

### IP Communications Applications for Business Advantage

Leading companies have purchased and deployed IP communications platforms and are now demanding VoIP applications that leverage their investment by integrating voice with enterprise applications and data - not just in the call center, but throughout the entire business - in order to gain competitive advantage. The benefits of these converged applications are exciting, but the cost, complexity and risk of VoIP applications have proven to be significant problems.

### VoIP Application Challenges

Early adopters of both packaged and custom VoIP applications have found that immature voice protocols, inexperienced developers and the lack of clear separation between application logic and core call routing all create significant threats to the reliability and performance of the IP PBX and basic dial tone.

Application developers building custom voice applications have also encountered the same kinds of problems that most recently plagued early Web application developers. IT developers lack telephony experience. Telephony protocols are complex and often arcane. Developers must create everything they need from scratch. Voice presents unique media processing requirements. Voice also presents unique testing requirements.

Once an application has been developed and tested, it must be configured, deployed, updated, monitored and managed in production, presenting application lifecycle management challenges. When multiple applications are deployed, early users have also struggled to manage scalability, capacity and performance in a structured, predictable way.

“ We chose Metreos based on the stability of its run-time environment, ease of integration with our VoIP infrastructure and the speed with which we could develop VoIP applications. ”

- Philip Palevo

VP of Network Engineering  
Lehman Brothers



### The Metreos Solution

To address VoIP application challenges and help companies realize the promise of convergence, Metreos has delivered the industry's first and only complete communications application environment, featuring a robust suite of packaged VoIP applications and a custom application environment enabling the rapid development, reliable execution and automated management of VoIP applications that converge voice and data, streamlining business processes for competitive advantage.

## Metreos Business Benefits

By solving many of the problems and challenges presented by VoIP applications, Metreos delivers compelling business benefits to its customers:

### ► Cuts Cost and Complexity of VoIP Applications

Metreos products reduce complexity, automate tasks and cut costs across the entire application lifecycle – from development to quality assurance to operations to ongoing support. And as is typical of technology, the costs of people's time are greater than the cost of the IP telephony platform itself.

### ► Transforms Core Business Processes for Competitive Advantage

By making the successful development and deployment of converged voice and data applications fast and inexpensive, Metreos enables organizations to rapidly transform core business processes to gain measurable competitive advantage in the form of cost savings, increased revenue, greater customer satisfaction and loyalty and more. The payback period for most projects is less than one year.

### ► Increases Leverage and Return on Investment (ROI) from VoIP Platform

There is now widespread industry agreement that the returns generated by new converged applications will dwarf VoIP cost savings from toll bypass. Metreos offers the best, most comprehensive application environment to enable organizations to capture and benefit from these returns.

## Metreos Applications

The Metreos Application Suite includes the following packaged applications:

- *ActiveRelay* – Provides enhanced find-me/follow-me one-number portability and access.
- *RapidRecord* – Records calls placed to and from a specified set of IP phones.
- *Paging & Talkback* – Supports broadcast paging and Nextel-like two-way instant communication with an IP phone or group.
- *Click-to-Talk* – Enables users to dial contacts from Outlook instantly.
- *Voice Tunnel* – Allows a remote user to connect to any IP communications system and place calls as if they were local to the system.
- *Scheduled Conferencing* – Provides scheduled, dial-in conferencing capabilities.



### Flexible Solutions for Your Needs

Metreos can help your organization with any VoIP application opportunity or challenge:

- *One or Many Applications* – You can buy and run a single application for recording, paging, or another singular need, or you can buy and deploy an entire suite of applications to maximize the return on your IP telephony investment.
- *Packaged or Custom Applications* – You can use packaged applications that meet your needs out-of-the-box, or you can build custom applications specific to your unique requirements.
- *Build or Buy* – You can build custom applications using internal resources, or Metreos or a Metreos integration partner can build custom applications to your specifications.
- *Small or Large Deployment* – You can acquire a single appliance suitable for fifty users, or you can configure a high scalable, globally distributed deployment to support tens of thousands of users.

Metreos offers a growing list of other innovative packaged applications that can be purchased individually, such as Cross-Cluster Extension Mobility, Remote Agent, Soft Phone Agent (SCCP Proxy), Do Not Call and more.

## Metreos Product Features & Benefits

The Metreos product line provides a number of seamlessly integrated products that work together to deliver a complete communications application environment, delivering solutions to many of the most pressing problems faced by organizations seeking to benefit from VoIP applications.

### Metreos Application Suite

**Set of packaged VoIP applications that converge voice and data**

- ▶ Delivers immediate out-of-the-box value
- ▶ Provides re-usable, pre-built, pre-tested functions that can be used to cut development and test cycle time for custom applications

### Metreos Management Console

**A set of management tools that centralize and automate the management of applications across the worldwide IP telephony infrastructure**

- ▶ Automates initial deployment and future upgrades to applications
- ▶ Automates configuration of applications
- ▶ Automates application user management
- ▶ Automates configuration and monitoring of all Metreos products and components

### Metreos Application Runtime

**Extensible provider framework abstracts the wide variety of complex, arcane telephony protocols**

- ▶ Shields developers from complexity
- ▶ Reduces training and ramp time
- ▶ Enables flexibility in protocol choice at deployment
- ▶ Provides for easy extensibility of voice protocols and data application functions

**Virtual machine layer separates application logic from core call routing and manages calls from applications to the IP PBX**

- ▶ Protects IP PBX reliability from protocol defects
- ▶ Protects IP PBX from poor developer decisions
- ▶ Protects applications from each other

**Standard application container provides common platform for all packaged and custom voice applications**

- ▶ Enables development, QA, and operations staff to share a common, well-structured, predictable platform to manage scalability, capacity, and performance of multiple voice applications

### Metreos Visual Designer

**Visual integrated development environment (IDE) crafted specifically for rapid development of converged voice and data applications**

- ▶ Enables data center developers (who may lack telephony skills) to easily produce voice applications
- ▶ Significantly reduces the time required to develop voice applications
- ▶ Makes ongoing maintenance of applications far easier as developers do not have to dig through a mix of low-level code and complex protocol details

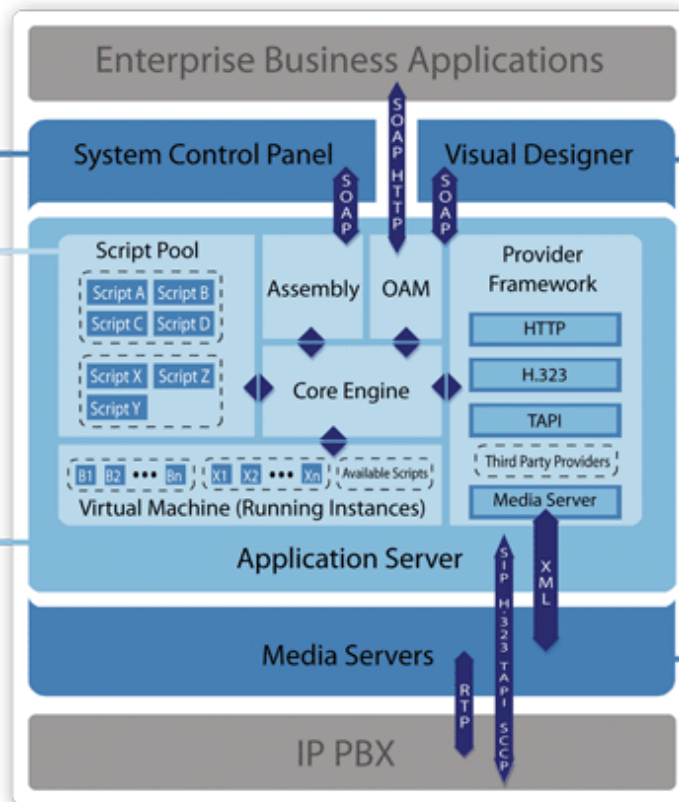
### Metreos Media Engine

**Media engine supplies ready-to-use media processing functions such as advanced prompt processing, advanced conferencing, text-to-speech, and speech recognition**

- ▶ Enables more feature-rich applications
- ▶ Eliminates the need to select, integrate and manage standalone media processing products

**Media engine offloads media processing from IP PBX**

- ▶ Avoids spikes that impact IP PBX performance
- ▶ Eliminates IP PBX media scalability problems
- ▶ Saves precious IP PBX slots for other uses



Metreos Environment Architecture



## Choose Metreos

If your organization has purchased and deployed an IP communications platform and is now interested in leveraging this investment with VoIP applications, contact Metreos today at [sales@metreos.com](mailto:sales@metreos.com) or visit our website at <http://www.metreos.com> for more information.

Metreos is the leader in the VoIP communications application environment market, with:

- ▶ Award-winning, innovative products suitable for any organization from a small business to a Fortune 100 large enterprise.
- ▶ Strong partnerships with the leading platform vendors – Cisco and Avaya.
- ▶ A rapidly growing list of referenceable, blue chip customers such as Lehman Brothers, BearingPoint and Sony Ericsson.
- ▶ Partnerships with resellers and integrators who can combine their experienced people and proven processes with our products to deliver a highly targeted solution to your needs.
- ▶ Strong customer support and a commitment to make every Metreos customer successful.



### Platform Partners

The Metreos product line has been certified as Cisco CallManager compatible by Cisco's Interoperability and Verification Testing program. Metreos is a Cisco Avvid Partner and a member of Avaya DevConnect.

“ We chose Metreos as our communications application environment because it will protect the reliability of IP dial tone, accelerate application development, and provide centralized management of our VoIP applications. ”

- **Chas White**

Executive Vice President  
& Corporate CTO  
BearingPoint

## Reseller & Integrator Partners

If you are a reseller, consultant or integrator with an IP telephony practice, contact Metreos today at [partners@metreos.com](mailto:partners@metreos.com) or visit our website at <http://www.metreos.com> for more information. We would enjoy the opportunity to explore ways in which we can help you make your business more profitable and successful.

## About Metreos Corporation

Metreos Corporation has delivered the industry's first and only complete communications application environment (CAE), enabling the rapid development, reliable execution and automated management of VoIP applications that converge voice with enterprise applications and data, streamlining business processes for competitive advantage. Metreos is proud to support a rapidly growing list of customers such as Lehman Brothers and BearingPoint. Founded in 2001, venture capital-backed Metreos is based in Austin, Texas.

