Advanced Business Communications Solutions with FreePBX and Sangoma

SANGOMA TECHNOLOGIES

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Agenda

- FreePBX
  - A complete solution now
  - The open source project
  - Core functionality
  - What is available to purchase from Sangoma
- Phones
  - Product Line Overview
  - Features and USPs
  - Pricing/ordering
  - Support/warranty

Corporate Fact Sheet

- Industry Pioneer, founded in 1984 (30+ years of experience)
- Public company since 2000: TSXV: STC
- ~100 staff with offices in Toronto, Miami, Buenos Aires, London, Rome, New Delhi, Bangalore, Montreal, GreenBay, Duluth
- One of the most financially healthy companies in our industry
  – Growing Revs, Profit ~$1-2M/year, cash to invest in growth/M&A, no debt
- Global reach with sales into NA, EU, CALA, A/P (150+ countries)
- Sell primarily via a network of distributors
- Organic growth and strategic M&A (Vegastream, FreePBX, Rockbochs)

Amazing World Leading Customers

We have systematically created one of the Broadest Ecosystems in the VoIP World

Open Source Telephony
Ready to use drivers for Sangoma cards

Proprietary PBX and IVR
Plug-in to major soft-PBX and IVRs

Contact Center
OEM Integration with major software suites

Carriers, Cloud, Data Networks
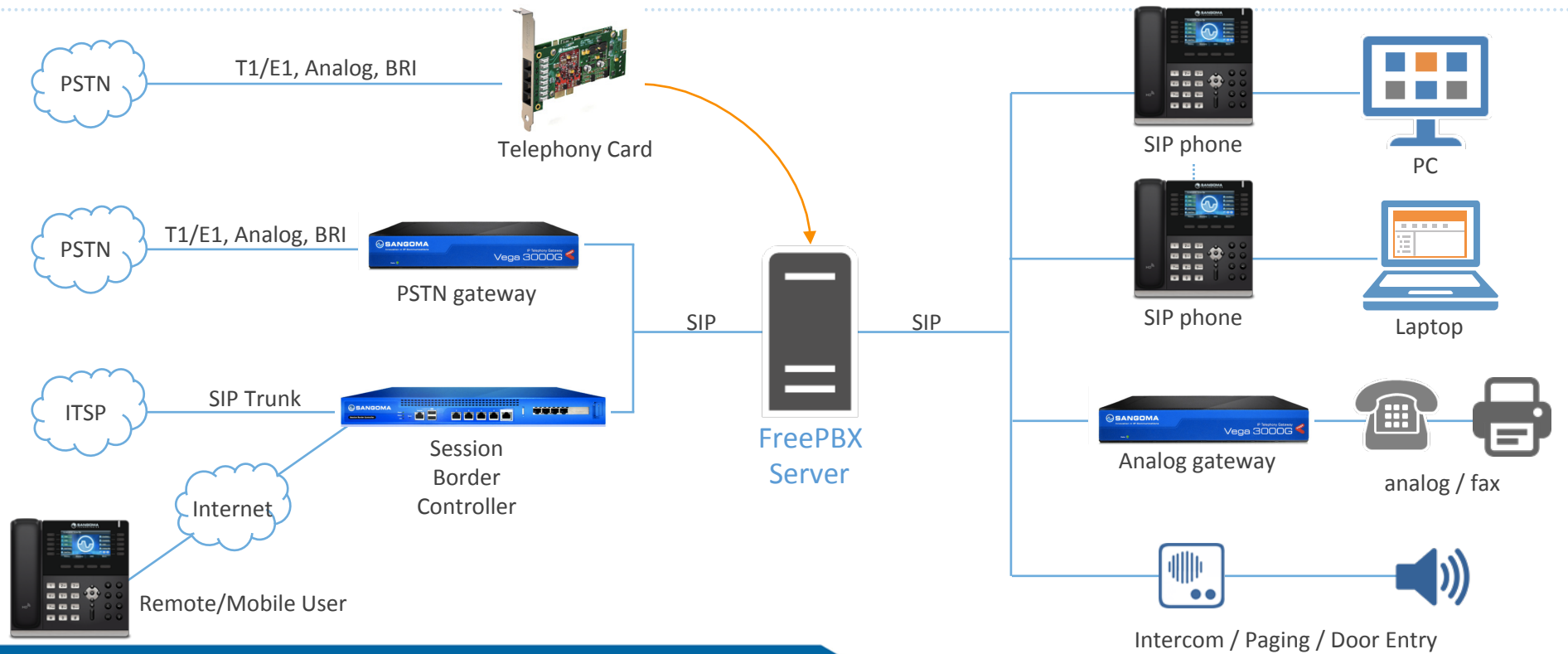Proven Infrastructure Technology

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PBX COMPLETE SOLUTIONS

Finally, Complete PBX Solutions from Sangoma

- Single Vendor solution
  - PBX itself
  - Phones
  - Connectivity to Networks
    - Gateways
    - SBC's
    - PSTN Cards

Typical IP-PBX installation

PSTN — T1/E1, Analog, BRI — Telephony Card

PSTN — T1/E1, Analog, BRI — PSTN gateway (Vega 3000G)

ITSP — SIP Trunk — Session Border Controller

Internet — Remote/Mobile User

SIP — FreePBX Server — SIP

SIP phone — PC
SIP phone — Laptop
Analog gateway (Vega 3000G) — analog / fax
Intercom / Paging / Door Entry

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FREEPBX
OPEN SOURCE PROJECT

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World's Most Prevalent Open Source PBX

- Millions of installations
- Thousands of installs per mo !!
- In use in over 225 countries

FreePBX OVERVIEW

- Proven Stability with Mature Release History

- Over a dozen major releases in 10 years with highly robust quality control, QA, beta's, etc. (Example FreePBX 13 was 12 months of Alpha and Beta with over 15000 installs before going to stable/GA)

- Although it's open source, Sangoma invest millions of dollars every year in R&D into this software and writes almost all of the code (a small minority comes from the community)

- Staff of 20-25 people working on the project in different fashion

- A lot of features and roadmap is driven by the community

- Transparent with all Source Code online and full Bug and Feature tracker

How does FreePBX Benefit you

- Enables you to partner with Sangoma (Sponsors and Stewards of the open source Project)
- Allows you to sell into our huge User Base (and to do so with credibility by being partners with Sangoma and use of the FreePBX logo and Trademark)
- Like you, we are a 'for profit' co, and balance our Open Source stewardship with the need to generate revenue
  - You can sell Sangoma prods to the users (pbx, phones, cards...
  - You can sell non-Sangoma products to them too !

Poll #1

- Are you a user of FreePBX?
  - Yes
  - No
  - I do not know FreePBX

CORE FUNCTIONALITY

IN FREEPBX

Business Features

- Flexible time based call routing
- Built in conference bridge/service
- Fax to email
- Hunt/Ring groups
- Music on Hold
- Voicemail blasting
- Follow Me/Find Me calling
- Personal IVRs
- Wake up calls

- Support for video calling
- Secure Communications (SRTP/TLS)
- Directory
- Announcements, Text to Speech
- Calling Queues (ACD/IVR)

Calling Features

- Three Way Calling
- Voice Mail – Voicemail to Email
- Caller ID
- Call Transfer
- Call Recording
- Do Not Disturb
- Call Forwarding
- Call Waiting

- Call History – Call Detail Records and Call Event Logging
- Speed Dials
- Caller Blacklisting
- Paging/Intercom
- Call Screening

Telephony Support

- Open standards support for multiple protocols
- SIP, IAX2, PRI, T1, E1, J1, POTS/ Analog, ISDN, GSM
- WebRTC
- Softphone support
- Specialty device support

- Door phones
- Overhead paging
- Strobe alerts
- Paging Gateways
- Failover devices
- Desktop and mobile phones

Connectivity

- Cards (analog and digital)
- Voice Gateways (analog and digital)
- SBC's

- We want and expect you to prefer and sell **Sangoma** connectivity products at all times, including into the FreePBX ecosystem….

- But as open source stewards, we continue to support other vendors connectivity products (we would be very disappointed to hear that you were pushing other vendors products into this ecosystem
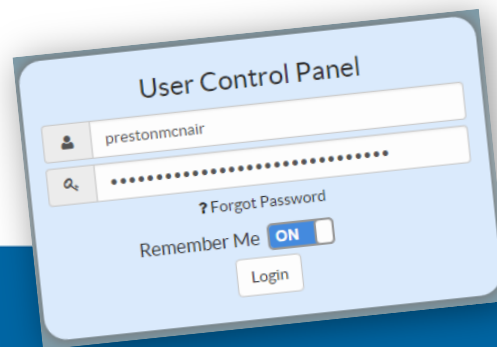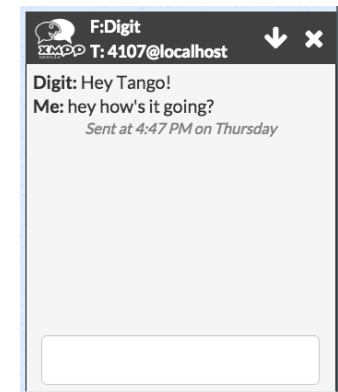
Administration

- Upgrade system with granular control
- System dashboards
- Bulk import utilities (trunks, extensions, users, DIDs)
- Localization in both GUI and sound files for multiple languages
- Backup and restore
- Caller ID lookup management tools
- Custom Destination Administration
- Web based config file management when needed
- System Recording Management
- GUI controls for DNS, Network Settings and more!

User Control Panel

- Responsive GUI (desktop, tablet and mobile device)
- WebRTC Softphone
- Call History – Details and recordings playback, and download
- Contact Management
- Presence Management

- Settings Management
  – Find Me/Follow Me
  – Call Forwarding
  – Call Waiting
  – Do Not Disturb
  – Call Confirmation
- Voicemail
  – Visual Voicemail – Playback and management
  – Notification Options
  – Greetings Management

User Control Panel

prestonmcnair

••••••••••••••••

? Forgot Password

Remember Me ON

Login

F:Digit
T: 4107@localhost

Digit: Hey Tango!
Me: hey how's it going?
Sent at 4:47 PM on Thursday

WHAT FREEPBX PRODUCTS

ARE AVAILABLE FOR YOU TO

PURCHASE FROM SANGOMA?

1. Optional Add-on Products & Services

- Training
- Support and Maintenance
- Commercial Modules ('chargeable' add-on software)

  - Appointment Reminder
  - Broadcast
  - Call Recoding Report
  - Caller ID Management
  - Class of Service
  - Conference Pro
  - Extension Routing
  - End Point Manager
  - Fax Pro
  - Outbound Call Limits

  - Page Pro
  - Park Pro
  - Pinset Pro
  - Q Xact Reports
  - Restful Phone Apps
  - System Admin Pro
  - UCP for EPM
  - VM Notify
  - Voicemail Reports
  - VQ Plus
  - Web Call Me
  - XMPP

2. Appliances with FreePBX installed (4 cnfg)

FreePBX Phone System 60

- FreePBX Distro Pre-loaded
- 75 Users/30 Simultaneous Calls
- Intel Celeron Quad Core
- Single 60GB SSD
- 2GB Ram
- 3GB Network Ports
- 2 PCI Express Slots
- 1U Form Factor Case (Ear brackets included)
- Local VGA / Console Web GUI SSH
- Dimensions (W x H x D): 431 x 44 x 323 mm
- 1 Year Warranty

FreePBX Phone System 100

- FreePBX Distro Pre-loaded
- 100 Users/30 Simultaneous Calls
- Intel Atom C2000 Quad Core
- Single 120GB SSD
- 2GB Ram
- 5GB Network Ports
- 2 PCI Express Slots
- 1U Form Factor Case (Ear brackets included)
- Console Web GUI SSH
- Dimensions (W x H x D): 431 x 44 x 305 mm
- 1 Year Warranty

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2. Appliances with FreePBX (continued)

FreePBX Phone System 300

- FreePBX Distro Pre-loaded
- 300 Users/120 Simultaneous Calls
- Intel Atom C2000 Octal Core
- Dual 120GB SSD (Raid 1)
- 4GB Ram
- 5 Onboard GB Network Ports
- 2 PCI Express Slots
- 1U Form Factor Case (Ear brackets included)
- Console Web GUI SSH
- Dimensions (W x H x D): 431 x 44 x 305 mm
- 1 Year Warranty

FreePBX Phone System 1000

- FreePBX Distro Pre-loaded
- 1000 Users/300 Simultaneous Calls
- Intel Xeon E3-1200 Quad Core
- Dual 240GB SSD Drives with raid
- 32 GB of Memory
- 7 Onboard GB Network Ports
- 4 PCI Express Slots
- 1U Server (Sliding rails included)
- IPMI Interface
- Console Web GUI SSH, IPMI
- Dimensions (W x H x D): 431 x 44 x 468 mm
- 1 Year Warranty

3. PBXact Commercial PBX Appliances

- PBX platforms preloaded with PBXact
  - Ready to install and configure
    - Usage currently ranges up to 1000 extensions
  - Easily add PSTN connectivity
  - 1 Year Warranty
  - Optional Support Contracts

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PBXact OVERVIEW

- Based on FreePBX, but……
- Commercial version with support contracts
  - Silver
  - Gold
  - Platinum
- Tighter release schedule with heavy regression testing
  - 4-6 Upgrades per year of features and bug fixes
- Most common FreePBX Commercial Modules included
- Streamlined GUI

INTRODUCING

SANGOMA PHONES !!!!!!

Why Sangoma Phones?

- Our partners asked for it
- Logical next step for Sangoma
- Single vendor solution
    - The phone on the desk is what creates the PBX brand
- Opportunity to tightly integrate with FreePBX and PBXact

S300 – Entry Level

- HD voice for great sounding audio

- 5-way conference calling

- Headset compatible

- Built-in speakerphone for hands-free calling

- 2 SIP accounts

S500 – Enterprise Level

- Full colour display
- 28 programmable soft keys
- Headset compatible
- HD voice for great sounding audio
- 5-way conference calling
- Built-in speakerphone for hands-free calling
- 4 SIP accounts

S700 – Executive Level

- Full large colour display
- Up to 45 programmable soft keys
- Headset compatible
- HD voice for great sounding audio
- 5-way conference calling
- Built-in speakerphone for hands-free calling
- 6 SIP accounts

Poll #2

- What are the most important factors when purchasing phones
    1. Price
    2. Ease of Installation and Configuration
    3. Tight integration of features with PBX
    4. Single vendor (PBX and phones)
    5. Brand

FEATURES AND USP'S

Product Family – Summary of a few Key Features

- Power over Ethernet – Simplify cabling
- Full duplex speakerphone – Great voice quality
- Dual Gigabit Ethernet ports with built in switch
  - Only a single Ethernet cable per desk is required
- Built in 5-way conference calling
  - On the fly, no need to schedule conference bridge
  - Limited to 3 in most phones
- HD voice – Great voice quality
- VPN client built-in – built in security for remote users

Summary of USPs, Key Selling Features

- Single vendor for complete solution – PBX + phones
- Designed for FreePBX
  - Plug and play deployment with Endpoint Manager
  - Built-in phone apps
    - E.g. call flow management, queue management, presence, etc
  - Zero Touch Provisioning
- Native VPN client for secure connections
  - Great for remote users

Easy Provisioning with EndPoint Manager

- EndPoint manager included with Sangoma phones
  - Control global settings
  - Program phone keys
  - Map extensions to MAC addresses and templates
  - Upload images
  - Download new firmware
  - Scan for non-provisioned phones

Auto Provisioning

- Phones are complex to install
  - Many, many parameters
- With 100s of extensions manual configuration would take hours
- Endpoint manager takes care of this:
  - Use global templates for office wide settings
  - Program phone from PC rather than via phone UI

Full Integration with Phone Apps

- Control complicated features directly from the phone
  - No need to remember feature codes
  - No need to login to PBX control panel to control features

Parking   **Follow Me**   **Do Not Disturb**

Conf Rooms   **Call Forward**   **Call Flow Control**

Presence   **Queues**   **Time Conditions**

Queue Agents   **Transfer to VM**   **Visual Voicemail**

Login Logout

Zero Touch Provisioning

3 Redirection server redirects to the FreePBX system using the unique <deploymentID.pbxact.com>

<deploymentID.pbxact.com>

DHCP Server

rps.sangoma.com

WWW

DHCP Server provides IP address

1

PBX gives config to phone

4

Phone goes to Sangoma redirection server

2

Unique Certificate per phone for secured provisioning

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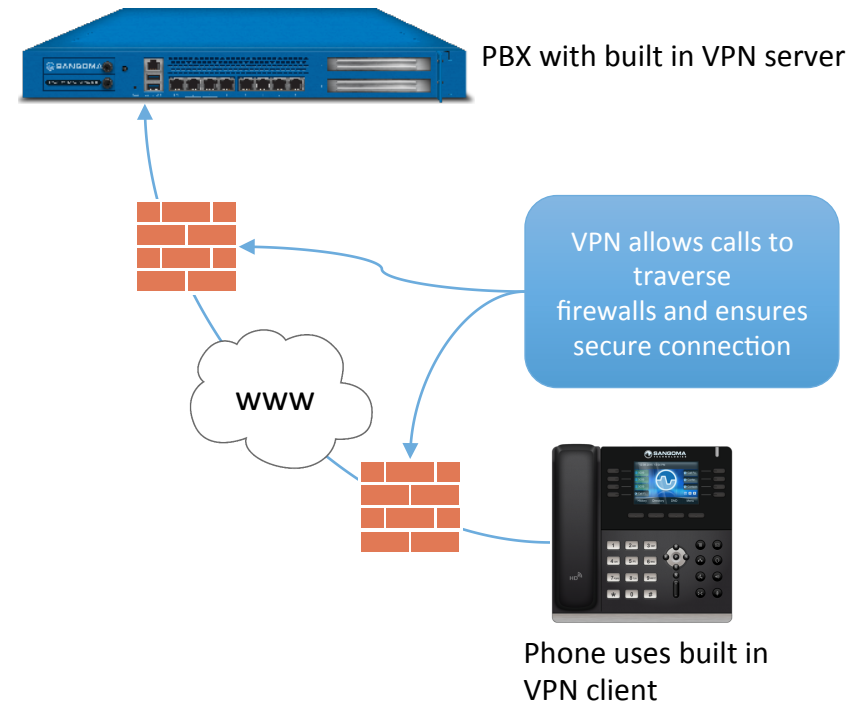**T E C H N O L O G I E S**
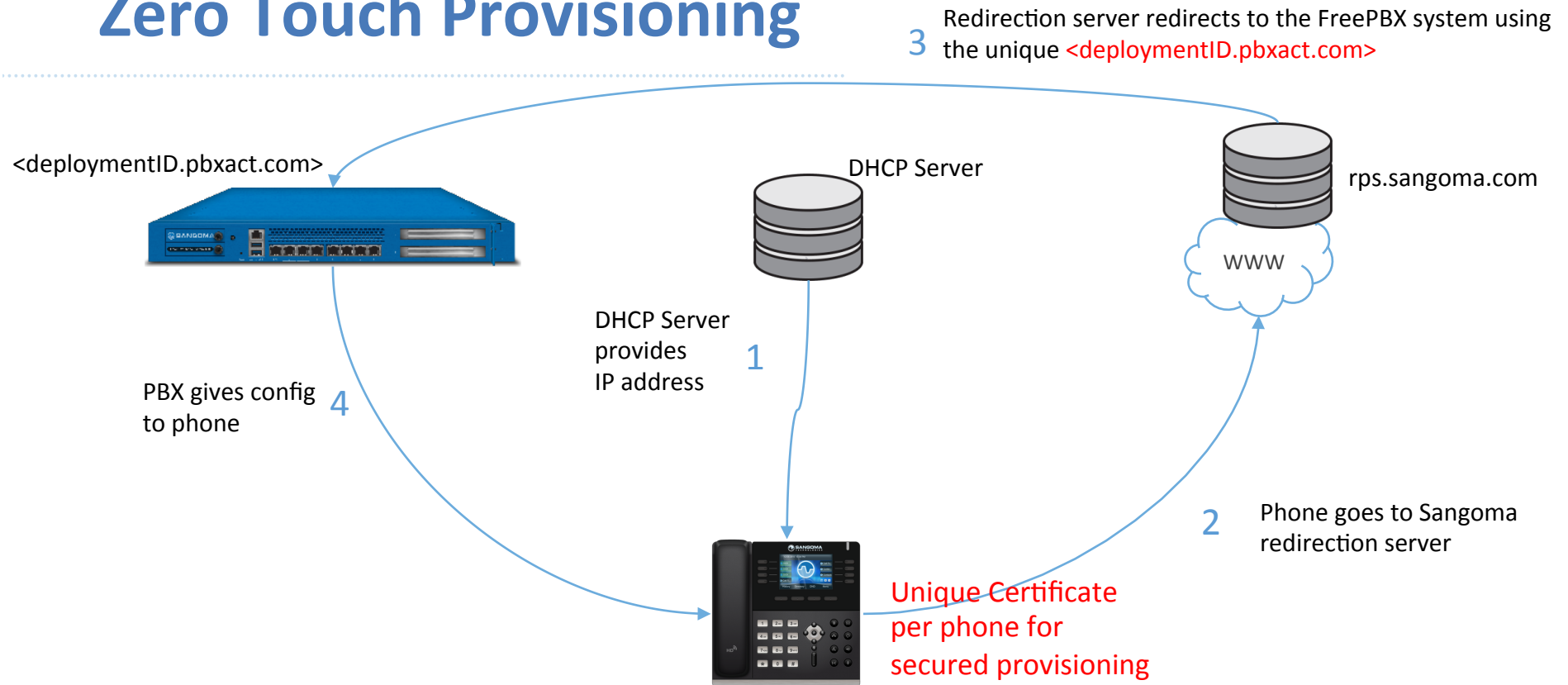
Built in VPN

- VPN client included in phone
- Allows remote users to securely and easily access office based PBX
  - No need for VPN router at SoHo
  - Traverse firewalls
  - Easy for remote users to setup
    - No other device needed

PBX with built in VPN server

VPN allows calls to traverse firewalls and ensures secure connection

www

Phone uses built in VPN client

SUMMARY

Summary

- Sangoma worked hard & invested heavily in innovation the past 5 yrs, introducing major new product lines every year

- Phones are our newest, for 2016

- We are now a Full Solution Provider!