Improving Connections for the Mobile Worker

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Who Is Ascendent?

• **Ascendent Voice Mobility Suite**
  – Provides easy to use, enterprise class voice mobility
  – Integrates with BlackBerry, Smartphones, Home phone, any phone
  – Works with any PBX (TDM/IP) and any network

• **Global 500 customers**
  – Executive and Sales Mobility
  – Virtual Office / Telecommuting
  – Manufacturing / Distribution Floor
  – Healthcare
  – Government

• **Significant distribution relationship with Sprint / Nextel**
Imagine… Providing a Single Voice Interface for Voice Communications

**Calls are answered immediately**

**Orders are placed on time**

**Service inquiries are resolved**

**Conference calls start on time**

**Voice mail is consolidated in one location**

**Groups of people are immediately notified**

**Colleagues are instantly reachable**

**Collaboration improves**

Voice Mobility extends the office phone’s functionality and identity to any device allowing mobile users to be more reachable, responsive and productive from any location.
What is Voice Mobility?

- Voice Mobility: Having continuous and comprehensive access anywhere, anytime and on any device

- Allowing your mobile professionals to stay connected whether they’ve just walked away from their desk, are working from a remote office, or are on the road
In the Enterprise, Time is Money and Phone Numbers are Corporate Assets

Business Unit Pain

• No more hours in the day
• Rarely at desk
• Talking live with a colleague is difficult
• Need to reach team to resolve crisis
• Coordinating a call takes hours/days
• Mistakes due to reduced communication
• Can’t find phone numbers for key employees
• Too busy to check all voicemail boxes
• 75% of all calls go to VoiceMail*

• Customers call ex-employees’ mobile phone numbers
• Don’t want to reveal cell/home phone number

*Gartner study
The Pain – You Call, No Answer

- Multiple proprietary systems – multiple numbers, voicemails
- Limited functionality on mobile devices
- No migration to next generation architectures
- No Enterprise-wide voice business continuity

**Functionality**
- Network identity
- Highly Reliable
- Conference, transfer, hold

**Mobility**
- Limited distribution of number
- Expensive
- Less Reliable
Anywhere, Any Time, Reachability: What Features are Important for the User?

True Mobility – Desk Phone, Cell Phone, Same Phone.
- Provide users with single number reachability on any phone
- Simultaneously ring all devices so users can answer on the device most convenient to them
- Access to all of the productivity features workers are used to on their desk phone (4 digit dialing, call park, call transfer, conferencing, etc.)

Collaboration
- Conferencing capabilities – Allow users to quickly and automatically draw individuals or groups into conference calls on an ad-hoc or scheduled basis.
- Eliminates PINs to remember or outside teleconference services to pay for

Messaging
- Voice Mail – All voicemail consolidated in one location
- Call Extraction – Allow users to extract callers from voicemail
- Broadcast Notification and Polling – broadcast urgent voice messages to large groups of users and determine who has or has not received the word.

Ease of Use
- If it’s too difficult for people to use it, they won’t.
What The IT Department Is Looking for In Voice Mobility

• Device Support
  – Does it work with all devices your users have?
    • Smart Phones, BlackBerry, cell phones, home phone, hotel phone, IP phone, laptop, etc

• Voice Infrastructure
  – Does it require support of a heterogeneous voice infrastructure?
    • Multi-Vendor PBX
    • IP, traditional TDM, or both

• Voice Security and Authentication
  – Do you need to ensure access to the voice infrastructure is secure?
    • Authentication of remote phone user
    • Class of service, roles, access
    • Audit & Compliance
How Voice Mobility Solves the Pain

- One number, one voicemail
- PBX Identity, functionality, and cost savings extended to all devices
- Secure wireless voice communications
- Automatic voice business continuity

519-888-7465
Secure Wireless Corporate Data and Voice with Ascendent

Core Value Proposition
Ascendent does for enterprise voice what BlackBerry does for enterprise email.

- End to end data and voice security
- Call control (recording, logging…)
- PBX identity and functionality
Never Miss a Call

Any Device
- Desk
- Mobile
- Hotel Office
- Home Office
- Computer
- Home
- Add Any Remote Location

Secure and Authenticated

- Dramatically improve responsiveness
  - Slash 7 of 10 calls that go to voicemail today
- Your enterprise phone number is a corporate asset

User Experience
- Simultaneous Ring
- One Voicemail Box
- Deskphone Functionality
- Get-Me Conferencing and Notification
- Corporate Caller ID, Even From Mobile Phone
Customer Example: Large Hospital Pain

- Multiple Devices
- Multiple Voicemail Boxes
- On-site Restricted Mobility
- Inefficient Communications
- Proprietary Over Priced Handsets
- Mixed Environment
Customer Example:
Large Hospital w/Ascendent

- Carry a Single Device
- Single Voicemail Box
- Total Enterprise Voice Mobility, On-Site and Off-Site
- Quick Collaboration
- Carrier Agnostic
- Highly Dynamic Environment
- Caller ID to All Devices
- More Efficient Team
What to Look For in Voice Mobility? Secure, Authenticated Voice Everywhere

• Advanced Voice Capabilities
  – Extends the identity and function of the office deskphone (PBX) to any mobile or fixed device
  – Single Number Reach across multiple phones, one voicemail, network independent
  – Voice Business Continuity
  – Easy to use and implement

• Heterogeneous Voice Infrastructure
  – Multi-Vendor PBX
  – IP or traditional TDM
  – All phones: Desk, Mobile, Home, PC, Hotel Office

• Voice Security and Authentication
  – Authentication of remote phone user
  – Class of service, roles, access
  – Audit & Compliance
For More Information

• If you would like more information please contact:

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Thank You