

SIMCOM UCP

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Unified Communications Platform

About SimCom UCP

SimCom provides a modern, next-generation communications platform for customers, integrators and partners of all size and complexity.

Simcom UCP is a high-performance software appliance conceived and developed by a devoted team of experienced Enterprise Communication professionals.

Business Communication has evolved rapidly over the last years, with new ways to communicate and interact, such as mobile/remote workers, SMS and chat services as well as hybrid business services like Skype, Skype for Business (Lync) and others. Most telephony systems on the market today were designed and built for the traditional office worker environments, whereas SimCom UCP is built on a modern architecture to help realize the vision of unified enterprise communication, regardless of platform or protocol.

Flexibility

With SimCom UCP you are now free to choose IP trunks, mobile subscriptions (private or business) and broadband from the provider of your choice. Multiple providers can be used simultaneously - such as various mobile operators, e.g. due to regional variances in network coverage. With SimCom UCP there is no operator or device lock-in in order to provide communication services to an organization.

SimCom UCP works with any device that supports the international open SIP standard, and is not locked to specific devices or software clients from a specific manufacturer. This gives greater freedom to choose devices or applications according to individual needs, financial constraints and in some cases also the option of reusing existing equipment.

With support for software based mobile and PC clients that also use presence marking and chat, the SimCom UCP platform can greatly improve the efficiency of your employees. With SimCom UCP your corporate users enjoy new opportunities for mobility that they have not previously been able to experience.

Cloud or On-Premise

SimCom UCP is available in SaaS/Cloud and on-premise editions, and can be scaled to support organizations of all size and complexity.

Advanced Receptionist Console – Easy to Use

Compared to proprietary solutions, SimCom UCP's receptionist console is easy to use. We have developed a modern application that provides an extremely efficient user experience.

SimCom UCP is integrated with enterprise business applications, such as MS Exchange and Active Directory, and can therefore provide access to a user's presence status, calendar and extended contact information. This makes it easy to answer calls with a high degree of service.

SimCom UCP can also be integrated with mobile service providers (e.g. Telenor / Netcom) and by doing so, present the presence information on company mobile phones. Attendants will then be able to see if the user is busy or available, on any device and on any network.

Attendants have full control over all significant information in the enterprise:

- Incoming calls, and the time the individual caller has waited.
- Busy and presence status.
- Parked calls.
- Ultra-fast, instant search as you type.
- Information about calls being returned from a corporate user.
- Pre-filled instant messaging to Skype for Business (Lync), e-mail or SMS.

The receptionist console can be operated with keyboard shortcuts or by using any pointing device (mouse / trackpad) and has a unique user interface optimized for receptionist professionals.

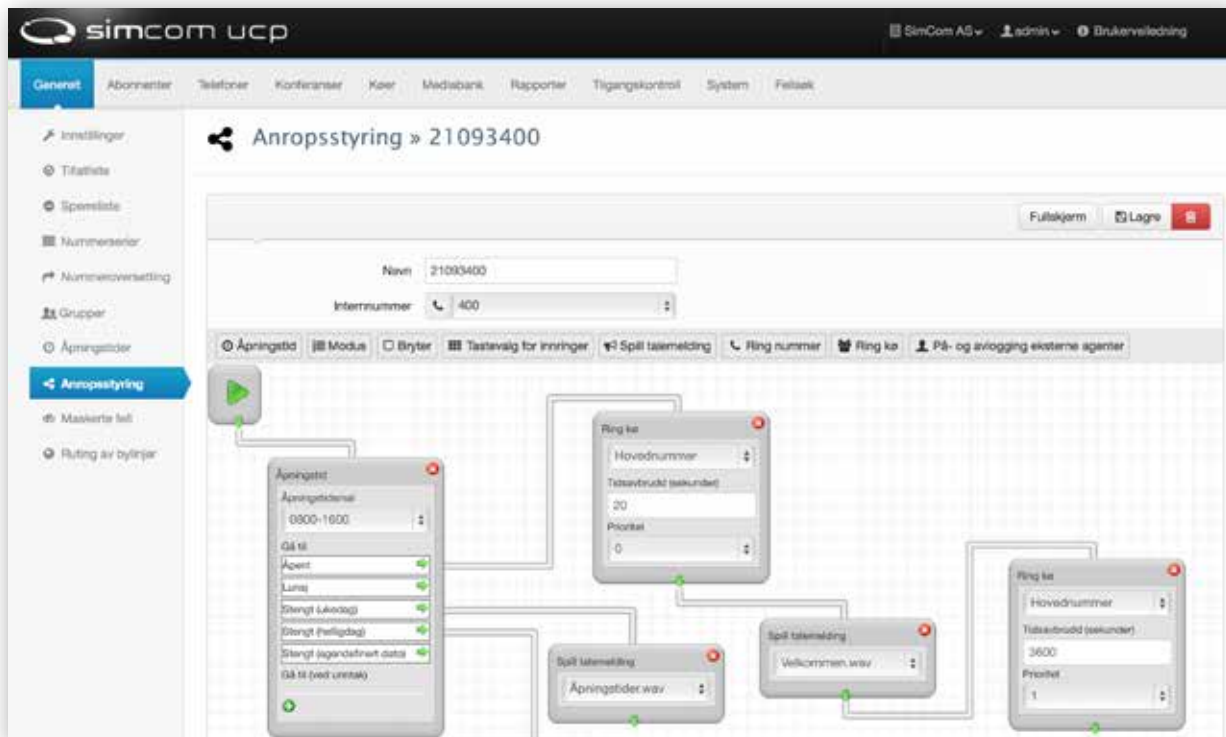
The screenshot shows the SimCom PC Central interface. At the top, there's a navigation bar with 'SimCom PC Central', a status message, and various icons. Below this, the main area is split into several panels:

- Incoming Calls:** A table with columns for Number, Name, Comment, and Time. It lists four incoming calls from Eivind Jonassen and Stephan Engebretsen.
- My conversations:** A table with columns for Number, Name, and Time. It shows four active conversations.
- Catalogue:** A search bar and a table with columns for Status, Name, Department, Direct dialing, Mobile, E-mail, and two Additional info columns. It lists several subscribers.
- Calendar:** A weekly view for October 14, 2014. A 'Lunch with George' event is highlighted on Tuesday, Oct 14, 2014, from 11:00 AM to 11:30 AM.
- Business Card:** A panel for the selected contact, Stephan Engebretsen, showing his name, phone number, email, and department.

SimCom UCP Receptionist Console is a web-based client that requires no local installation, but can be used on all computers with a modern browser. This provides a very flexible solution in terms of businesses without fixed reception places, or where the attendant-responsibility occasionally is shared by different employees. Each switchboard user can easily select to display the GUI in English, Norwegian, or any other languages.

Admin GUI

The administration GUI gives the administrator access to all modules in the solution, and is revolutionary in its simplicity and ease-of-use, especially compared to traditional PBX/UC systems.



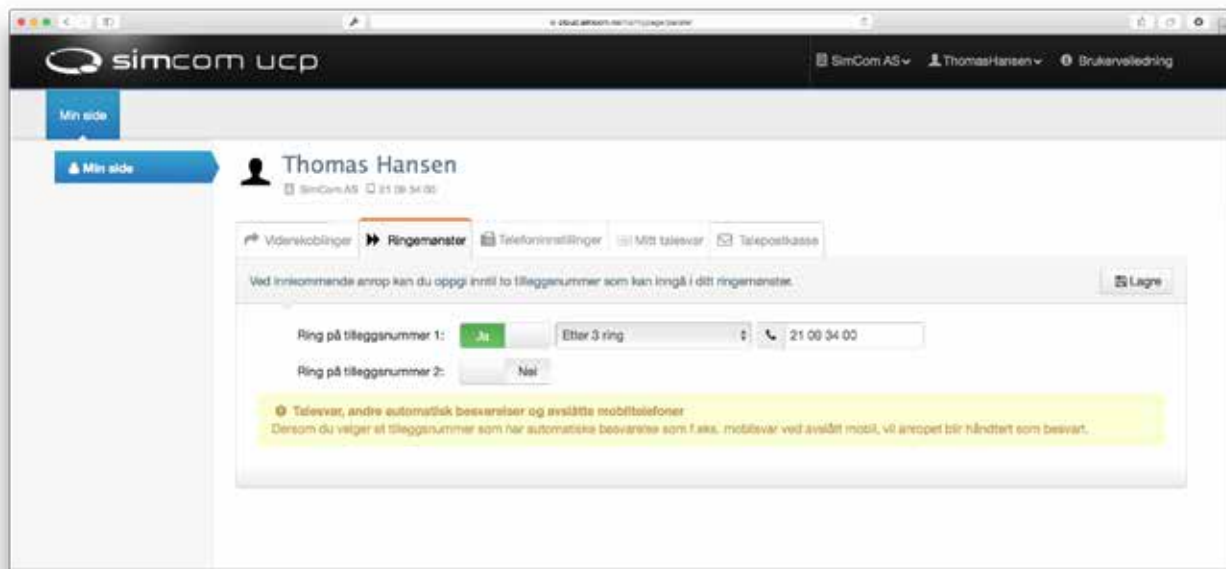
The administration GUI provides intuitive and easy control over how calls are handled. Different call patterns can be created for use at different times of the day, pre-programmed holidays, work shift schedules and the like. Call Patterns can be different in the various SimCom UCP nodes, taking full advantage of the multi-tenant feature.

My Page

Each user account in SimCom UCP is provided with a personal login. The subscriber receives an email with username and password and a link to the login page when their account is initially created.

Existing users can be imported from MS Active Directory (AD) or other standard directory services, and can be used for authentication as well.

Subscribers can partly control how calls should be handled - assuming that their device supports it - such as whether they want one or two lines on the device (e.g. enabling call waiting). The subscriber can choose whether parallel ring should be activated, call forwarding, which voice messages are to be played on the users voicemail and which groups the subscriber is a member of.



Each user has access to My Page, to easily control how calls are handled, where voice messages should be sent, availability, and preferences for the different phones that are connected to the user's profile. The administrator can easily enter predetermined choices, if desired.

XML-RPC based API

SimCom UCP is delivered with a well-documented API, based on XML-RPC over HTTP. This makes it easy to create support for new integrations, and to develop additional applications that can communicate efficiently and securely on a common platform.

A business or service partner can also use the API to retrieve raw data for statistics and reporting, in addition to the existing reports in SimCom UCP.



Multi-tenant

SimCom UCP is based on a node structure that makes otherwise complex installations easy to handle. Companies, subsidiaries, departments etc. can be configured in separate nodes, with their own administrators, subscribers, calling patterns, queues and settings. You may also centrally manage shared services such as directory inquiries, third party integration and exchanges. This provides a simple installation, while still allowing full freedom to customize the optimal solution for the various parts of the organization.

Users may also be a member of one or more nodes, making it easy to let the same user account participate in various queues in various businesses. For example, a key senior advisor may be responsible for escalated inquiries across multiple departments. With SimCom UCP you do not need to duplicate this user in the various department systems, allowing for easier maintenance and cleaner integration with systems like Skype for Business (Lync), Exchange and Active Directory.



Skype for Business (Lync)

SimCom UCP is the most flexible platform, enabling Skype for Business to become a full communication suite. SimCom UCP complements a Skype for Business installation with professional receptionist console, call control, advanced queue management and full-fledged, certified audio log. With SimCom UCP, Skype for Business, mobile and IP telephony can be merged in a manageable, scalable and integrated solution.



With SimCom UCP as a platform, it is easy to complement a Skype for Business installation with several of modules, such as:

- Web-based receptionist console (multi-tenant)
- Call Center
- Approved Call Recording - recording and storing calls

This simplifies administration and maintenance of the complete solution and eliminates many of the common challenges business are faced with when trying to implement Skype for Business as a primary communications platform.

Key Features

Below is a sample of some of the main features in SimCom UCP. The product is in active development and we are constantly adding improvements and new features. For more detailed information on specific modules or technical details, please contact SimCom AS.

1. Call Management

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| Different ringtone for internal and external calls | Subscribers can choose their own ringtones. The administrator provides the ring tones that can be selected. |
| Attendant transfer | Can be initiated from any device. |
| Transfer | Transfer calls internally or externally. |
| Call parking | Call can be put on hold (call parking). |
| Provide busy signal for internal callers | The system provides possibilities to mark a user as busy even if he has available lines (call waiting). |
| Callback for internal calls | If a user is busy, the system provides possibility to activate callback when the subscriber becomes available. |
| Call pickup | Subscribers can pickup calls from defined pickup groups. |
| Call forward | Forward calls directly or based on personal or global settings. |
| Voicemail | Each subscriber has their own voicemail with the possibility to define touch-key prompts for callers to leaving a message, transfer to mobile or a colleague. |
| Allow-list | System pre-defined list where an administrator can set options for which numbers subscribers are allowed to call (local, international, etc) |
| Parallel calling | The subscriber can define two additional numbers (internal or external) that can ring at the same time. Calling party number is shown on every endpoint. |
| Language | System messages are available in English and Norwegian. Additional languages can be recorded if needed. |
| Forwarding of voicemail | The subscriber can choose if voicemail's should be forwarded to an e-mail address, displayed on the stationary phone, or both. |

2. Dial-in Conference

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| Unlimited amount of attendants | There is no limit to the number of simultaneous attendees, the system is only limited to the amount of lines from the service provider. |
| Create conference rooms | An administrator can easily create conference rooms in the administration GUI. |
| Dial into a conference | Attendants can call a direct number to join a conference. PIN code prompts can be added. |
| 3-way conference | Users can easily create a 3-way conference from their personal phone at any time during a call. |

3: Web-based Receptionist Console

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| Format | The switchboard is web responsive. Recommended monitor resolution 1280x800 pixels and up. |
| Operation | Pointing device (mpouse/trackpad) or keyboard shortcuts. |
| Incoming calls | Incoming calls are shown in a list, including the wait time for each caller. Distinguish between calls being routed back from a subscriber. |
| Phone book | Integration with LDAP servers or Microsoft Active Directory. |
| Number lookup service | Provide Caller identification by integrating with number lookup services, such as 1881 and Link Mobility. |
| Calendar integration | Look up calendar information from corporate calendar services such as MS Exchange and Google Apps for Business. |
| Presence | Busy, Available, Agent status and more. |
| Call parking | Show a list over parked calls in the receptionist console. |
| Send SMS or e-mail | Pre-filled messages ready to be sent to subscribers over email or SMS |
| Call forwarding | The attendant can add and remove call forwarding for all subscribers. |
| DND | The attendant can add and remove "Do Not Disturb" status for all subscribers. |

4: Queues

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| Maximum amount of queues | No imposed limit to the number of queues, only limited by hardware performance and number of available trunks/lines. |
| Call recording | Feature-rich call recording of calls in queues, see separate section on Call Recording. |
| On-Hold Music | Configurable On-hold music. |
| Queue Announcements | Each queue can have multiple voice replies, such as an initial welcome, and repeating announcements. |
| Caller Announcements | Each caller can receive interval-based announcements on their status in the queue, placement and estimated wait-time. |
| Call Strategy | Option to define different calling patterns for each queue. |
| Call back | Caller can choose to leave their number and receive a callback when an agent is available, without losing their place in line. |
| Queue voicemails | Callers can (after a configurable wait time) receive an invitation to leave a message or remain waiting. |
| Agents | Support for both static and on-demand members of queues. Users can be members of multiple queues, and can have different roles in each queue they belong to. |
| External agents | A queue can have external members, such as cellphone users, home office workers etc. |
| Announcements to the agent | Option to add announcements to the agent about the next callers total wait-time, and the name of the queue when answering a new call. |
| Multi-tenant support | Multi-tenant support makes it easy to create separate queue configurations for different departments, campuses, buildings, companies, etc. |
| Reporting | Standard reports show number of calls, wait-time, call times, etc. for each queue in the system. A filter function makes it easy to create reports on specific queues or time periods. |

6. Call Recording

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| Record your calls | Option to record all calls from and to the organization. Configurable for the entire organization, per subscriber or for each queue. A dedicated administration interface allows easy management of call recordings. |
| Approved solution | SimCom UCP call recording satisfies privacy and government requirements for handling of recorded call data. |
| Storage | Call recording data can be stored anywhere, either in a customers internal datacenters, or by a hosting provider of their choice. |
| Access control | SimCom UCP call recording comes with full-featured access control. |
| Search recordings | Recorded calls can be searched and identified based on standard fields, such as date/time, incoming number, (name, if provided by third party-number lookup service), queue, internal user/subscriber (name and number). In addition, searches can be restricted to specific departments, queues and callgroups. |

7. Miscellaneous Features

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| Display of outgoing number | The administrator can define whether outgoing number should be shown as the company main number or the subscribers direct number. |
| Emergency call routing | Calls to Emergency numbers will display origination information to the emergency operators according to requirements and regulations. |
| Zero-touch provision | The system provides automatic provisioning of new phones. |
| 3rd party integrations | Easy-to-configure integrations with Microsoft Active Directory, LDAP Servers, Microsoft Exchange, Google Apps, Link Mobility, 1881, and more. |
| «My Page» | All users can administer their desired call patterns and settings from their personal "My Page". |
| Statistics | The solution includes powerful reports on call statistics. |
| Softphone | Softphones can be added in addition or in place of a deskphone, according to each users preference. |

8. Third-party Integrations

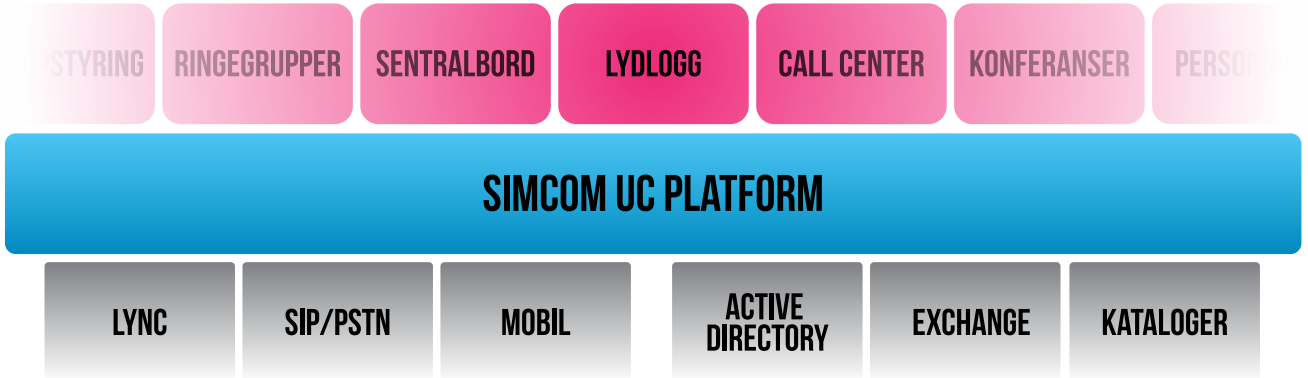
| | |
|----------------------------|---|
| Microsoft Active Directory | SimCom UCP integrates easily with Microsoft Active Directory (AD) for authentication of users. User metadata is updated automatically from AD every night (configurable) and makes sure the system always has access to the most updated user information, such as name, department, business unit, location, contact information and access status. |
| NFS (Network File Sharing) | Userdata can be imported and updated from files on the network. Examples include scheduled exports of e.g. CSV files from internal business systems. |
| Microsoft Exchange | SimCom UCP provides integration with Microsoft Exchange for synchronization of calendar data. This makes it easy to show up-to-date presence information based on calendar data for each subscriber. Rules can be added to provide intelligent call handling depending on calendar status, such as "Available", "In a meeting", "Out of Office", etc. |
| Google Apps | Fullfledged integration with Google Apps for synchronization of calendar data. This makes it easy to show up-to-date presence information based on calendar data for each subscriber. Rules can be added to provide intelligent call handling depending on calendar status, such as "Available", "In a meeting", "Out of Office", etc. |
| Number lookup service | Number lookup services, such as Eniro and 1881, can easily be integrated with SimCom UCP. A single integration point makes the number lookup service available to all SimCom modules with having to configure each service separately for various departments, queues or nodes. |
| Skype for Business (Lync) | SimCom UCP provides a full-featured integraton with Skype for Business, and turns Skype for Business into a first-class communications solution, even when integrated in a multi-tenant environment. With SimCom UCP it is easy to integrate users across multiple departments and companies without data duplication. |
| API | Custom integrations can be developed based on our well-documented API (XML-RPC over HTTP) |
| SIP-trunks | SimCom UCP can bridge multiple PBX systems when using SIP trunks |

A Common Platform - Powerful Modules

SimCom UCP is developed with a special focus on integrations with external systems, such as MS Exchange, MS Active Directory/LDAP, number lookup services, etc. All modules can access the same userdata and system resources in order to avoid duplication of data and the hassles of

managing overlapping systems in multi-tenant environments.

SimCom UCP provides a modern, integrated solution, and a revolutionary user experience for integrators, administrators, and end users.



Scandinavian Developers - Modern Technology

We have gathered some of Scandinavia's most skilled programmers and developed a completely new, modern platform for collaboration and communication. With rich experience in developing business-critical applications, we have built a communications platform in a class of its own when it comes to performance, flexibility and integration. Hence why we can provide advanced solutions with high utility value, at competitive prices.

Intelligent initial setup and user configuration makes it easy to get started, even with large implementations.



Many of our customers and partners are surprised to experience that processes they are used to spending several days on with other systems, can often be done in half an hour or less with SimCom UCP.

- That's one of the typical traits of SimCom UCP, and the reason we have invested heavily in developing a modern platform, instead of going the traditional way of trying to wrestle with and patch together antiquated solutions from the DOS-age.

Contact us today to learn how your organization can benefit from the innovations and features built into Simcom UCP.

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