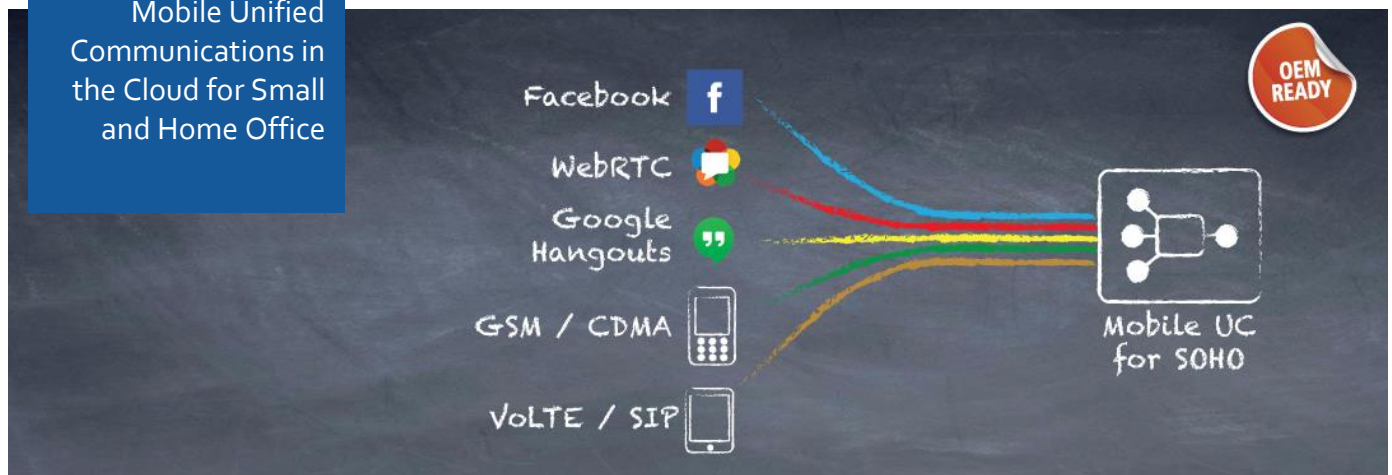


Mobile UC

for SOHO

Mobile Unified Communications in the Cloud for Small and Home Office

Product Leaflet



Mobile UC: frictionless mobile UC solution for SOHO

Business users rely heavily on the mobile phone for their communications. Mobile phones have initially been developed as a consumer product and the classical operator based corporate fleet solutions are no longer satisfying the business users. ESCAUX Mobile UC is a frictionless turnkey solution for MNO's and MVNO's bringing Unified Communication features to any mobile phone and web browser without the need to install and support additional software on the phone or PC.

Benefits at a glance

The user is in control

Web based self-management and fleet management. Users can control their own call handling behavior, private/business mode, split billing and call quality.

Any device

Communicate from any mobile phone, tablet or PC without installing additional software.

Any network

Communicate over any network (WiFi, LAN, 2G, 3G, 4G).

100% Operator centric

Intelligence sits in the operator's network. Users use clientless communication devices. All communications run over the operator cloud.

The smart approach to cloud telephony

The classical approach to cloud telephony is based upon the installation and management of IP desktop phones deployed at the customer site and costly QoS enabled IP access lines. This operational model is challenging in a high volume SOHO market where revenues per customer are limited.

The ESCAUX Cloud UC solution does not rely on desktop phones or QoS enabled data connections. It simply allows users to use their mobile phone as desktop phone replacement without the need for VoIP or the installation of smart phone Apps.

This clientless mobile phone operation is possible thanks to ESCAUX' patented Fixed Mobile Unification technology. Any mobile phone (GSM, CDMA), smart phone application (softphone, VoLTE) or internet client (OTT, WebRTC, ...) is normalized into a cloud based SIP end-point, a process that takes place in the operator network through a standard and off-the-shelf integration: Camel in case of a MSC, ISC in case of IMS, IP data in case of OTT & WebRTC.

Key communication features

Full PBX experience for any mobile phone (GSM/CDMA) even when roaming internationally. No App or VoIP required.

- Group and company features like Call Queuing, Hunting Lists, IVR, Conference Bridge
- Short number dialing for internal calls
- Voicemail-to-email

Handling multiple roles (private/business)

- Manual or scheduled switching between roles
- Private or business voicemail
- Private or business number presentation on outgoing calls

Extra Unified Communication features

Enrich the user experience with audio & video calls, instant messaging, presence, company directory and extend all PBX functionalities to any web browser running the ESCAUX Connect WebRTC client (compatible with any smart phone, tablet or PC).



- Switchover between user devices & applications without losing the communication, e.g. from mobile phone to EScaux Connect and vice-versa
- Correct CLI presentation on mobile phone, WebRTC client, Facebook and Google Hangouts
- Simultaneous ringing of mobile phone and EScaux Connect

Self-management

Self-management and self-provisioning is a critical element in keeping the TCO of a SOHO UC solution under control and protecting the operator's margin.

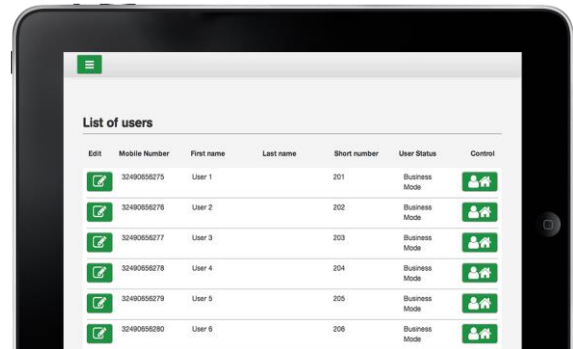
With EScaux Connect, individual users can control their profile settings and phone features. EScaux Connect is an intuitive and modern web application designed to render perfectly on the user's smart phone, tablet and PC.



With EScaux Fleet, company administrators can manage and provision individual users and set general settings. EScaux Fleet is an intuitive and modern web application designed to render perfectly on the administrator's tablet and PC.

About EScaux

EScaux is a worldwide reference in Unified Communications platforms for fixed line, mobile and military satellite operators. The EScaux Unified Communication Solutions are built on a modular technology with respect for open standards. The extremely powerful EScaux Service Creation Environment enables operators to address any possible market segment (SOHO, Small & Mid-size Enterprises, Corporate) with any possible deployment architecture (on-site, hybrid cloud, pure cloud).



Social media integration

- Making, receiving and managing calls through Facebook and Google Hangouts
- Call notifications and CLI presentation in Facebook and Google Hangouts, even if mobile phone is switched off

OEM Ready

- White labeled & customizable interface
- Off-the-shelf solution with turnkey options: installation, operation and maintenance & platform hosting
- Efficient service delivery & service assurance resulting in smooth "order-to-cash conversion"
- Multi-language & internationalization support
- Service Creation and API's provides the necessary customization to integrate with operator OSS & BSS

Unique BYOX architecture

The groundbreaking BYOX architecture permits the Mobile UC for SOHO solution to be easily adapted for Consumer, Small & Mid-size Enterprises and Corporate markets.

BYOA - Bring Your Own Application allows users to connect a variety of endpoints like a GSM or CDMA mobile phones, WebRTC, Lync, XMPP, SIP and VoLTE clients

BYOD - Bring Your Own Device gives users the freedom to use any mobile phone, smart phone, tablet or PC

BYOC - Bring Your Own Call-Control gives operators the freedom to either use a cloud based UC platform, connect the endpoints to the existing customer PBX (Cisco, Avaya, Lync, Siemens, Alcatel-Lucent, ...) and/or connect the users to an IMS platform.