



How You Can Get the Most Out of Your New Phone System?

We have put together some examples of some of the most used and like features for the Prophonos Hosted PBX system. Its impact will be profound. We have outlined characteristics of the phone system as "Pluses" and "Differences (potential negatives)" and assigned characteristics these two categories based on our teams and our customers feedback about the items. Let us know yours!

Pluses:

- 1) Consolidation of Vendors and Responsibility.
You will have fewer vendors to work with to manage your telecommunications activity and budget. You get one bill and one phone number for support. This implies quicker problem identification and resolution because it is much more likely that you are calling the party responsible for the service. Local Calling, Long Distance Calling, Phone Server/System, Custom "Meet Me" Conferencing, Phone Handsets (Optional), Company Internet Connection(Optional) and even IT support (to some extent, and Optional) are currently handled by individual vendors. Exwire will be responsible for the first three and can be responsible for as many of these as you would like with the exception of IT where we can only play a supporting role to your dedicated IT person.

However, local and long distance services are provided to us by a third party vendor who we integrate. This 3rd party takes calls originating on your (our) phone system and "terminates" them on the traditional phone system and conversely, receives calls originating from the traditional phone system and routes them to our Switch to deliver to you.

- 2) VOIP Phone System Flexibility.
Anyone, anywhere-in-the-world can be an integrated part of your phone system by connecting an authorized "Handset Device" into a high-quality Internet connection. Handset Devices can be a VOIP desk phone (like a traditional handset), a Cordless Phoneset, and even Computers and SmartPhones can be used as Handsets with the proper emulation software running. Outrageous International cell phone roaming bills can be tamed considerably. With proper configuration, your Smartphone will be a free call to the office and cheap call anywhere in the world from any Wifi Hotspot.



Office to office calling or remote worker to office calling – even between Bangalore and Toledo – is free and requires only a simple 3 or 4 digit extension.

Phone system users can have multiple phonesets: one for office, one for home and one for on-the-road, for example, so that they can take advantage of intra/inter office dialing as often as possible, use inexpensive phone minutes and provide a consistent outbound callerID to customers.

More examples of situations where Prophonos makes it easy to support your business needs:

- A) You decide to outsource 1st line support. Your support calls can be routed seamlessly anywhere in the world to a call center or remote office.
- B) You have (a) special customer(s) or an event for which you want a special number, special messaging, priority handling or special voicemail delivery.
- C) You have a sales department that spans three countries, five states and 7 offices but want all sales reps to be able to grab calls from the same call queue.

3) VOIP Phone System Expandability.

Adding a new employee no longer means coordinating a visit from the “phone guy”. Instead, e-mail us a new phone requisition and we can drop ship a pre-programmed phone to you or the employee, which will work out of the box, anywhere in the world. At the workplace, deskset-style phones often have two Ethernet ports which provide a) a place to plug in a computer so that you do not need to add an additional Ethernet drop at the desk and b) a Quality of Service (QOS) benefit as the data packets coming from the phone are prioritized ahead of regular old data to ensure high quality conversations.

4) Installation Cost Savings.

- A) At Installation. Existing Ethernet cabling and jacks can be used – no need to run additional phone-system-specific cabling. Many Phones offer a second Ethernet Jack to plug in a computer – no need to provide additional Ethernet cables, ports, or jacks.



- B) Ongoing. Phones are associated with a person, not a particular cable or phone system port so moves become effortless – one less thing to worry about during a reorganization or move.
- 5) Managing your Phone System is up to you – or not.
You have the ability to balance immediate and direct control with ease and cost by having us continue to administer your phone system when you, for example, add a user, a DID or change a phone system menu. Fixed price services make it easy to budget for changes to the phone system. All changes in the first 30 days are included with the installation price.
- 6) Cell phone integration
Calls to a system user can be routed to a cell phone a) all the time/immediately, b) after a certain number of rings to the desk phone c) simultaneously with the deskset. This function (among others) is controlled individually in a web-based “user portal”.
- 7) Desktop faxing.
Every system user has their own website portal and from it, users can send a softcopy document (check our documentation for document formats supported) from their PC to any fax number in the world. Inbound faxing is under development and will allow any user to be assigned a DID and receive inbound faxes directly in their E-mail Inbox.
- 8) Conferencing Services.
Dimdim, MyFreeConference.com and other similar services are a thing of the past. You can set up a custom conferencing line for every one of your system users if you like with a dedicated phone number, no reservations required, no sharing among employees, no extra bill. John the Director of Operations can have (415) 222-4010 as his direct number, (415) 222-4011 as his fax and (415) 222-4012 as his conference line.
- 9) Documentation.
We keep the company phonebook up to date! Any time we make changes for you, we will update a phone system directory page on our website which you can point a link to from your Intranet. “What extension is Jan at?” check www.yourdomain.com/phones (password protected).



Differences (and Potential Minuses)

- 1) **Broadband Dependency.**
Outbound calling is completely dependent on your broadband connection (but inbound calls reach your phone system even if you are out of power or your Internet Connection is down!). With redundant Internet connections proper planning and copper line/cell phone backup plans, these are rare instances and are manageable. The phone system can still be directed to route all calls to other locations or other phones (if the Internet is down, this can be done from a Smartphone Browser, for example or, call us).
- 2) **You need QOS.**
QOS, or Quality of Service, means that the data packets carrying phone conversations get handled with priority over standard data packets (ex., surfing, email & downloads). To do this properly can require additional hardware and or network topology changes. Consult your networking professional or us for the implications on your network.
- 3) **You need new phones.**
If you are not using VOIP/SIP now, you need VOIP phones. Consider that some employees may just use their computer as the Phone even when in the office. VOIP and SIP are standards and even if you change system providers, you can use the same phones. Of course we can't guarantee that you might not want a 12 inch full-color video phone in a couple years.
- 4) **It's change.**
This phone system will not work exactly the same as your old one (if you had one). It will take some time to get used to those differences. Proper planning and phone system design can minimize the differences and their impact on your business.
- 5) **Inbound Calling Costs.**
- 6) **Our calling services provide you with drastic per minute rate reductions but calls into your office are billed as well as outbound calls.**

Services provide as a part of the Start-up fee include:

1. Configuration of your IVR (the greeting and menus that callers hear to guide them to the right department person or information)



2. Configuring one extension for each phone system user. Additional extensions set up at \$25 each
3. Configuring up to three 3 calling queues
4. Configuration a DIDs for each user plus up to five for the company or other entity
5. Configuration of up to five special extensions, mailboxes, or parking areas
6. Configuration of purchased conferencing and fax services

Services not provided as a part of the Start-up fee but available for an additional fee:

1. Configuration of individual voice-mails
2. Configuration of handsets, computers or smartphones¹
3. Recording prompts, greetings, messages or menus (we do have a professional that we can refer you to though and his voice matches our “system voice” for a professional, integrated Sound to callers.

¹ Many customers prefer to handle the phone handsets themselves or choose to use unsupported handsets so we make the configuration of them and computing devices an option for your convenience.