BURTON TECHNOLOGIES

Feature Description Brochure

Introduction

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The Netsapiens platform boasts over 4 million users worldwide and is the fastest growing platform in the USA.

With uptime of 99.999%, 3 data centres worldwide and superior resilience, Netsapiens is not only one of the most reliable platforms but it enables service providers to build compelling and profitable Unified Communications Solutions in their own image.

- Endpoint Device Management
- Speech Recognition
- Conversational Transcription
- Sentiment Analysis
- Call Trace
- Open Restful API
- Meetings & Webinars
- Call Centre Functionality
- Voicemail To Email
- Live Wall Boards
- Time of Day Routing
- Music On Hold
- Mobile App
- Web App
- Teams and CRM Integration
- Call Queuing & Call Back

1st
Fastest Growing Platform in the USA

4m
Netsapiens Platform Users Worldwide

3x
Tier 4 Datacentres Distributed Around the World

Multi-Site Geo Redundancy

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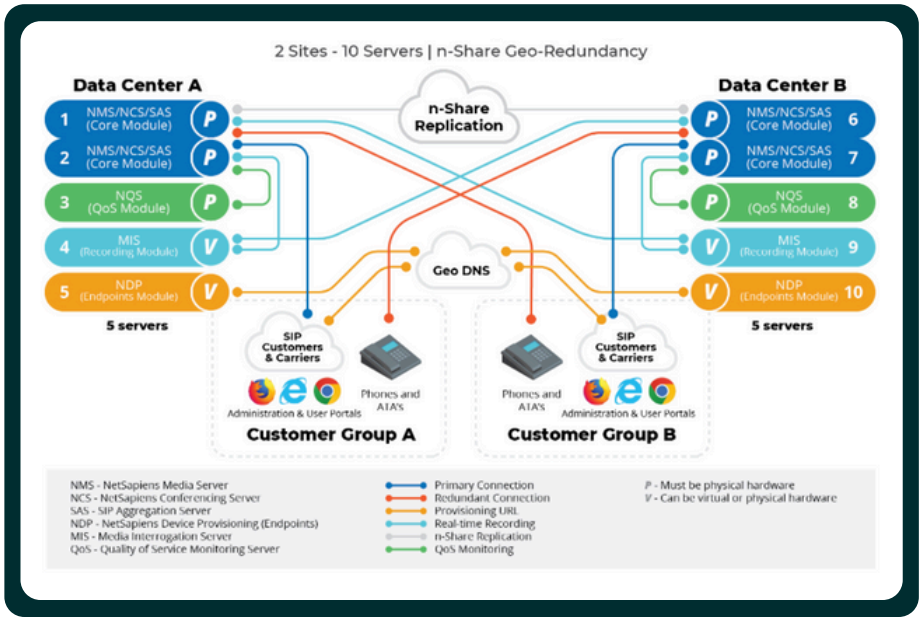
N-Share Multi-Site Geographic Redundancy

N-Share technology expands multi-site redundancy to provide effectively 100% platform uptime. This addresses the requirements of reliability, resiliency, and availability by providing a framework for service continuity, system expandability, and ease of maintenance.

Global Presence

Engineered to scale in a virtually limitless fashion while still being managed as a single application, NetSapiens' N-Share enables geographically diverse SNAPsolution instances to act as a single 'follow the sun' hosted voice platform around the globe.



Deployed in an active n+ configuration, all nodes are on-line and able to pass call traffic, device registrations, voicemail, and configuration data, etc., simultaneously across the network.

Resilience

Our platform has been specifically designed to use selected data carriers, reducing the risks associated with a single-carrier model. To ensure maximum reliability and low latency, we operate from clusters located in Equinix Tier 4 data centres in London and Amsterdam, both of which are equipped with multiple minimum 10Gb resilient interconnections. Additionally, our third data centre in Las Vegas, Nevada, provides further redundancy.

Each of our data centres is strategically positioned to ensure high availability and low latency for our clients within their respective regions. Our services are designed with n-share geographic redundancy to ensure that call processing systems are not only reliable and scalable enough to handle the necessary number of users and devices, but also resilient enough to withstand various network and application outages or failures.

If one node fails or loses connectivity, registrations and call traffic seamlessly fail over to the remaining nodes, with no down time or loss of network connections, configuration data, and call recordings etc.

User Portal

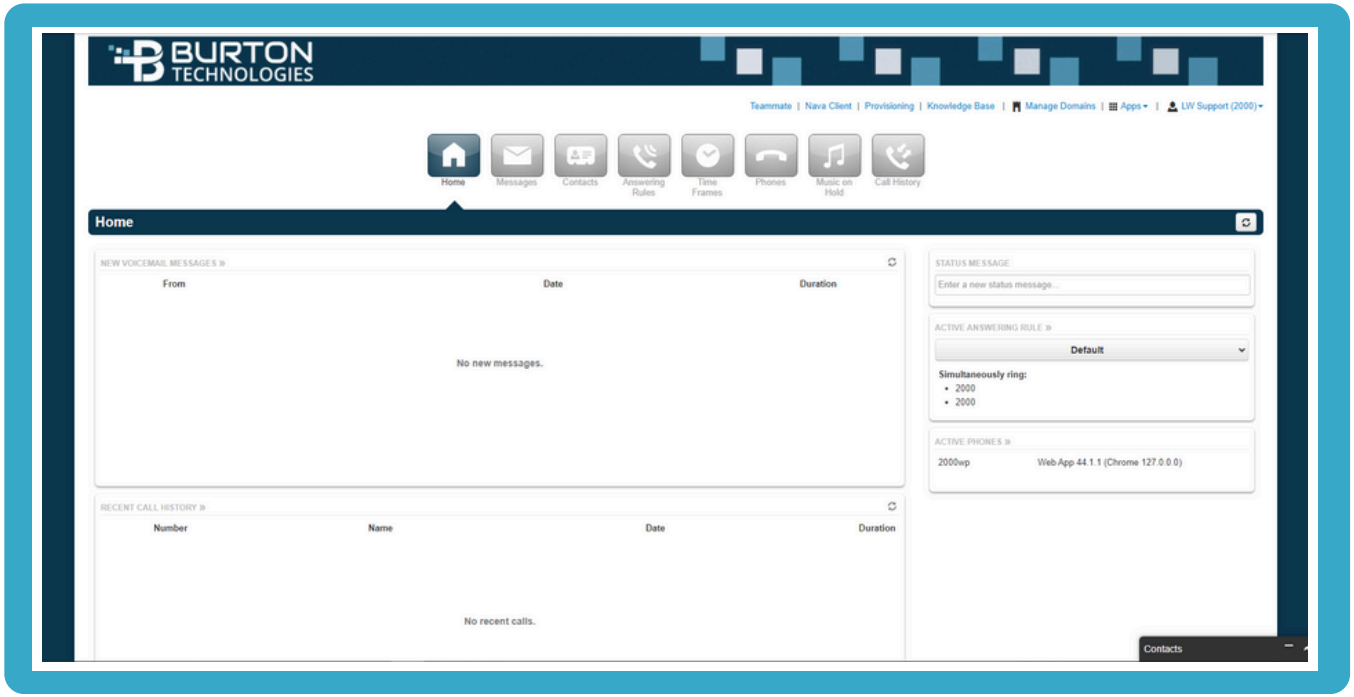
The user portal provides the end user with the ability to 'self-serve'. This means they can manage their own individual functions, features, and settings. This can be done without the need to raise tickets or contact support for day-to-day operations. The portal also provides an overview of received messages, call history, answering rules and connected devices.

There are three (3) standard user profiles: Simple, Basic and Advanced.
Each provides a different level of self-management.

Alternatively, if required, a profile with custom settings or profile with no portal access can be created.

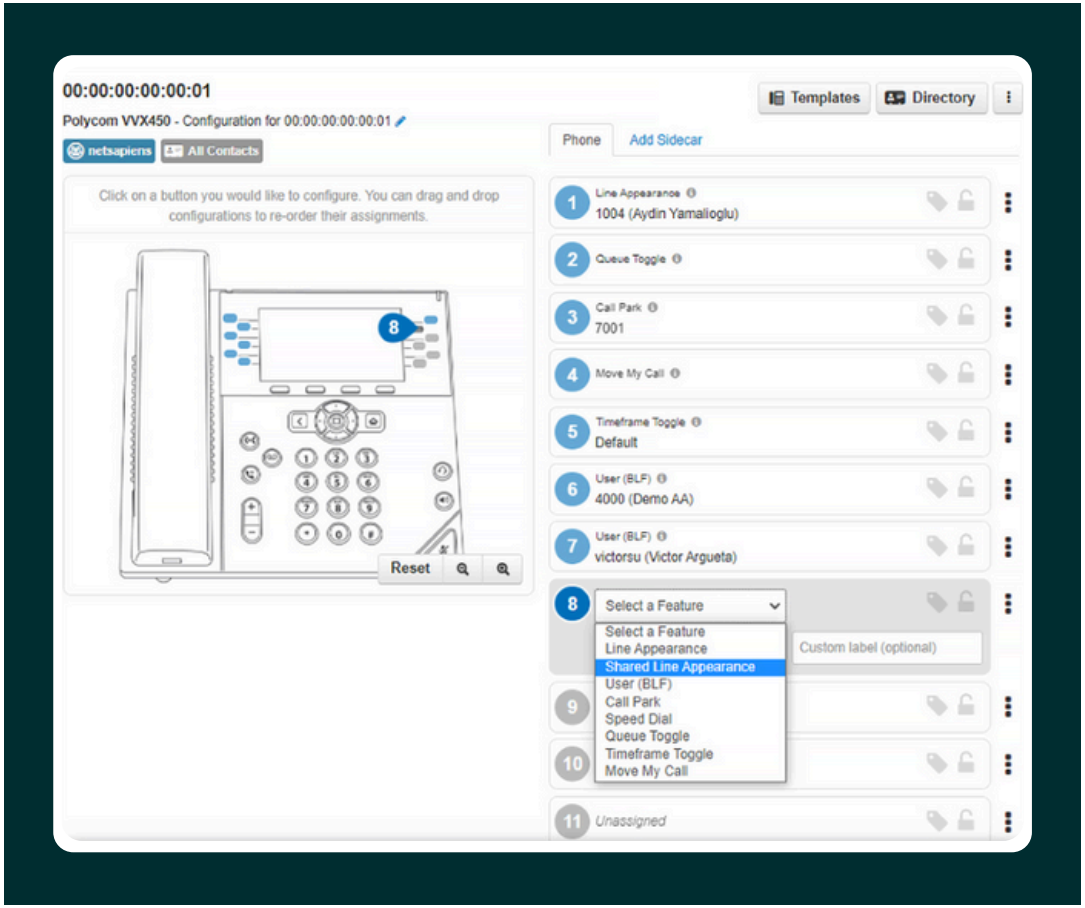
A User (dependant on their permissions) can manage the following options:

- **Voicemail and Chat**
- **Contact Management**
- **Answering Rules**
- **Time Frames**
- **Phones**
- **Music on Hold**
- **Call History**



Endpoint Device Management

The platform has the ability to support in excess of 250 devices (endpoints) from over 21 different manufacturers. This includes SIP handsets, ATAs (Analog Telephone Adapters), Door a Access Systems and Soft Phones (desktop or mobile applications). These use standard UDP, TCP and TLS signaling alongside RTP (Real-Time Transport Protocol).



Within the portal there is an easy to use interface developed to provide management of certain devices. This enables the programming of buttons including speed dials, BLF and feature keys. There are also other system options available such as a company directory and expansion modules where supported.

Acting as a visual configuration tool, the interface was specifically designed to be user friendly and intuitive, allowing employees of varying levels of technological ability to manage their own devices. By enabling users to manage certain elements for themselves, they can make faster and more frequent changes without the need to place a call to customer support.

Administrators can create templates and, if required, lock buttons to keep them from being changed. This helps with the initial roll out and reduces support overhead.

AA (IVR) Speech Recognition

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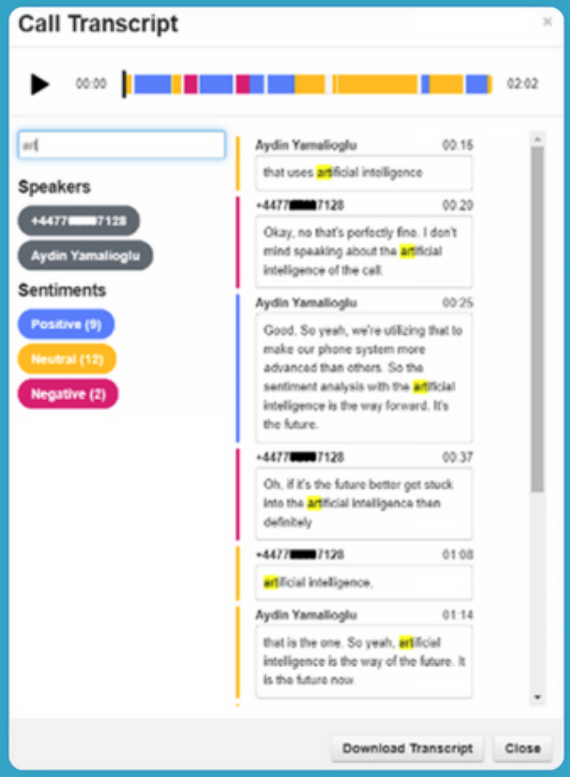
This feature automatically parses call recordings by a user, transcribes them, and then separates the text by speaker for a visual representation of the conversation. The service offers added value to customers who want a transcription of recorded phone calls in which each word is analysed and flagged by a different colour: green, yellow, or red. It provides a historical assessment on the context of a call and assists in determining if a customer was handled properly and professionally.



SENTIMENT ANALYSIS

This adds another, more sophisticated review, based on additional algorithms where other information beyond just the transcribed speech is analysed. The underlying Amazon service uses enhanced artificial intelligence and adds more variables to provide further accuracy, better analysing the context of the conversation.

TRANSCRIPTION

Utilising services from either Google or Amazon, the spoken word is converted into text, which is then matched against a comprehensive list of similarly ranked text words in English. The usage is segregated so it is reported per customer cluster at the end of each month.

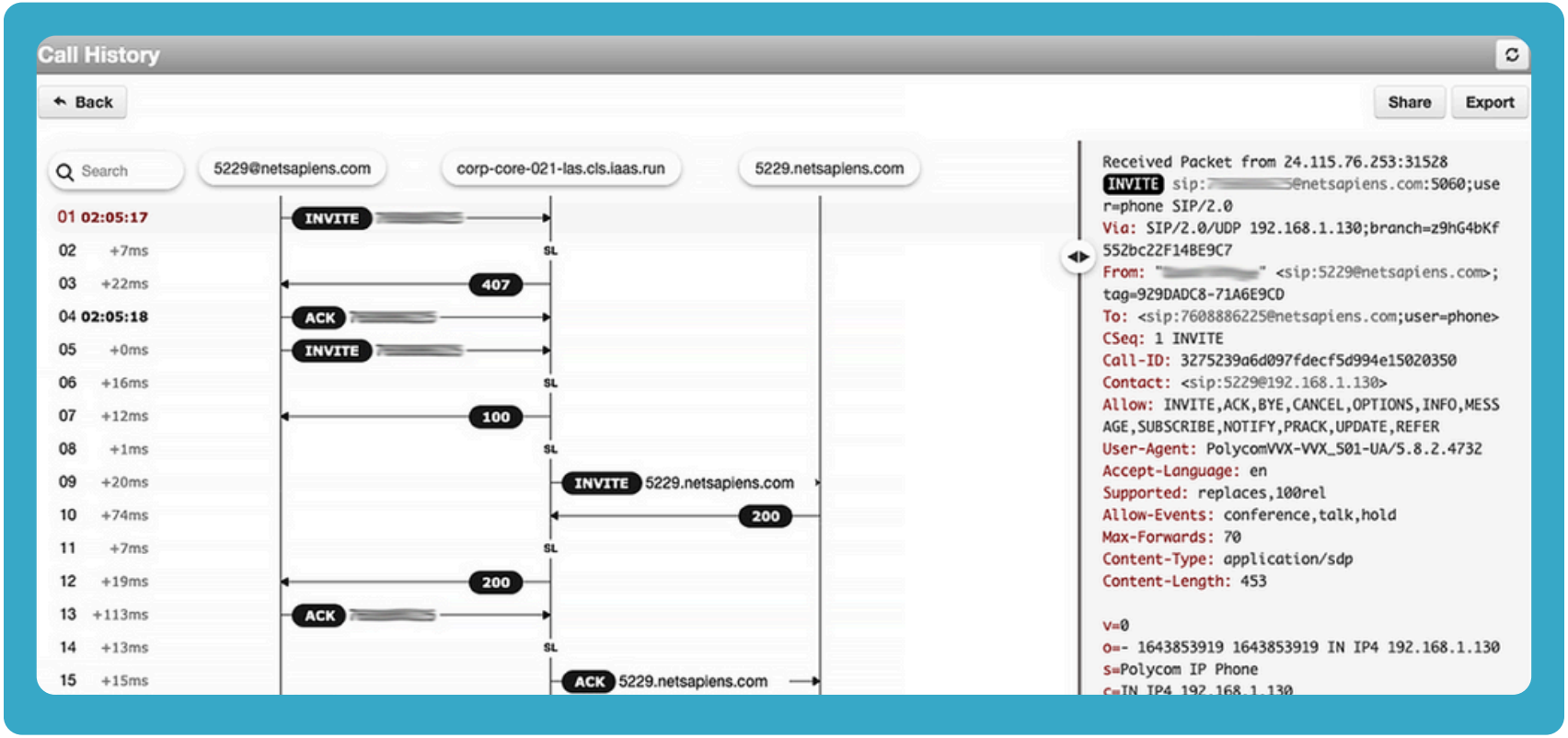
A caller can call into an Automated Attendant (IVR), (where configured) or access the Company Directory and speak the name of the department or person they want to reach. The service will translate their spoken words to an unsupervised transfer, to connect the caller to the correct destination or extension.

Call Trace

Call Trace enables you to analyse the quality of all VoIP calls and delay variation and packet loss, which predicts quality on the MOS scale.

Call data for every call is stored within the platform database for a configurable period This makes it possible to look at PCAP and SIP traces after a reported event. This can be completed instead of requiring to try and re-create a given fault or scenario, hugely reducing customer frustration and engineering resources.

Additionally, a full cradle to grave log is kept, providing the ability to follow each call through the system from initial setup to final teardown as it traverses IVRs, call queues and call transfers.



API

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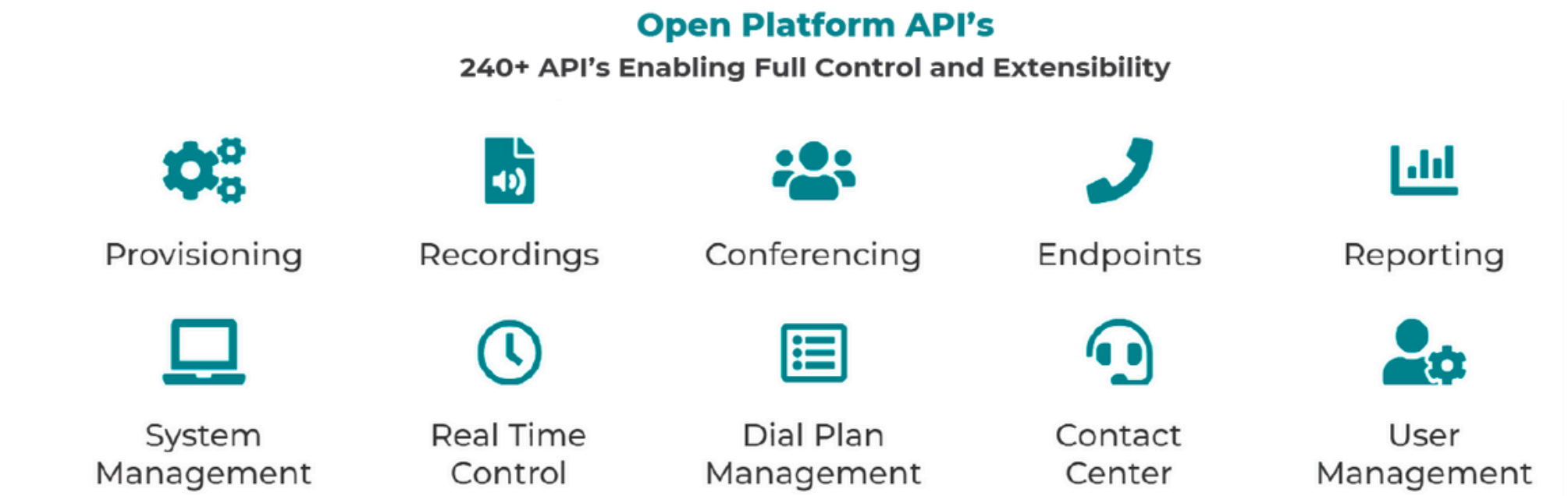
One of the many key features of the platform is the power to integrate with a wide variety of third party systems and applications through our open platform API.

With over 300 orchestrations available in a whole range of industries, MSPs can integrate CRMs, billing systems, custom applications, payment gateways, or even design their own custom web interface.

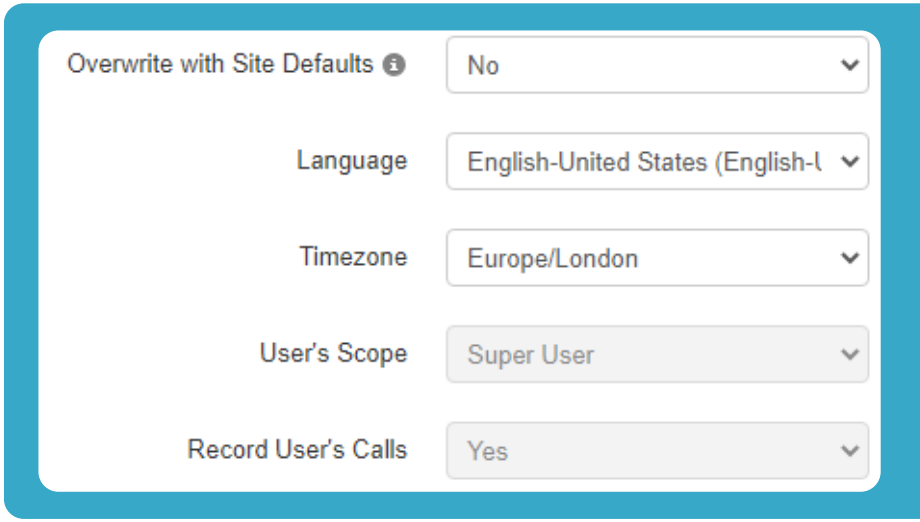
This powerful tool enables extended functionality and development outside of the core platform, providing you the flexibility to increase your opportunities through these objects. This could include provisioning, user management, reporting, real time control, conferencing and so much more.

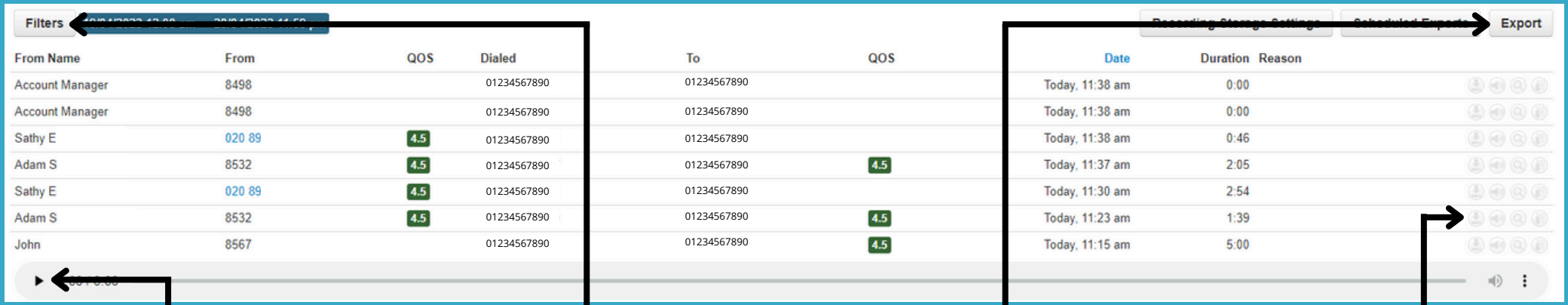


Call Recording

Call Recording enables all calls on the system to be recorded. The option to allow calls to be recorded can be set on a per user basis dependent on their requirements.

All of the call history can be viewed within the portal. Here, it can also be downloaded, listened back to and selected in order to deep dive for further information regarding the jitter and quality on both ends of the call. This feature is available for both inbound and outbound calls.





LISTEN BACK TO THE CALL RECORDING

FILTER BY USER, TIMES, NUMBERS & CALL TYPES

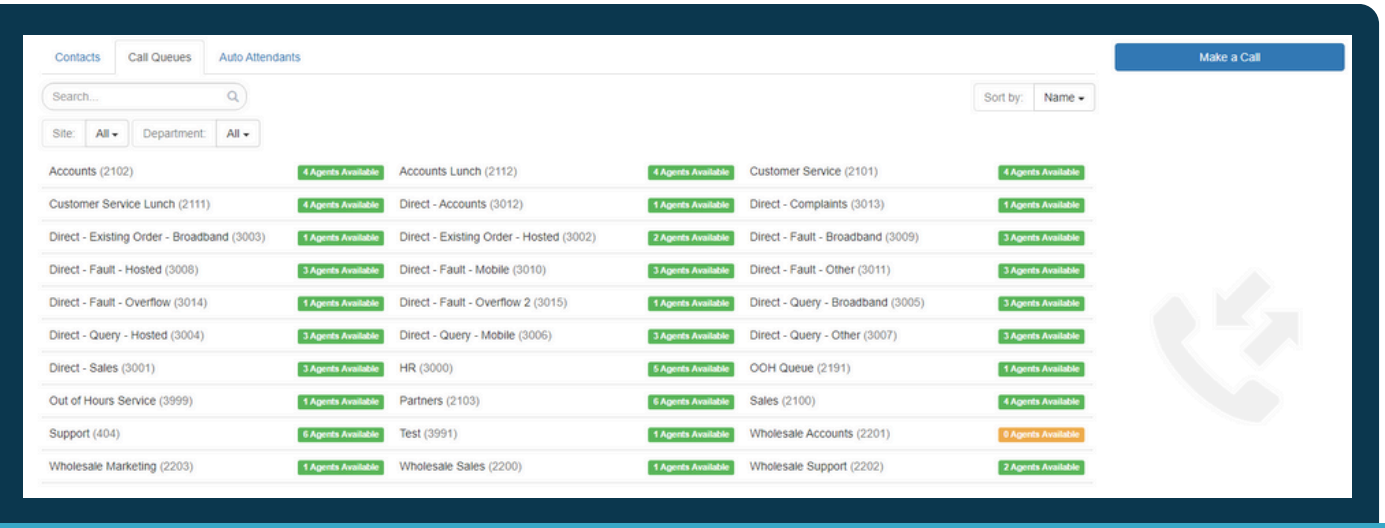
EXPORT YOUR CALL DATA FILES HERE

DOWNLOAD YOUR CALLS HERE

Call Centre Functionality & Call Queuing

Call Centre Functionality is included within the core licensing model, providing all of the features you would expect from an integrated Call Centre Solution. This includes Agent and Queue management, Supervisor options, call monitoring and more.

The Call Centre home page provides a configurable overview of the historic and current calling activity, displaying active and waiting calls for all call queues, as well as agent availability. This page also provides a real time colour coded view based on configurable thresholds of items such as calls waiting (CW), average waiting time (AWT), average call handling time (AHT), call abandon rate (ABN), calls answered (CA), call volume (CV), and many others.

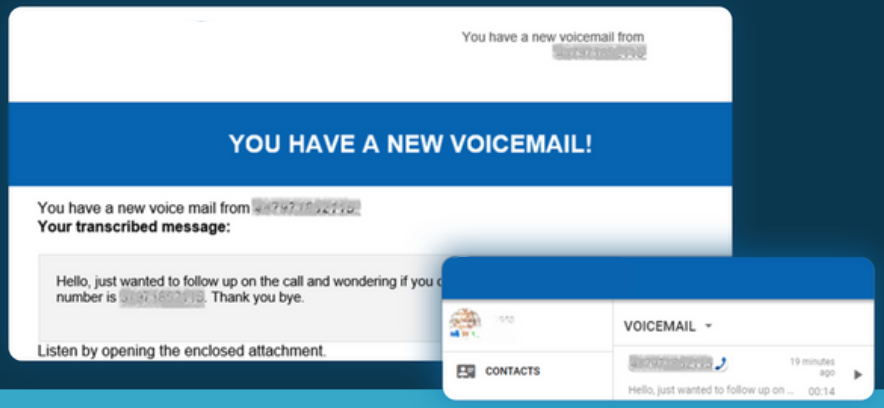


At the heart of the Call Centre is the call queues, of which there are five main types: Round-Robin, Linear Hunt, Linear Cascade, Ring All and Call Park. These are configured and modified as required by Office Managers, Call Centre Supervisors or Administrators.

The service portal can generate custom reports about the call queues to provide a graphical overview of call centre statistics over a given time period. These reports can cover the entire call centre, queues, or individual agents.

Voicemail To Email

Voicemail is available in the system and supported by all devices associated within the portal. Further features are also available under this such as Voicemail Transcription and Speech to Text.

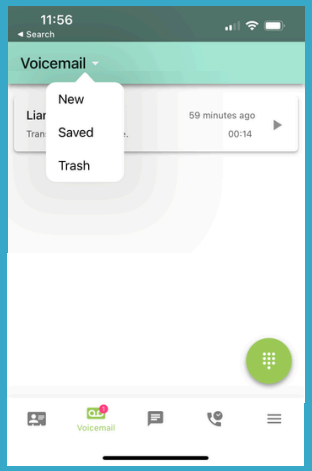


Google Voicemail to Email Transcription

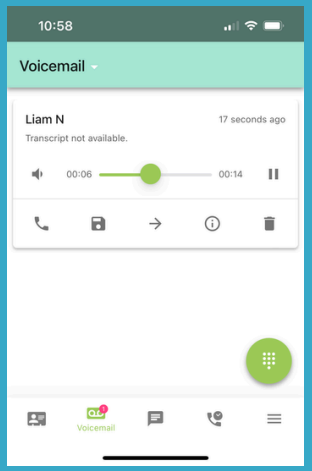
This 3rd party service will transcribe Voicemail messages to be included in email notifications where the option is set within the portal.

Netsapiens configures and maintains the connector between the Service and Google, ensuring that all transcriptions are delivered back into the correct user's Voicemail.

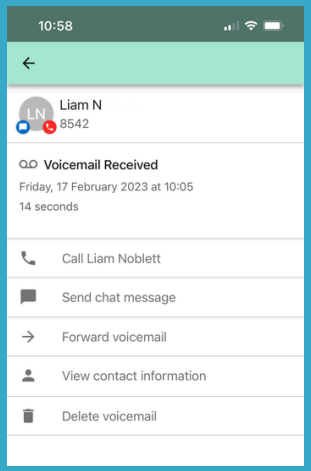
The transcription is then visible in the user's Voicemail, Mobile app and forwarded on via email if required.



Access and listen to any of your newly received and saved voicemails here. These can be filtered using the drop down options shown above.



Listen to a voicemail or replay past voicemails. Click on the 'i' to access further options available with each voicemail message.

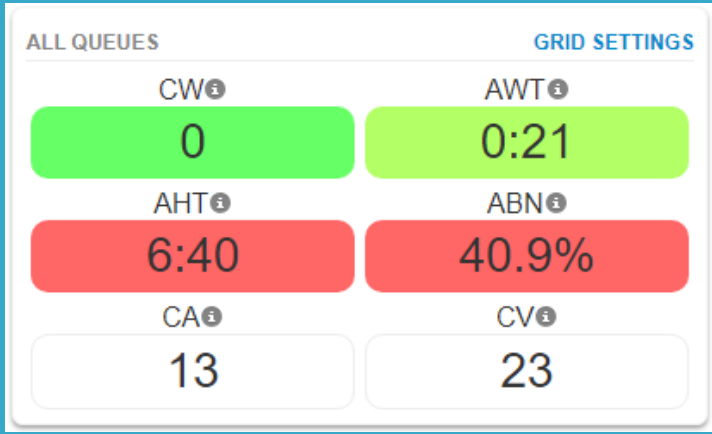


When you click on the 'i', you will see the options to make calls, send messages, save the voicemail, view contact info and forward messages.

Live Wall Boards

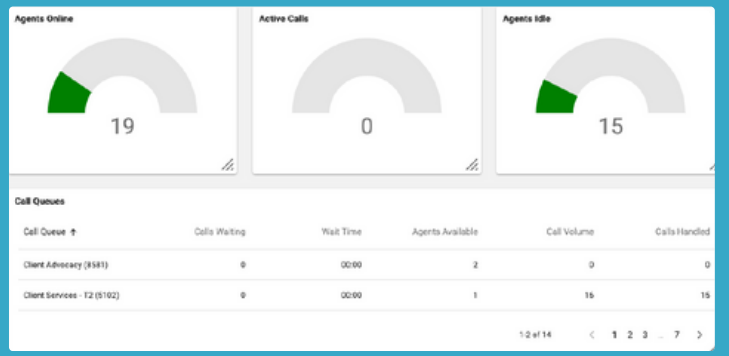
Analytics is a Call Centre focused Dashboard and Wallboard application with Configurable grid style layout boards. Within here, there are visual and audible alerts linked to configurable thresholds. This feature also has the capability to allow any number of saved boards, with specific board level filters, limitations per user and support for Site and Department filtering.

“Cards” contain different types of visualised data that can be customised and shared with teams or set as sharable links.



Stat Block

A Stat Block is useful for showing either a value over time or current value. Stat Blocks are updated live or on polled cycle.



Gauge

Gauges look and perform in a similar manner to a stat block but with the added benefit of including a visual gauge with configurable limits and colours.

Live Wall Boards

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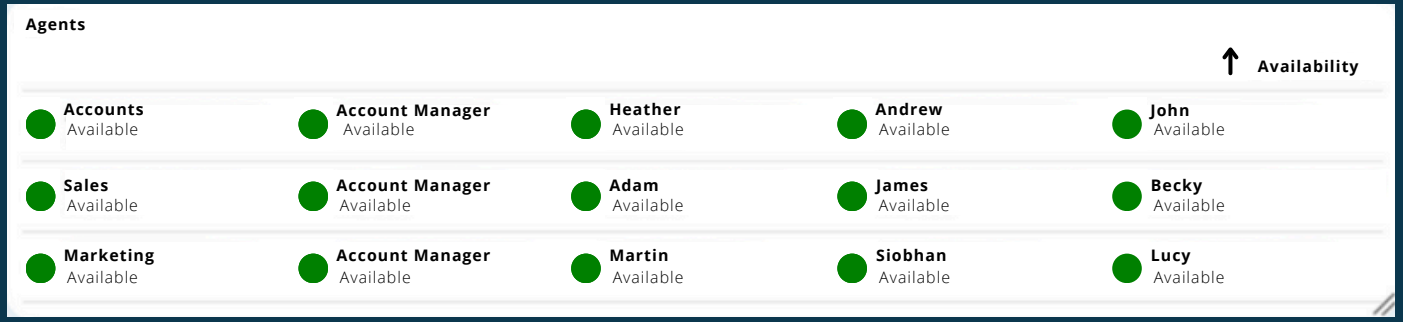
Grids

These will adapt to the size given to present requested data. Grids are sortable by name, extension, or availability.

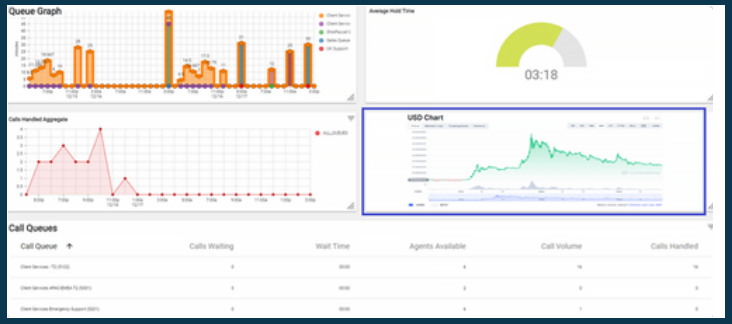


Table

View collections of data with configurable columns. Each column can be independently configured and alarmed. Tables can be paginated or scrolled for larger data sets.

iFrame

Provides the ability to display an iframe in a card showing content from another website or tool.



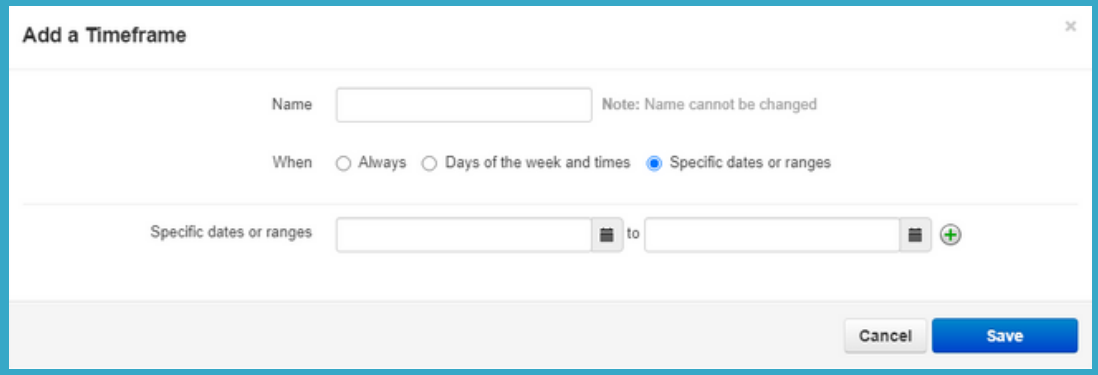
Time Of Day Routing

Answering Rules combined with Time Frames tell the system what to do with an incoming call. By default, the platform configures this to ring the user's extension.

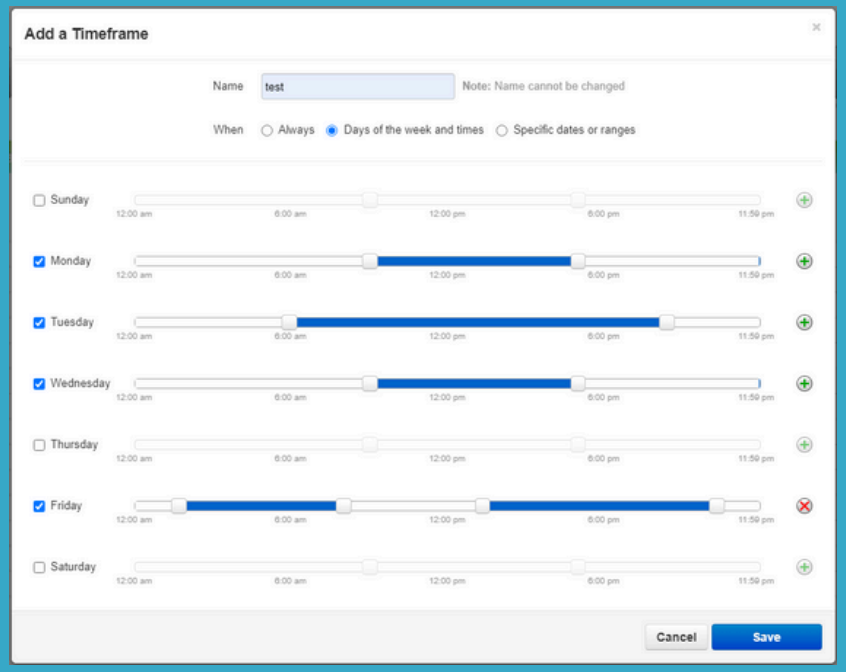
Time Frames can be added with specific dates and ranges. Alternatively, these can be selected as options such as 'Always' or 'Days of the Week'.

These can be altered or edited at any time. Multiple Time Frames can be added for specific dates such as Christmas or weekends alongside any standard hours Time Frames originally used.

Whilst using multiple Time Frames, certain plans can be prioritised dependent on specific requirements.

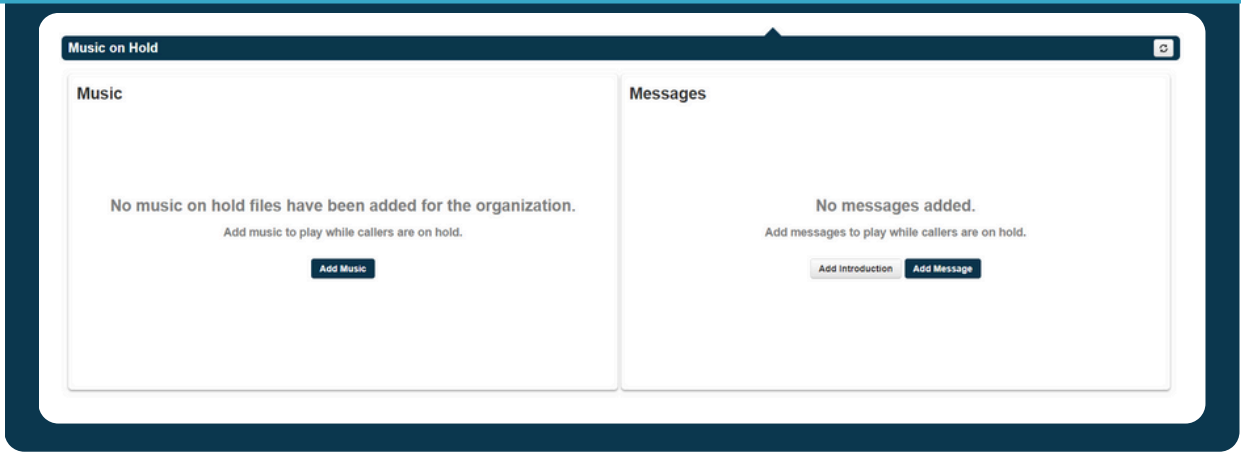


Adjusting the sliders allows you to increase and decrease the active hours for each day, providing a visual representation of the time frames you have set for the week.



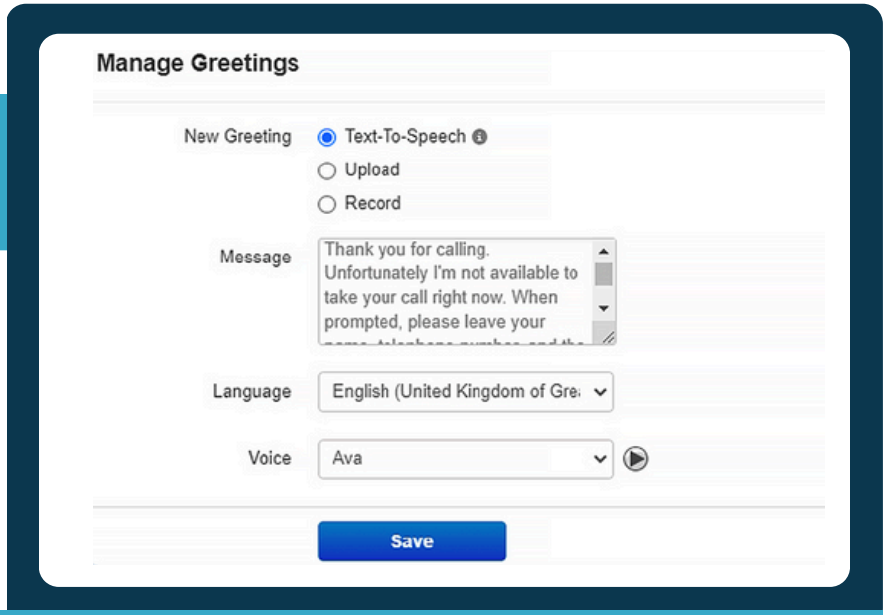
Music On Hold

Music on hold is a configurable feature that allows audio files to be uploaded into the system and can be designated for specific call flows, domains, sites, features and more.



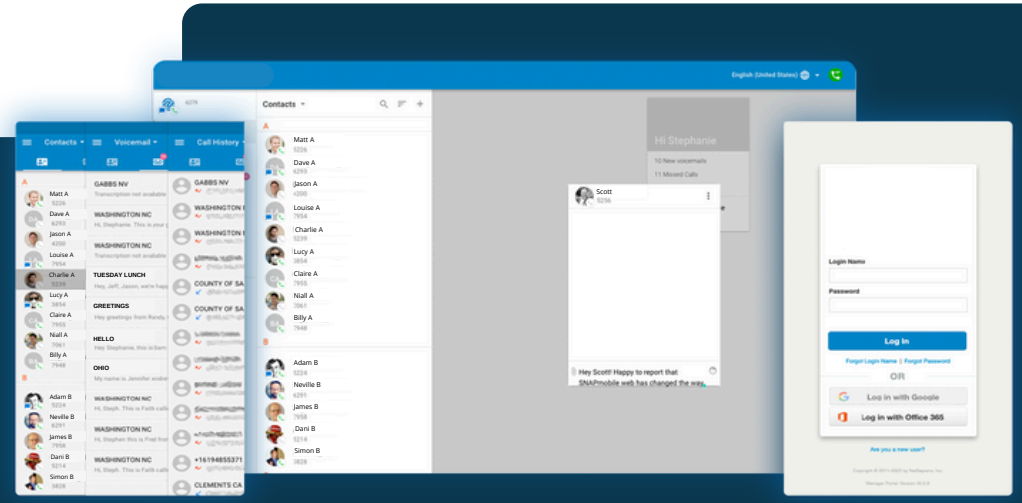
Text To Speech

It is now possible to type the user's name and/or greeting(s) through the platform GUI. These text fields are then converted to an audio file and stored onto that user's profile. The user can always re-record their name and/or greeting in their own voice for more personalisation if they require. By default however, the voicemail for every user can begin with a recorded name and generic greeting.



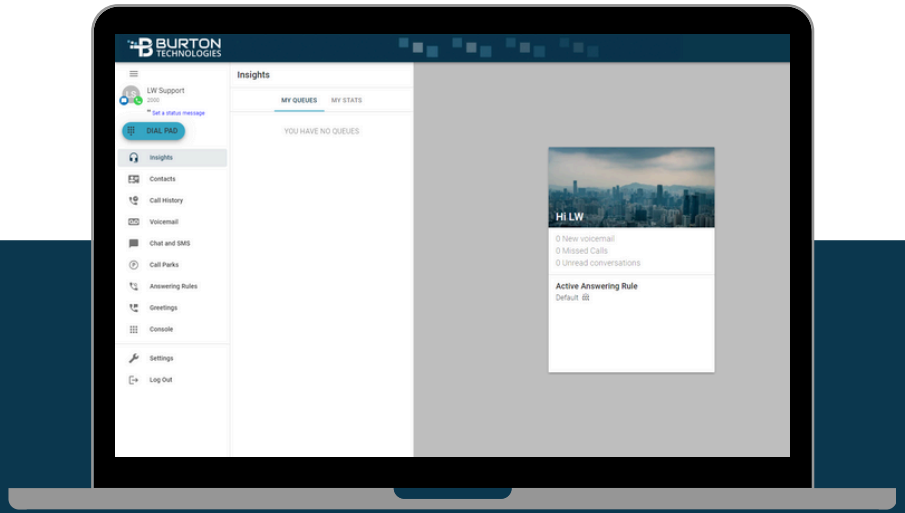
Web Application

The Web app is a brandable browser based WebRTC softphone built specifically for the NetSapiens platform.



One of the many benefits of the Web app is its simplicity. Designed to mirror the interface of the mobile apps, users will find it simple to make and receive calls, as well as manage their settings due to its familiar and intuitive design.

The Web app can be accessed by navigating to a unique URL via the user's web browser and logging in.



The Web app does not require any additional software installation or configuration for end-users to struggle through.

A user just simply needs to launch the application, then click a button to grant it permission to use their audio devices. From there, they can begin to make and receive calls using their web browser.

Mobile App

The Mobile App is available on all devices on both iOS and Android. These applications can be easily downloaded to a user's smartphone from the relevant app store. The app extends the NetSapiens solution beyond the web portal and desk handset into every user's pocket, allowing them to manage voicemails and answering rules amongst many other features directly from the palm of their hand.

KEY FEATURES INCLUDE:

- Contact Management
- Extension Dialling
- Answering Rules Management
- SIP Softphone
- Call History
- Visual Voicemail
- Presence
- Call Recording
- Switch Call to Another Device
- Call Transfer
- Seamless WiFi/Cellular Handoff
- Change Welcome Message

Available on all iOS and Android smart devices

Meeting Functionality

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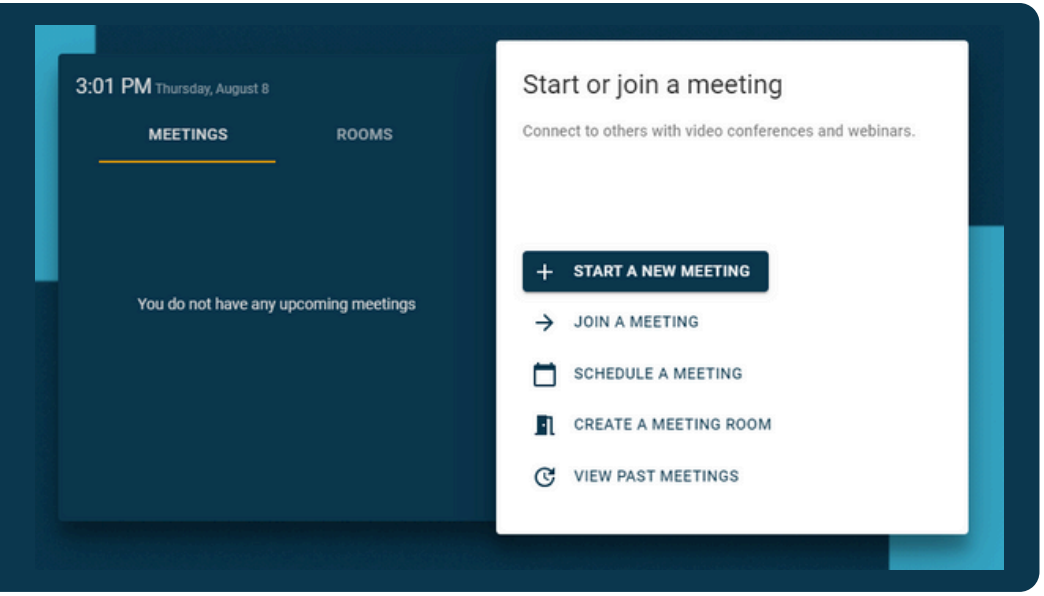
Accessed directly from within the user portal or via a dedicated user URL, the meetings portal is a brandable WebRTC based UC video collaboration and webinar tool designed to meet the needs of the customer at all levels.

This means customers and users do not need to install any additional software or use 3rd party tools for video or web calling capability outside of the platform itself.

Benefit from full user control, multiple layout options, active speaker detection, screen share, call recording and calendar integration.



A conference room can have a maximum of 25 hosts, attendees or guests in full video collaboration mode. An additional 25 audio-only participants can then be added if required.

A webinar session is designed to support a total of 1,000 hosts, attendees or guests.

With the meetings portal, participants are never capped, so you can grow as your demand grows without adding any up-front cost.

Meeting Functionality

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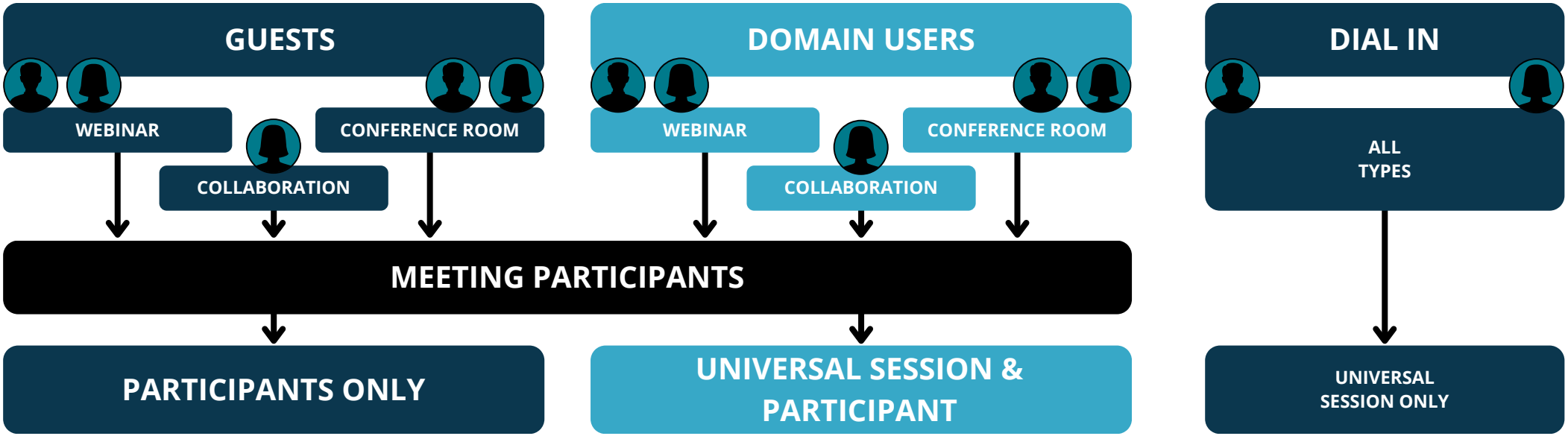
This section describes how the the meeting portal participants model works in conjunction with the Service.

- A Host is any user who schedules a collaboration session, conference room or webinar.
- An Attendee is a registered domain user who attends a collaboration session or joins a conference or webinar.
- A Guest is not a registered domain user but attends a collaboration session, conference session or webinar.
- Any Host, Attendee or Guest who attends a collaboration or Webinar session is collectively known as a Participant.
- When you dial-in to listen but are not using the meeting portal video you only use a universal session. Most importantly, Guests are only meeting portal participants and have no impact on universal session.
- If you are a domain user and schedule (or participate) in a conference room, webinar or meeting, you are a meeting portal participant who also uses a universal session.



Teams Integration

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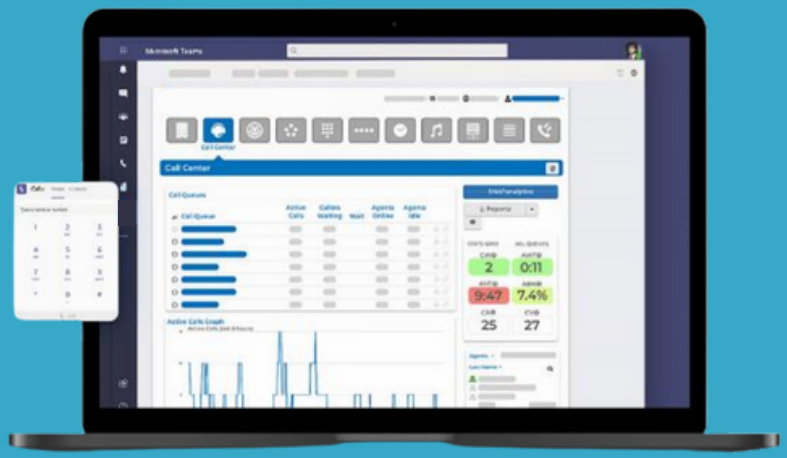
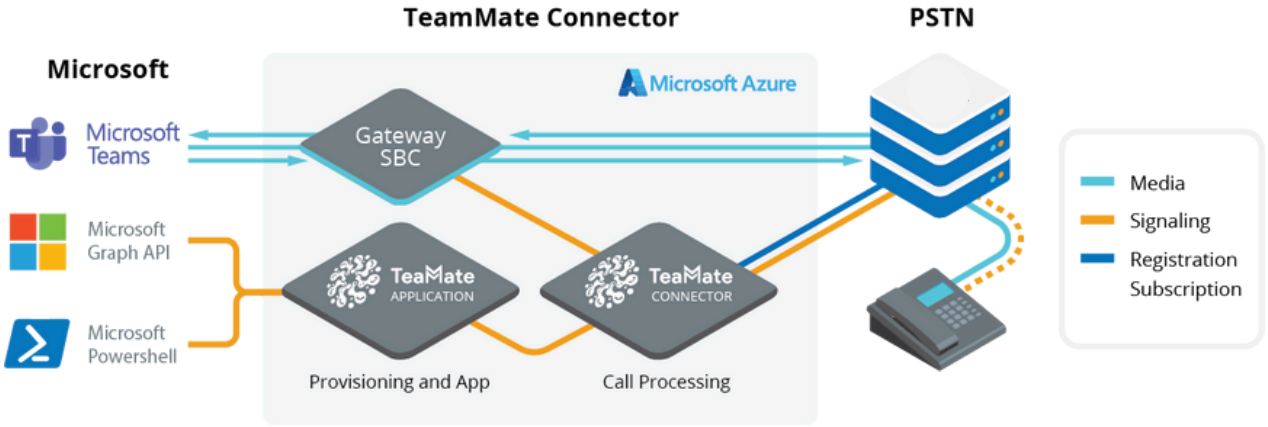
TeamMate provides advanced integration between MS Teams and the NetSapiens platform for SOHO, SME and Enterprise users alike. This integration enables the NetSapiens platform to deliver the features MS Teams lacks whilst also allowing them to utilise their MS Teams softphone client to make and receive calls.

With the NetSapiens platform and TeamMate, you can integrate your services and brand identity seamlessly into MS Teams, display your logo on the sidebar and give end users easy access to your branded NetSapiens portal from within the Teams UI.

With the correct Microsoft license, a TeamMate seat and an available extension on the NetSapiens platform, a Teams user can make and receive calls using Teams as if they were a regular NetSapiens end user.





This combination of features and simplicity makes it an easy choice for businesses already invested in the Microsoft suite and provides corporate decision makers with the control they are looking for while maintaining the usability end users need.

A Microsoft Direct Routing gateway SBC is included with TeamMate.

CRM Integration

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Go Integrator NAVA is a 3rd party application available directly from our partner Mondago that has been built to integrate with the NetSapiens platform. It provides presence, a desktop softphone, address book integration such as Outlook and Google and integration into MS Teams. Over 200 popular cross-vertical and vertical-specific applications are supported.

This provides significant productivity gains, e.g., know who is calling and quickly get their details on the screen, or simply click on their contact number to automatically make your handset dial the number.

CRM and UC integration features included with Nava are as follows:

Contact Searching	**Concurrently searches integrated CRMs and enables Contact Popping or Click-to-dial from the results.**
Click-To-Dial	**Makes it possible to dial directly from the CRM.**
Add Contact/Account	**Add a new record to the CRM directly from the client Caller Preview Window or Call History page.**
Contact Popping	**Manually or automatically "pop" a customer record when a match is found for an active call.**
Activity Logging	**Manually or automatically create activity records of calls received within the CRM and easily add notes.**
Presence	**See the status of users and make calls, transfer, or pick up co-worker calls from the dockable window.**
Preferred Device	**Users can select which connected device they would like to use to make or receive calls with.**
Softphone	**Nava provides a built-in softphone providing the user with a seamless experience across all device types.**
Multiple Interfaces	**The App Bar provides quick access to features. The Preview Window allows for call control during a call.**
Microsoft Teams	**Show/add/pop contact from Microsoft Teams to integrated CRM, show colleagues avatar/profile image from Microsoft Teams to Nava Presence screen and more.**