



Personeta Mobile-PBX Integration

According to Gartner Dataquest, there is a compelling case for small and medium size businesses to integrate their mobile phones into the enterprise PBX. This includes savings of up to 50% on national and 25% on international calls. For mobile operators, integrating mobile handsets into the enterprise numbering plan translates into more revenue generating opportunities from their business customers.

Mobility is an important feature of today's business communications environment. People – not devices – are mobile, and accommodating employee mobility is the key to serving real business communications needs. Mobile operators have the edge. But to increase their share of the business market, they must be able to integrate the enterprise PBX into their business offerings to deliver a Fixed-Mobile Converged (FMC), virtual network solution. Additionally, by integrating mobile phones into the enterprise PBX, mobile operators can substantially cut the cost of in-company calls.

Time for a new solution Mobile-PBX Integration

Personeta now offers a new and intelligent approach. The Personeta Mobile-PBX Integration application enables mobile operators to gain deeper penetration within the business market – particularly enterprises and SMBs. The Mobile-PBX Integration solution utilizes Personeta's TappS™ Network Service Controller capabilities to route calls – before they reach the PBX – to multiple endpoints within the enterprise and over the mobile network. For example, an incoming call can be delivered to both the employee's desktop extension and their mobile phone. Routing can be simultaneous, to both devices at once, or sequential according to a specified order of preference. And because the application is essentially a virtual private network, the employee has a single phone number to reach both endpoints using short code dialing of four or five digits.

Personeta's Mobile-PBX Integration solution fully supports the existing PBX and associated dialing plans. By incorporating mobile devices into the enterprise numbering plan enterprises benefit from:

- No need to change extensions or memorize long numbers
- Both incoming calls and on-net calls within the enterprise are automatically routed to the devices defined for the extension
- For on-net direct dialing to the mobile through the PBX, the employee need only apply a special prefix to the normal extension number.

The Mobile-PBX application also includes built-in Time-Dependent Routing (TDR) features for more control and additional customer value.

These features allow each employee to:

- Define explicit rules for call routing
- Modify rules whenever and as often as needed using either a self-service Web portal or telephone interface
- Perform mid-call handoffs between mobile phone and desktop extensions.

Benefits

- Enables mobile operators to effectively target SMBs and enterprises as the primary provider of converged communications business services – linking mobile telephones and the enterprise PBX
- Provides Web self-configurations and IVR-based self-provisioning, including announcement management, to increase operating margins and give customers more personalized control
- Open interface enables sharing of resources among multiple services for rapid ROI
- Field-proven solution running over legacy and NGN networks.





PERSONETA

Personeta is a privately held company supported by leading international venture capital funds. Its innovative solutions are being commercially deployed at leading service providers around the world.

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Data features that give mobile operators the edge

Mobility means communicating where, when and how the user wants. Personeta's Mobile-PBX application delivers this flexibility so mobile operators can leverage their inherent advantages and achieve considerable cost savings for enterprises. Further value-add of the Mobile-PBX application includes:

- Customer-employee access to the enterprise LAN directly using their mobile devices via GPRS
- Incorporating messaging features such as email-to-SMS and SMS-to-email, and providing information delivery for employees on the move
- Configuration and management of all features by the enterprise customer to increase control, while lowering communications costs

The Mobile-PBX Integration application comes complete with customer self-provisioning so users can specify routing rules and other information as often as they need - either via the Web portal or by using their fixed or mobile telephone. Moreover, employees can access a single voice mailbox for their fixed and mobile phones.

Robust and Extensible

Implementation of the Mobile-PBX solution on the Personeta TappS NSC platform helps ease execution of value-added services that generate revenue and reduce communications costs for enterprises. For wireless service providers, our platform is designed to help increase revenue through delivery of new applications and services and grow your business with minimal IT impact due to its scalable infrastructure.