OPTICALLER

Software for Mobile PBX
with Unique Call Optimization

OptiCaller
PBX functions in your mobile phone

The OptiCaller application is designed primarily for mobile phones. It allows the user to make calls in a flexible, and above all, more cost-effective manner. It also makes it easy to manage PBX functions, e.g. call diversions and presence status, directly from a mobile phone.

Operator and system neutral

The architecture is operator independent, which means that the application works regardless of mobile operator. The application has very flexible configuration options and is adaptable to suite the majority of telephone exchanges on the market. Configuration and deployment of clients (OTA) is easily handled by a powerful provisioning system.

Mobile Extension (MEX)

OptiCaller greatly simplifies the use of the Mobile Extension feature where the mobile phone becomes an extension in the PBX. Using OptiCaller the user can call in the usual way and dial numbers manually, from the phone book or call history. OptiCaller then, transparently to the user, connects calls via the switchboard to the destination. In this way the user can benefit from, and access all features of the PBX directly from the mobile device.

Presence handling

With OptiCaller it is easy to set your presence status using a user friendly graphical interface. In addition to handling presence it is also possible to access other switching features such as call forwarding, signing in or out of groups etc.

OptiCaller
Reduced call costs

Mobile Least Cost Routing (LCR)

OptiCaller always takes control over how each call is connected and is thus giving the user the opportunity to call in the most cost efficient way.

By choosing between calling directly, through the switch, Call Back or Mobile VoIP, call costs can often be reduced by between 35-90% depending on the call case. OptiCaller's automated LCR engine is protected by approved patent.

Platforms

OptiCaller is designed for Android, iPhone, Symbian, BlackBerry and Windows Mobile but is also available as a web application and can then be used from any web browser at any time. OptiCaller uses Amazon EC2 Cloud Computing services to ensure the best scalability and robustness for the system.

Software as a Service (SaaS)

The OptiCaller client is offered in two ways. Either as a "Software as a Service" license with a period of 12, 24, 36 or 60 months. During the license period the user can freely transfer his/her license to a new handset.

OptiCaller is also available as a product with unlimited license period and can then be used on the same handset for an unlimited time.

OptiCaller products

To meet the market demands OptiCaller is available in five different versions with different functions: Lite, CB, UI, MEX, PRO. The following table illustrates the different functional contents of the versions.

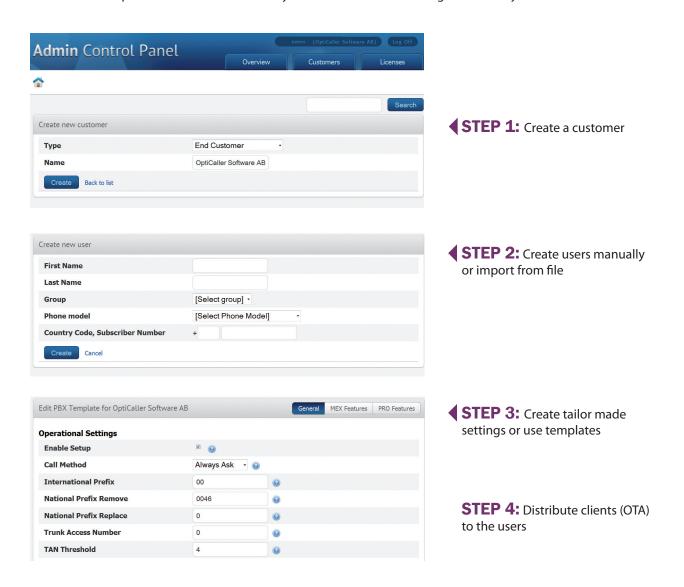|	Lite	CB	UI	MEX	PRO
Call Through	✓			✓	✓
MEX/Presence			✓	✓	✓
Call Back		✓			✓
LCR*					✓

* Least Cost Routing

www.mobile-provisioning.com
Simplified administration of clients and licenses

Powerful provisioning system

To greatly simplify the administration of clients and licenses a flexible Provisioning system is available as an Amazon EC2 Cloud Computing services on the web. In this system administrators handle licenses, companies, users, settings and also the distribution of OptiCaller clients. It is even easy to create tailor made configurations for your customers needs.

STEP 1: Create a customer

STEP 2: Create users manually or import from file

STEP 3: Create tailor made settings or use templates

STEP 4: Distribute clients (OTA) to the users

About OptiCaller Software AB

OptiCaller Software develops software for mobile PBX and Unified Communications. For more information, please visit our website: www.opticaller.se.

OptiCaller

Simplified mobility and reduced call cost