

E-MetroTel

Corporate Overview

UC^x Technical Overview

Go To Market

Who is E-MetroTel?

“A Unified Communications company that enables enterprises to leverage their existing investment in voice systems and seamlessly evolve to new technologies, providing a path to future communications applications while delivering exceptional cost savings.”

Target Market

Nortel, Avaya & Cisco customers who are looking to integrate new communication applications into their existing environment.

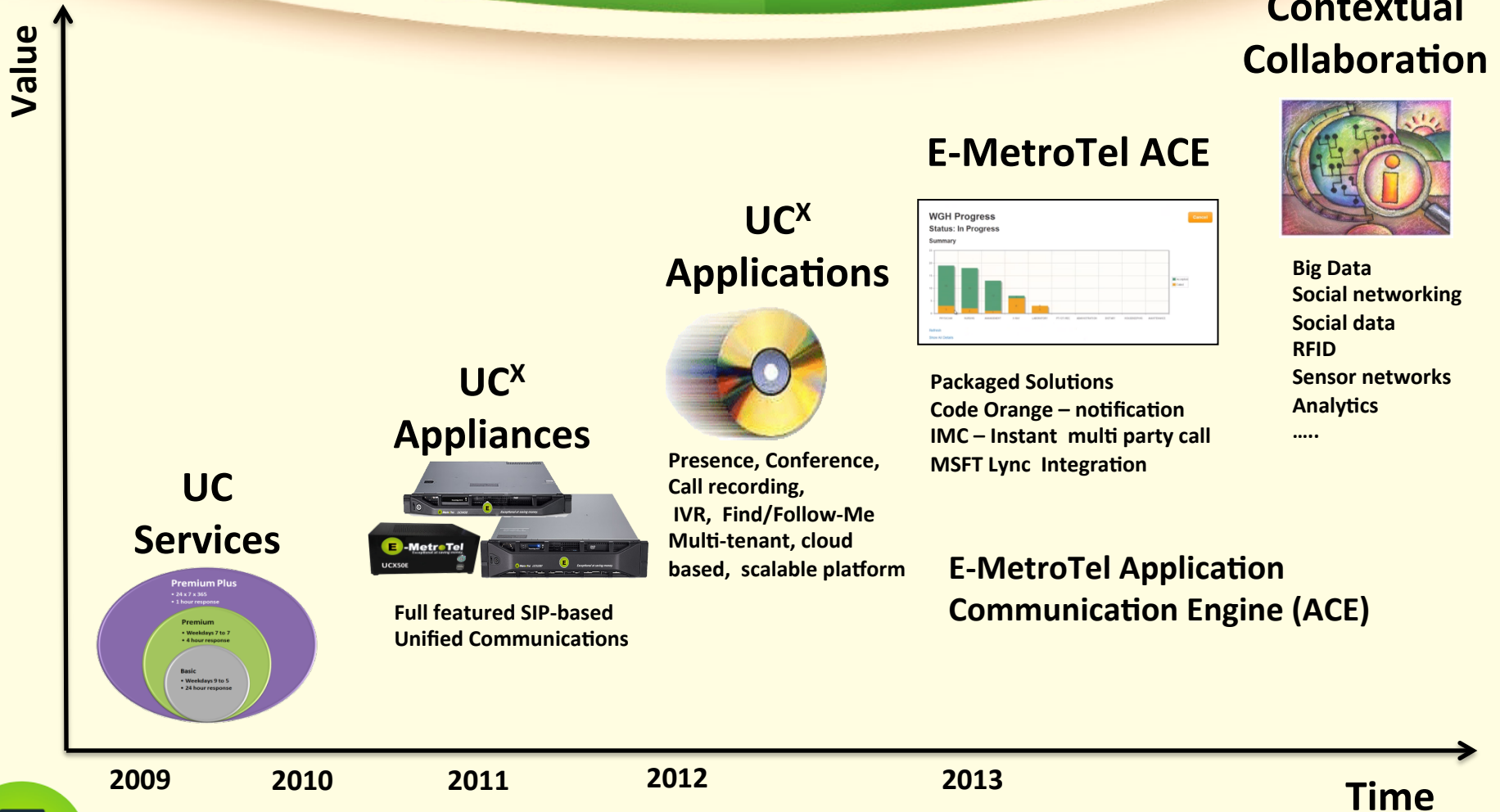
Applications

- Customer services applications
- Work from anywhere solutions
- Mobility solutions / BYOD
- Interactive multi-media response apps
- Seamless VoIP cloud services
- Social media & business application integration into communication equipment

Challenges = Opportunities

- Total integration into existing environment
- Cost: buying, installing & Maintaining new equipment
- Nortel exited the market leaving a large un-served gap
 - \$30B install base investment
 - Current vendors only offer remove and replace

Company Roadmap



A New Unified Communications Appliance

E-MetroTel UC^x Solution



1. A bridge for existing customers to access the latest generation SIP Services
 - SIP trunks
 - SIP clients & phones
2. A feature server providing access to new revenue generating services
 - Find Me / Follow Me
 - Conference Bridge
 - Call Recording
 - IVR
3. Cost effective UC communications system
 - Voice Mail
 - Presence
 - Contact Center: Call Center

Unified Communications just got exponentially better



E-MetroTel UC^x Strategy



- **Out-of-box experience**
- **Plug & Play' deployment of :**
 - Nortel IP phones with (Norstar/ BCM) user interface options
 - Cisco Phones, SIP phones & clients: e.g Polycom, iPhone
- Full compliment of business features
- Single License for all capabilities
- **Value Add Applications & Custom Development**
 - Custom Contact Centre & IVR applications
 - Advanced Reporting
 - Provisioning Services
- **E-MetroTel's packaged applications**
 - Agent Dashboard

A unique solution delivered by E-MetroTel innovation

UC^x Advanced Applications (included)

Find me/Follow me	Sophisticated and easy-to-use, keeps your mobile employees accessible
Conferencing	Advanced, flexible and user-friendly multi-party conferencing capabilities Ad Hoc & Meet-Me
IVR	Enterprise-grade IVR for a personalized customer experience
Call Recording	Record Calls on Demand or all calls
Contact Center	Easy to configure and use yet highly effective contact center solution with advanced reporting
Integrated Messaging	Simple flexible voice messages users retrieve from their hard client, Soft-phone, portal or via email.
Call Detail Reporting	Complete set of call records that are easy to access, browse and export

UCx Supports Nortel Phones

NORTEL Supported IP Telephones

2000 Series



1100 Series



1200 Series



User Interfaces:

- Norstar/BCM Style UI, Feature Key Support
- Standard UC^x User Interface

New Features for BCM/

Norstar Users:

- Hot Desking
- N-way conferencing
- Web Provisioning Tools
- Find/Follow Me mobility

M1 Digital Phones



Digital Telephones*

Norstar T/M7000 Series



* Via UC^x Digital Gateway

UC^x Product Platforms

Choice of Sizes, Seamless Upgrades



UC^x50E:

- Up to 80 extensions
- 80 concurrent calls
- 2400 hours recording
- 1 slot for an integrated trunk card.
- 64GB Solid State hard drive – improved MTFB
- 1 year warranty & support included.



UC^x450:

- Up to 450 extensions
- 225 concurrent calls
- 7000 hours recording
- 1 slot for an integrated trunk card.
- Rack mount (1U)
- 1 year warranty & support included



UC^x1000:

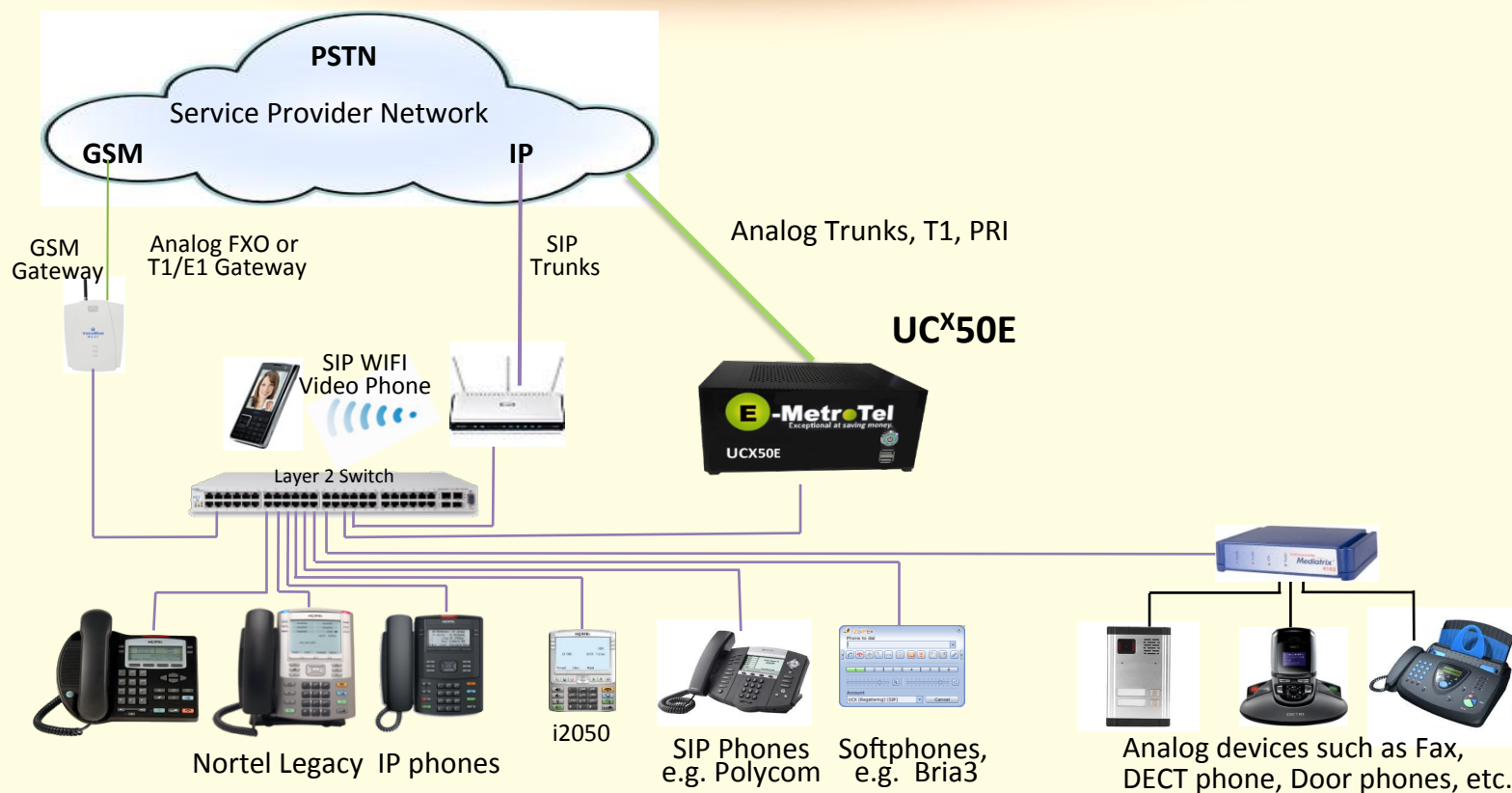
- Up to 1000 extensions
- 500 concurrent calls
- 16,000 hours recording
- 2 slots for integrated trunk cards
- Rack mount (2U)
- Redundant power & HDD
- 1 year warranty & support included.
- Dedicated application server above 400 users.
- Dual CPU (priced option)

Common UC^x Software: Seamless Upgrades, Consistent User Interface.

Typical Deployment Scenarios

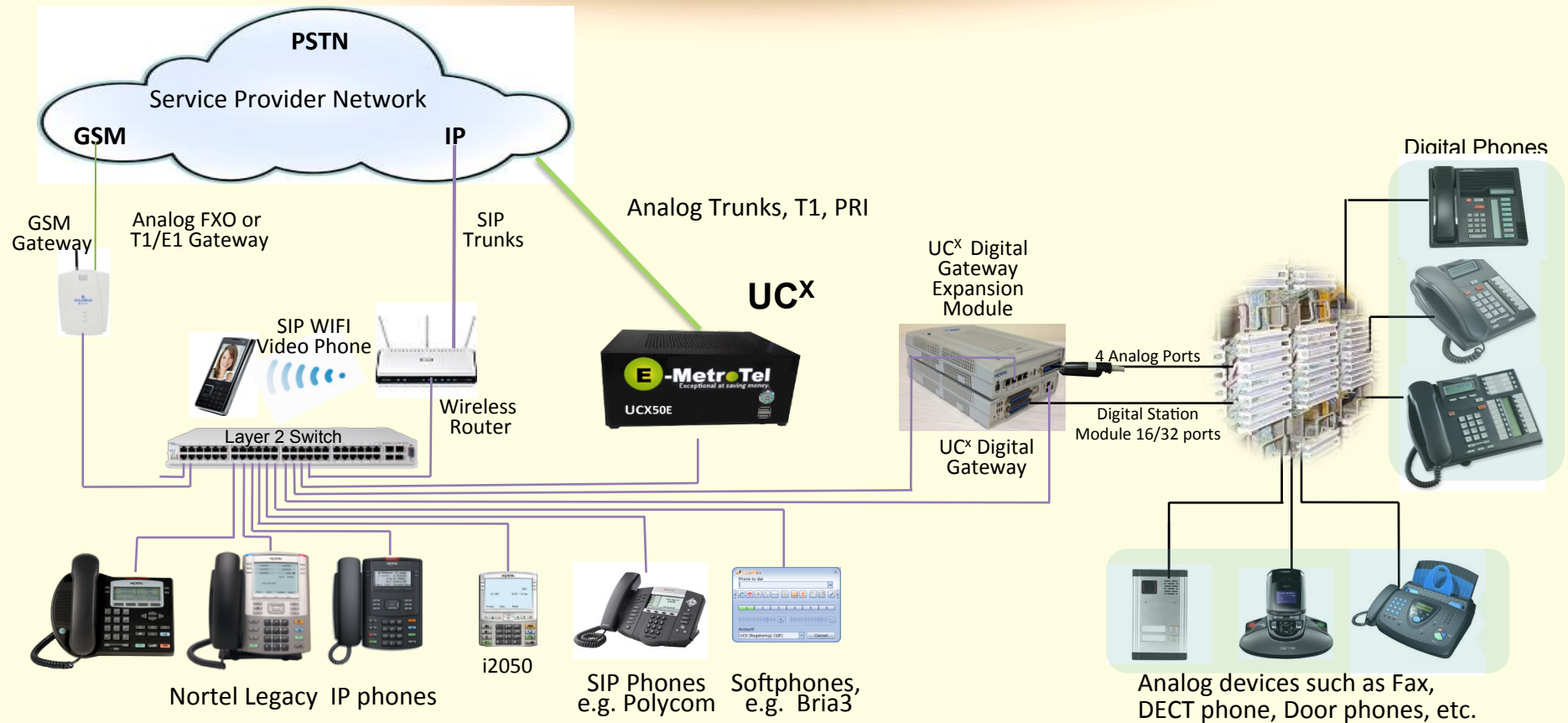
Green Field or PBX Replacement

Next Gen UC Solutions With SIP Trunks, SIP Phones, And Applications



Norstar / BCM Upgrade to UC^x

Next Gen UC Solutions With SIP Trunks, SIP Phones, And Applications



Norstar / BCM Upgrade to UC^x

Convert the BCM50 into a UC^x Digital Gateway

- Install UC^x software onto BCM50 by removing the BCM hard-drive; replacing it with a solid state UC^x Digital Gateway SSD
- Existing wiring and expansion chassis remain unchanged



Path to the Future!

- Keep Digital Phones
- Keep IP Phones
- Keep User Interface
- Convert BCM to Digital G/W:
- Add **NEW** SIP Phones
- Add Video support
- Add Applications
- Add Customization

Return to Software



As a new application Platform (Cap M1 /CS1000 and Grow with UC^X)

- **Nortel IP/SIP phones:** Call control natively on UC^X
- **Nortel digital phones through:** SIP or PRI
- **Features and applications:**
 - Unified messaging
 - Call center & IVR
 - Conferencing
 - SIP Gateway: SIP phones and trunks
 - Call Recording,
 - Follow-me mobility
 - SRG: Survivable remote gateway
 - MS Lync



Centralized (Cloud-based) configuration

UC^x Digital Gateway

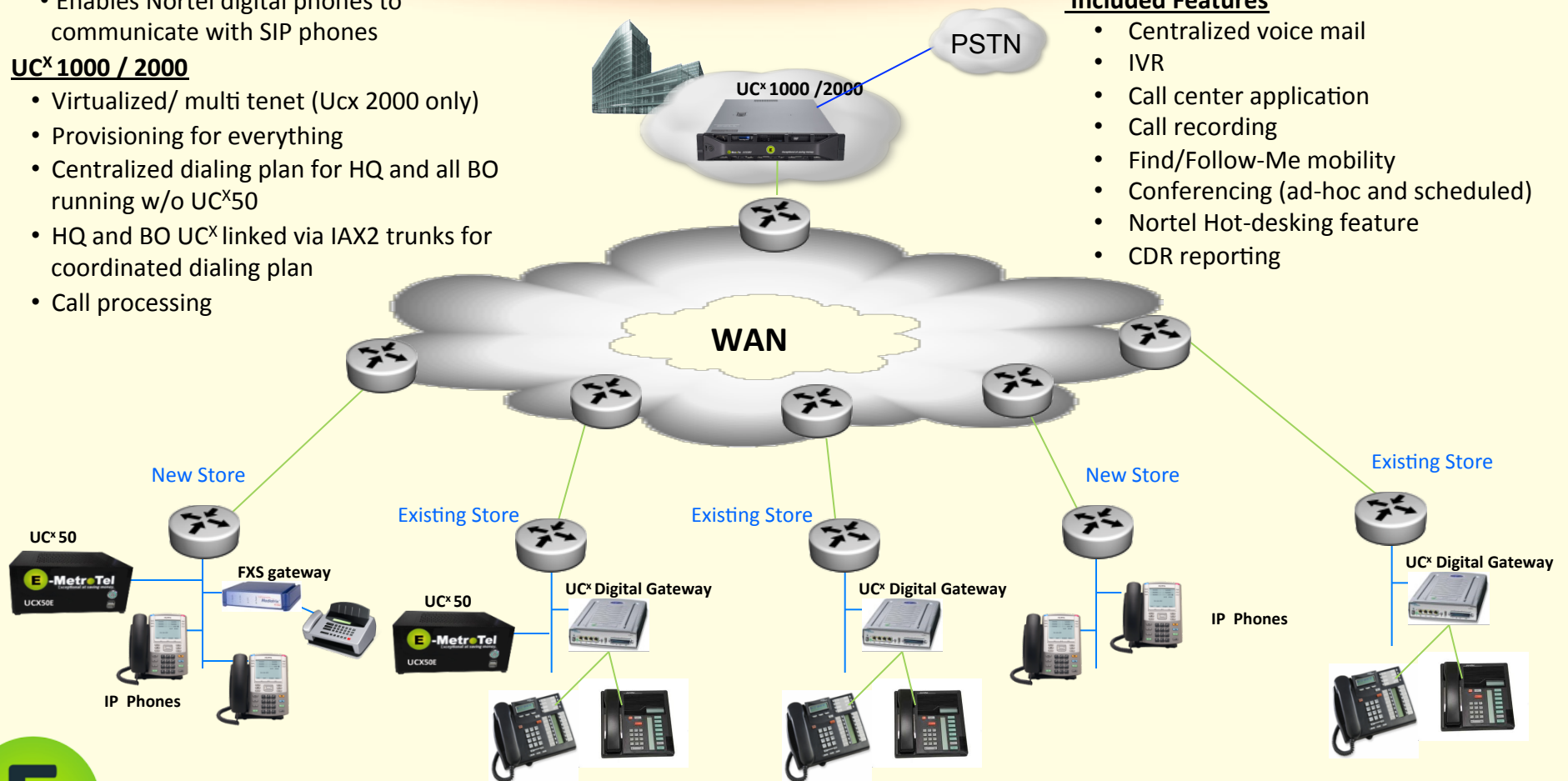
- Enables Nortel digital phones to communicate with SIP phones

UC^x 1000 / 2000

- Virtualized/ multi tenet (Ucx 2000 only)
- Provisioning for everything
- Centralized dialing plan for HQ and all BO running w/o UC^x50
- HQ and BO UC^x linked via IAX2 trunks for coordinated dialing plan
- Call processing

Included Features

- Centralized voice mail
- IVR
- Call center application
- Call recording
- Find/Follow-Me mobility
- Conferencing (ad-hoc and scheduled)
- Nortel Hot-desking feature
- CDR reporting



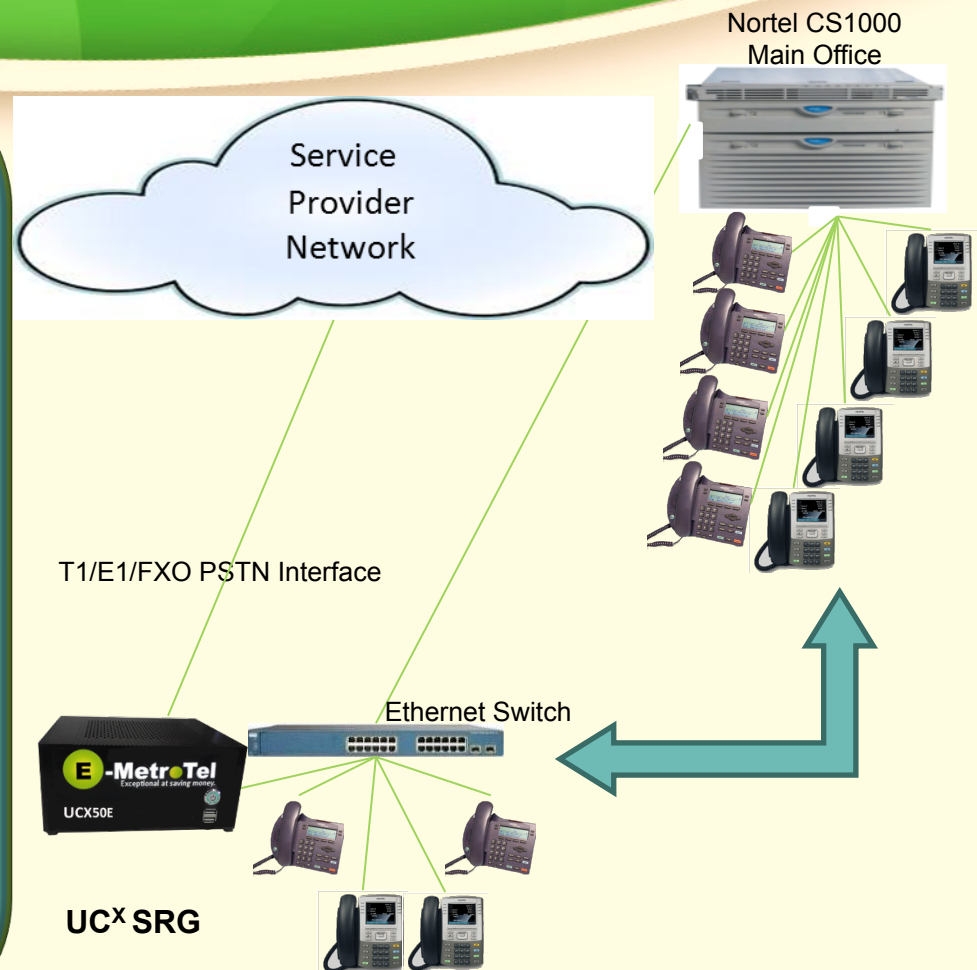
UC^x SRG Typical Configuration

UC^x SRG performs the same as a Nortel SRG

- All phones register to the CS1K - **Primary**
- Local phones at branch are registered to the UC^x SRG – **Secondary**
 - Tells branch phones to talk to CS1K
- UC^x SRG regularly pings CS1K to insure connection is up
- If connection to CS1 K fails the UC^x SRG restarts and registers the local phones

Additional Benefits In Survival Mode

- Nortel SRG provides PSTN connectivity only (no voicemail) for a limited time
- UC^x SRG provides full features indefinitely
 - Voicemail
 - Auto attendant
 - Conferencing
 - Call recording
 - Follow me



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Thank you.