



### Meet The Demand For Hosted Telephony

A hosted telephony service allows you to meet the growing demand, typically from small and medium sized businesses (SMBs), for easy access to advanced PBX functionality. With limited or non-existent in-house

technical expertise, many SMBs look to their service providers for a hosted IP telephony solution that can be implemented quickly and easily with predictable monthly costs.



### An Off-The-Shelf Solution With All The Features Of A PBX

Hosted SwyxWare is an award-winning, 'next generation' evolution of the SwyxWare portfolio. It is built on a proven solution that meets the needs of thousands of enterprise customers taking advantage of IP telephony in 'Customer Premises

Equipment' environments. Hosted SwyxWare includes over 500 PBX features so you can offer your customers a fully-featured solution when they move from a CPE system to a Hosted service.

### Minimal Up-Front Investment and Quick Time-To-Market

Unlike some products on the market, Hosted SwyxWare is a solution that works 'out-of-the-box' to enable service providers of all types to quickly capitalise on the hosted telephony market with minimal up front investment. Swyx's monthly licensing model is simple, giving you full flexibility to offer your customers a range of basic

or more advanced services... and you only pay license fees to Swyx once your customers are configured to use the service.

With Hosted SwyxWare you can support many customers on a single server but each customer will have access only to capabilities that relate to his business, such as his own

announcements, call routing rules, music on hold, pre-defined administration levels, etc.

### Key Features and Benefits of Hosted SwyxWare for Service Providers

- Minimal upfront infrastructure requirements - the software-based solution means minimal hardware installation and configuration so you can roll out the service quickly.
- Open, scalable PC server based architecture – no proprietary hardware requirements enables you to spend more time on your core business, less time on managing the service and your IT infrastructure.
- SwyxWare common software base enables easy transition for business customers (SMEs/Enterprises) from SwyxWare 'Customer Premises' solution to your SwyxWare Hosted PBX.
- Simple (per seat) pricing model - you pay as your customer base grows and you can combine features to offer differentiated services to your customers
- A range of business communications for each of your customers' employees - for example, voicemail, fax and conferencing can be provided to all or a sub-set of employees within an individual business, with up-sell opportunities for enhanced services.
- Full support for customer businesses with multiple employee types, including office-based employees, home workers and mobile workers.
- You can offer a wide choice of phones to suit end user requirements including 3<sup>rd</sup> party SIP phones, wired/wireless phones, H.323 phones, IP SwyxPhones, Swyx SIP phone, feature rich SwyxIt! soft-phone for your PC/laptop, and SwyxIt! Mobile for smart-phones.

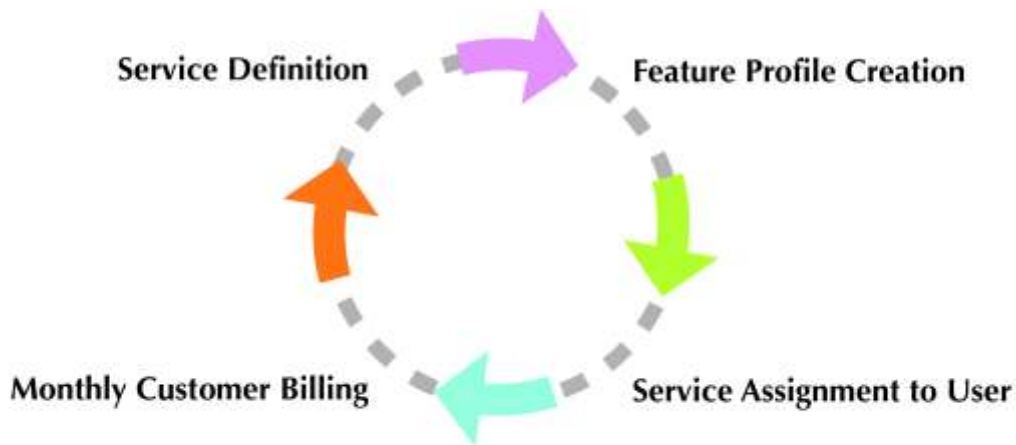
Note: Supported features naturally vary by the type of phone. Maximum functionality is provided via IP SwyxPhones and the SwyxIt! PC soft-phone.

**Simple Service Definition**

You can easily define your different services through the Hosted SwyxWare 'Feature Profiles'. For example, you may define a Basic service (comprising voicemail and CTI), an Advanced Service (comprising voicemail, CTI, PC fax and ad hoc recording) and a Call Centre Service.

Hosted SwyxWare enables you to offer these services on an individual user basis so, if a customer has 30 users, you may assign your Basic

Service to 15 of his employees, your Advanced Service to 10 employees, and the Call Centre Service to the remaining 5 employees, resulting in different service fees to you. And even more advantageous: a customer administrator may change the service assignment of a user within his own organisation at any time via a simple browser tool - minimising the hurdles for your customers to try out your higher valued services (and, of course, pay for them).



Hosted SwyxWare Licenses	
<p>User Licenses :</p> <ul style="list-style-type: none"> <li>■ HSW Basic User</li> <li>■ HSW System Phones Usage</li> <li>■ HSW SwyxCTI: for SwyxPhones (IP)</li> <li>■ HSW SwyxMobile: PBX features for Mobile Devices</li> <li>■ HSW SwyxVoicemail</li> <li>■ HSW SwyxFax: PC Fax</li> <li>■ HSW SwyxECR: Script-Based Extended Call Routing</li> <li>■ HSW SwyxRecord: Ad Hoc Call Recording</li> <li>■ HSW SwyxMonitor: Call Monitoring/Intrusion</li> </ul>	<p>Virtual PBX System Licenses:</p> <ul style="list-style-type: none"> <li>■ Conference Rooms / Conference Server</li> <li>■ Voice Channel</li> <li>■ T.38 Fax Channel</li> </ul>

## Functional Overview of Hosted SwyxWare

**Service Providers with the Hosted SwyxWare platform will be able to offer a range of features/services to their customers including:**

- Voicemail (delivered as email attachments to a mail server)
- Ad hoc conferencing and Conference Bridge services for cost effective impromptu and scheduled meetings
- Call recording (user activated call specific or permanent trunk based) for customer service and agent training
- Hunt group, call queue and call centre capabilities for more effective handling of calls
- Integration with Microsoft Outlook to enable higher levels of business integration
- Enhanced CTI for desktop phone capabilities
- Intelligent system-based and user definable call routing to ensure calls are handled professionally at all times
- Interactive Voice Resonse (IVR) for customer service
- Support for IP, SIP and PSTN based calls

### Administration

Hosted SwyxWare supports several administration levels for both the hosting service provider (Hoster) and the end user customer.

This allows Hosters to set the levels of administration that best suit their business model.

For example, some Hosters may wish their customers to have minimal administration rights while other Hosters may choose to allow customer administrators to have

complete control over all configurations associated with their own V-PBX.

Hosting service provider administrators will naturally be authorised to manage all hosted system features, controls and provisioning functions.

A customer administrator in Client-PBX mode will see only his own client PBX and, for example, not a centrally hosted gateway. But, in configurations

with a customer premises gateway, this administrator would be capable of configuring these gateway features as well.

A hosting service provider may even choose to offer HSW as a 'White Label Service' via resellers/system integrators to end user businesses. HSW Administration allows for this option.

### Billing

Hosted SwyxWare provides you with a detailed monthly report including each of your business clients, comprising how many users within each client organisation have used each of your hosted services. This report can be integrated into your monthly customer billing which will probably include other billing elements, e.g. for PSTN traffic minutes or DSL connectivity. In most service provider

environments billing for PSTN minutes is made through a soft-switch that has full access to all PSTN traffic charging information.

But, like CPE-based SwyxWare, Hosted SwyxWare also provides extensive information for each incoming and outgoing call in the form of CDRs (call detail records). The CDRs not only contain time stamp information about arrival and

acceptance of a call and its final termination time, but also detailed data on the used trunk, caller and calling line ID, forwarding to other internal or external lines and more.

These CDRs can also be used as raw data to enable you to bill for PSTN usage through your own billing system.