

simply converged communication



The logo features a stylized white 'i' with a grey dot, followed by 'pcortex' in a grey sans-serif font. A grey arc curves over the text from the 'i' to the 'x'.

open, scalable, accessible, feature-laden

VoIPCortex™ IP PBX solutions

## why VoIP?

Voice over IP business phone systems use existing data network infrastructure to distribute telephone calls, delivering a range of benefits above and beyond those presented by a traditional, legacy PBX system. Rendering those systems obsolete, IP PBX units offer increased flexibility and functionality, often delivering impressive cost and call quality advantages in the process.

## why the VoIPCortex IP PBX?

With cost effective solutions available for SMBs and enterprise, the VoIPCortex IP PBX harnesses the benefits of convergence technology without sacrificing reliability.

Benefits include:

- Advanced functionality. All VoIPCortex units include advanced functionality as standard, bringing enterprise grade features to businesses both large and small.
- Scalable to suit 2 - 2000 users. With a comprehensive auto provisioning platform and no artificial licence-based limitations, adding a new user is as simple as plugging in a new phone, and configuring via the intuitive web-based interface.
- Increased reliability. All VoIPCortex IP PBX units are compatible with both IP trunks and ISDN lines to remove single point of failure.
- Flexible implementation. Choose the most suitable medium for calls - ISDN, IP trunk or analogue.
- High call quality. Ensure that calls remain high quality by routing calls through ISDN or analogue lines.
- Reduced call costs. Route some or all calls over IP trunks to reduce call costs. Internal calls are free with suitable network connectivity.
- Remote/home working. Users can operate as though within the office - making and receiving calls under the office number, with access to voicemails, faxes and more.
- Lower implementation costs. The IP PBX uses existing network infrastructure to greatly reduce implementation costs.
- Freedom of choice. The VoIPCortex IP PBX is compatible with a wide range of handsets for different applications, environments and budgets.
- Instantly familiar and usable. While VoIP handsets facilitate advanced functionality, they also provide a familiar interface to enable the workforce to adapt quickly to the new system.
- Unified communications. Includes fax to email and voicemail notification functionality, and supports CTI through the TAPI module.

With a VoIPCortex IP PBX you can easily find a solution that perfectly satisfies the organisation's requirements in terms of functionality, reliability and cost.

## open interoperability

A typical VoIP phone system will involve an IP PBX, Ethernet Switch, Phones, Routers and UPS - not to mention VoIP termination services. Knowing that these components work well together to form a reliable, complete system is a crucial part of implementing a VoIP solution.

While some IP PBX vendors sidestep the problem by offering own brand proprietary hardware at a premium cost, we eradicate the problem by ensuring that ipcortex technology is open technology. With Open SIP compatibility, the VoIPCortex IP PBX supports a wide range of handsets, so you can be confident that you can find the most appropriate phones to complete your system.

In addition to this, our systems provide the freedom to expand the telephone system as and when the need arises - quite the opposite of traditional PBX systems, which often have restrictive, artificial licence-based restrictions.

## VoIPCortex Approved programme



We have developed the VoIPCortex Approved programme to aid our customers when selecting VoIP system components. All of the system components with the VoIPCortex Approved logo have been tested extensively in our lab environment and are certified to be used with a VoIPCortex IP PBX, so you can be sure that the proposed system will work well, with no hassle and no fuss.

The VoIPCortex Approved programme is constantly reviewed to include new handset models as they are released to ensure that VoIPCortex IP PBX users always have access to the latest telephone hardware. The range of approved handsets includes basic desk phones, executive phones, reception consoles and specialised conferencing units amongst others.



features that convergence has to offer into one box. **It just works.**"



Joe Margetts, Infosystems

Whether scaling up or scaling down, changes to workforce structure or office location can provide plenty of challenges before even beginning to think about the phone system.

## limits and licences

Traditionally, making changes to phone system size or location had physical implications on a company's cabling and communications infrastructure. Causing disruption to business and introducing additional cost, changing the phone system could pose plenty of challenges.

The problem has been further compounded by the proliferation of restrictive licensing models, where adding users to the phone system can result in additional cost, or where removing users can result in wasted licences costs. In some cases, this could even result in the purchase of an entirely new system - something that's often too late to avoid when the need for change arises.

## the VoIPCortex solution

By design, the VoIPCortex IP PBX allows workforce or office changes to be made simply, cost effectively, and with minimal disruption. The IP PBX is installed into the existing data network so that only one set of cabling is required - convenient and cost effective.

In addition, the VoIPCortex IP PBX does not employ an artificial licence model. There are no per handset licence fees on any VoIPCortex IP PBX so that the system can grow along with the business.

## simply scalable

Being able to add handsets to the system without incurring additional costs is one thing, but being able to do it easily is something else. That's why the VoIPCortex IP PBX range boasts an auto provisioning platform that takes the hard work out of system configuration. To add a phone to the system, simply plug it in to the network and assign it to an extension via the intuitive web-based interface.



In general, IP PBX solutions can be time consuming to install or maintain. However, the VoIPcortex web-based user interface and user-centric configuration model takes away any of the complication that might arise from phone system implementation and administration.

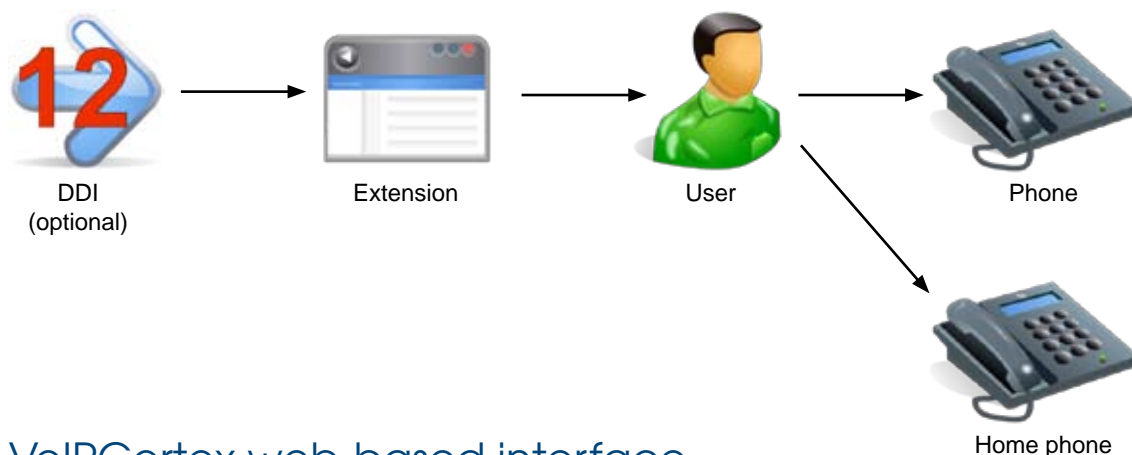
## VoIPcortex configuration model

In a traditional PBX, and even most VoIP-based systems, system configuration revolves around the concept of a number - usually an extension number which defines both a user and a phone. With this approach, the full flexibility of a VoIP-based system is ignored and configuration for some features (such as hot desking) becomes overly complicated.

Instead, the VoIPcortex IP PBX takes the concept of the user as the central entity for configuration. All telephone configuration attributes such as extensions, incoming numbers and indeed physical phones are described by reference to their relationship with each other, and with users.

With this intuitive model, system configuration is radically simplified and individual preferences easily managed.

## basic system configuration structure



## VoIPcortex web-based interface

Innovative to its core, the VoIPcortex IP PBX facilitates effortless configuration and maintenance through its web-based interface. The intuitive interface allows both system-wide and individual phone behaviour to be managed. This covers every aspect of functionality, including call routing, night mode and hunt groups as well as user management and extension configuration.

Varied degrees of administrator and user access are available to cater for different levels of control, allowing users to set their own phone preferences should they need to.

VoIPcortex IP PBX solutions build upon the features offered by conventional telephony to delivering greater flexibility and efficiency - both in terms of productivity and cost. VoIPcortex IP PBX solutions offer an enhanced feature set as standard - no extra costs, and no confusion.

## Full VoIPcortex IP PBX feature set

### Call behaviour

- Unlimited inbound DDI numbers
- Unlimited voicemail boxes
- E-mail and web based access to voicemails
- Extensive voicemail storage
- Unlimited soft fax destinations
- Advanced call management- holds, transfers and forwarding
- Custom interactive voice response platform (IVR)
- Hot desking interface
- Pickup groups
- Integrated phonebook and directory generation
- Flexible night mode operation
- Flexible hunt groups
- Call queues
- Paging/Tannoy capability
- Conference bridge
- Music on hold
- Intuitive web based configuration - add a user or change phone behaviour in seconds
- Detailed per-extension call records and billing information
- Free internal and inter-office calls with suitable network connectivity
- CTI through TAPI module compatibility
- Call recording

### Connectivity and hardware

- Compatible with SIP based hard and soft phones
- Auto provisioning for major SIP handset vendors
- Single, Quad and Octo ISDN2e, Single and Quad ISDN30, and Quad FXO analogue local telephony interfaces
- Unlimited IAX2 and SIP VoIP trunks
- Compatible with BT's 21CN infrastructure
- Both rack and wall mount form factors available
- Different form factors suitable for either server room or the office use
- Simple online software upgrade process

# summary

proven solutions for every business application



Easy to implement and even easier to maintain, VoIPCortex IP PBX solutions deliver cost effective convergence for every environment.

	VoIPCortex Compact	VoIPCortex 1U Rack Mount	VoIPCortex Pro	VoIPCortex Multi Tenant
New or small business	✓	✓		
Medium size business		✓	✓	
Enterprise			✓	
Call centre		✓	✓	
Mobile office Remote working	✓	✓	✓	
Finance and Legal: Lawyers, insurance, banking			✓	
Education: School, University, College		✓	✓	
Manufacturing or Rugged environment: Factory, shop floor, military	✓	✓	✓	
Hospitality: Hotel, conference centre	✓	✓	✓	
Medical: Hospital, trust, pharmaceutical		✓	✓	
Multi Business offices				✓
Serviced and managed offices	✓	✓	✓	✓

## find out more

ipcortex works with a number of partners across Europe to deliver proven solutions across a range of industries. For more information please visit [www.ipcortex.co.uk](http://www.ipcortex.co.uk).

requirements - all at highly affordable price points, regardless of business size."

Sean Elliot, Network ROI

