

PBXact UC

PBXACT UC Launch - Agenda

- Introduction
- PBXACT Key Features
- Logistics, Pricing, Timing
- Support
- Reseller Program
- Summary



INTRODUCTION

Why Did Sangoma Acquire FreePBX?

- We wanted a PBX!!
 - Fits in the ‘center’ of all the products from Sangoma
 - Our customers and many partners asked us for one (“why can’t we get a PBX from you with Sangoma quality: we’d buy!!”)
- We want to help expand the user base of FreePBX with all Sangoma’s resources (incl. you guys!!)
- And we want to help monetize the users of the open source project by offering them additional functionality
- We are 100% behind the open source project, committed to it, it’s not going away.
 - Sangoma invest millions into development and R&D on FreePBX!!
 - Sangoma’s heritage is in OST
- Sangoma has a full package of PBX, gateways, SBCs, cards, etc
 - FreePBX: An unmatched comprehensive one stop PBX solution for SMB and Enterprise.

Sangoma PBX LineUp

FreePBX
Downloads

Over 2M
activations!

FreePBX
Appliances

Software
loaded onto
Sangoma
hardware

PBXACT
UC

Full
Commercial
UC system

Cloud
PBXACT
UC

Cloud
hosted
system

US Only

Setting the Scene

- Today launching PBXACT UC
 - On-premise Unified Communications System
 - This presentation all about the general features available and launch information
- We have some exciting stuff in the background that is coming up, we will update on this soon
 - Call centre applications
 - Property Management System integration

Why PBXACT?

- All about choice
- In some market categories “FreePBX” does not resonate well
- PBXACT designed to flow through channel with POs for options



PBXACT Key Selling Features

- No SIP/Linux knowledge required
- Simplified webUI
- Setup wizard
- Simple sign-up
- Fully featured UC platform
- Based on FreePBX – most popular PBX in the world

PBXACT KEY FEATURES

New Configuration Wizard

10 simple steps to configure your PBX:

- System settings
- Sangoma Phones Provisioning
- Sangoma Phones Phone Apps
- Extension range
- Extension details
- Inbound call routing
- IVR / Auto-attendant Setup
- FAX Setup

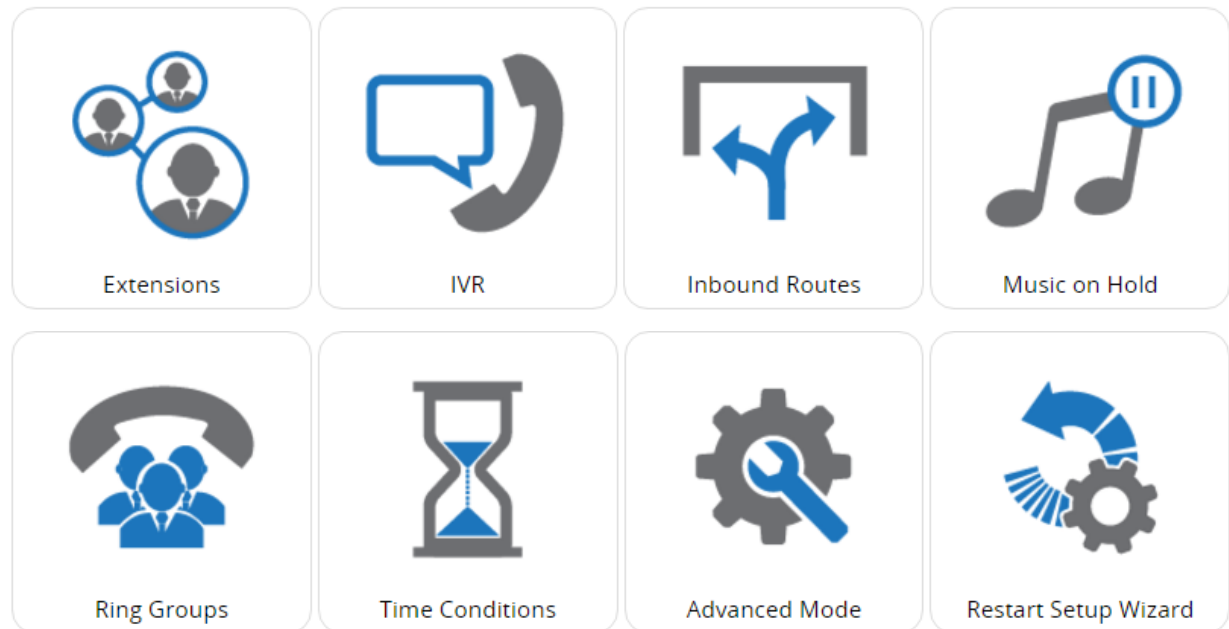
Our guarantee:

**10 Users in
10 Minutes**

Fully featured and ready to go

Dashboard

- Simple view to manage most common tasks
- If more control is needed switch to expert view



Example: IVR

Edit IVR: DID 4703100632 After Hours

Used as Destination by 1 Object

Time Condition: DID 4703100632(false goto)

IVR Name ⓘ

Announcement ⓘ

Drop Announcement Recording Here

Digits ⓘ	Destination ⓘ	Return ⓘ	Delete
<input type="text" value="digits pressed"/>	<input type="text" value="== choose one =="/>	<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="button" value="Delete"/>

+Add Another Entry

VS

Edit IVR: ID

IVR General Options

IVR Name ⓘ

IVR Description ⓘ

IVR DTMF Options

Announcement ⓘ

Enable Direct Dial ⓘ

Timeout ⓘ

Invalid Retries ⓘ

Invalid Retry Recording ⓘ

Append Announcement to Invalid ⓘ

Return on Invalid ⓘ

Invalid Recording ⓘ

Invalid Destination ⓘ

Timeout Retries ⓘ

Timeout Retry Recording ⓘ

Append Announcement on Timeout ⓘ

Return on Timeout ⓘ

Timeout Recording ⓘ

Timeout Destination ⓘ

Return to IVR after VM ⓘ

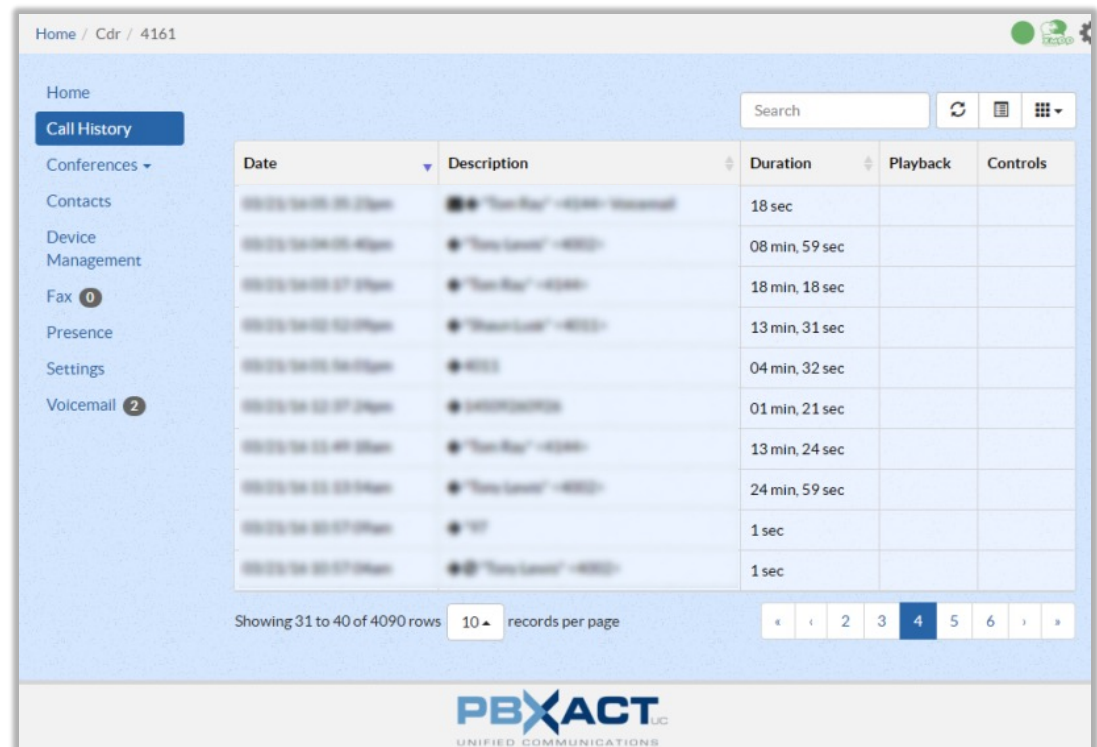
Endpoints

- PBXACT works best with Sangoma phones
 - Zero touch provisioning
 - Phone apps built-in
 - Single vendor solution
- PBXACT supports SIP and can be used with any SIP endpoint
 - In order to use endpoint manager with third party phones a chargeable license is required



User Control Panel

- Responsive GUI (desktop, tablet and mobile device)
- WebRTC Softphone
- Call History – Details and recordings playback, and download
- Contact Management
- Presence Management
- Control Sangoma Phones
 - Program soft keys
- Settings Management
- Voicemail



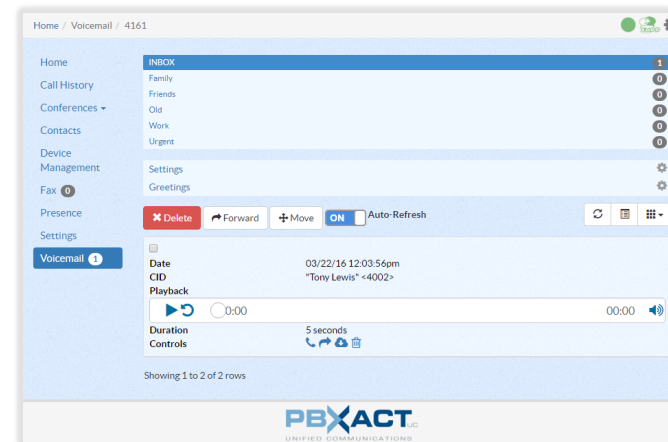
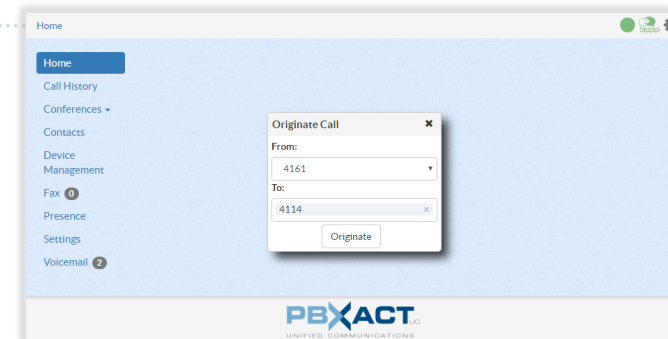
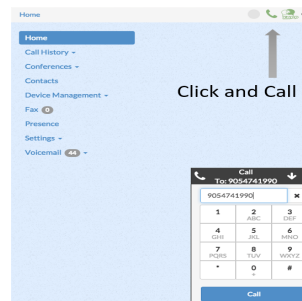
The screenshot displays the PBXACT User Control Panel interface. The top navigation bar includes 'Home / Cdr / 4161'. A left sidebar contains menu items: Home, Call History (selected), Conferences, Contacts, Device Management, Fax (0), Presence, Settings, and Voicemail (2). The main content area features a search bar and a table of call records. The table has columns for Date, Description, Duration, Playback, and Controls. Below the table, it indicates 'Showing 31 to 40 of 4090 rows' and '10 records per page'. The PBXACT logo and 'UNIFIED COMMUNICATIONS' are at the bottom.

Date	Description	Duration	Playback	Controls
08/25/2016 08:25:25am	☎ "Tom Ray" - 416161 - Unrecorded	18 sec		
08/25/2016 08:25:40am	☎ "Tom Ray" - 416161	08 min, 59 sec		
08/25/2016 08:27:00am	☎ "Tom Ray" - 416161	18 min, 18 sec		
08/25/2016 08:32:00am	☎ "Tom Ray" - 416161	13 min, 31 sec		
08/25/2016 08:34:00am	☎ 416161	04 min, 32 sec		
08/25/2016 08:37:00am	☎ 416161	01 min, 21 sec		
08/25/2016 08:40:00am	☎ "Tom Ray" - 416161	13 min, 24 sec		
08/25/2016 08:53:00am	☎ "Tom Ray" - 416161	24 min, 59 sec		
08/25/2016 08:57:00am	☎ 107	1 sec		
08/25/2016 08:57:00am	☎ "Tom Ray" - 416161	1 sec		

User Control Panel & WebRTC Phone

Finally, user can control and customize their own extension.
Powered by WebRTC technology!

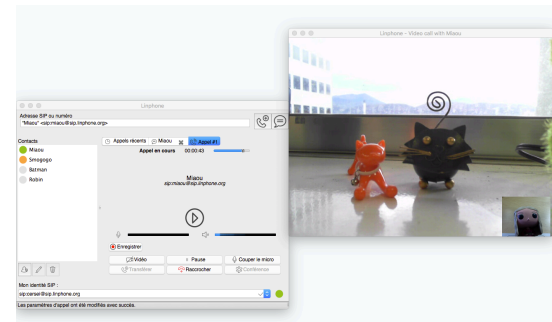
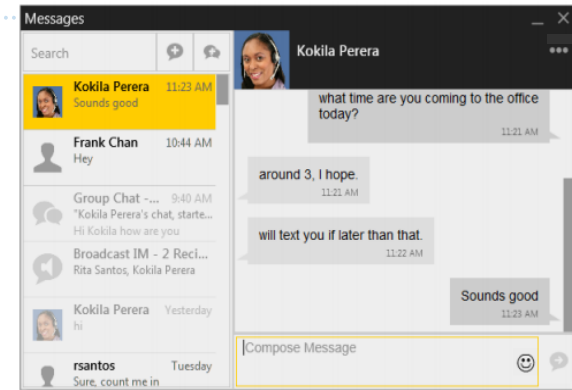
- WebRTC Phone
 - Place calls from UCP web page to anywhere in the world
 - Use it like a standard phone.
- Voicemail
 - Play your voicemails directly from the web page
- Private conference room
 - Change your pin, greeting
 - Hang-up conference users
- Chat and SMS
 - Chat with your colleagues
 - Send SMS to outside phones



Instant Messaging & Video

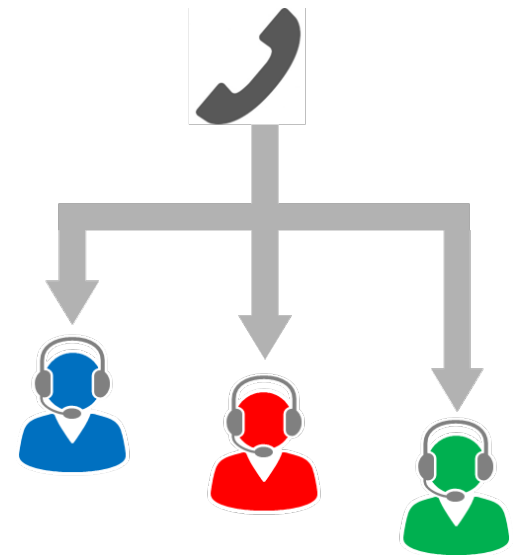
Instant messaging and video calling are supported using any popular clients

- X-Lite
- Bria
- Linphone
- Etc.



IVR, ACD, Ring-group, Announcements

- Easy to control inbound call routing
 - IVR
 - ACD
 - Ring-group
- Record announcements directly from the web-browser



Integrated Voicemail



Powerful voicemail applications allow you to keep in touch with your callers wherever you are:

- Take complete control over voicemail settings for every extension and user
- Voicemail reports allow system administrators to monitor message counts and check and listen to voicemail greetings
- Voicemail to email means messages allows you to manage communications from your inbox
- Voicemail blast can be configured so that messages can be assigned to one of a group of people for processing

Mobile or Remote Users



- Remote users can access PBXACT from any device
 - Smartphone, tablet, PC, laptop
- Stay connected wherever you are with built-in functionality from Sangoma PBX. Remote workers can easily benefit from the full PBX functionality by using VPN to securely connect – built in to Sangoma PBX and Sangoma phones.
- Connectivity shouldn't need to stop when you leave the office. By supporting open standards most popular soft phone clients running on notebook, tablet or smartphone can be easily integrated into Sangoma PBX allowing virtually "anywhere access".
- With the follow-me feature, users can choose to forward calls to their mobile phone or a related extension either immediately or after a number of rings.
Voicemails

Management



- webUI
 - Secure administration with any web browser
 - All configuration accessible through webUI
 - Multiple users with individual access rights
- Backups
 - Backups can be scheduled to run regularly – daily, weekly, etc
 - Sound prompts, voicemails, call recording, billing
- Voicemails
 - System admins can check number of messages in system
 - Users control VMs through UCP

Desktop Integration Module Add-on



Click To Call

Zulu UC enables you to click-to-call within emails, contact lists and websites. The Click to Call feature is currently supported for Microsoft Outlook 2010 or newer, Google Mozilla Firefox and Google Chrome



URL Pop

Call pop settings allow you to have the PBX inform Zulu to open a web browser on a per inbound route or queue level in your PBX GUI. This is ideal integration for CRM and Help Desk systems.



SMS

With SIPStation Trunking and SMS enabled, you can send SMS messages from both Outlook and the Zulu UC widget in addition to UCP. You can also receive SMS notifications direct form your desktop, and reply to messages stored under you Outlook Inbox.

Call Centre Module Add-on

PBXACT is campaign aware. We can dial.

1. Create a campaign
 2. Add numbers to the campaign
 3. Schedule a campaign
- Campaign Options
 - Bridge calls to a human or to a recording
 - Detect answering machine
 - Compliance and Limits
 - Do not call a number more than 4 times per week

Broadcast Campaigns

Number of Concurrent Calls:

Maximum Retries:

Report From Email:

Campaign Controls

Active Campaigns

Campaign Name:

Campaign Caller ID:

Dial Prefix:

Email Reports To:

Email Reports: ☐ Never ☒ Daily After End Time ☐ After Campaign Completes

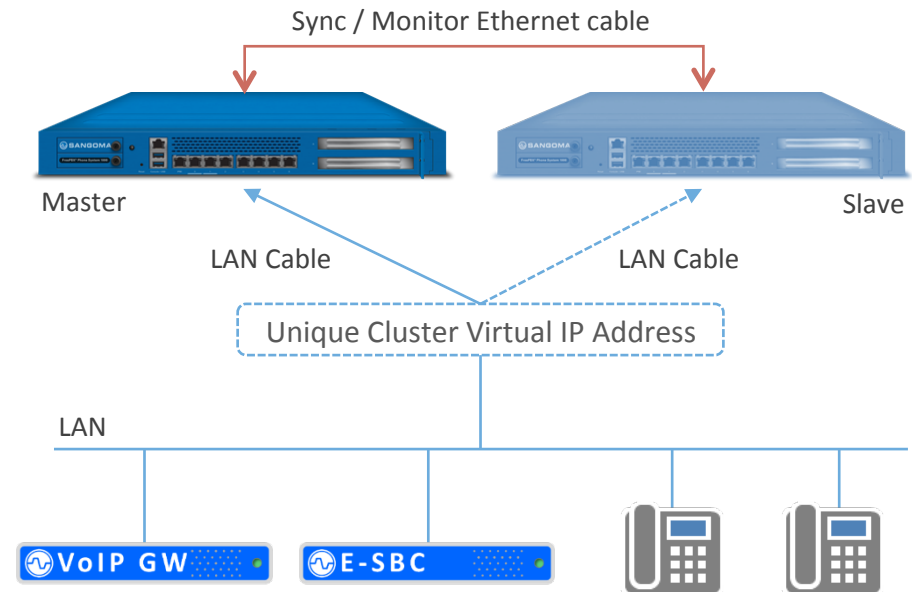
Campaign Active?: ☐

Call Groups

High Availability (HA) Module Add-On

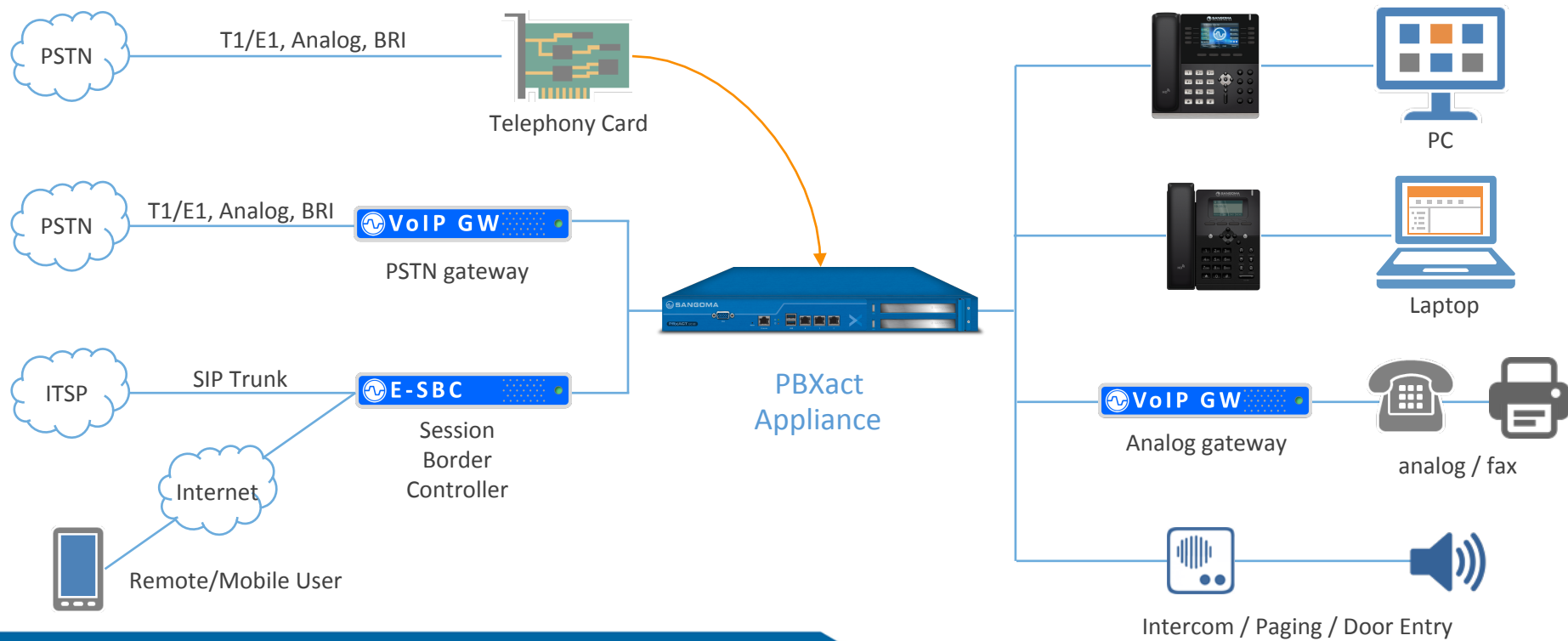


- Some installations require more uptime
- Enters the HA module
 - Two PBXACT servers setup in Master / Slave mode
 - Configuration is synchronized between two units
 - Constant monitoring
 - If one fails other takes over
- Compatible with UC 100 and upwards
- 1 HA module per server is required



SIP phones, Gateways, SBCs are automatically directed to an active PBXACT server. No technician intervention required

Ecosystem and Total Solution



LOGISTICS, PRICING, TIMING

Appliances



UC60

- 60 users
- SSD
- 1U form factor
- VGA, Console
- WebUI, SSH
- 3 GB eth ports



UC100

- 100 users
- SSD
- 1U form factor
- VGA, Console
- WebUI, SSH
- 5 GB eth ports



UC300

- 300 users
- SSD
- 1U form factor
- VGA, Console
- WebUI, SSH
- 5 GB eth ports



UC1000

- 1000 users
- SSD
- 1U form factor
- VGA, Console
- WebUI, SSH
- 7 GB eth ports
- 1 IPMI port

Model Line Up

Model	Extensions	Expansion
UC60	60	2 x PCIe
UC100	100	2 x PCIe
UC300	300	2 x PCIe
UC1000	1000	4 x PCIe

UC10 available now in the portal

- Small form factor
 - 75mm x 75mm
 - 10 users, 5 calls



Full stock in May/June



SUPPORT

Annual Software Maintenance & Technical Support

- Support should always be quoted with PBXACT UC
 - No support = no software upgrades. This will be a problem with our customer base
- Support is inline with legacy Sangoma products – silver / gold / platinum

THANK YOU!
Q&A