

Mobile Office Suite



Personeta's Mobile Office Suite allows service providers to treat any combination of communication devices as a single entity having access to a rich set of features, independent of the underlying infrastructure. Service providers can offer network centric services that can be accessed by any device over any network type and be managed by subscribers through intuitive web-based interfaces.

Flexible Business Communications

Personeta Mobile Office Suite is a multi-layered and comprehensive set of services that enable service providers to offer a wide range of business communication solutions.

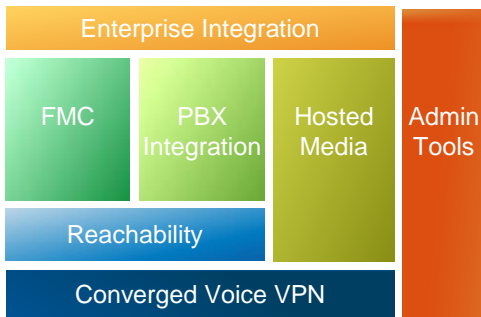


Figure 1: Mobile Office Suite components

Freedom to Configure and Customize

Personeta Mobile Office Suite includes built-in provisioning tools for both service providers and enterprise users. Provisioning tools are based on the latest Web Services technology and feature rich management interfaces, such as Web and IVR portals.

Service providers benefit from a range of provisioning features that integrate easily into their existing back-office systems. Enterprise users have access to single sign-on portals that let them carry out most provisioning and configuration tasks for unprecedented control.

A Phased Approach to Convergence

With a modular architecture, Mobile Office Suite supports a phased approach to convergence. From SOHOs to large enterprises, businesses can always adopt the service combination that is right for them, knowing the solution can be expanded as their needs evolve.

A Winning Combination

Mobile Office Suite is integrated with Cisco products to deliver versatile end-to-end solutions. Any service provider can now become the primary provider of converged communications and increase their revenues. By focusing on service differentiation rather than price as a competitive tool, they can also achieve higher customer loyalty.

Mobile Office services can be offered simultaneously on multiple types of networks (IMS, VoIP and SS7) and on any device. Services can be integrated with existing Customer Premise Equipment, such as PBX and IP-PBX, or they can be fully hosted. Whether it's about meeting the needs of a highly mobile and distributed business or simply unifying services for various end devices, Mobile Office's flexibility is unparalleled. Mobile Office solutions are currently deployed in all types of networks (mobile, cable, and fixed) and in all types of architecture (legacy, NGN, and IMS).

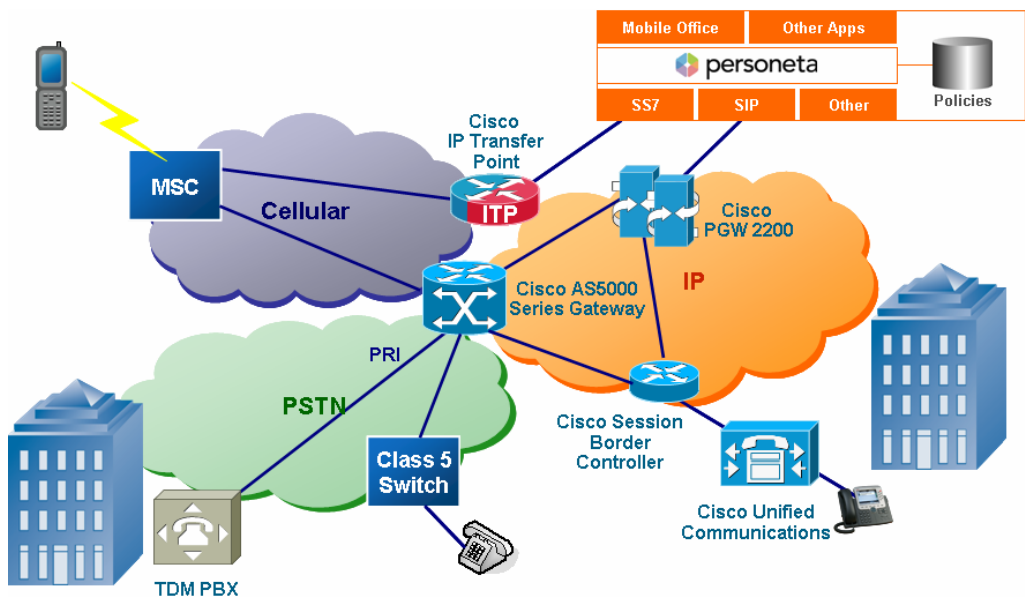


Figure 2: Example of a Mobile Office deployment

About Personeta

Founded in 2000, Personeta is a leading developer of converged service creation and application solutions that enable service providers to improve profitability by delivering value-added converged services while leveraging existing infrastructure. Additional information can be found at www.personeta.com.

Mobile Office Components and Features

<p>Voice VPN Module</p> <p>Provides a converged voice VPN by combining fixed and mobile end points and the ability to bring together lines from multiple communication vendors</p>	<p>Private dialing plan services:</p> <ul style="list-style-type: none"> ▪ Unified private numbering plan for multiple sites and all endpoints ▪ Abbreviated dialing among service members ▪ On-net, virtual on-net and off-net calls ▪ Forced on-net ▪ Off-net access 	<p>Call handling services:</p> <ul style="list-style-type: none"> ▪ Black/White lists for incoming and outgoing calls ▪ Caller ID replacement <p>Mid-call handling services:</p> <ul style="list-style-type: none"> ▪ Mid-call transfer ▪ Call hold ▪ 3 –way call
<p>Reachability & Mobility Module</p> <p>Ensures better communication productivity with flexible routing so that any individual or group of individuals can be reached according to their preferences</p>	<p>Group reachability services:</p> <ul style="list-style-type: none"> ▪ Time-dependent routing ▪ Origin-dependent routing ▪ Hunt groups & queues ▪ Tele fax support ▪ Scheduled / On-demand conferencing 	<p>Personal reachability services:</p> <ul style="list-style-type: none"> ▪ Single-number reach ▪ Find me/Follow me ▪ Personal time dependent routing ▪ SimRing / Sequential ring ▪ Do not disturb ▪ Configurable call forwarding
<p>FMC Module</p> <p>Takes business communication a step further, by combining the mobile device and the home / remote office with the office communication system</p>	<p>Multi-device services:</p> <ul style="list-style-type: none"> ▪ Single-number reach ▪ SimRing / Sequential ring ▪ Call hand-off & transfer between user devices 	<p>Home zone / Office zone services:</p> <ul style="list-style-type: none"> ▪ Location-aware routing ▪ Location-aware billing <p>Dual-mode & VCC services:</p> <ul style="list-style-type: none"> ▪ Wi-Fi / Cellular call initiation and termination ▪ Mid-call handoff (seamless & assisted)
<p>Hosted Media Module</p> <p>Provides secured, self-controlled and customized media services without the need to buy and maintain expensive media CPE</p>	<p>Network IVR Services:</p> <ul style="list-style-type: none"> ▪ Customizable auto attendant ▪ Announcement on demand ▪ Voice portal ▪ Call center front-end services 	<p>Personalized media services:</p> <ul style="list-style-type: none"> ▪ Customized ringback tones ▪ Customized music on hold
<p>PBX Integration Module</p> <p>Extends and enhances the investments made in PBXs/IP-PBXs to provide true business communications convergence</p>	<p>PBXs integration:</p> <ul style="list-style-type: none"> ▪ Multiple integration models covering all types of PBXs ▪ Converged VPN on vPBX ▪ PBX PRI integration and trunk ID ▪ Service initiated two step dialing DTMF programming ▪ DISA access into the PBX ▪ Cisco Voice Gateway integration with legacy PBX via IP-PRI and SIP 	<p>Voicemail integration:</p> <ul style="list-style-type: none"> ▪ Forwarding to selected voice mailbox (network or premise) ▪ MWI on multiple devices <p>Converged billing:</p> <ul style="list-style-type: none"> ▪ Support for account codes ▪ Multi-site bill consolidation ▪ Prepaid and postpaid charging models
<p>Enterprise Integration Module</p> <p>Combines business communications with business processes, to open up a new dimension: voice and data convergence</p>	<ul style="list-style-type: none"> ▪ PIM integration (syncML) ▪ Directory integration (AD LDAP) ▪ Messaging services (missed call SMS, SMS to short number, public IM support) 	
<p>Administration tools</p> <p>Covering all aspects of the solution, these tools support service roll out and maintenance and are designed for tiered-access to minimize operating costs and create value for end-users</p>	<p>Service provider interface:</p> <ul style="list-style-type: none"> ▪ Service provisioning and management ▪ Service order and support ▪ User management ▪ Reporting and auditing 	<p>Business administrator interface:</p> <ul style="list-style-type: none"> ▪ Customer self-care portal (Web/telephone) ▪ Web-based reports <p>End-user interface:</p> <ul style="list-style-type: none"> ▪ Subscriber self-care portal (Web/telephone)



Personeta, Inc.
 47 E Chicago, Suite 332
 Naperville, IL 60540
 Toll Free: 888-584-5346

Personeta Ltd.
 1 Hanagar St. P.O.Box 7188
 Neve Ne'eman, Hod Hasharon 45241 Israel
 Tel: +972-9-7627777
 Fax: +972-9-7412060

