



SIPHON Presence Presence & Availability Management

Version 1.0

1 INTRODUCTION

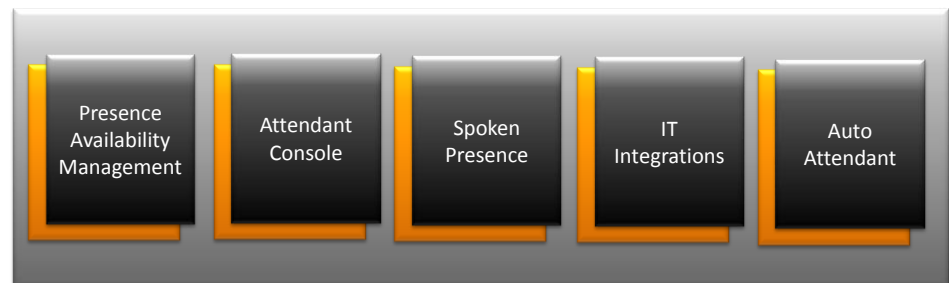
Hosted communications services such as telephony have to date offered rudimentary presence information to the enterprise user. This is typically limited to representing a user's phone line state within a basic application such as a receptionist client, or more often an incoming call is simply redirected to voicemail when the user is unavailable.

SIPHON Presence is an innovative solution which provides true convergence of Information Technology and Unified Communications environments. Fully integrated with BroadWorks and a wide range of IT systems, SIPHON Presence enables Hosted IP Communications providers to offer a comprehensive suite of presence and availability applications which enhance and extend a hosted telephony service.

SIPHON Presence enables Hosted IP Communications providers deliver a suite of revenue generating applications which importantly enables service differentiation within the hosted telephony market. SIPHON Presence delivers a centralised view of all individuals within the organisation combing both real-time and non real-time presence and availability information from a multitude of disparate systems.

2 SIPHON PRESENCE PORTFOLIO

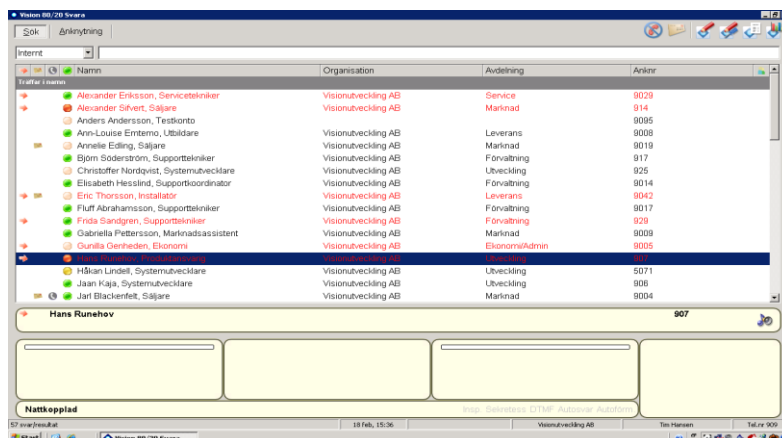
SIPHON Presence is based on the Vision 80/20 platform from Visionutveckling. As a presence and availability-based communications solution for enterprise organisations, Vision 80/20 enable co-workers stay in touch by providing them with current information regarding colleagues, consumers, and the organization itself.



Presence & Availability Management (PAM) provides the core functionality of the SIPHON Presence solution and is the base function which is utilised by all other modules. PAM is essentially a centralised database which stores information about all employees within a company including the organisational structure as well as employee skills, presence & calendar activities.

Access to the PAM database is provided to users' within the enterprise via a User Web Portal. Users can search for information about the organization, its employees and their global positions, add and remove call forwarding and messages, manage their voicemail, create tips (e.g. listing who can accept phone calls on their behalf when they are unavailable), as well as change personal information. The User Web Portal also provides a complete call log detailing dialled, missed and received calls. SIPHON Presence also extends many of the capabilities available via the User Web Portal to mobile clients available on iPhone and Android devices.

SIPHON Presence includes an **Attendant Console** which leverages the centralised data stored within the PAM system. This ensures the operator has the correct information available onscreen via an easy-to-use interface and a powerful search.



Fundamentally the Attendant Console ensures that the operator will always have the right information onscreen. This makes the job easier for the operator, giving complete access to clear and concise information, resulting in a time savings that can be passed on to the customer. The solution ensures that customers who call the enterprise always get a prompt and friendly response, even if the person they're looking for isn't available.

Spoken Presence provides an advanced Interactive Voice Response (IVR) function which frees up the operator and automatically delivers a quick and friendly response to callers regarding when the person they're calling will return, provides them with the chance to have their call redirected to the person's mobile telephone, the operator, or voicemail. Users can also record their own customised greetings and enables the Hosted IP Communications provider to add value to hosted telephony service instead of simply redirecting to voicemail when a call is not answered. Spoken Presence can typically result in 30% - 50% less calls to an attendant whilst still providing a professional service to customers delivering the caller with fast, informative & accurate presence information.

The SIPHON Presence solution provides various **IT Integrations** including Calendar, Presence and Databases systems. Calendar integration provides the operator and co-workers with access to a colleagues calendar information. Callers can quickly get up-to-date information they require, for example when the person they're looking for is finished with a meeting. Presence integration is available for Microsoft Lync/OCS, IBM Sametime and Cisco CUPS environments. Database integration enables the Vision 80/20 system to connect to LDAP or Active Directory environments in order to receive regular updated information regarding employees.

The **Auto Attendant** feature of the SIPHON Presence solution provides a voice controller operator capability which answers incoming calls and offers a range of choices that can be configured, in place of having calls redirected to speaking with a live operator. This system implements speech recognition functionality, as well as an easy-to-use graphic dialog which simplifies the creation of new voice and touch-tone operated dialogs. Additionally, there are a number of useful add-ons and complements to the Vision 80/20 system, simplifying the task of answering the phone for operators and employees alike, such as voice operated calendar and email functions.

3 SIPHON PRESENCE BENEFITS

SIPHON Presence provides a number of benefits for the Hosted IP Communications provider allowing the introduction of new innovative product offerings, enabling increased service revenues to be gained as well as reducing customer churn. It also enables a Hosted IP Communications provider to introduce a competitive offering against Enterprise focused presence applications.

For the Enterprise, SIPHON Presence delivers a centralised view of all individuals within the organisation combining both real-time and non real-time presence and availability information from a multitude of disparate systems. This information is tightly integrated with the hosted telephony service such that an enterprise receptionist via Attendant Console or customers via Spoken Presence are presented with up to date and accurate information for all enterprise users.

The key benefits and capabilities of the SIPHON Presence solution are summarised below.

Service Innovation

SIPHON Presence enables Hosted IP Communications providers to offer a suite of new innovative services to enterprise customers, delivering Presence enabled capabilities and driving incremental revenues over and above standard Hosted Telephony. This importantly enables service differentiation within the competitive voice market place.

Flexible Commercial Model

SIPHON Presence is readily integrated with other platforms within the SIPHON portfolio such as BroadWorks enabling Hosted IP Communications providers to quickly launch new services to drive increased repeatable monthly revenues. The solution can be licensed on a perpetual or monthly basis providing flexibility on the commercial model adopted – CAPEX or Software as a Service (SaaS).

Improved Business Efficiencies

For the Enterprise, SIPHON Presence offers an intuitive and easy-to-use Attendant Console for receptionists, which incorporates rich presence information to ensure that opportunities are routed to the right person at the right time. Employees also have user friendly client applications to communicate efficiently and query the availability of colleagues in real-time.

Professional Service Experience

For the Enterprise, SIPHON Presence provides customers with fast, informative & accurate presence information when trying to reach an employee of the organisation. Through use of Spoken Presence the solution presents a professional service automatically delivering a quick and friendly response to callers regarding when the person they're calling will return, providing them with the option to have their call redirected to the person's mobile telephone, the operator, or voicemail.



Technium Springboard
Llantarnam Park
Cwmbran
NP44 3AW

+44 (0)1633 533109

info@siphonnetworks.com

www.siphonnetworks.com