



## INFORMATION BULLETIN - NEW PRODUCT RELEASE

### SECOND GENERATION UNIFIED COMMUNICATIONS SPECIFICALLY FOR SME MARKET NEEDS

#### Melbourne – Australia

AdvaTel have released InTouch, a 2<sup>nd</sup> generation UC product. InTouch is not an application but a fully integrated Outlook plug-in. Because PC users spend most of their computer time in Outlook (mail, calendar and contacts) having InTouch always available and ready to use without having to go to a different application has a distinct advantage. InTouch connects with Avaya's IP Office and BCM PBX switches.

While first generation UC is a very useful tool for enterprise users it never scaled down well to provide the same level of advantages to SMEs.

Research shows that in enterprise situations when you need to communicate with departments such as HR, advertising or IT Support etc., these are internal calls. To an SME these are external calls as small companies outsource such activities. SMEs also often outsource other activities such as sales and field installation activities using contractors.

Second generation UC cover all of your internal and external contacts in the one product so your presence (phone presence and calendar mining presence) are federated to all of your internal and external contacts.



**Get InTouch – Stay InTouch**



**The external federation of InTouch is via Yahoo, MSN or Skype.** Microsoft OCS federation is also available. So now your regular external contacts can see your availability before they pick up their phone to call you regardless of wherever they may be located in the world.

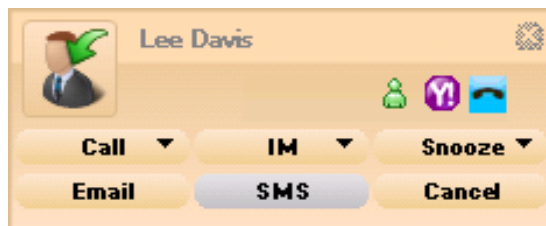
As you can see your contacts' availability telephone tag basically disappears. InTouch ensures that not only are you more productive but all those who communicate with you are also more productive.

You have Instant Messaging with your external contacts and InTouch also includes **PC-based SMS** and keeps a copy of your outgoing SMS messages and the replies you receive.

**InTouch includes a number of useful and practical communications tools:**

### **Pounce**

An InTouch user may need to communicate with a contact (internal or external) who is off-line at the time. The user can set a "pounce" on their contact and when their contact next comes on-line in any form, (logged on to the office, connected to Skype etc.) then the InTouch user will get notification via a pounce screen-pop that their contact is now on-line and how they can best be contacted e.g. Skype.



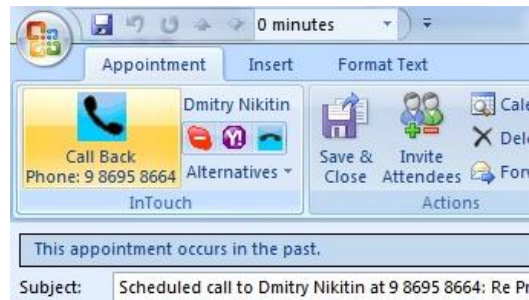
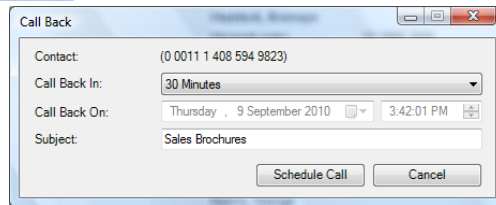
### **Call Back**

From any call screen-pop or by right clicking on a directory entry an Intouch user can set a call back and nominate the time to call back e.g. 30 minutes. Within commercial enterprise, research indicates 26% of calls end with one party saying "I will get back to regarding that question" or similar. Call Back sets a zero duration notification in your calendar and then when the agreed time arrives it notifies you and provides a click to call button to ring the person back. Alternative numbers are also "offered" (e.g. cell phone) and the presence of the person you are about to call is also displayed at the time. InTouch makes sure that you will never forget to call someone back, ever again!



**Get InTouch – Stay InTouch**

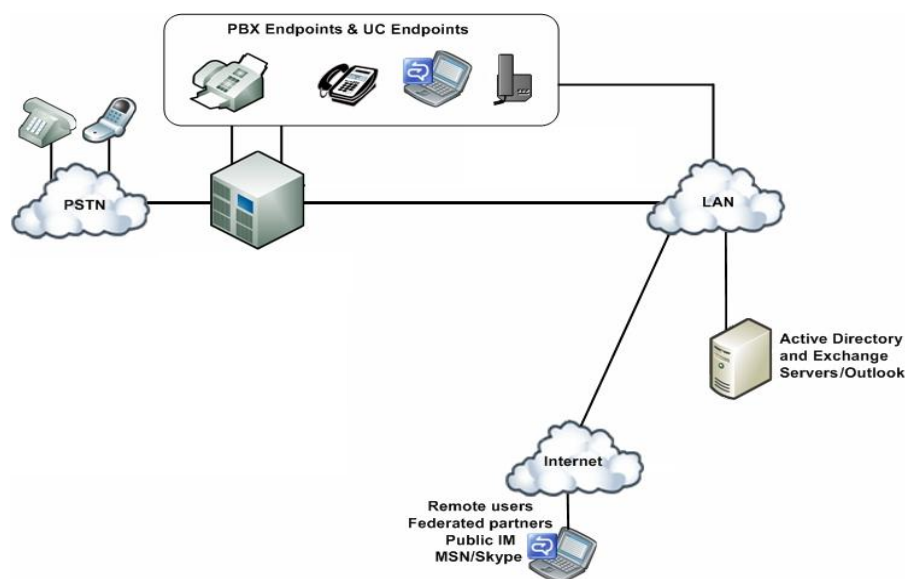




InTouch is much more than a conventional Unified Communication as it combines, with just one-click telephony, e-mail, calendar mining, SMS, Yahoo federation, MSN federation, Skype federation as well as Pounce, Call Back and a tool bar that shows the communications options with the person who has sent you an e-mail even before you open the e-mail.

All of these features are achieved WITHOUT a server being required and without users having to add to their IT infrastructure.

### In Touch installed with Avaya's IP Office PBX



**Get InTouch - Stay InTouch**



The InTouch directory is a combination of internal and external contacts. The contacts most communicated with are at the top of the list under Prime Contacts. As these are the people you deal with most they are on your screen all of the time whether they are internal or external and consequently no searching is required. For your non Prime Contacts searching can be based on any information in the directory entry be it a name, company name (from their e-mail domain name address) or even an area code of their phone number etc.

The design criterion was to ensure that In Touch was totally intuitive to use without training. The design team's directive was that it should work like Outlook because the user will already be an Outlook user.

**InTouch has all of your communication requirements in the one place at one time and not a separate application that you have to get into and out of. All of this is achieved without a server – an important feature for the SME.**

For further information please go to:

<http://www.advatel.com.au/content/view/232/230/>

Michael Terry

Managing Director

AdvaTel – a division of Telematic Communication Pty Ltd.

Melbourne, Australia.

[mterry@advatel.com.au](mailto:mterry@advatel.com.au)

+613 8695 8695



**Get InTouch – Stay InTouch**

