



IT Telephony Beyond SIP Trunking

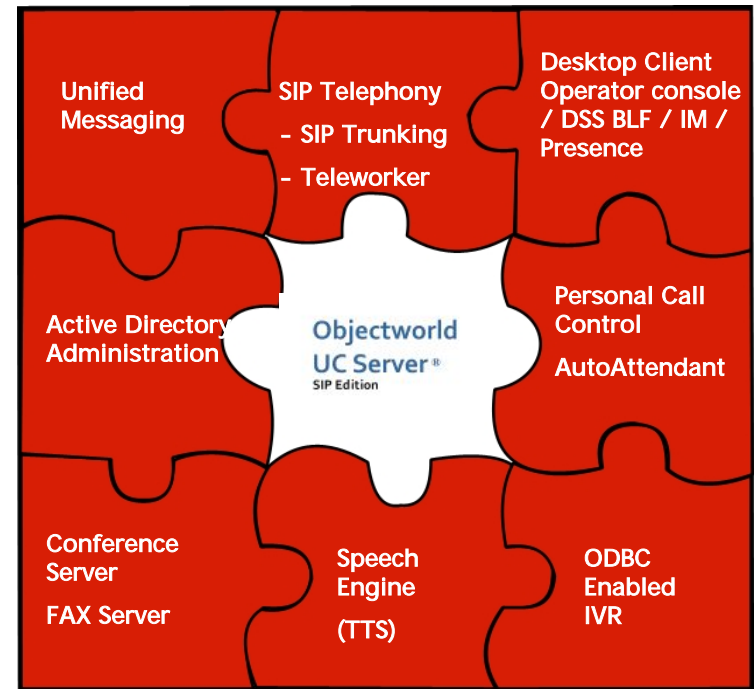
Roger Magoon
Senior Systems Engineer

In conjunction with

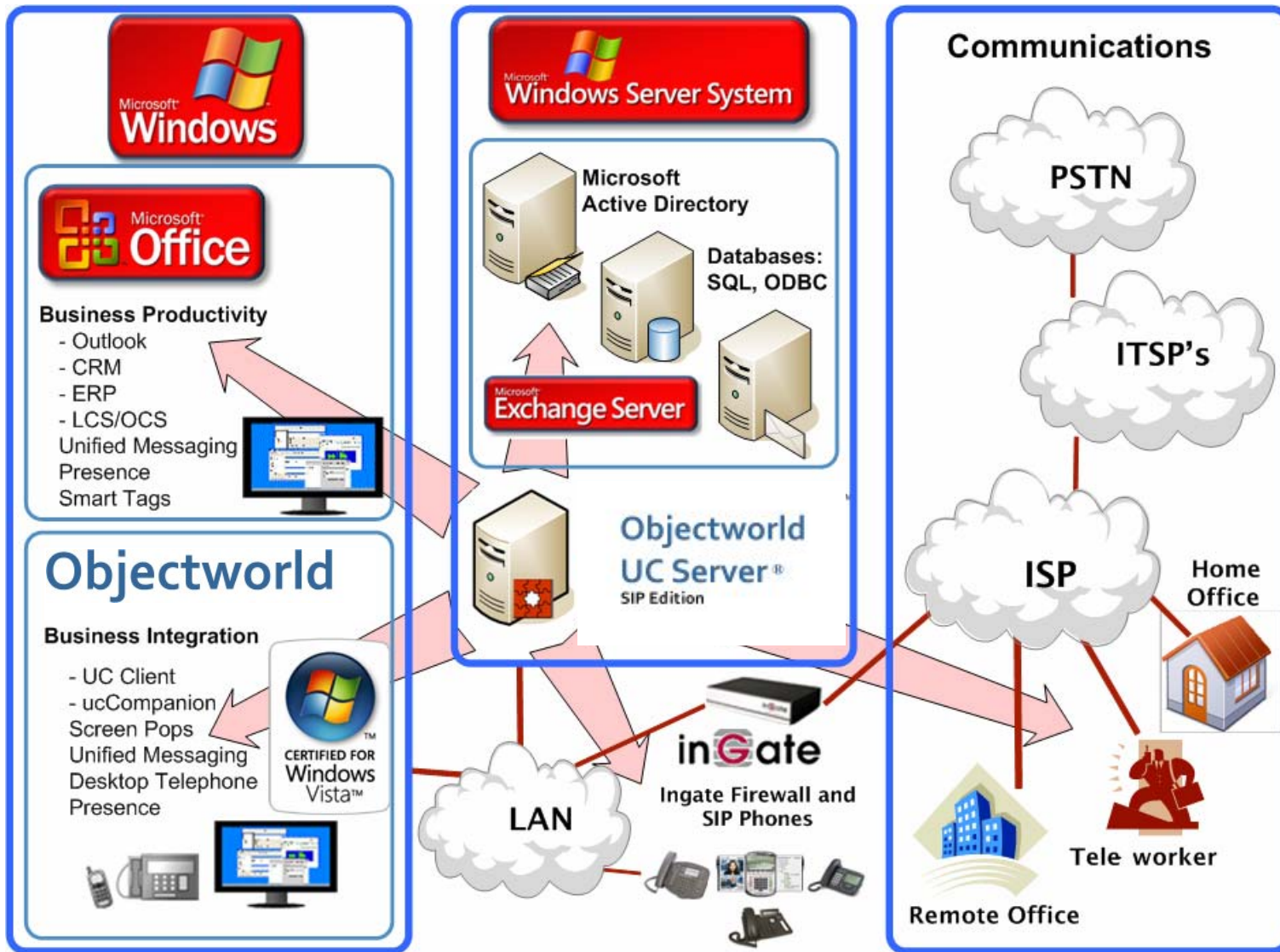


Objectworld IT Telephony

- Unified Communications and Unified Messaging
- IT Telephony - telephony as part of the Microsoft Windows ecosystem
- Software only solution
- Simple wizard-based deployment
- Seamless integration with Active Directory, Exchange, CRM and other business processes

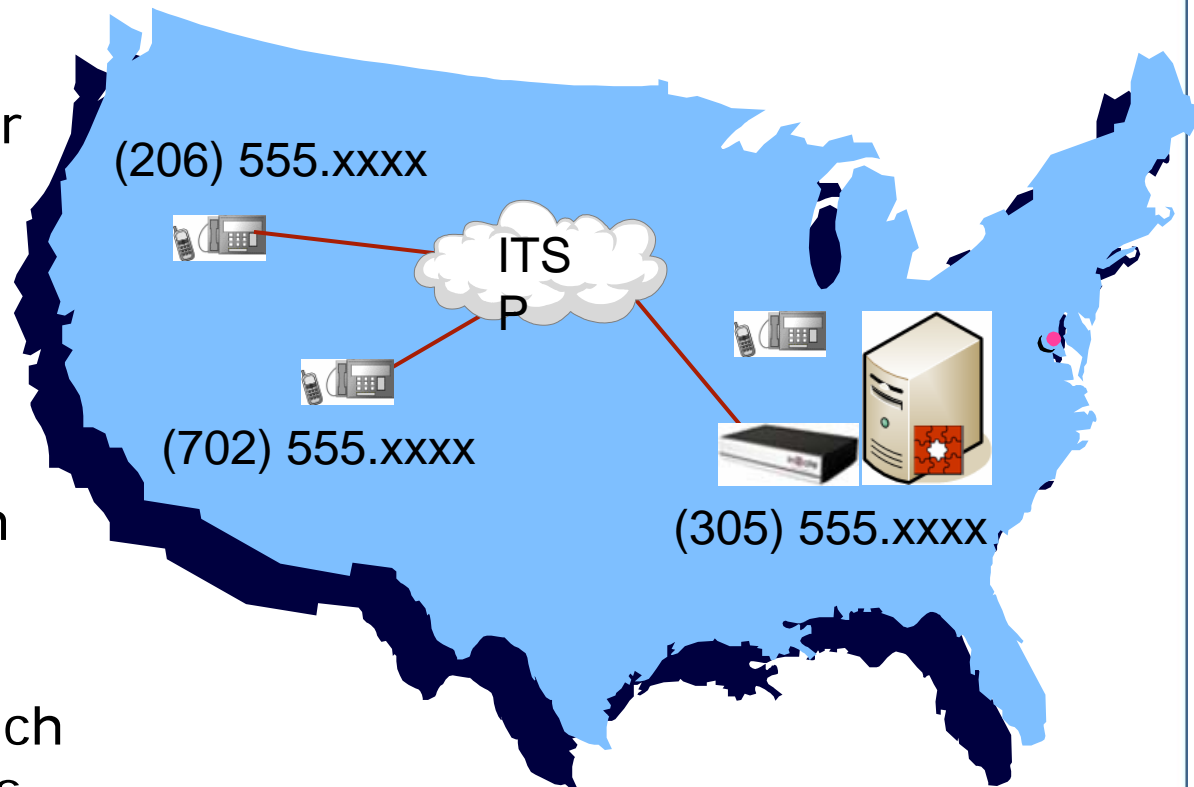


IT Telephony - Landscape



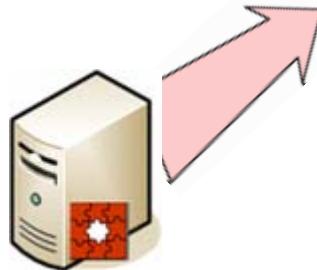
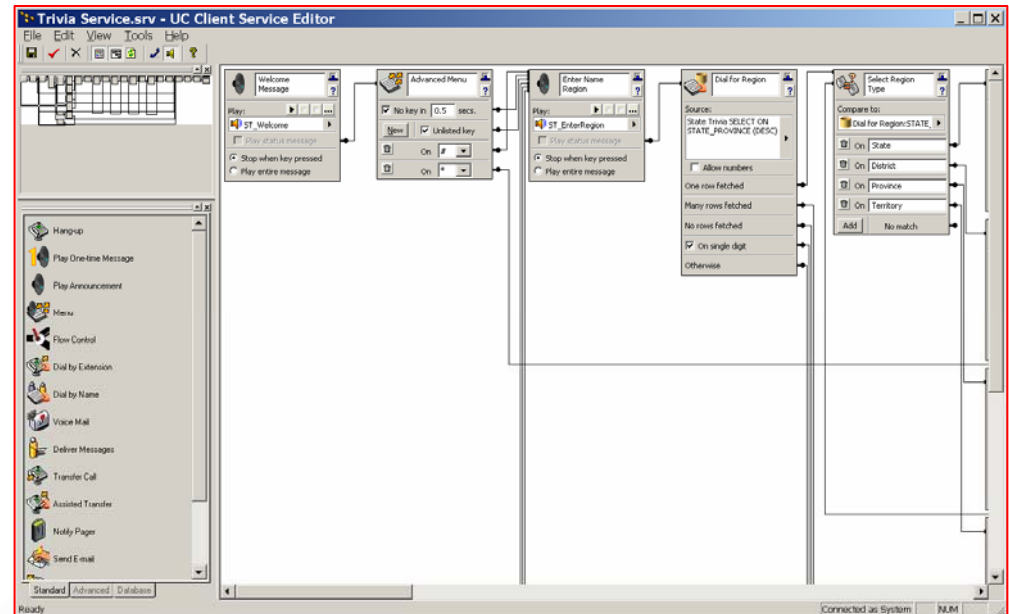
ITSP Service Advantages

- ITSP services remove 'lock' on server location
- Conveniently add or remove phone numbers
- Create services spanning whole network or on a location by location basis
- Application to Headquarter - Branch offices, Teleworkers and Vertical Markets



Service Creation Environment

- Customer self-service either by IT professionals or end users
- Powerful ODBC-enabled, drag and drop environment



Outbound Notification

- Outbound notification services
 - Emergency notifications
 - Social event notification
 - Student absence reminders
 - Patient reminders



Business Communications Processes

- Call Flow Management
- Dial by name
- Message notification
- Find-me, Follow-me
- Text to speech



Unified Messaging

- Microsoft Exchange integration
- Contact integration with Calling Line ID
- Telephone User Interface
- Voice, fax and e-mail forwarding



Microsoft Windows Server System

Microsoft Active Directory

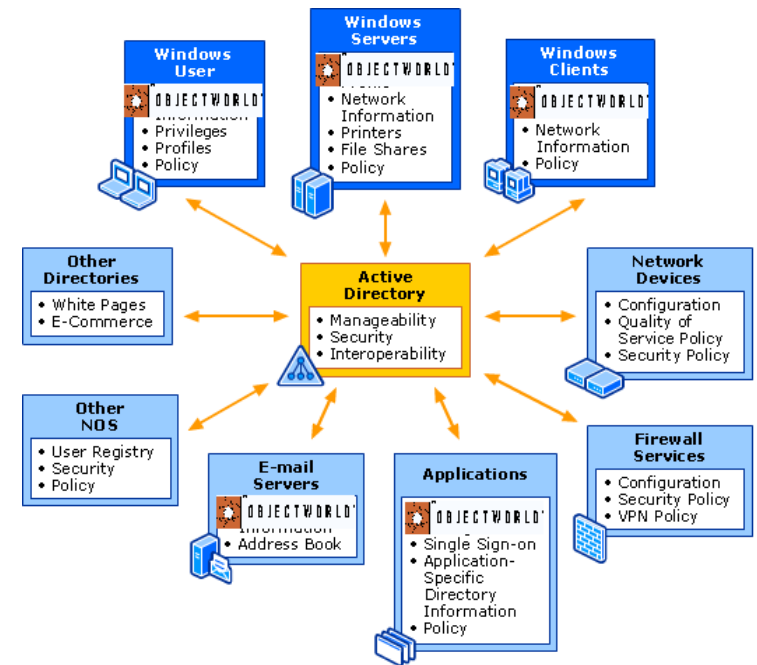
Microsoft Database

Microsoft Exchange Server 2003

Objectworld UC Server[®] SIP Edition

Convenient System Administration

- Windows®-based Administration
 - Active Directory administration
 - Global policies and security
 - Single sign-on
 - Roles based authorization



Objectworld

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Turn your Microsoft platform into your business communication solution with Objectworld.