



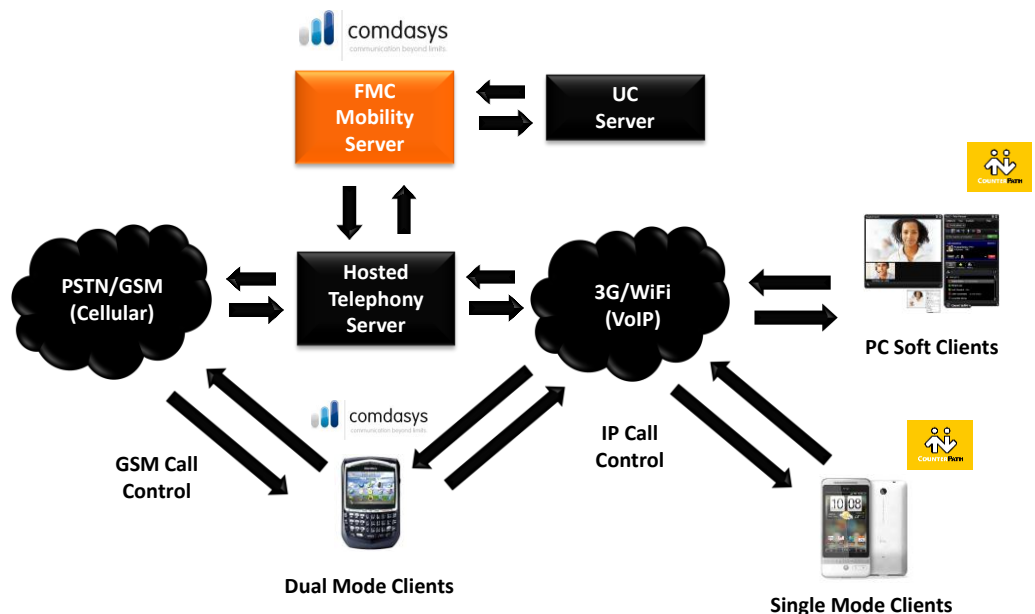
SIPHON Mobility
**Mobile Clients and Fixed Mobile
Convergence (FMC)**

INTRODUCTION

Mobility has become a key requirement for today's enterprise user and the demand for access to Business Applications and Unified Communications services "on the move" is ever increasing with the adoption of Smartphone technology within the workplace.

To address the enterprise requirements Hosted IP Communications providers are incorporating mobility within their product portfolio and extending the reach of the PBX. A key factor to the success of service adoption is providing users with the flexibility in device choice – be it the PC, Smartphone or Tablet environment. Of equal importance is the ability to offer flexibility in the service capability to address various enterprise user profiles – be it a Mobile IP Phone experience or Seamless experience regardless of network access and location.

SIPHON Mobility has incorporated best-in-breed mobile products from Comdasys and CounterPath to provide a strong solution offering with the required level of flexibility – both from a commercial and service experience perspective as illustrated below:



SIPHON MOBILITY PORTFOLIO

SIPHON Mobility enables Hosted IP Communications providers offer a comprehensive portfolio of mobile products addressing the requirements of business users. The solution includes:

- Soft Clients for PCs
- Soft Clients for Smartphones & Tablets
- Dual Mode Clients for Smartphones

SIPHON Mobility allows the Hosted IP Communications provider to offer a bundled mobile package to incorporate all products, or offer individual products as required. All mobile products are integrated with BroadWorks to enable a converged user experience leveraging a single number and voicemail account, along with corporate directory access and PBX settings control.

CounterPath Bria Soft Clients for PCs provide a next generation softphone capability enabling VoIP and Video over IP communication from the computer desktop which work across 3G, WiFi and LAN network environments.

CounterPath Bria Soft Clients for Smartphones provide a mobile VoIP phone capability across iPhone, iPad and Android devices which work across 3G and WiFi network environments.

Comdasys Dual Mode Clients for Smartphones extend mobility enabling a single device to be used for business communications supporting IP (WiFi/3G) and Cellular network environments. Available across iPhone, iPad, Android, Blackberry and Symbian devices Comdasys enables the mobile device to become a fully featured PBX extension regardless of user location¹.

SERVICE ACTIVATION & RETIREMENT

SIPHON Mobility includes branded clients across both the CounterPath and Comdasys range – this not only provides a customized look and feel for the hosted service but ensures integration with existing provisioning systems which is key. This includes a URL which is hard coded into the branded clients securing provisioning to the Hosted IP Communications provider.

Distribution of PC Soft Clients is under control of the Hosted IP Communications provider, with all Smartphone clients readily available across the various mobile application stores. Device provisioning and service activation is under control of the Hosted IP Communications provider, with the end user supplying account credentials (e.g. username / password) when prompted by the mobile client to access services.

Configuration data is supplied via the BroadWorks Device Management System for all CounterPath clients and via the Comdasys FMC Controller for all Comdasys clients – alternatively all clients can interact with an external provisioning system to obtain per user configuration settings.

Service retirement is also fully under control of the Hosted IP Communications provider enabling deactivation of the user account preventing access to services.

PBX INTEGRATION

SIPHON Mobility provides seamless integration with BroadWorks, enabling a comprehensive range of in-call and out-of-call control features to the user. BroadWorks integration capabilities include:

- Corporate Directory
- PBX Service Control
- In Call Service Control

Corporate Directory integration allows the user to search and retrieve contact details for corporate users, with click-to-call functionality invoked when selecting the contacts telephone number.

PBX Service Control allows the user to manage their personal communications settings from the mobile client supporting the commonly accessed services such as Call Forwarding (CFA, CFB, and CFNA) as well as Do Not Disturb functions. CounterPath clients also enable services

¹ iPad devices do not support Cellular calling mode

such as Remote Office / BroadWorks Anywhere to be managed from the client – a feature not required by the Comdasys solution due to dual mode capability support across all clients.

In Call Service Control extend capabilities typically associated with the desk phone to mobile clients. All commonly used services are available to mobile users including Call Hold / Retrieve, Call Transfer, Consultation and Conferencing. Comdasys further extends in call control to enable the user to manage active call handover between IP and Cellular networks. Comdasys enable all in call control features when Cellular network is used for the voice bearer².

UNIFIED COMMUNICATIONS

In addition to PBX Integration SIPHON Mobility increases productivity through enablement of Presence and Chat. The various mobile clients³ enable interaction with standard XMPP servers allowing a true Unified Communications experience. Contacts can be accessed and their presence status displayed, as well as providing the ability to expedite the communication process through Instant Messaging.

SIPHON Mobility also enables users to manage their Presence status - this is automatically set to Do Not Disturb if the client is in an on-going call for example. It will return to the previously set presence status after the call has been terminated enabling in-call presence to be reflected and integrated with the Unified Communications environment.

SIPHON “FAST-START” PROGRAM

The CounterPath clients quickly enable the Hosted IP Communications provider to extend the PBX seat to Smartphone devices and drive additional call revenues that would otherwise be lost to Mobile Operator networks. Equally these clients can be made available across PC and Tablet devices. This functionality can readily be bundled into the existing Hosted PBX service and to existing customers.

SIPHON will also deliver a fully featured FMC solution that truly offers PBX mobility on all devices to the enterprise user, regardless of location. This leverages the solution from Comdasys and is complementary to the basic Mobile Client offering in that it enables the Hosted IP Communications provider to offer two levels of service. In this instance the Hosted IP Communications provider can charge a premium to the standard Hosted PBX monthly charge due to the extra functionality of the full FMC solution provided, as well as driving additional call revenues that would otherwise be lost to Mobile Operator networks.

SIPHON can offer Hosted IP Communications providers a Free of Charge trial of both the CounterPath and Comdasys solutions and clearly demonstrate the value which they can deliver in launching a comprehensive Mobility solution.

Ultimately SIPHON can provide a turnkey solution to Hosted IP Communications providers looking launch a Mobility solution and drive additional revenues from their customers in a 6-8 week period from initial project kick off through to full commercial to launch.

² A mobile data bearer (e.g. GPRS, EDGE, 3G) is used for Cellular based in call control

³ Android supported for Presence / Chat is to be provided



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