Iskratel Universal Communications for Telco

# Universal Communications – Virtual PBX

### Telco benefits

- New services on existing devices

- Value-added Telco apps on any device

- Pre-arranged service packages on the web portal

- Protection and reuse of existing assets

- Seamless unification of mobile and fixed communications

- Support for IMS and NGN

- Full regulatory compliance

**Every business is looking for a competitive edge. Iskratel Universal Communications (UC) accomplishes the goal.**

To match businesses' rising expectations and empower their path to success, the Telcos must stand up to the challenge of aggressive competition from modern OTT giants. Only agile Telcos survive and thrive, armed with Iskratel's advanced tools that bring the competitive edge to SMEs and SOHOs.

## ISKRATEL UC SOLUTION

Iskratel UC is a solution that uses the Telco infrastructure to bring the services of a "Virtual PBX" (sometimes branded as "Mobile vPBX") to enterprises. The "Virtual PBX" creates a virtual private network that allows access to virtual PBX services for groups of employees of a particular customer. Iskratel UC offers users an improved user experience, extended with an easy-to-use central management of various value-added services.

As a key advantage, the innovative service platform of Iskratel UC leverages existing Telco assets (PRI-PBX, GSM) to minimise the CAPEX – an area in which the OTT giants and start-ups fall behind.

**Single identity** of each individual user is the essence of Iskratel UC. Single identity unifies converged UC services on multiple user devices – such as desk phones, softphones and mobile devices – regardless of the type of network (2G/3G/4G, WiFi, PSTN, fixed broadband).

Desk phones (POTS, SIP), softphones (iOS, Android, Windows) and mobile devices (GSM) become a part of the single-identity service in a time-dependent regime. To the outside world, users are shown only with their fixed or mobile numbers, or a combination of both – depending on regulatory requirements.

This brings ease of communication with **any device**, in **any network** – to users as loyal (new) subscribers.

*Iskratel UC brings true convergence: it provides single identity even to users with GSM devices in 2G networks, operating without a data plan. Moreover, legacy users on (IP-)PBX or any PSTN exchange can enjoy the single identity.*

## CORE BUILDING BLOCKS

**SI3000 Call Server (CS)** is the heart of Iskratel UC solution, providing telephony services on SIP and POTS devices, even on those behind (IP-)PBXs. Supporting mobility (fixed-mobile convergence), it unites the mobile and fixed worlds under the same umbrella to offer UC services.

**Service Activator** provides provisioning of users and their numbers with pre-arranged service packages on the web portal.

**Value-added applications** are deployed centrally on the cloud platform and include a set of services for excellent experience of the most demanding business customers.

**ISKRATEL**

## End-user benefits

- Mobility with the enterprise number

- Single identity on different devices

- Agile productivity with all services

- New services on existing devices



**UC user**

**Rich communications services**

**Enriched voice**

**Mobility**

**ISKRATEL Universal Communications**

**Collaboration**

**(IP-)PBX integration**

**Terminals**

## Enterprise benefits

- Lower and predictable costs

- Scalability of the solution – pay as you grow

- Ease of use via web portal and bulk provisioning

- Remote office for nomadic users

### UC user
- Single identity of a multi-device user (desk phone, softphone, mobile phone)
- Web portal
- Advanced VoIP services
- User-initiated voice-call continuity
- Short numbering
- Group services (line hunting, call pickup)
- Call barring (outgoing, incoming)

### Enriched voice services
- IVR / Auto-attendant
- Digital recording

### Collaboration services
- Web-based conference
- Notification call

### Terminals with automatic provisioning
- Iskratel softphones W10 (Windows), i10 (iOS), A10 (Android)
- Wide range of Iskratel SIP desk phones

### Integration with (IP-)PBX
- Single identity for PRI-PBX, SIP-PBX users
- Unified short numbering

### Mobility
- Single identity on mobile devices
- SCP-based services for mobile users
  - Call barring (outgoing, incoming)
  - Short numbering within the enterprise

### Rich communications services
- Address book

### Web portal GUI
- Service provider: service activator for easy and effective provisioning
- Enterprise administrator: service activator for easy and effective provisioning, call statistics and monitoring
- End user: personal web portal for service management
- Call centre: effective assistance to enterprise administrators and users

*Iskratel UC is an ideal solution for Telcos that want to integrate existing/legacy systems (mobile and fixed) while introducing new converged services on top. Pre-arranged service packages on the web portal enable easy self-provisioning of value-added UC services.*

## ISKRATEL Group