



# Unifying People, Productivity and Communications



## IPFX Unified Communications

As a leading innovator and pioneer of Unified Communications and productivity software, IPFX has set the standard for others to follow since 1995. Unified Communications brings together many forms of communication including telephone, mobile, phone, email, fax and instant messaging, consolidating them into your email system. The benefits of IPFX Unified Communications include:

- Increased visibility which means you know how to reach others in your organization at the most appropriate time and in the most appropriate way – without leaving your desk.
- All your communications are unified in one place, in the order they arrive, which improves responsiveness and professionalism.
- Improved efficiency from reduced task and application switching.

Presence is a key component of IPFX Unified Communications solutions which greatly increases the visibility of others and your ability to make contact. Presence broadcasts a user's availability to colleagues – including those in remote offices. Presence communicates an individual's whereabouts (eg: in the office, gone for the day, on holiday, etc), indicating when they will next be available and the best method of contacting them.

Invented by IPFX, Presence has driven the popularity and uptake of Unified Communications solutions which today are used by many of the world's leading financial, manufacturing, communication and service organizations.

IPFX was the first United Communications provider to integrate its technology within the world's most popular and frequently used communication applications; Microsoft Outlook and Lotus Notes.

This means that from the moment you open your most frequently used communication program, you automatically launch an embedded IPFX Unified Communications solution, enabling you to manage all of your communications and Presence from a single interface. Significantly, having Presence managed from within your most commonly used application, encourages corporate-wide use of Presence.

Today, IPFX has hundreds of thousands of end users worldwide and continues to lead the development of Unified Communications capabilities and functionality.

The success of IPFX is based on the ability to improve how individuals work and offers organizations levels of professionalism and customer service not previously available.

IPFX solutions use industry standard infrastructure and run on a single server for ease of use and lower total cost of ownership. IPFX Unified Communications uses a common interface as part of a tightly integrated family of specialist communication applications. A purpose-built Unified Contact Center module(s) enables enhanced customer service and when combined with IPFX Unified Productivity, can dramatically improve the overall performance of your business.

### Key Features and Benefits










#### **Mobility offers mobile phone users the same advantages employed by IPFX desk-based users**

With IPFX Mobility, mobile phone users realize key benefits previously only available to desk-bound users. These benefits include the visibility of real-time Presence and the calling line identification of all incoming calls being displayed on a mobile device - irrespective of whether these were made from a landline or mobile phone number.

With IPFX Mobility, individuals need not be bound by physical location; you can work remotely yet appear to callers as if you are physically located within the office. With IPFX, workers have the same phone number and functionality when working remotely as they do when in the office, so efficiency is not compromised when working from other locations.

#### **Presence improves call efficiency**

IPFX invented the concept now known within Unified Communications as Presence in 1995.

	Presence	Extension ▲	First Name	Last Name
	Office	2101	Mary	Keegan
	In A Meeting	2102	John	Taylor
	Do Not Disturb	2103	Ann	Donald
	Gone Out	2104	Kevin	Walsh
	Gone For Day	2105	Elizabeth	Booth
	On Holiday	2106	Teresa	David
	Sick Leave	2107	Barry	Jackson
	Away On Business	2108	Duncan	Andrews
	Office	2109	Anna	Kempster

The key benefits of Presence are the real-time visibility of individual user availability and access to alternative contact options allowing intuitive communication with colleagues and partners. IPFX Presence shows instantly if a user is currently available, on the phone, in a meeting, out of the office, or away on business etc.

### Calendar appointments automatically update your Presence

With Microsoft Outlook or Lotus Notes integration, calendar appointments can be used to automatically set your Presence. This greatly improves the effectiveness and accuracy of Presence information as it is driven real-time from your calendar, thus saving you from having to remember to update your Presence manually. In addition, there is the ability to automatically enable Outlook Out Of Office Assistant so all options are covered.



### Presence automatically updates your voicemail greeting to advise your availability and scheduled return time

Unique to IPFX, Presence information can be automatically linked to your voicemail smart greeting. Callers receive a voicemail greeting advising your Presence whenever you are unavailable to answer a call. IPFX voicemail smart greetings are the most advanced available, communicating your Presence status and expected return time with multiple call-divert options.

### The powerful Operator Console enables the ultimate in call handling

The purpose-built IPFX Operator Console is a powerful tool that gives the front line of your business the power and flexibility to maximize customer service. IPFX Operator Console features include:

- Drag and drop functionality for transferring queued calls.
- A clear and immediate overview of staff availability.
- The ability to view all live and queuing calls.
- The ability to change a user's Presence.

- The ability to view outstanding voicemail messages for all users.
- Customizable console layout and settings.

### Microsoft Integration

IPFX Unified Communications have been developed to integrate tightly and add functionality to Microsoft's suite of communication applications including Microsoft Outlook and Exchange Server as well as provide advanced features for Microsoft Office Communications Server (OCS) and Microsoft Office Communicator.



Uniquely, IPFX is able to integrate with and leverage the Unified Messaging capability of Exchange 2007 as well as apply additional functionality to Exchange 2007's Unified Messaging including enabling message waiting lights on phones.

IPFX can enable ongoing synchronization between your Active Directory server; and by using the IPFX CTI server and IPFX's Microsoft CRM plug-in, users can dial automatically by clicking on the relevant fields within the CRM to allow for a more intuitive and seamless interface between CRM and the PBX.

IPFX was the first company to integrate and embed IP Telephony and communications (also known as VoIP) within Microsoft Outlook. IPFX is a Gold Certified Microsoft partner and has been developing applications running on Microsoft platforms since its inception in 1995.

### About IPFX

IPFX develops and distributes advanced CTI Telephony Integration solutions. With offices in the United Kingdom, Australia and New Zealand, over 1500 customers with 300,000 end users currently enjoy products from our company.

IPFX software is renowned for being sophisticated, feature-rich and easy to use. Ongoing product developments ensure that your investment in IPFX is protected.

Ongoing support and training offered is of a high calibre and extensive documentation is available to assist users. Customers also have support of IPFX's extensive reseller network, which includes some of the largest IT integrators. All resellers are certified and trained in IPFX products.

IPFX customers range from small to medium sized businesses to some of the world's largest enterprises and government. Product flexibility and modularity enables system to be tailored to suit any size business.

### IPFX Dimensions

"Dimensions" is the collective name for the IPFX suite of communication and productivity solutions.

IPFX Dimensions enhances productivity and professionalism, and although each component can operate independently, additional incremental advantages are realized when multiple solutions from the Dimensions suite are adopted.

The greater the number of Dimensions solutions enabled by a company, the greater range and breadth of organizational and user benefits.

All IPFX Dimensions applications can run on a single server allowing users to configure the best communication and productivity solution for their business by addressing many challenges faced such as multiple communication channels, an array of non interrelated communication devices, frequent interruptions, and a lack of focus.

With several decades of combined experience, the IPFX development team works to continually refine and enhance the existing product suite, and ensure that upcoming technological advances are also leveraged to extend world-class solutions to a growing customer base.

IPFX provides the tools to enhance professionalism, service and productivity, while allowing mobility and teleworking with powerful and adaptable tools, which are still simple to use and easy to understand.

Working with an extensive and well-regarded reseller network around the world, IPFX delivers telephony, Unified Communications and Unified Contact Center solutions to businesses of international standing. These solutions are 'end-to-end', from system design, implementation, training and support.

The IPFX support team currently provides technical expertise to hundreds of thousands of end users around the globe.

IPFX will soon be setting another international standard with the launch of a new solution; IPFX Unified Productivity. This will deliver substantial increases in efficiency from the most common activity, to multi-user projects. It will put users in control of their time, and allow them to get where they want to be faster.

**Dimensions**  
The ultimate collection of integrated solutions to take your business communications and productivity to the next dimension, realizing the full potential of your organization and people

**Unified Productivity**  
Achieve significantly more by utilizing tools and methodologies that improve communications and workflow, whilst reducing interruptions.

**Unified Communications**  
Real-time integration of communications and availability information via PC, fixed line and mobile phones.

**Unified Contact Center**  
State of the art technology to maximize the quality of service and efficiency of contact centre communications.

**Telephony**  
Supported platforms include Cisco, IPFX director, Microsoft, NEC and Nortel.

## IPFX Unified Productivity

A world-first suite of efficiency tools for knowledge workers and organizations, soon to be launched by IPFX.

## IPFX Unified Communications

Telephony, mobility and message software solutions and operator consoles that enhance visibility and increase the contactable nature of office workers.

## IPFX Unified Contact Center

Software solutions for Contact Centers that effectively utilize time, resources and expertise across a range of media.

## IPFX Telephony

IPFX integrates with a wide range of Private Branch Exchange (PBX) platforms to suit all requirements.



## Why IPFX?

- Simple single server architecture.
- Real time calendar integrated rich presence.
- Modular applications enable you to buy components as you require them.
- Unrivalled manageability and ease of administration.
- Local support infrastructure.
- Over ten years experience and hundreds of thousands of users.

Auckland

London

New York

Sydney

Melbourne

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