

Media Routes ECS OVERVIEW:

Media Routes Enterprise Communication Suite (ECS) is an all IP solution for Enterprises, Communications Service Providers and Cloud based Software as a Service (SaaS) market. The suite bundles a broad range of Enterprise Communications Applications that include IP-PBX, Enterprise IVR and Messaging based Campaign Management, Unified Communications, Fixed Mobile Convergence and Conferencing among others.

- Enterprises can deploy these Applications directly on premises, or Service Providers and Cloud Operators can offer them on Software as a Service (SaaS) model in a hosted, all IP based environment.
- The applications can serve very small to medium enterprises that want to give themselves a look of a professional business but cannot afford expensive PBX and enterprise Communication Systems.
- Since the applications could scale seamlessly and support enterprise integration, orchestration and programmability, they can be deployed for very large corporations spanning multiple geographical sites.

COMMERCIAL MODEL:

ECS Suite is available through a Cloud Hosting License Agreement (CHLA). This license is modeled on the well-known Software as a Service (Monthly Rental) model. It has the following features and benefits:

- Low Capital expenditure
- Flexible Level 1, Level 2 & Level 3 support and managed services options
- Lease to Own option available
- Each Application is individually subscribed by customers
- Further monetization of applications and features possible e.g. video calls, trans-coding, special application features e.g. dial out conferences, ACD integrated with enterprise CRM etc.

TECHNOLOGY:

ECS Applications are created upon Media Routes Service Delivery Platform (SDP). SDP is a fully extensible, programmable and flexible platform instead of a static, closed functionality system. More information on SDP can be found at: <http://www.mediaroutes.com/Service-Delivery-platform.html>

Media Routes is a Canadian company incorporated in the province of Ontario and having head office in Vancouver, British Columbia, Canada. Media Routes is an in-house developer of a range of software products that offer one of the most advanced communications services cloud platform

KEY BENEFITS

MULTI-TENANCY

The solution supports Cloud based deployment for Service Providers with virtual partitions for each Enterprise in a **single database *without*** requiring any Virtualization technology such as VMware or Xen etc. Each tenant (enterprise) gets its own isolated, virtual partition in the same database. SDP identifies, understands and handles the virtualized partitions automatically. This results in major cost savings as one instance of SDP core can handle thousands of tenants.

PROGRAMMABILITY

One of the key differentiators of the ECS Applications is their programmability. Media Routes SDP is a programmable Service Creation and Delivery environment that enables its customers and third party developers to enhance existing applications or create new ones using scripting based on the well known JavaScript language used in almost every web application in the world today. Alternatively, applications can be developed in a combination of Call Control XML (CCXML) (a W3C standardized language) and JavaScript. The application logic written in JavaScript is open source and fully customizable on the fly by any web programmer without much learning and training curve involved. Running applications can be easily modified and tested without disturbing other applications in a modular and isolated manner. Service Provider and Enterprise IT departments may modify and adapt any application as per their requirements. Customers deploying ECS applications therefore, do not have to wait for realization of new business use cases, features and requirements demanded by their Enterprise customers for new software releases with long turn-around times. This makes ECS a very powerful suite since its users are not locked on to the feature set in a given release and can add and enhance functionality by simple scripting.

ENTERPRISE INTEGRATION

As a virtue of being built upon SDP, these applications can easily integrate with Enterprise systems via both North-bound (exposing their own APIs letting external enterprise systems control and invoke them as services) and South-bound (calling and invoking services and functions in external Enterprise Applications such as CRM, ERP etc.) APIs. This functionality is provided via a combination of service orchestration and mediation layer provided by the JavaScript engine, Service API and different protocol Connectors.

ECS BUNDLED APPLICATIONS

1	Multi-Tenant IP PBX Application : A fully featured IP based PBX application for Enterprise Communications working with client side IP Phones, ATA devices or Soft-Phones installed on desktop and mobile devices. Comes in Standard and Premium Editions
2	Campaign Management Suite: A Campaign Management Applications Suite for Mass-Scale

	marketing, Electronic Voting and Promotions via SMS and voice broadcasting
3	FMC Application: A Fixed Mobile Convergence Application that unifies user experience while using SIP devices and mobile phones by seamlessly transferring calls between them and treating both as aliases of each other.
4	ACD Application: An Automatic Call Distributor with (optional) customizable CRM integration for contact centers
5	RB T Application: An application that provides personalized Ring-Back Tones to an individual user that can be chosen from a third party provided database of Ring tones content
6	Recording Application: A Call Recording Application Server
7	Conferencing Application: A multi-Party Conferencing Server for Audio and Video Conferencing and Conference Bridge Management
8	Mobile PBX Server: A Virtual IP PBX suited for Wireless and Mobile Service Providers working purely on SIP Trunks without requiring any client side software.

APPLICATION FEATURES

Multi-tenant IP PBX Application—Standard Edition	<ul style="list-style-type: none"> • Auto-Attendant <ul style="list-style-type: none"> a. Global b. Per DID c. Global Time of Day/Day of Week d. Per DID Time of Day/Day of Week • Extension to Extension Calling
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	<ul style="list-style-type: none"> • Outgoing Calls • Hunt-Groups • Corporate web-based portal • Extension Web-based Portal • Call Transfer <ul style="list-style-type: none"> a. Un-Attended b. Attended • Call Hold and Un-Hold • Music On Hold • Call Waiting • 3-Way Calling • Call Forwarding <ul style="list-style-type: none"> a. Unconditional b. On Busy c. On No Answer • Missed Call Alerts • Outgoing Call Barring • Voice Mail <ul style="list-style-type: none"> a. Leaving Voice Mail Messages b. Separate Access Number for Voice Mail Access c. IVR driven Voice Mail menus d. Voice Mail Access from Auto-Attendant e. PIN Based Voice Mail Access f. Record or upload Personalized Mailbox Greetings g. Web-Based Voice Mail Box access from subscriber Portal h. Receiving voicemail as attachments in email
<p>Multi-tenant IP PBX Application—Premium Edition</p>	<ul style="list-style-type: none"> • Auto-Attendant <ul style="list-style-type: none"> a. Global b. Per DID c. Global Time of Day/Day of Week d. Per DID Time of Day/Day of Week • Outgoing Calls • Extension to Extension Calling

- Hunt-Groups

Types of Hunt-Groups

- a. Serial
- b. Parallel
- IVR Tree Creator Interface for Auto-Attendants and Surveys including the following elements:
 - a. Menus
 - b. Forms
 - c. Actions
- Uploading Audio files from corporate web-based portal
- Text-To-Speech
- Priority Callers with direct routing to designated extension
- Call Transfer
 - a. Un-Attended
 - b. Attended
- Call Hold and Un-Hold
- Music On Hold
- Call Waiting
- N-Way Calling
- Call Recording on Pressing a Hot-Key
- Group Calling
- Call Forwarding
 - a. Unconditional
 - b. On Busy
 - c. On No Answer
 - d. Based on Time of Day
 - e. Based on Caller ID based i.e. calling number

The action for forwarding is one of the following:

- f. To forward the call to another extension or destination
- g. To forward the call to voice mail
- h. To execute Follow Me/Find Me (described below)
- Ring-Back Tones per extension (aka Caller tunes)
- Do Not Disturb
- Follow Me/Find Me
- Call Screening

	<ul style="list-style-type: none"> • Missed Call Alerts • Ability to schedule calls automatically made at a given time in future to external destinations • Automatic Call Back for Calls Received when Extension busy. Both options available, either to Call Back every call received while busy or only calls from specific Calling numbers. • Click To Call From Self-Care Portal to Outside Destinations • Click To Call From Self-Care Portal Back to Customer • Voice Mail <ul style="list-style-type: none"> a. Leaving Voice Mail Messages b. Separate Access Number for Voice Mail Access c. IVR driven Voice Mail menus d. Voice Mail Access from Auto-Attendant e. PIN Based Voice Mail Access f. Record or upload Personalized Mailbox Greetings g. Web-Based Voice Mail Box access from subscriber Portal h. Receiving voicemail as attachments in email • Fax <ul style="list-style-type: none"> a. Receiving faxes as images in voicemail box b. Receiving faxes as email attachments • Remote Dial out (Virtual Calling Card) • Video Calling Support
Campaign Management Suite	<ul style="list-style-type: none"> • Multiple Call and SMS groups for bulk campaigns • Bulk SMS sending • SMS and IVR Templates and Samples • Interactive Voice Response and DTMF driven data collection • Interactive SMS with automatic responses • Hybrid Voice and SMS Campaigns • Bulk Email Sending

	<ul style="list-style-type: none"> • Built-in Text-To-Speech Engine • IVR Designer Interface to create Menus, Forms and Actions • Electronic Polling Application • Campaign Monitoring • Comprehensive Reports • Campaign Logs • CDR generation • Integration with Payment System • Enterprise Alerts
FMC	<ul style="list-style-type: none"> • Incoming Calls to both SIP end-point and mobile • Outgoing Calls from Mobile made to appear as originating from SIP end-point • Seamless transfer between SIP end-point and Mobile
ACD	<ul style="list-style-type: none"> • Automate Call Queuing with Queue Management • Call Parking and Pickup • Multiple Queues with agent assignment • Music and Comfort Messages while waiting for callers • Integration and customization with different CRMs
RBT	<ul style="list-style-type: none"> • Users choose their ring Back tones from third party content database • Global Ring back tones • Ring back tones per caller Id • Ring back tones on a time of day basis

Call Recording Application	Record Calls based on: <ul style="list-style-type: none"> • Randomly on a % of total calls basis • Caller Id • Called Number (extension or DID) • Combination of Calling and Called numbers
Conferencing Application	<ul style="list-style-type: none"> • Conference Bridges Management • Scheduled Conferencing • Password (PIN) Authentication for attendees • Announcements about new joining members • Moderated Conferences • Video Conferencing
Tenant Manager	<ul style="list-style-type: none"> • Enterprise Management via web-based Portal • Administrative tasks for Service Provider environments • CDRs and Call logs for all enterprises with filtered searches • Extensive reports per enterprise
Mobile PBX	<ul style="list-style-type: none"> • PBX functionality without any client side SIP devices or Soft-phones • All features in Multi-Media Telephony except Registered SIP device related