



SpliceCom Release Version 3.1 for maximiser...

"Version 3.1 for **maximiser** is our most significant software release to date," says Sean Harding, SpliceCom's Managing Director. "We've always believed that "Enterprise Class" features can benefit all companies, irrespective of size.

As such, we've made it our goal to deliver high-end functionality in a manner that is both cost-effective and easy to deploy, manage and use for small and medium sized businesses. The distributed and scalable pure IP architecture of **maximiser** allows us to add such features in an integrated manner rather than deploying external application servers. It's here that we make great saving in terms of cost and complexity, benefiting both our channel and their customers," concludes Harding.

Released in June 2006, Version 3.1 for **maximiser** adds support for SIP terminals and trunks and Unified Messaging to SpliceCom's range of business telephony platforms - see other sections for more details. Time saving facilities like Queue Buster - which allows a caller to leave a queue and be called back automatically when they would have reached the top - and Call Back When Free - which works independently of the location of the calling and called parties are supported through SpliceCom's Enhanced Speech Processing (ESP) application. The entry-level cost of the 4140 Remote Call Server becomes even more competitive through the addition of an 8 channel PRI licence, whilst the introduction of the 4400 Voice Compression Module means there's no limit to the number of 8 kbps G.729 channels that can be dynamically added as and when required - unlike certain other hybrid switches which employ "blocking" architectures.

In addition to **maximiser**, SpliceCom's Voice Processing application, PCS 400, PCS 100, PCS 50 and the PCS Operators Console have all had significant new features and enhancements added to them. In total Version 3.1 for **maximiser** contains over 70 new features and enhancements.



Session Initiation Protocol (SIP)...



The introduction of SIP Proxy Server (RFC 3261) support to the 4100 Call Server and 4140 Remote Call Server allows both H.323 and SIP to be run at the same time. These two protocols provide different alternatives for initiating, modifying, and terminating an interactive user session that involves multimedia elements - or setting up a Voice over IP telephone call as it's more commonly known. Support for SIP, which has its roots in the IP community (it's similar to HTTP and shares some of its design principles) from both manufacturers and service providers is growing. On the other hand, H.323 is more mature protocol and has its basis in ISDN. Both H.323 and SIP use the Real Time Transport Protocol (RTP) to carry the actual media (voice or video) stream once the call has been set-up.

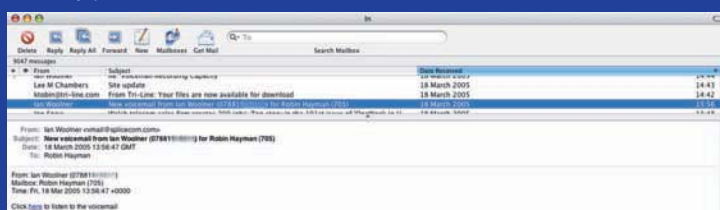
This fully integrated support for SIP within **maximiser** allows both SIP and H.323 devices to be concurrently supported across a single system, with calls being passed seamlessly between both types of terminals. SIP Desktop Phones from Polycom, Grandstream, Elmeg & Safecom have been tested with **maximiser**, alongside SIP WiFi phones from Hitachi & UTStarcom.

H.323 and SIP Trunk services are also supported on **maximiser** through the use of IP Trunk Licences. Although these Next Generation trunk services are currently in their infancy, **maximiser** has already been successfully tested with Gamma Telecom's IP DirectConnect offering, one of the first commercially available SIP services. Testing has also been successfully completed with Border Gateway Controllers (BGCs) supplied by Hipcom. **maximiser** embraces ISDN, H.323 and SIP trunks as equals, providing true one-world communications without the need for additional Gateways, delivering both choice and future-proofing.

Unified Messaging...

Version 3.1 for **maximiser** builds upon the Unified Messaging features offered by **maximiser** as standard since its initial launch in 2003. Utilising the Internet Messaging Application Protocol (IMAP), system administrators can now elect to have voicemail messages stored on any email server supporting this popular protocol. This includes Lotus Notes, Novell GroupWise and Apple Mail, in addition to Microsoft Exchange. By taking this approach, there is now a single instance of the voicemail that can be accessed traditionally, via a phone, or copied/forwarded to email as an attachment - where it can be played back via the PC's sound system - or an alert. This allows synchronisation between voicemail and email, whereby if a voicemail is deleted the appropriate email will be deleted and vice versa. Configuration is simply a matter of entering the email server address and the email address, username, password and mailbox for each user - or department - requiring Unified Messaging. IMAP Unified Messaging utilises **maximiser**'s Enhanced Speech Processing (ESP) application to provide Text To Speech (TTS) services for the voicemail play back prompts.

When using IMAP Unified Messaging, emails can be "read" back to the user via any phone - be it on or off switch. Once the email has been listened to, a response can be spoken, recorded by the **maximiser** system and then emailed as a reply with a .wav file attachment. Emails can also be deleted in the same manner. "Unified Messaging is a great business efficiency tool," says Robin Hayman, SpliceCom's Director of Product Management. By adding the ability for employees to listen to emails and delete them or reply whilst on the move, we've also provided a fantastic personnel productivity tool. Enabling mobile employees to handle emails via a low-cost audio device - GSM phone - rather than a higher cost visual device such as a Blackberry or PDA, we've drastically slashed the cost of deployment. At the same time efficiency is also improved over a hand-held device as hands-free operation is possible even whilst driving.





The Walters Group build their business on SpliceCom....

SpliceCom has solved the telephony problems of contract manufacturing specialists - The Walters Group. Having manufactured communication products for the likes of Nortel Networks, Lucent Technologies, Avaya & Thales, The Walters Group know a thing or two about telephone systems. So when it came to kitting out their brand new Head Office & Manufacturing Centre of Excellence, SpliceCom's **maximiser** business telephone system proved the natural choice.

"SpliceCom's maximiser phone system has already exceeded our current expectations," states John Walters, founder & Chairman of The Walters Group. "However, maximiser's ability to meet our ever changing communication needs, as dictated by our constantly evolving business, was also a big influence in its choice." Walters Microsystems currently carry out Box Build Manufacturing at a second facility located less than a mile from the new Head Office. The second phase of The Walters Group roll-out has seen the installation of a 100 Mbps LAN Emulation Service (LES) between the two buildings, and the provisioning of a second maximiser Call Server & Phone Modules at Cetec House. The two separate sites are now linked and The Walters Group now enjoy the benefits - in terms of both cost and efficiency - of one single seamless telephone system. Employees can see who's available to take a call - and who's not - wherever they may be located. Hot Desking between sites is available, providing delivery of DDI, Departmental and Voicemail calls wherever an employee may be.



SpliceCom and Rostrvm Solutions Deliver Advanced VoIP Call Centre Applications...

SpliceCom and Rostrvm Solutions Limited, have combined to integrate the rostrvm inbound and outbound call centre applications with SpliceCom's **maximiser** business telephone system.

"The relationship with Rostrvm Solutions adds a new dimension to the call centre applications available to **maximiser** users," says Robin Hayman, SpliceCom's Director of Product Management. "The rostrvm/**maximiser** combination delivers automated outbound call handling, such as the rostrvm predictive dialler, in addition to advanced inbound contact management."

The rostrvm/**maximiser** combination offers comprehensive call centre functionality including:

- Skills based and data directed multimedia ACD
- Preview, progressive and predictive dialling
- CTI screen pop with voice & data transfer
- Scripting support tools for call centre agents
- Web based Management information

Commenting on the relationship Ken Reid, Rostrvm's Marketing Director said, "**maximiser**'s support for traditional telephony, Voice over IP and location independent working offers tremendous choice. Bringing **maximiser**'s future-proof infrastructure together with our call centre software provides the functionality and flexibility that all call centres need to deliver the highest quality customer service."

SpliceCom's **maximiser** Unifies Communications for Lance Owen...

SpliceCom's **maximiser** platform which combines voice, video and web enabled IT applications, helps The Lance Owen Group to provide an IP Telephone System across their eight car showrooms, Group Parts & Service.

This installation of **maximiser** has allowed the London based Vauxhall and Saab specialist to present a unified image - whichever location they choose to call - improve the efficiency of staff transactions between sites, in addition to dramatically reducing their telecommunications costs.



"**maximiser** allows us to automate many aspects of the day-to-day management of our company communications, freeing up time that can be more productively spent addressing more strategic issues," said Charles Stajkowski, Operations Director for Lance Owen. "The SpliceLog system automatically generates an email to the Group directors should any call exceed pre-defined time or cost thresholds. The same is true for calls placed to high cost premium rate numbers. We also use the in-built call recording capabilities of **maximiser** for training and reference purposes. These recordings are automatically emailed to the relevant departmental manager."

SpliceCom's **maximiser** has provided Lance Owen with a single, covered, business telephone system that will allow the business to continue its expansion safe in the knowledge that it will no longer need to worry about capacity planning.

Nobody Knows INDeX Like SpliceCom...

Launched by SDX Business Systems to critical acclaim in 1995, sales of the INDeX business telephone system will finally come to an end in June 2006. With both the former Managing Director and Sales & Marketing Director of SDX on the SpliceCom board - Frank Bretherton & Jeremy Cooke respectively - it's perhaps unsurprising that SpliceCom have put together a technology upgrade path and commercial pricing package, based on **maximiser**, that's second to none.

SpliceCom's evolutionary approach allows existing INDeX customers access to all the business benefits associated with IP Telephony and Voice over IP whilst still retaining the investment made in their existing telephone system. **maximiser** has been developed to enhance both the INDeX feature set and business efficiency tools. As such we have identified and focussed on eight key areas that are core to business communications for INDeX customers.

Nobody knows INDeX like SpliceCom. Want to find out more? Then give us a ring on 01923 287700 or email us at index@splicecom.com

maximiser offers...

INDeX DT/20 Series Visual Voice integration

Unified Messaging

Meet Me Conferencing

Mobility - Mobile/Home/Teleworker Solutions

Wireless - IP/DECT or WIFI

Contact Centre

Voice Networking

Additional User & Trunk Capacity