

# Seamless And Integrated Telephony From Your Desktop

PHONE-LINK is a simple to use application that fully integrates the power of the Ericsson-LG iPECS onto your desktop. With desktop control of your iPECS you can utilise the power of the iPECS platform from within the applications you use everyday. Click to dial from Outlook, screen pop your CRM system, see your teams presence and easily transfer calls all from your Windows desktop.

## Telephony Made Simple

PHONE-LINK brings all the power of your Ericsson-LG iPECS system to your desktop helping you to be more productive and customer focused. By integrating the ability to make, receive and transfer calls as well as being able to quickly see colleagues presence on your desktop, telephony becomes just another mouse click. PHONE-LINK delivers a new way of engaging with your desk phone and communicating with customers and colleagues.

## Productivity

Using PHONE-LINK screen pop and on screen dialling you will be more productive as you complete tasks from your desktop. Making telephony a fully integrated part of all of your business processes means you can help you and the rest of your office team be more productive. Enhance productivity by:

- Quickly directing calls to available colleagues by checking their presence and knowing you can reach them
- Dialling straight from your CRM, accounts package, website or any desktop application
- Accessing callers details before you have even answered the call with a simple database match of the incoming caller ID with the database record saving time and increasing accuracy
- Quick Message colleagues to update them or ask them to return calls or contact you without disturbing them with a call
- Update colleagues on your current availability and activity with simple status updates.

## Improve Customer Care

With PHONE-LINK database records for your customers or contacts can be instantly popped onto your screen based on the incoming caller's number being matched with the database record. This helps you quickly build rapport with the caller and means you can save time in the discovery phase of the call and immediately start processing orders, noting actions or initiating a business process based on the caller's needs.

## User Friendly

PHONE-LINK is designed to make the move from telephone based call control to screen based call control a simple and easy transition. New users can get used to on screen call control with many of the features and functions of the telephone replicated in an on screen application with simple buttons and commands. As users become more confident call control is increasingly integrated into the business processes and applications people work with. Call control just becomes an extension of the application and desktop environment.

## Easy Installation

PHONE-LINK is designed to be easily installed when you implement your iPECS system or as a simple upgrade to your current iPECS system. The PHONE-LINK server requires only a simple PC and can be on a shared computer for small office installations. The client offers a simple wizard driven set up on each PC with only basic configuration settings required. Thanks to the simple site based licencing model all users of the iPECS can easily access the full functionality of PHONE-LINK for an initial one off site licence based on the iPECS Call Server.

## Cost Savings

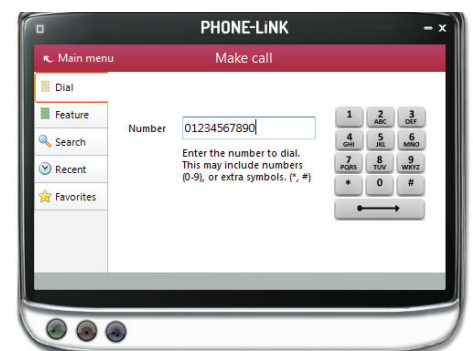
Just a few seconds saved on each call can create big savings in costs for your business. With PHONE-LINK you can complete calls more quickly as the system finds customer records and database files for you.

Deliver costs savings in your business by:

- Shortening call lengths and saving on call costs
- Reducing the number of staff required to handle calls
- Reduce the number of lines you require as call durations reduce.



**PHONE-LINK integrates telephony into your desktop and your business processes making call control just a mouse click away.**



## Application Integration

Ease of integration is at the heart of the PHONE-LINK solution. Using simple integration wizards pre-configured into the software set up PHONE-LINK can ensure your application is working with your iPECS telephone system quickly and easily.

Making sure your desktop applications are fully integrated into your iPECS telephony ensures you can achieve the productivity and customer service gains you want. The following table provides a quick and easy reference of the supported applications.

Application	Current Version	Version Supported
ConnectWise	2012.1	2012.1
eGroupware	1.8	1.0 - 1.8
Goldmine	9.2	5.5 - 9.2
LDAP	N/A	N/A
Lotus Notes	8.5	7 - 8.5
Maximizer	12	9-12
Microsoft Access	2013	2000 - 2013
Microsoft Dynamics CRM	2011	3, 4 & 2011
Microsoft Dynamics NAV	2013	4, 5 & 2013
Microsoft Outlook 32bit	2013	2000 - 2013
Microsoft Outlook 64bit	2013	2010 - 2013
Netsuite	11	11
ODBC	N/A	N/A
Sage 50 Accounts	2012	2008 - 2012
Sage ACT!	2013	2008-2013
Sage CRM	7.1	7.0 - 7.1
Sage SalesLogix	7.5	7.2 - 7.5
Salesforce CRM	Enterprise	Enterprise
Sugar CRM	6.6	5.0 - 6.6
SuperOffice CRM	7.1	6.1 - 7.1
vTtiger	5	5
Zoho CRM	4	4

The above table provides an overview of the out of the box integrations available. We are also able to support other applications with bespoke integration work or using manual integration features within PHONE-LINK.

## Feature Overview

PHONE-LINK is designed to bring simplicity to your telephony needs by enabling all of the power of your Ericsson-LG iPECS telephone system on the desktop. This simplicity is delivered through a standard software licence with the only additional licencing being deeper integration into applications such as Microsoft Outlook or CRM. Each system licence offers full features for every user on your iPECS system and also includes a number of free Outlook integration licences for key users.

PHONE-LINK is specifically designed to work with Ericsson-LG iPECS and licenced to ensure you can take full advantage of the features. Each PHONE-LINK installation is licenced for your system size so all of your iPECS users can access the functionality of PHONE-LINK.

### Core Features

- Click to dial from telephony formatted numbers
- Incoming caller details preview if in directory
- User presence and activity message for all your colleagues on the iPECS system
- On screen call control - answer, transfer, hold
- Instant message colleagues
- On screen call history of all of your calls

### Integration Feature Enhancements

	Standard Licence	Outlook Licence	CRM Licence
Show name of caller in preview window	✗	✓	✓
"Screen Pop" contact record	✗	✓	✓
Search application directory and dial from results	✗	✓	✓
Simultaneous search of multiple address books	✗	✓	✓

### Server requirements and Supported Environments

Small single site with less than 30 trunks, 500 calls per hour and 50 extensions/users for other site configurations please ask for specific guidance.

**Minimum requirements:** 32-bit: Pentium III compatible processor or higher (min 1.8Ghz), 64-bit: x64 minimum e.g AMD Opteron, AMD Athlon 64, Intel Xeon ith Intel EM64T support, Intel Pentium IV with EMT64 support, SVGA display, 2GB memory, 4GB hard drive space, Network adapter connected to a TCP/IP network, Keyboard and mouse.

**Supported Operating systems:** Windows Server 2008, Windows Server 2008 R2, Windows 7, 32-bit and 64-bit

**Virtual environments are supported:** e.g. VMWare or Hyper V

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**PHONE-LiNK**

TELEPHONY MADE SIMPLE