



Istra SP

SIP based carrier-grade Unified Communications services platform

Istra SP is a SIP based carrier-Unified Communications services platform for fixed-line operators, integrators, PBX Dealers and SaaS'. The robust and field-proven platform allows service providers to offer enterprises and consumers hosted Unified Communications and FMC centric services that are device, network and location independent.

Istra SP enables fast, smooth and highly scalable deployments freeing up Service Providers to develop and leverage their knowledge of local markets to win customers and gain market share.

Istra SP open standard-based APIs allow easy integration to existing IP network, OSS/BSS billing systems, as well as CRM and vertical applications. Service Providers are able to maintain low overall investments in launching VoIP services, and keeping their current investments in back office systems.

Istra SP is designed for multi-tier white labeling and robust internetworking.

Hassle-free connectivity to legacy TDM PBX and IP PBX allows service providers to capture market share by offering the premises-based business market Unified Communications services and new revenue generating SIP applications .

With **Istra SP**, the risk of rolling out new services and entering new markets has never been lower.

Benefits to Services Providers

- Cut off your OPEX with a vendor agnostic Any³ Enterprise Mobility: Any service, over any network, to any terminal
- Increase ARPU by delivering vertical solutions focusing on the SME needs
- Reduce your TTM by adding new network-based plug-and-play applications
- Rapidly deploy in today's network
- Easily deliver differentiated, customizable services, insuring customer loyalty and reducing churn
- Maximize your footprint by developing a reseller and white-labeling business model
- Simplify your OSS with a network-based service creation
- Boost ARPU with a competitive "pay as you grow" pricing model
- Pave the way for FMC and smooth migration to IMS

Pave the way for Fixed-Mobile Convergence



FMC Services

- One User with One PSTN Number
- Group and Device Forking/Hunting across networks
- User Controlled Call Continuity across devices networks
- One VoiceMail (Fixed-Mobile)
- Specialized terminals:
 - Busy Lamp Field for supervision
 - Free seating
 - Conference
- Mobile selfcare (Mylstra)

Converged Virtual PBX



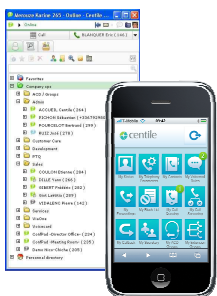
Agile SIP-Centric App Server



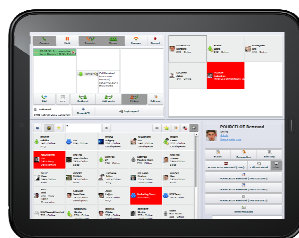
Converged Virtual PBX software running on COTS hardware with:

- Multi-Tenant Provisioning
- Multi-Tier Management
- Multiple Growth & Migration Paths

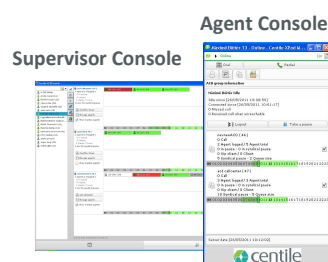
Unified Communications Best-in-Class Services



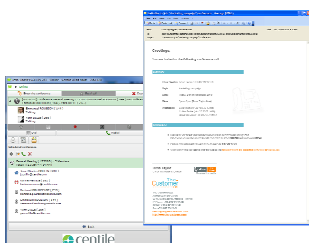
Mobile & Desktop Selfcare Applications



Receptionist Console



Inbound Call Center Console



Conference

Value-Added Features

Mobile and Desktop Selfcare Applications

- Enterprise directory
- Personal contacts management
- LDAP and Outlook integration
- Forwarding rules
- Terminal control
- Presence management
- Instant messaging

Inbound Call Center Console

- Call queuing
- Agents and groups overflow
- Pause definition
- Wait time announcement
- Calendar
- Priority queue
- Discreet listening
- Agents monitoring by Supervisor
- Statistics/Reporting
- Login/Logout/Auto Login
- Drag and Drop

Receptionist Console

- Simultaneous calls
- Drag and Drop
- Boss/Secretary filtering
- VIP Supervising
- Supervised conference
- Black list
- Barge in/Intrude/Steal
- Instant messaging
- Directories integration
- CRM integration
- Touch Screen

Conference

- N-way conferencing with participants monitoring
- Conference Bridge (reservation less, invitations, dtmf-less join)
- Scheduled conference with master and participants
- Blast