

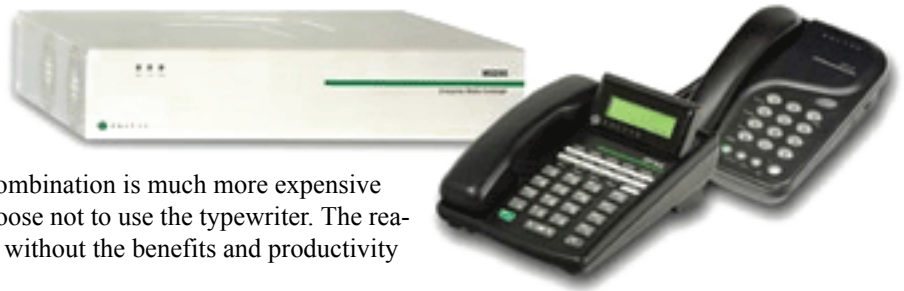
Enterprise Media Exchange

Description of Benefits

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Introduction

How many businesses are still using a typewriter today? The answer to that question is very few. Businesses today are using PCs and printers instead. Obviously the PC and printer combination is much more expensive than the typewriter, however, businesses still choose not to use the typewriter. The reason for this is that businesses cannot exist today without the benefits and productivity gains that the PC and printer provide.



IP telephony has come a long way over the last decade. IT and Telecom managers now agree that IP telephony delivers the cost savings and productivity gains that could not be achieved with traditional voice systems. The traditional voice system has become a legacy and gone the way of the typewriter. A modern IP communications solution is required to address the following for enterprises today:

1. Security policies and disaster recovery plans must be revised often because security breaches are on the rise. The source of the problem often proves to be Windows servers and products based on Windows. Enterprises need a VoIP solution that is robust and secure.
2. Management demands that the transition to modern technologies including VoIP be smooth and painless.
3. Enterprises understand the benefit and need for real time collaboration between offices around the globe and are looking for solutions.
4. The number of remote workers is increasing every year. Companies want to provide the same work environment to the remote worker as they provide for employees within the enterprise. Remote employees must be just as productive as those employees working in the corporate office.
5. Enterprises look closely at their expenditures, recognizing that they need to buy quality products based on open standards to safeguard their investments.



Zultys provides two unique collaborative IP telephony products, the MX250 and MX1200 Enterprise Media Exchanges. These products meet the telephony needs of an enterprise as well as enhance employee productivity with advanced applications.

A Robust and Secure Voice System

Some manufacturers of IP telephony solutions started with a voice product and added IP to the solution as an afterthought. Other companies started with routers and switches and added voice to the solution as an afterthought. From the beginning, Zultys designed the MX products with a robust architecture to allow for the integration of voice, video, data, and fax.

A reliable phone system is one of the most vital elements in any organization today. Every company expects to have the ability to make a phone call at any time. The MX uses a real time Linux operating system that is highly

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reliable and stable. Linux ensures that the MX is secure; not open and vulnerable to Internet worms (as are Windows based solutions on the market today). Internally, the MX uses a scalable MySQL database, known for its proven reliability. The MX uses industrial grade hardware with redundant Ethernet ports, mirrored SCSI hard discs, ac and dc power inputs, and two lifeline ports. These ensure that telephone service continues to operate when a failure condition is encountered.

Smooth and Painless Transition

You may be ready to completely transition your enterprise communications to VoIP today or perhaps you want to integrate a VoIP solution into your legacy voice infrastructure to evaluate the technology. The MX can easily handle either scenario using its standard interfaces for connectivity.

“You can deploy a 50-user system in less than 45 minutes”

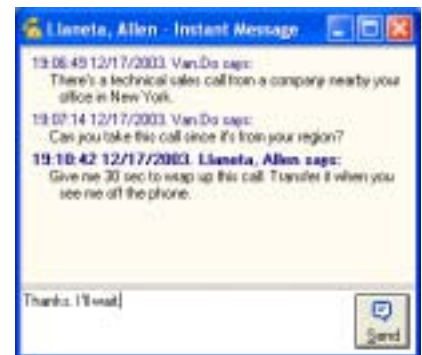
***—Paul Consani,
Consani Associates***

The deployment of an MX system is rapid and efficient. To bring up a typical MX system, only three cables are required: one for ac power, one for the network connection, and one for the PSTN interface. User information can be exported from an existing database and then imported directly into the MX using a Windows based configuration tool for the administrator. Utilizing this same tool, phones can be quickly added and assigned to users. Users are able to immediately set up their preferences and configure their voice mail boxes so they can begin using the system.

Real Time Collaboration — Presence and Instant Messages

Zultys is the first supplier of IP telephony systems to fully leverage the power of collaborative tools for enterprise users. These tools are made available to the end users on an MX system by using MXIE, a powerful and intuitive client software application that can be easily configured on each user's computer. A user can send and receive text based instant messages and view the presence state of other users. Some examples of presence states are *On the phone*, *In a meeting*, or *Busy*.

The presence and instant messaging solution from Zultys is secure because text messages and presence information never leave the enterprise. Instant messaging and presence allow for answers to questions in real time. For example, a user can see that another user is available and then send an instant message to that person to obtain an immediate response. The use of instant messaging minimizes the amount of phone calls between offices.



Connectivity for Remote Users

Remote users are connected to the main office using Virtual Private Networks (VPNs). With the MX, a user can have an IP phone at their home office and have an IP phone on their desk at the main office. When a caller dials into the main office and enters the user's extension the phone on the desk in the main office and the phone at the home office ring simultaneously. The user can take the call without the caller knowing where the user is located. Remote users have access to all of the features of the MX system and can work as efficiently as their colleagues in the main office.

System administrators need not be located at the main office. With VPN access, administrators can log in remotely and completely manage the MX. This means that changes can be performed securely, quickly, and efficiently from any location.

Investing in Open Standards and Return on Investment

The MX is based 100% on open standards and is highly scalable. It supports SIP based IP phones, video phones, soft phones, and many other appliances from different suppliers today, providing the business with flexibility and choice. Some manufacturers of legacy phone systems advocate their support of open standards. However, a close inspection of their offering reveals that they support only their own product lines. This locks the customer into having to purchase all equipment from a single supplier.

The return on investment (ROI) starts from the day the MX system is first installed. Administrators install and easily manage the day to day functions of the system. Gone are the army of trained technicians, the van in the parking lot, and the high price tag that goes along with them.

Users of the system experience significant gains in productivity through the use of the collaborative features and advanced call handling rules. Call handling rules are specified by users to indicate how calls should be routed. For example, a rule can be set up so that when a call with a specific caller identification arrives and presence indicates that the user is in a meeting, the call will be routed to the user's mobile phone. Using presence, corporate operators can quickly disseminate accurate information regarding employee status and route calls appropriately, giving the caller a very professional impression of the organization.

Phone bills are instantly reduced because of the use of instant messaging and routing of phones calls over the private network between offices. Additionally, the MX can connect directly to Internet telephony service providers (ITSPs) allowing for very low cost long distance and international calls.

Conclusion

The MX provides full collaboration, seamless integration of remote users, significant gains in productivity, and a great return on investment. It is the right communications solution for your business today and tomorrow. Based on open standards, it can grow and support many devices and accessories from multiple suppliers, giving you flexibility and choice.

To learn more about our products access: <http://www.zultys.com/products.htm>

To learn more about the advanced features supported access: <http://www.zultys.com/features.htm>

For pricing estimations access: http://www.zultys.com/MX250_Est_US/Entrypageformat.asp

“Moves, Adds, and Changes saves customers lots of money compared to the traditional third party approach.”
—Corey Wilson,
Healthcare Billing Systems