Personeta offers a variety of converged service solutions that help service providers reach new markets and enhance revenues from their high-value customers. All Personeta service solutions feature Web-based self-provisioning to lower operating costs and ensure that top-line revenue growth is reflected in bottom-line profits. Additionally, service providers can rapidly build applications themselves using Personeta TappS™ NSC Software Developers Kit (SDK), customize applications or purchase applications developed by Personeta.

Following are some of the converged applications provided by Personeta:

**Fixed-Mobile Convergence Solution**
Personeta FMC solution lets service providers create a network-based unified communication environment that is completely self-managed by enterprise customers. Offerings based on Personeta FMC give business users a single number that routes incoming calls to multiple endpoints, such as standard business PBX extensions and mobile phones. The solution also incorporates Abbreviated Dialing between corporate VPN users, which activate the same routing profile. The FMC solution works with any PBX and also as a replacement to PBX. The FMC solution effectively positions the mobile operator as the primary communications service provider within the organization.

Key features and benefits:
- Integrates mobile phones into the organization’s private numbering plan (existing PBX or without PBX)
- Call hand-off between mobile and fixed (including PBX extension or transfer to any other destination)
- Increases availability of enterprise employees – even those that are highly mobile
- No need to invest in additional enterprise systems or CPE
- Provides a fully hosted solution for the enterprise that is maintained by the service provider
- Full control via Web or IVR-based self-provisioning
- Enables a single bill for both mobile and FMC services.

**Mobile Office / Hosted PBX**
Personeta’s Mobile Office is a multi-layered, comprehensive solution that delivers a customizable, hosted business communication offering for small and large enterprises alike. It incorporates Mobile VPN, Mobile PBX and Mobile IVR features into a single framework that can be packaged into service bundles for targeting segmented markets including SOHOs, enterprises and large corporate customers. The solution helps mobile operators position themselves as the primary providers of telecom services to their business customers.

Key features and benefits:
- Integrates with any PBX and can also work as a replacement to PBX
- Does not require new equipment or day-to-day management and maintenance
- Flexible service bundles that provide the organization with the exact features it needs
- Next-generation features such as Automated Attendant, Enterprise Voice Portal and Click-to-Conference
- Single bill for better budget control

**Converged Services Business Benefits:**
- New revenue generating opportunities and enhancing ARPU
- Customized offerings that increase customer loyalty
- Lower operating costs that increase margins for better profitability
- Short time to ROI resulting from rapid service creation and hosting of multiple applications on a single platform
Move from Network-Centric to Service-Centric

**Converged Desktop Solution**

The Personeta Unified Communications solution converges voice and data, enabling users to dictate when and how they communicate. The application fully supports a variety of endpoint devices – POTS (plain old telephone service) handsets, SIP phones and desktop clients – in various combinations to give both business and residential users complete control.

**Key features and benefits:**
- Complete call handling before answering via a PC screen popup
- Presence-aware, using a standard IM client interface and “buddy list”
- Video calls, including initiation of video mid-session, without hanging up

**Video Telephony Solution**

Personeta’s Video Telephony solution employs TappS NSC to mediate sessions, allowing calls initiated on one network type to terminate on another. So, for example, a caller can place a video call on a mobile network, using the latest 3G endpoint device, to someone on a fixed line who has a video-enabled POTS telephone. The solution supports all endpoint types, including 3G, PCs, POTS phones and cable set-top boxes to provide seamless converged video calls.

**Key features and benefits:**
- Automatic device configuration and activation
- Make video calling as easy as a regular voice call
- Mid-session video initiation
- Mid-session handoffs between all devices
- Incorporation of “video ring-back tones”