone.
- Utilise our Integration modules to easily integrate your solution with the most popular databases, CRM, help desk, voice recording and workforce management applications.





## TAKE A CLOSER LOOK

Within the same organisation, employees can have very different communication requirements (and devices) according to the needs of their role. **IPFX CONNECT™** allows organisations to customise solutions for individual users, right down to feature set level.

Our solutions are designed to integrate quickly and easily with a wide variety of industry-specific business processes. **IPFX** has reinvented how individuals and groups collaborate and communicate with customers, colleagues and partners – with the resulting improvement in productivity giving organisations a competitive edge. Whether you are updating your existing phone system, enhancing your data network or building a new communications solution from the ground up, **IPFX's** comprehensive portfolio of products, services and support can assist with solutions that suit your business and your staff.

For more than 16 years, **IPFX** has focused solely on the area of business communications and productivity, making us the trusted partner for thousands of organisations with our proven, secure, mission-critical solutions.

Contact an **IPFX** Solutions Consultant for a demonstration, so that you can have a closer look and experience the difference between our solution and other applications on the market.

## MORE FROM IPFX

Unified Communications with **IPFX CONNECT™** will move your organisation into a new sphere of connectivity, giving communication users, operators and contact centres the ability to connect with each other in real-time, with greater visibility.

If your organisation is ready for a more advanced solution, then power-up communications even further by giving your team unrivalled control and functionality – using technology that's new to the market.

Ask our Solutions Consultants about **IPFX EMPOWER™**, a new standard of Enhanced Communications. **IPFX EMPOWER™** is unique in the market and only available from **IPFX**.

Let **IPFX** help you to work smarter, not harder.

## IPFX LOCATIONS NEAR YOU

**IPFX** believe the best way to appreciate the benefits of their solutions is by providing live demonstrations, enabling decision makers to see the power and capabilities of the software first-hand. Each Solutions Consultant has expert knowledge of all **IPFX** solutions and the benefits they deliver. Contact your local office to arrange a demonstration:

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