We upgrade business communications

BUSINESS COMMUNICATIONS
FEATURES OVERVIEW
## FEATURES

### OPEN STANDARDS
1. Automatic Install / Setup Guide
2. Appliance | Virtual | Cloud
3. Open Standards
4. Platform Independent
5. Zero Admin

### UNIFIED COMMUNICATIONS
6. Advanced Unified Communication Tools
7. Desktop clients – the individual collaboration cockpit for every employee
8. Mobile Apps
9. One Number Concept
10. Hot Desk
11. FindMe / FollowMe
12. GSM Fall-back and Fixed Mobile Convergence (FMC)
13. Video conferencing & Web-RTC - coming soon

### TELEPHONY
14. Intuitive Telephony tools
15. CTI & TAPI
16. Click 2 Dial

### CONTACT CENTRE
17. Auto Attendants
18. IVR “Interactive Voice Response” Menus
19. Call Queues
20. Music on Hold (MoH)
21. Customised Prompts
22. One Number Concept
23. Hot Desking
24. FindMe / FollowMe
25. GSM Fall-back and Fixed Mobile Convergence (FMC)
26. Video conferencing & Web-RTC - coming soon

### SYSTEM MANAGEMENT / ADMINISTRATION
27. Centralised Management
28. User Invites
29. pascom E-mail Server
30. Session Border Controller
31. Security & Encryption
32. SIP Provider Database
33. Integrated System Health Monitoring
34. Backups
35. Connector Profile
36. APIs
37. VPN Connector
38. Integration of 3rd Party Applications
39. Scripting

### CLICK ON A PASCOM FEATURE to discover more.
1. OPEN STANDARDS

1.1. AUTOMATIC INSTALL / SETUP GUIDE
Benefit from the extreme user friendliness of our business communications platform. Our step-by-step setup guides are designed to help you get your phone system up and running within minutes regardless of deployment type: cloud or on-premise.

1.2. APPLIANCE | VIRTUAL | CLOUD
Choose between a hardware-based IP PBX appliance, a virtual telephone system or a pascom hosted cloud business communications solution. Regardless of your chosen deployment option, pascom solutions are 100% cloud-ready, highly customisable and adaptable to your individual business requirements and are 100% feature equal.

1.3. OPEN STANDARDS
pascom delivers Open Standards flexibility – providing your with complete control over your choice of voice provider, preferred IP telephone and / or gateway vendor. By selecting the SIP provide and IP endpoints that are most suited to your business model, Open Standards enables you to significantly reduce your telecommunication costs.

1.4. PLATFORM INDEPENDENCE
With clients for Windows, Mac and Linux as well as Android and iOS, pascom solutions offer anywhere, anytime accessibility. Regardless of your current IT landscape, pascom solutions seamlessly integrate into your existing infrastructure - no matter whether you opt for our pre-configured hardware appliance, your existing virtual infrastructure or want to gain maximum benefit with our free pascom.cloud hosting.

1.5. ZERO ADMIN
Beyond the straightforward setup process, pascom solutions are also extremely IT admin friendly. The intuitive, easy to use admin UI coupled a wide range of automated management tools combine to support business reduce system administration, saving valuable resources, time and costs.
2.1. ADVANCED UNIFIED COMMUNICATIONS

pascom UC tools such as presence management, instant and group messaging, file transfers and fax / voicemail-to-e-mail all combine to optimise user work flows. pascom provides all the required tools to significantly enhance how employees communicate and collaborate with one another, enabling you to considerably increase team productivity and therefore optimise your business communication performance.

2.2. DESKTOP CLIENTS

The pascom desktop UC client delivers an individualised communications cockpit for each team member and provides a huge range of functions. Available for Windows, Mac and Linux, the pascom client’s softphone and CTI functionality supports you in optimising team cooperation as well as aiding you in delivering excellent customer service. Providing instant fingertip access to the complete suite of UC tools across all platforms, the pascom UC client is designed to ensure that regardless of platform all your users benefit from a consistent user experience.

2.3. MOBILE APPS

The pascom mobile UC apps for Android and iOS enable anywhere, anytime team communication. Built on the same framework as the desktop clients, the mobile VoIP apps ensure that your entire team benefit from the flexibility of mobile communication and collaboration without sacrificing any of the UC functions. Using the SIP softphone, your team will always be in the loop and can communicate with colleagues and customers from anywhere.

2.4. ONE NUMBER CONCEPT

Thanks to pascom’s One Number Concept, you and your team will always be reachable on the office number, meaning you can work from anywhere on any device. No matter where you are, all the tools that you use in the office will always be available to you on all your devices.

2.5. HOT DESKING

Simply select your current workstation from the locations list and automatically take control of the assigned device, e.g. a specific desktop phone. Hot Desking is an ideal tool for call and contact centres as well as open plan offices and for employees who often work from multiple locations such as HomeOffice or other company sites. By logging into a location, you will be reachable on your office extension on devices assigned to the location and your team will be notified of your location via the desktop client.

2.6. FINDME / FOLLOWME

Expertly manage all your devices across all locations. Control the order in which devices in each location should ring and for which type of call (internal, external and queues). As such FindMe / FollowMe is ideal for HomeOffice and Remote workers as they can manage exactly on which device and in which order they are reachable regardless of where they are currently working.

2.7. GSM FALLOUT AND FIXED MOBILE CONVERGENCE (FMC)

Make and receive calls on your office extension using GSM technology. Should a reliable data connection not be available on your smartphone, the inbuilt GSM fallback will automatically route inbound calls via GSM. Simply select GSM within the mobile app phone tab and start making calls using your mobile whilst transmitting your office number.
3. TELEPHONY

3.1. INTUITIVE TELEPHONY TOOLS
Simplified and intuitive work flows ensure that all telephony tools can be used with minimal effort and with just a few mouse clicks. For example: holding calls, contact management, attended and unattended transfers, 3-way conferencing, call forwarding and browsing call histories can all be intuitively used without any additional employee training being required.

3.2. CTI & TAPI
With pascom’s TAPI and CTI technology, you can remote control all your desktop phones and softphones and start calls directly from your CRM, ERP and MS Outlook systems.

Simply use the dial function or your 3rd party application and the call will be made using your currently selected telephony device.

3.3. CLICK 2 DIAL
Greatly simplify the dialling process by using the intelligent Click 2 Dial short-cut keys.

Simply highlight a number from a webpage or another everyday application and start a call by using the corresponding click to dial shortcut key combination.

3.4. VOICEMAIL SYSTEM
Never miss an important message again thanks to voicemail. With pascom, voicemail boxes are available for every user at no additional cost, can be called up from all devices as well as sending e-mail notifications thanks to voicemail-2-e-mail.

3.5. FAXING FOR ALL
If required, each user can be setup with a personal fax devices thanks to an integrated virtual fax server, saving trips to possibly far away fax machines and therefore increasing productivity. What’s more, virtual fax machines support you in eliminating expensive analog fax device maintenance costs.

3.6. INTEGRATED PHONE BOOKS
Benefit from fingertip access to fully integrated address books - including centrally managed company and private phone book, plus access to apple and outlook contacts. Provide your entire team with company phone book access from all platforms and devices plus managing who can add and edit contact information.
4. CONTACT CENTRE

4.1. AUTO ATTENDANT
Professionally and automatically answer and greet callers according to specific criteria. Incorporate additional Business Intelligence such as phone number recognition, opening times and public holiday calendars etc. and your Auto Attendant can support you in the delivery of automated excellent customer service whilst reducing the burden on your reception / front desk team.

4.2. IVR MENUS
Interactive voice response menus are the ideal way of directly connecting callers with the right person, department or team at the first time of asking. Alternatively, provide the caller with a self-service option and further reduce switchboard workloads and boost customer service.

4.3. CALL QUEUES
Simplify Team Management. Add a queue or call group per business department and regardless of the size of your business, our call / hunt group or call queue tools enable you to implement a professional, tailor made call management strategy to deliver excellent customer service and convey the image of a highly successful, customer orientated business.

4.4. MUSIC ON HOLD (MOH)
Incorporating Music on Hold can further enhance customer engagement and your business image. No-one enjoys waiting in a queue or on hold and with the appropriate MoH you can make the waiting time as pleasant as possible. Go on step further and add different MoH per queue combined with prompts, you can fine tune the waiting experience with targeted information orientated around your different target groups with, for example, waiting times or positions in the queue as well as alternative information sources.

4.5. CUSTOM PROMPTS
Take advantage of custom prompts tailored to your audience's needs and increase customer engagement. Upload professionally pre-recorded prompts to inform your callers of company and product news, specific promotions and self service options. Modify your prompts using the inbuilt prompt recording tool and should the need arise, you can add custom prompts on the fly to inform callers regarding specific issues such as service outages or downtime.

4.6. AUTOMATIC CALL DISTRIBUTION (ACD)
Intelligently and automatically route inbound calls. Use a combination of different ACD tools and business intelligence to ensure that each caller is automatically routed to the most suitable agent / team member that fulfills their needs. For example, use a combination of caller ID, IVR menus and Skills-based Routing and transfer the caller to the most appropriate person who can serve the caller best.
4.10. EXPORTING RECORDINGS
Automatically dispatch call recordings per script or per e-mail and centrally store them according to requirements. This function enables the central storage of recordings for data protection purposes as well as enables the integration of recordings into your 3rd party customer help desk or management platform to and retrieved at a later date as required.

4.9. CALL RECORDINGS
Depending on your requirements, call recordings enable you to improve quality control and customer service. Recordings can be started automatically or manually and can be used to pinpoint areas of potential improvement, provide a platform for employee training and therefore can be used to further improve the customer’s in-call contact experience.

4.8. CALL LABELS AND CALLER INFORMATION
Attach call labels to each call and display this information to your users / contact centre agents to offer a more personalised in-call experience and optimise customer service. Utilise business intelligence from varying data sources such as the caller ID, IVR menus, skills required and additional information from your customer relationship platform and ensure that your team are in the best position to professionally serve each and every caller.

4.7. SKILLS-BASED ROUTING (SBR)
Automatically route calls to the best suited employees / department. Define individual ACD strategies and use Skills Based Routing to improve customer service and your call / contact centre performance. Simply assign individual agents with appropriate skill levels and then pass on callers in a targeted manner. Doing so will support you in improving customer service as well as helping you reduce performance KPIs including waiting times and the average hold times (AHT).

4.11. ACCESS ANALYTIC DATA
Measure employee and overall contact centre telephony performance. Our analytics wallboard provides you and your team leaders with an instant overview of the current state of your telephony environment and can be used to make informed decisions regarding resource planning and identifying potential customer service issues.
5.1. CENTRALISED MANAGEMENT
Every pascom business communications platform feature and setting can be centrally accessed and managed - from endpoints to users and teams and everything in between. Realise speedy deployments with auto provisioning, automated user and team management, configuration templates and mass deployments of telephone firmware.

5.2. USER INVITES
Invite new users per e-mail and provide them with the option of setting up and personalising their own account. In the welcome e-mail, users will be directed to the setup assistant allowing them to configure their account, get started with the desktop and mobile clients as well as adding and configuring their desktop phone.

5.3. PASCOM E-MAIL SERVER
pascom phone systems include an e-mail server as standard which can be used for user invites as well as simplifying setting up and configuring voicemail-2-e-mail.

5.4. SESSION BORDER CONTROLLER
With the pascom session border SBC, pascom solutions offer additional security, mobility and availability as standard - on-premise and in the cloud. As the saying goes “cloud technology for all”, regardless of installation type - on-premise or in the cloud - pascom solutions include our SBC as standard to deliver 100% mobility and increased security.

5.5. SECURITY
pascom meets the highest standards in terms of encrypting your business communications. With a variety of encryption technologies available: sRTP, TLS, SIPs, QR code and encrypted URL provisioning as well as identity management (for authentication against 3rd party applications), securing your business communications has never been easier.

5.6. SIP PROVIDER DATABASE
We support you in choosing the right SIP provider for your needs. With a number of leading providers included in our SIP provider database, simply use our configurations template and register with your chosen provider with the minimum of fuss and without any scripting being required.

5.7. INTEGRATED SYSTEM HEALTH CHECKS
In order to ensure maximum uptime and keep disruptions to your telephony and communications services to an absolute minimum, we regularly check the health of your system. Should potential issues be identified, you will receive an e-mail notification to alert you before any disruption has occurred.

5.8. DISASTER RECOVERY
As part of your disaster recovery strategy, use our inbuilt automated redundancy and backups tool to create full system and database backups in order to protect you from fatal system and server errors. Should the worst happen, recovering your solution can be done in minutes and downtime kept to a minimum.
5. SYSTEM MANAGEMENT / ADMINISTRATION

5.9. CONNECTOR PROFILES
Use one of the pascom connector profiles to simply and automatically connect to and synchronising user and phone book contact information from 3rd party databases including AD, MS Exchange / Office 365, LDAP, CSV files and more. Not only can the connector profiles greatly simplify creating and maintaining phone books, they also excellent for bolstering security with Identity Management. For example, should you use either of Univention, AD or LDAP for password management, through using the corresponding connector profiles, it is possible to authenticate phone system users against the external 3rd party database.

5.10. APIs
Thanks to our REST and XMPP APIs (Application Programming Interfaces), pascom solutions can be seamlessly integrated into your existing infrastructure and provide effortless access to further Business Intelligence resources. Should a connector profile not exist for your preferred data source, then no problem. Simply use the REST and XMPP APIs and seamlessly integrate your pascom phone system into your existing IT environment.

5.11. VPN CONNECTOR
Among other application scenarios, the pascom VPN connector enables you to establish a connection between on-site third party systems and your hosted pascom phone system. As such, if you host your pascom phone system in the cloud but require connectivity to on-site hardware and applications, then by using the VPN connector, building a seamless hybrid infrastructure can be done quickly and simply.

5.12. 3RD PARTY APPLICATION INTEGRATION
Integrate your pascom phone system and your 3rd party applications according to your requirements. For example, connect your pascom solution to QueueMetrics and benefit from advanced Call Centre analysis or integrate with the Wombat Predictive Dialer and easily add, monitor and manage outbound telephony Campaigns. For more information visit: https://www.pascom.net/doc/en/modules/

5.13. SCRIPTING
pascom is based on Open Standards. Writing and applying Asterisk Scripts can be done using the scripting tool within the Admin UI and can be used to add further highly bespoke customisations that may not be available out of the box.