



This may be your next PBX

Telephony has changed. What used to be the Private Branch Exchange has become a software component that you can run virtually anywhere.

Choose the hardware and operating system that fits your needs. No matter if you decide to use Microsoft Windows® or a Linux system, you can run your new PBX in a large range of systems—starting with very small and robust systems that you dedicate to the PBX functionality or sharing your 19-inch server with other applications that you need in your office.

By using the Session Initiation Protocol you will be able to pick the peripherals that you like. The PBX will no longer lock you to a specific vendor.

It all helps to bring your costs down while enabling new features that you can only have by running your telephony traffic through your computer network—like connecting remote workers directly to your PBX and sending mailbox messages by Email.

In the old days, enterprises were running so called "Private Branch Exchanges" to handle the business telephony traffic. Copper cable was required to connect the PBX and handsets and if you wanted to have a feature-rich desktop telephone you had to buy it from the same company that offers the PBX.

Today you replace this hardware by a software component that emulates the behavior of the PBX and uses standard networking technology to connect to the handsets and the rest of the world. Your handsets can be anywhere in the Intranet or the Internet, and you can use an Internet-based service provider (ITSP) to terminate your telephony traffic all over the world. And if you want, people can call you under the same address that you use as an email address.

A Typical Scenario

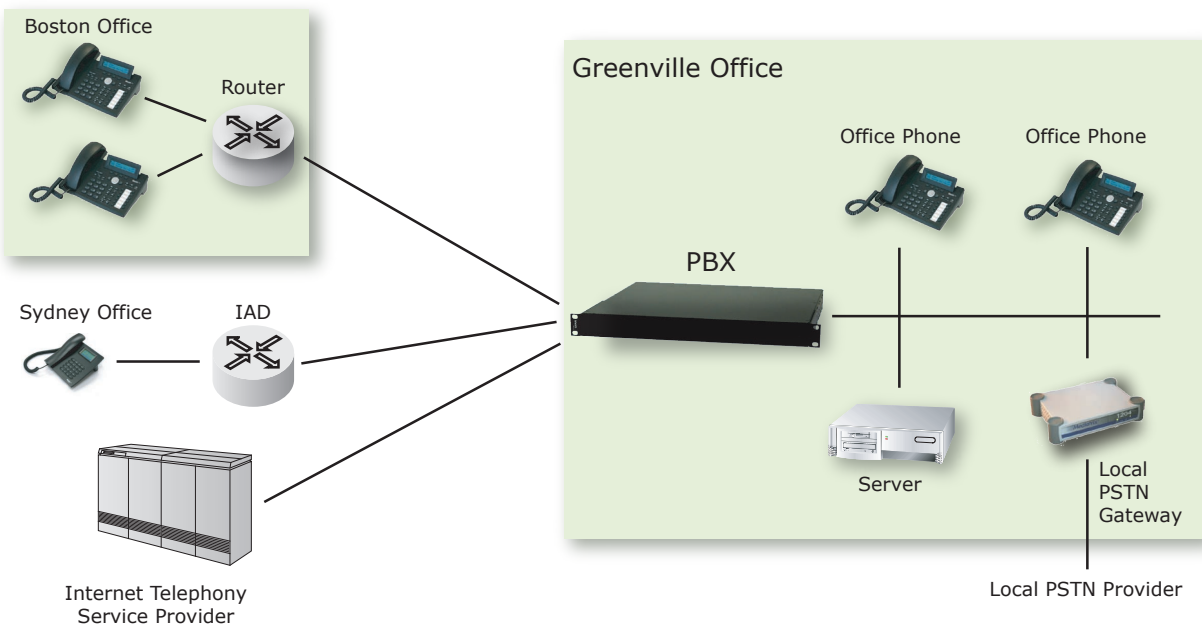
PowerFruit* is a company with thirty employees whose headquarters

is in Greenville, North Carolina. They have 20 employees at headquarters with sales offices in Boston, Los Angeles, London, Nicaragua, Tokyo and Sydney. Their PBX is located in their datacenter in Greenville and all the local employees are connected to the PBX in a private network. A few of the employees telecommute so they have two telephones: one in the office and the other one at home. The sales people in the remote locations register with the PBX through the Internet.

Carl, the manager, is happy. "Our telephone costs were going crazy on international calls", he says. "Now we can avoid most of the international calls and we can have our weekly sales conference without any additional costs! Additionally we can even pick up calls for the person in Sydney if they are not at their desk."

Make A Good Impression

Your customers will have a good impression when they give you a call.



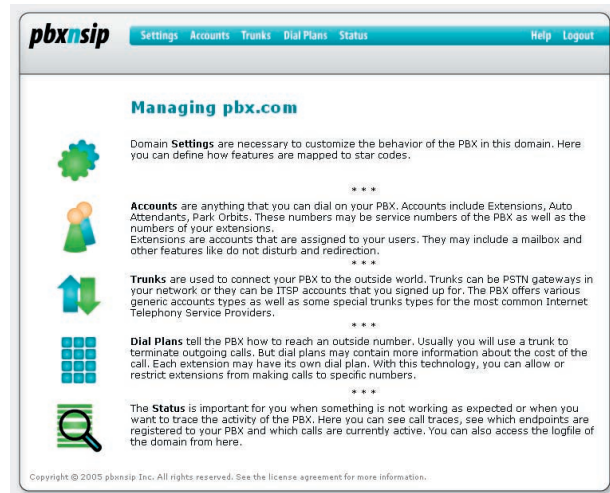
The PBX will make sure that your callers will hear music on hold, can enter the extension number through an auto attendant, and leave voicemail messages. You can transfer calls around without having to bother what phone type you are using. You can record your own voice prompts right through your phone and load them on the server. One can reduce the number of missed calls by setting up hunt groups, and redirect calls when they are not available from their phone without having to go to a web browser.

If desired, one can set up their own small call center, where their customers can browse through the menu and determine their final call destination on their own. One can pick up customers off from waiting queues and if desired one can integrate the PBX with their customer database. The sky is the limit.

Be Productive

Keep anonymous calls out of your office and redirect them for screening. If you prefer Email, get your voicemail message by email right into your inbox—even if you are on the road. Use the paging feature to make an announcement to your group.

Use a wireless SIP device if you are running around in the office or anywhere in the world. As long as there is Internet, you are available under your extension number.

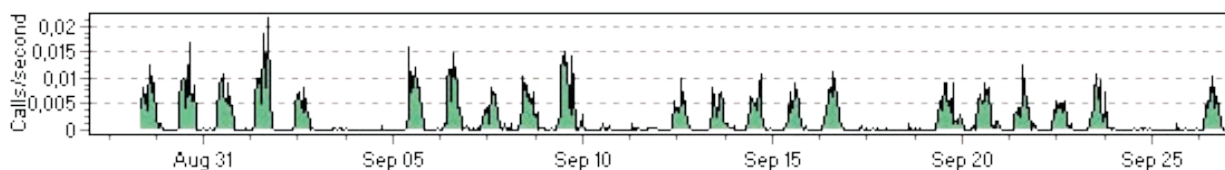


Keep It Confidential

You certainly like to keep your conversations private. The PBX supports the standards for secure communications. Make your telephone traffic as secure as your https transactions. You will ask yourself how telephone calls could ever be transmitted in plain text.

System Administration

Most of the costs during the lifetime of computer software come from system administration costs. Because of this, the pbxnsip PBX makes it as easy as possible to run the service. Offering native images for Windows and Linux makes it possible to run the system in your existing environment without changes to the server infrastructure. Built-in real-time monitoring tools like SNMP make it possible to send proactive yellow and red alarms with standard network management tools.





You can use network storage devices for the runtime data of the PBX. This makes disaster preparation easier and your system administrator can share the PBX disaster preparation resources with other applications in your network.

The built-in configuration generator allows true plug and play for devices that are running in the same network. The administrator can define a pool of extensions that are automatically distributed when IP phones are put into the network.

The extensive NAT-support features allow it to bridge different address realms. You can register devices from the private network and at the same time register remote offices from the public Internet. NAT detection features like STUN make it possible to use a very large range of Internet Service Providers, even if they don't support devices behind firewalls.

The Hosted PBX

You don't like to run your voice service on your own? The pbxnsip can be run in a hosted environment. All you need to do is run your handsets on your premises—your service provider will do everything else for you. This minimizes your investments and you don't have to maintain the necessary infrastructure. And your service provider will give you great rates for terminating calls to the public telephony network! Check out our website for a list of pbxnsip hosting partners.

Preconfigured Solution That Work

After all, all software must run somewhere. If you don't like to set up your own server, we can send you preconfigured servers that have everything set up for you already. If you tell us what you would like to have on these servers, we will pre-configure them for you. Just power them up, connect your peripherals, and start making calls. Installing a telephony system was never easier!

For more information, please see our web site <http://www.pbxnsip.com>, send us an email at info@pbxnsip.com or call sip:info@sip.pbxnsip.com or +1-978-364-0072.

* The name PowerFruit was invented for illustration purposes.