

# *m-Call*

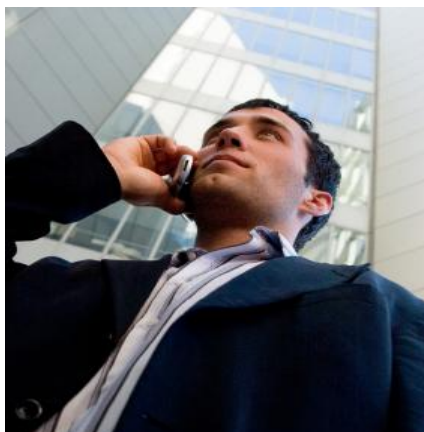
## *Enabling cheaper mobile telephony for the enterprise sector*

The enterprise sector has high demands of telephony service providers expecting reliable, highly functional services which are excellent value for money. m-Call; the Smartphone application from Panaram Software; has been designed to help them address this.

m-Call enables service providers to deliver highly functional mobile voice calling services that are likely to reduce the voice calling costs of their customers.

It does this in two ways. Firstly it intercepts calls and makes intelligent decisions on how they are routed; when configured appropriately the m-Call client can help deliver least cost and highest quality routing. Secondly it extends the functionality of a PBX to smartphones. This gives the user a powerful voice-calling service that supports many of the features offered by desk phones, including short-code dialing, call-conferencing, call-waiting, and call-transfer.

Designed with the service provider in mind, m-Call is both easy to configure and deploy. The UI can be branded, call routing rules established and specific PBX features enabled through configuration only, no changes to the core product are required. This ensures that services get to market quickly and at controlled cost. It is delivered



to commercially deployed smartphone devices over the air, using the Panaram software Provisioning Service. m-Call is a software only solution and requires no middleware.

m-Call can enable service providers to deliver telephony services that are compelling to use and cost effective, thus increasing the minutes sent over their networks and maintaining their ARPU. It does this in a cost effective way as it is easy to configure and deploy and has a short time to market.



**m-Call includes a generic UI which can be customized to deliver a wide range of user experiences (above)**

### Key features of m-Call

- ▶ Covers Symbian, BlackBerry, iPhone, Android and Windows Mobile V6
- ▶ Enables access to PBX functionality on a mobile device
- ▶ Intercepts and intelligently routes calls
- ▶ Highly configurable at point of deployment
- ▶ Compatible with most cellular and VoIP capable PBX systems
- ▶ Close integration with device user experience – no change in user behavior is required
- ▶ Includes generic, easy to brand UI
- ▶ Automatic registration to VoIP services when in range

### Service provider benefits

- ▶ Highly tested, proven product – low risk
- ▶ Short time to market for differentiated voice calling services
- ▶ Easy to configure, deploy and upgrade

### Corporate benefits: cost control

- Voice call cost control
  - Significant reduction in cost of calls made within an office and at home
  - Potential cost savings when dialing from abroad
  - Lower infrastructure costs
- No middleware is required
- Desk phones are no longer needed
  - Increased control on mobile usage
- Companies can monitor and control mobile usage more effectively

For more information please contact [info@panaram.com](mailto:info@panaram.com)

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# m-Call use cases

## Least Cost Routing

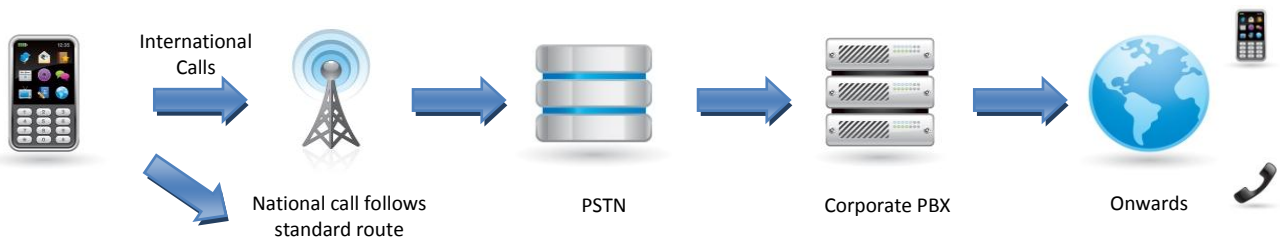
### Requirement:

To provide enterprise users with a cost effective international voice calling service

### Solution:

m-Call automatically:

- ▶ Intercepts outgoing calls
- ▶ Identifies whether they are international
- ▶ Redirects international calls via the office number for the current country



## VoIP Calling

### Requirement:

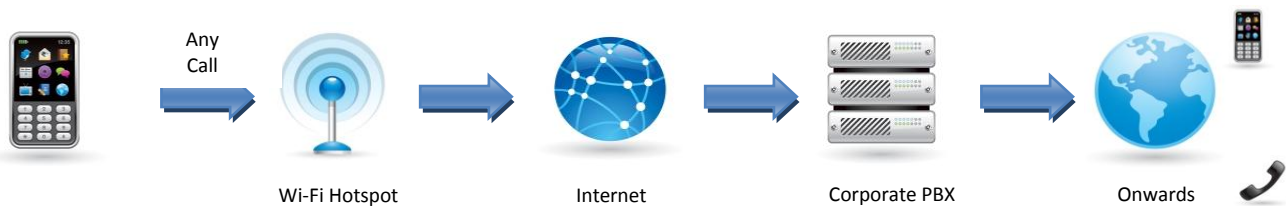
Cost effective voice calling for consumers and business users

### Solution:

m-Call automatically:

- ▶ Scans for and identifies Wi-Fi hotspots
- ▶ Enables and registers VoIP
- ▶ Routes call over the internet

Voice calls are automatically sent by VoIP when the user is within a Wi-Fi hotspot



## Business Users on the Road

### Requirement:

To provide business users with desk phone functionality on their mobile device

### Solution:

m-Call automatically:

- ▶ Access to transfer / conference / short-code dialing
- ▶ Access to advanced PBX features via easy UI
- ▶ Support for single number identity
- ▶ Works for both cellular and VoIP users

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