Unified Communications
by innovaphone

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PURE IP COMMUNICATIONS

Andreas Maier
Sales Manager

The company

- The company
- Positioning on the market
- No solution without adequate products
- Solution scenarios by innovaphone
- Licenses
- Partnerportal and Forum
- References

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innovaphone AG

- independent, medium-sized German manufacturer
- technology-oriented with high strong competences
- IP communication for companies with award winning design and intuitive handling
- founded in 1997 by present management
- based in Sindelfingen; Germany + 5 locations in Europe
- innovaphone AG is not market-listed and 100% equity-financed

The brand name „innovaphone PBX“ represents a complete IP communication solution, including Unified Communications (UC), tailored to the needs of any company.

TeleTrusT Quality Seal
www.teletrust.de/itsmig

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innovaphone Philosophy

Best of UC-World

- **UC WebClient**
  - Chat, Presence, Video, Application Sharing
- **Mobile Integration**
- **Conferences**

Best of PBX-World

- **Availability & Performance**
  - dedicated Software
  - on a Hardware-Appliance
- **Security**
  - not prone to viruses
- **Quality**

Best of IP-World

- **Openness**
  - Standards up to the end device
- **Redundancy** & and most flexible spreadability via IP
- **Virtualisation**
- **Scalability**

Innovation = innovaphone

- **Simple & efficient**
  „keep it simple"
- **Seamless Scaleability**
  2 to > 50.000 User – one System
- **Soft Migration**
- **WebRTC, DTLS…**

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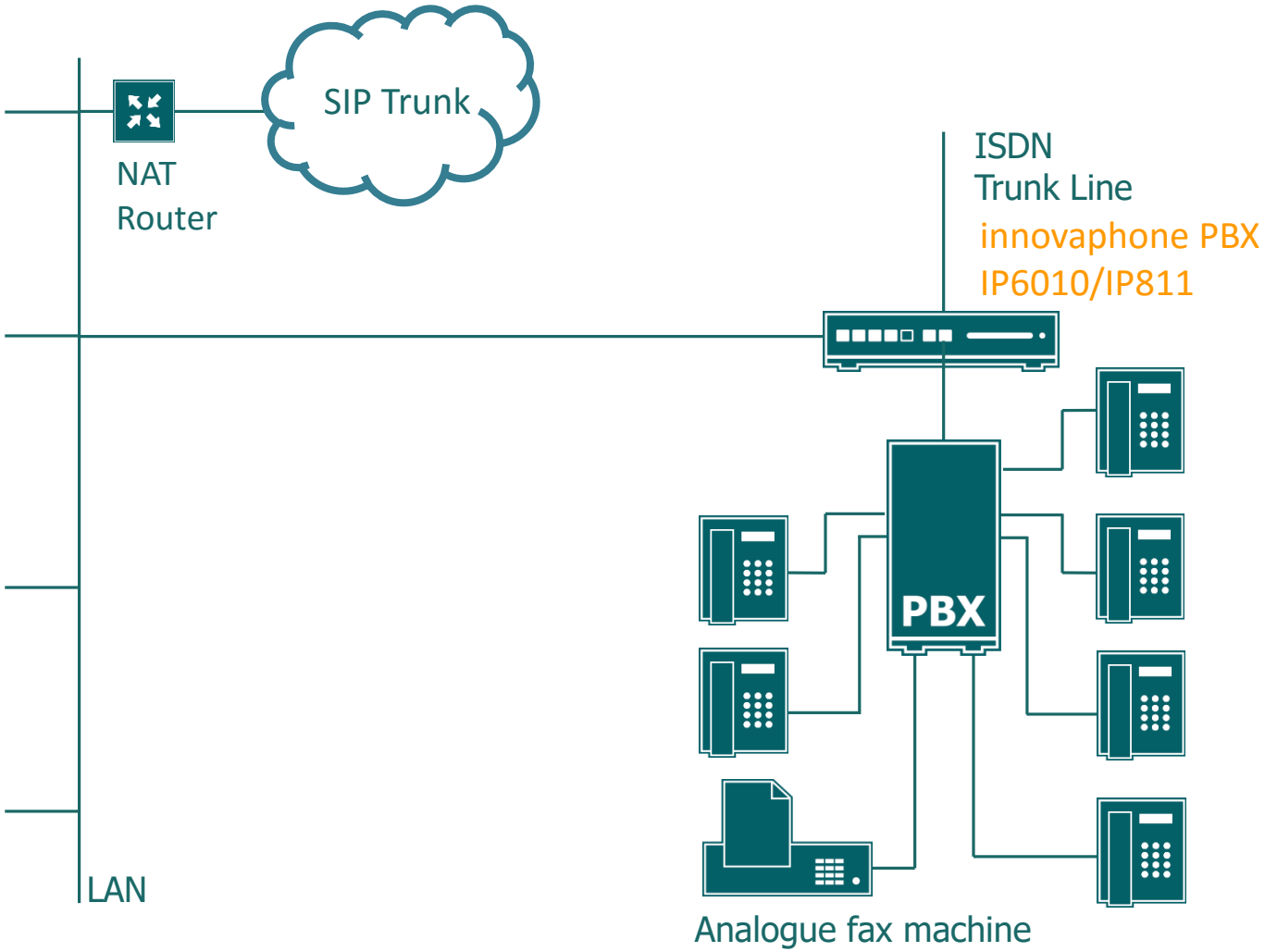
Positioning on the market

Hybrid solutions	Software solutions	Dedicated Plattform
Legacy technology with Switchboard and Ethernet 2 technologies have to be maintained Most expensive solution in operation	Requirement for an additional PC for PBX / GK Availability based on the Operating System and PC Scalability only as PC allows Viruses? OS Patches? Release maintenance? Redundancy effort?	No moving parts No foreign Operating System PC is not required Unlimited scaleability via IP and locations! Easy Integration / Migration

ALL IP
by innovaphone
ISDN

ALL IP – Soft Migration by innovaphone



More Security

Why is security so important?

The market is changing rapidly:

- Employees expect to
  - be mobile
  - work with various devices
    (PC, Smartphone, Tablet etc.)
  - work from anywhere
- telephony is only ONE service within the collaboration
- collaboration exceeds corporate boundaries
- nowadays security is more important than ever
- **in times of All IP, security is crucial**
  →with innovaphone, security is simple and on board free of charge!

Security has to be addressed with UC and anywhere workplace concepts!

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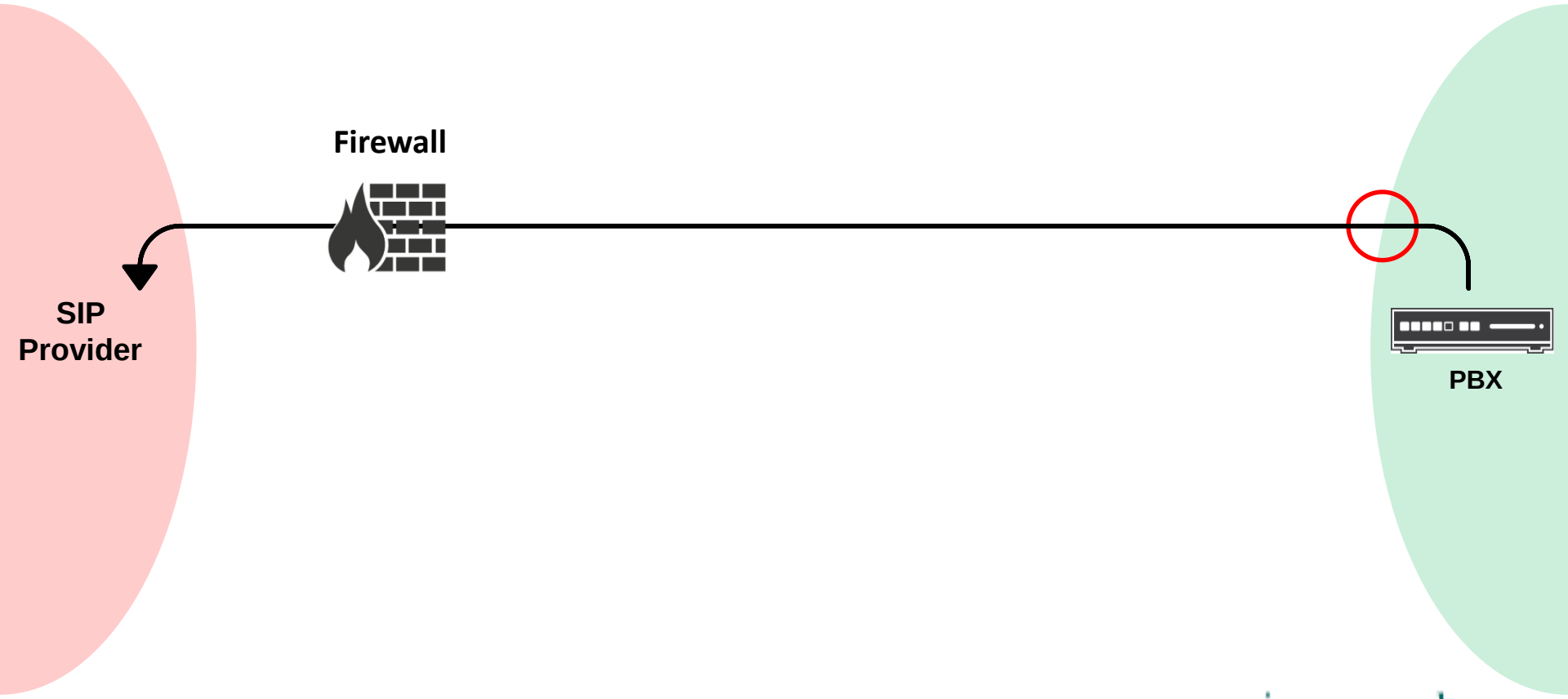
More security: All IP scenario

All IP

Security risk: The IP network of the customer must be opened towards the SIP provider!

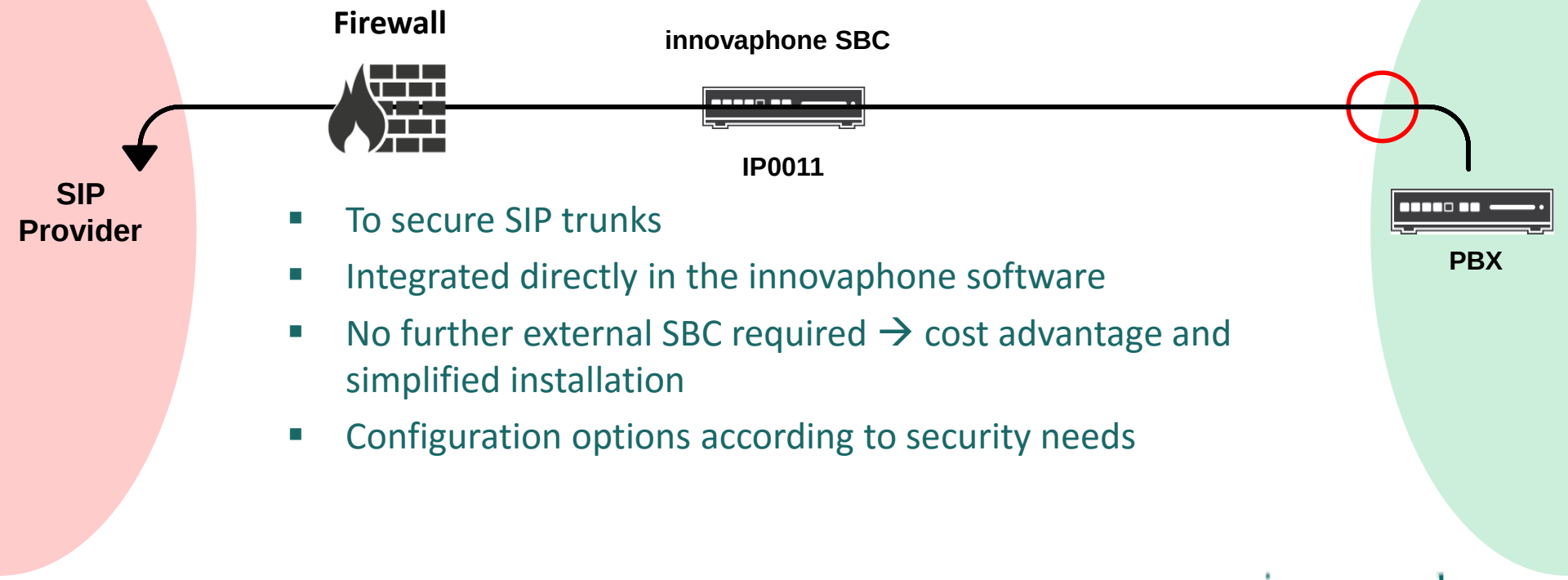


More security: the innovaphone SBC

All IP

Security risk: The IP network of the customer must be opened towards the SIP provider!

The solution: the innovaphone Session Border Controller (SBC)



- To secure SIP trunks
- Integrated directly in the innovaphone software
- No further external SBC required → cost advantage and simplified installation
- Configuration options according to security needs

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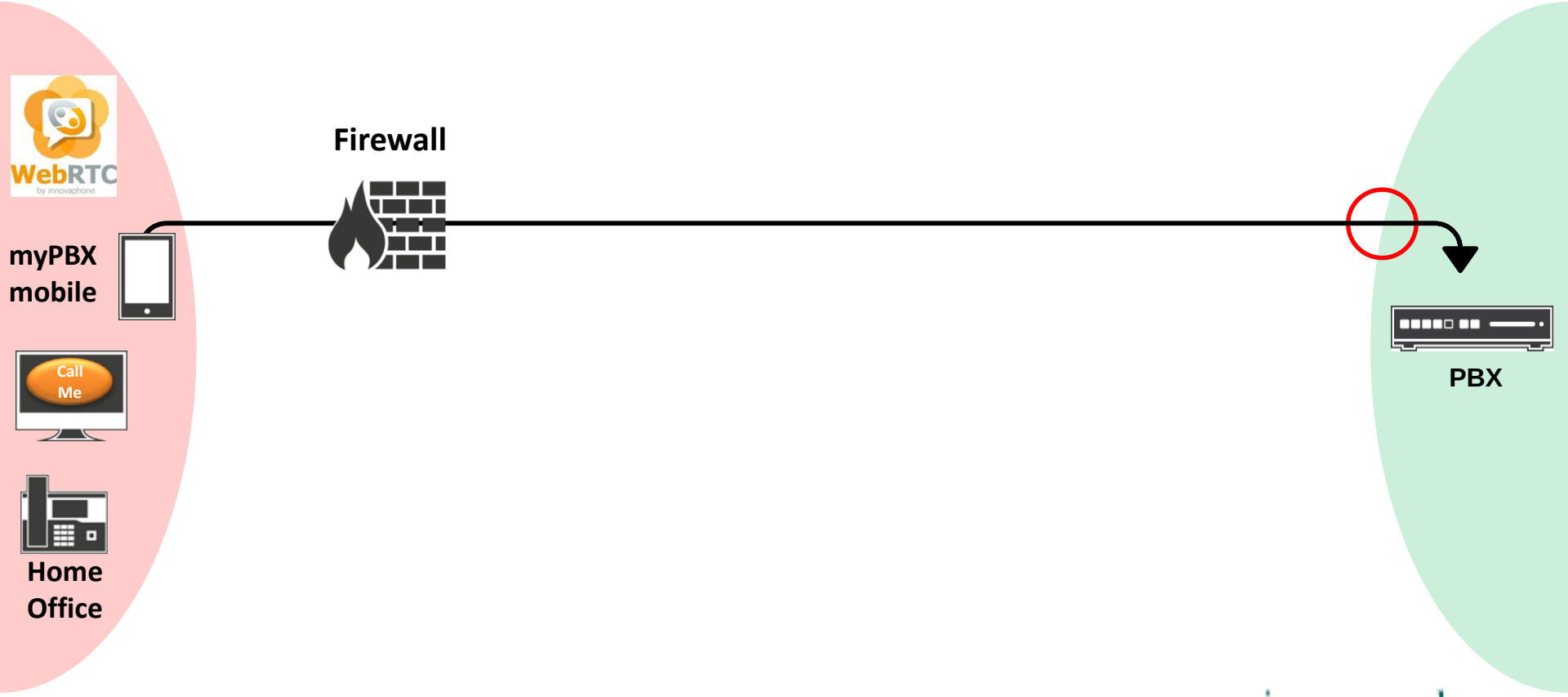
More security: Anywhere Workplace

Anywhere Workplace

Access from external networks → increased security risk

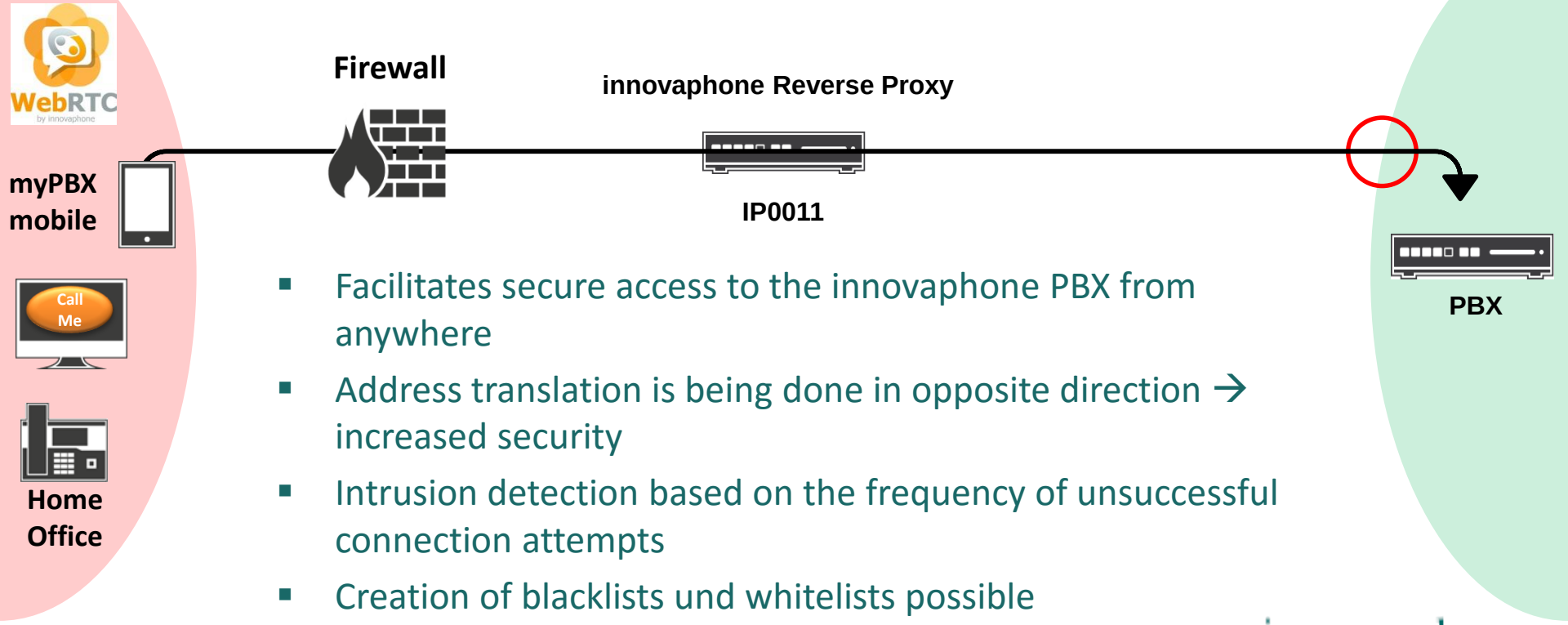


More security: innovaphone Reverse Proxy

Anywhere Workplace

Access from external networks → increased Security risk

The solution: innovaphone Reverse Proxy



- Facilitates secure access to the innovaphone PBX from anywhere
- Address translation is being done in opposite direction → increased security
- Intrusion detection based on the frequency of unsuccessful connection attempts
- Creation of blacklists und whitelists possible

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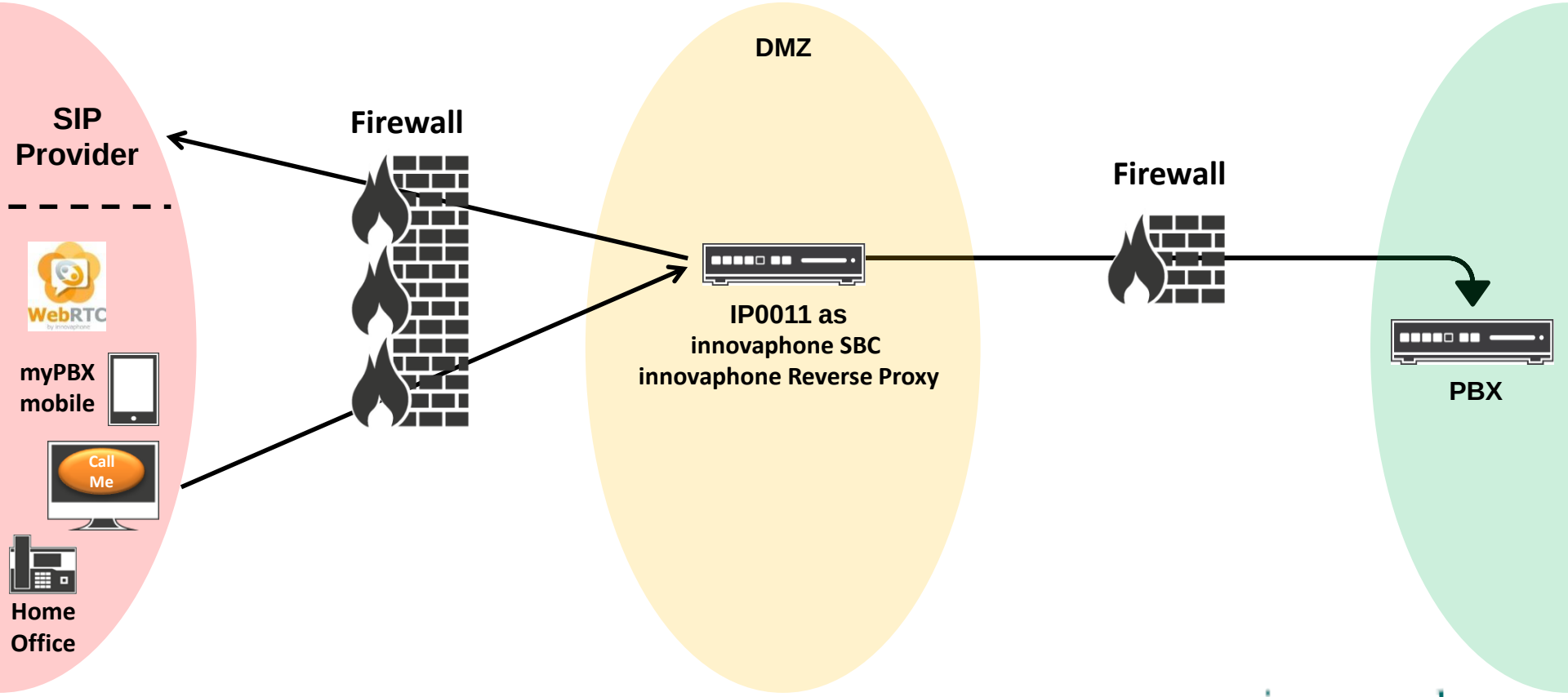
More security: DMZ – the full blast solution

DMZ (Demilitarized Zone)

= A shielded zone protected by one or more firewalls



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More security: more highlights

- Encryption from end device to end device via DTLS-SRTP
- Own OS (-> low chance to be attacked)
- “Made in Germany” -> all products are developed in Germany
- A lot of security protocols:
  - Authentication protocols: EAP-TLS (certificate based)
  - TLS encryption for media data
  - ICE, STUN, TURN

SecurITy made in Germany

TeleTrusT Quality Seal
www.teletrust.de/itsmig

More Security without any additional costs and investment

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Positioning on the market

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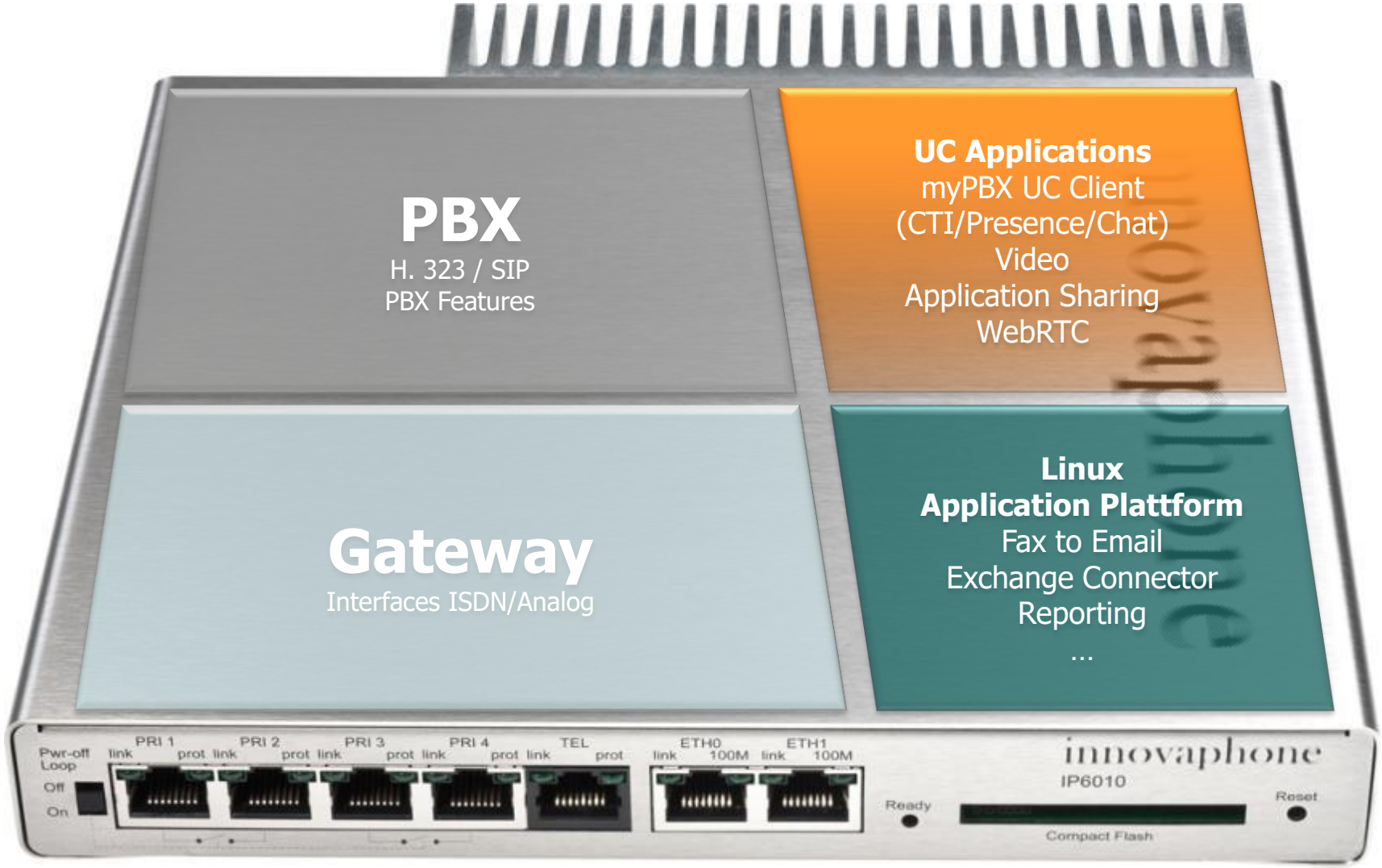
innovaphone Product Philosophy



Ultimate Scalability & maximum Flexibility!

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No solution without adequate products

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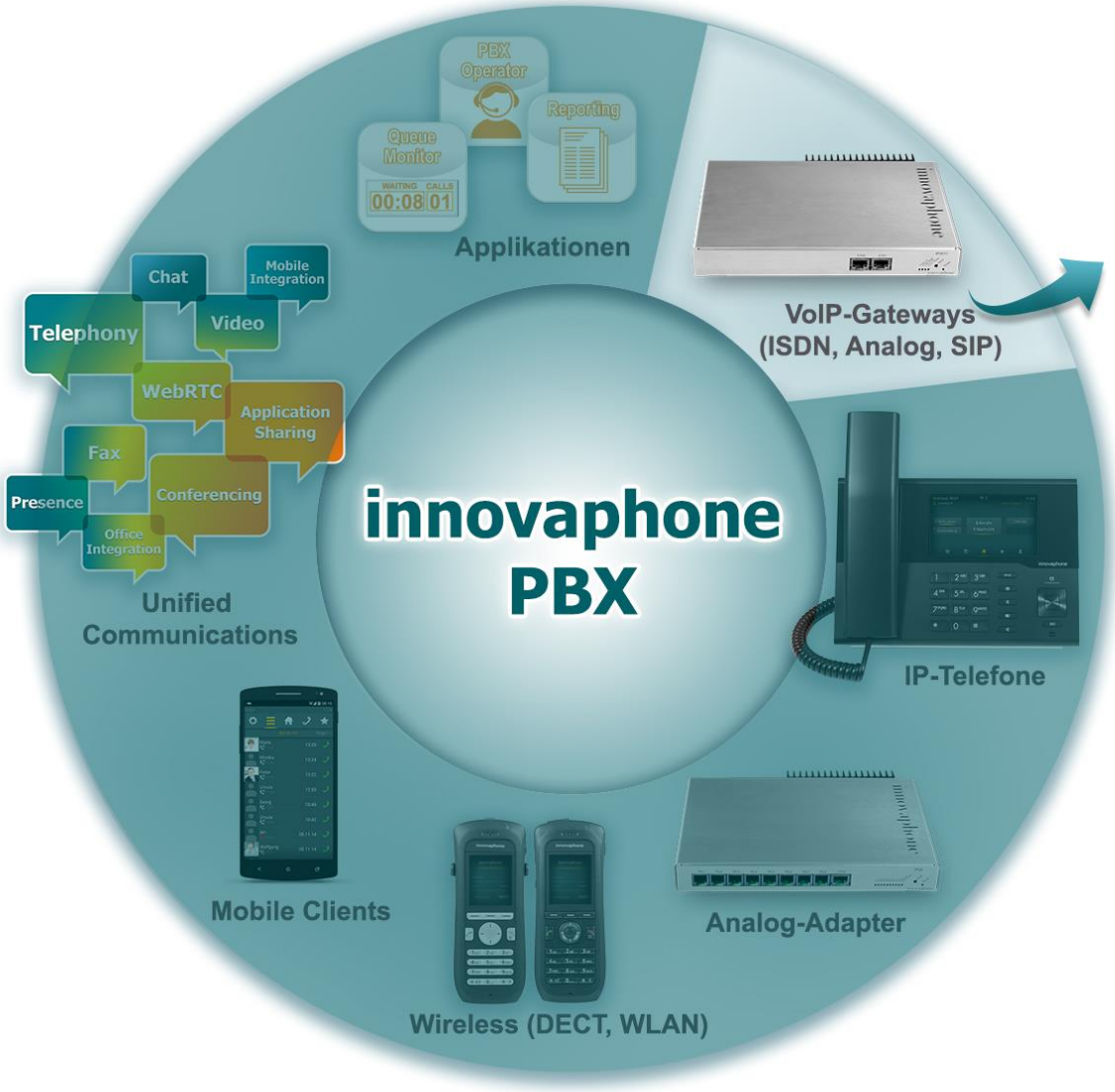
innovaphone complete solution



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VoIP Gateways / PBX

	IP311	IP411	IP811	IP0011	IP3011	IP6010	IP1130
FXO	4	x	x	x	x	x	x
FXS	2	2	x	x	x	x	x
BRI	x	2	5	x	x	1	x
PRI	x	x	x	x	1	2 / 4 E1	1
Conferencing…	x	x	10 User	x	30 User	60 User	30 User
All-in-one-box installation	50 User	50 User	200 User	500 User	500 User	500 User	x

New generation of innovaphone VoIP Gateways :

- Faster CPU and more memory
- Modern SSD storage replaces the CF card (for Linux AP)
- Every single gateway with Linux Application Platform
- Gigabit-Ethernet
- Opus Codec for HD voice quality guaranteeing low bandwith

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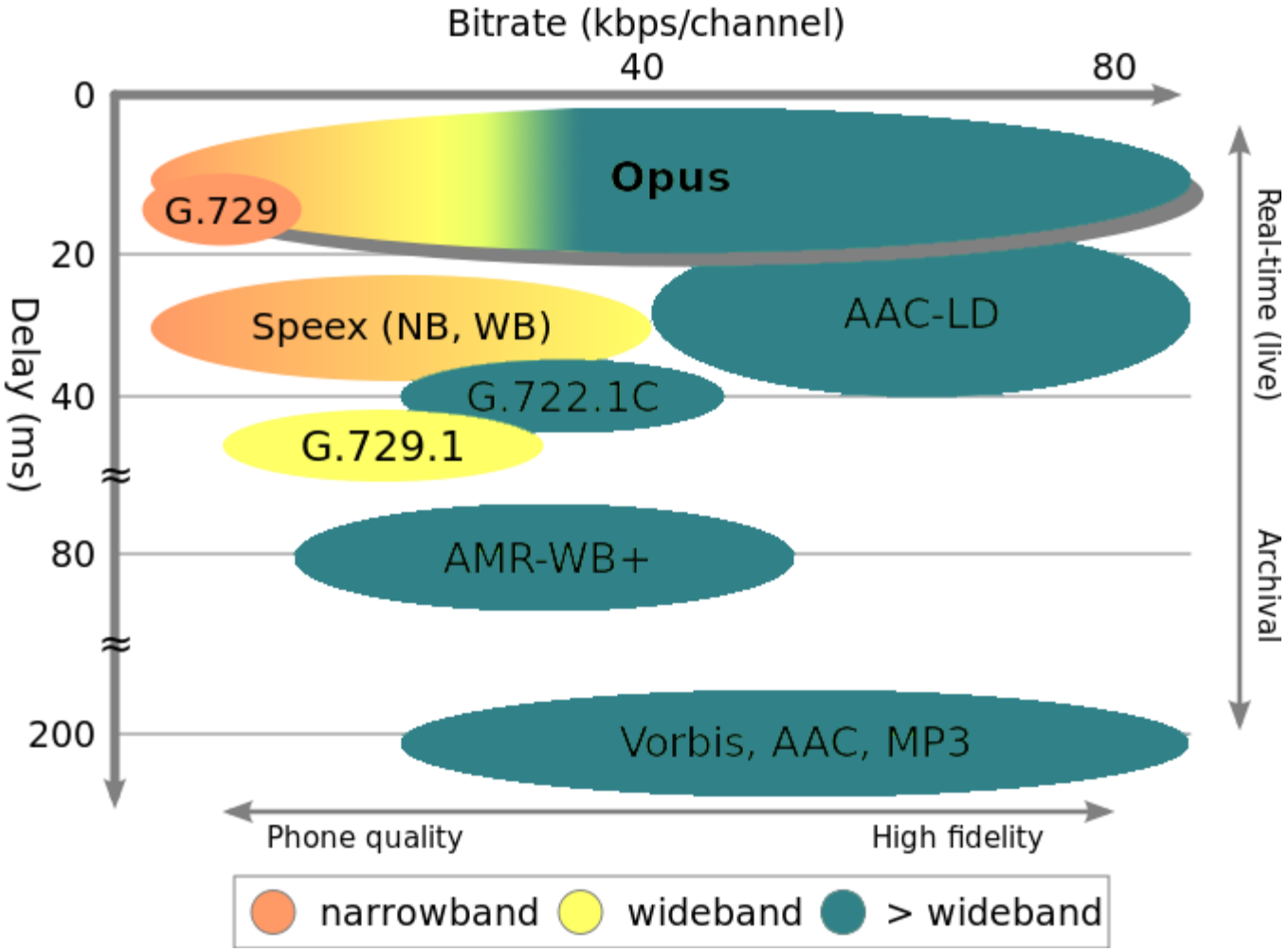
What is Opus?



Quelle: wikipedia

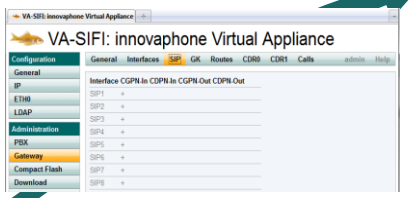
innovaphone complete solution – always the right solution

Scalability

- from 1 to ∞ User
- 1 BRI to Multi-PRI or SIP Trunk

System

IPVA



Hosting / Enterprise solutions

IP6010/ IP3011

Enterprise solutions

IP811

Medium-sized locations

IP311/IP411

Small locations

Number of User

50 User | 200 User | 500 User | ∞ User Hosting

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innovaphone Virtual Appliance - IPVA

Your Benefit:

- no additional Costs for running an Operating System
- no additional Expenses for Installation and Training
- Performance twentyfold in Comparison to Competitors

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New generation of IP-Phones

IP232

IP222

IP111
IP112

IP241
IP240

For all IP phones valid:

- Functional „High End“ devices
- Power over Ethernet or external power supply
- Internal Ethernet-Switch to loop in in front of a PC (10/100/1000)
- Directories: local, central and via LDAP server
- Call forwarding, call lists, different ring tones
- Headset, speaker phone,...

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User Interface - Apps

reddot design award
winner 2011

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Intuitives User Interface - Presence

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Intuitives User Interface – Webcam App

Video picture of the IP-Intercom system

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Special Phones

Special Phones for rough conditions

IP150

- Housing made of blow and shock resistant Material
- deployable as a Wall or a Desktop Phone
- noticabel by its Housing in red Signal Colour
- extremely loud ringing – up to 92 db(A)
- Type of Protection: IP65 (based on EN 60529)

Examples of Application:

- Chemical Industry
- Mining / Tunnel Construction
- Oil Platforms
- Shipping

Other Versions by request (e.g. ex resistant)

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Analogue Adapter

IP 29

IP 24

IP 22

IP 29 CombiPack

For all Analogue Adapters valid:

- Integration of up to 8 analog devices to the VoIP Network
- Power over Ethernet
- Conncetion for analog Fax (T.38) and other analog devices
- mountable in 19“ rack (2 Devices build one Rack Unit)

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Mobility – IP DECT

IP1202 / IP1202/4

- Base Station for up to 8 parallel Calls
- Multi-cell
- Roaming
- Automatic Hand-over
- CAP
- H.323 & SIP based Gateway/PBX
- Echo Cancellation
- Power supply via PoE or PSU

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Mobility – IP DECT devices

IP61

- first-class Speech Quality
- central Administration and Configuration
- local, central and cross-company Directory
- Vibrating Alert
- large & illuminated Display

IP63

- same functionality as IP61
- large, intuitive Colour Display
- Bluetooth available optionally
- in connection with Ascom Solution:
  - Push-button Alarm (Protector)
  - Messenger Functionality

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Mobility – WiFI Phone IP62

The first WiFi Handset capable of Deployment in all IEEE-802.11 a/b/g/n Networks!

IP62

- first-class Speech Quality
- central Administration and Configuration
- local, central and cross-company Directory
- integrated Speakerphone
- Vibrating Alert
- Resistance to Spray, Dust & Chemicals allows for an easy Desinfection
- High-Performance Battery:
  - Active talk time: up to 15h
  - Stand-by time: up to 100h
  - Charging time: 2.5h

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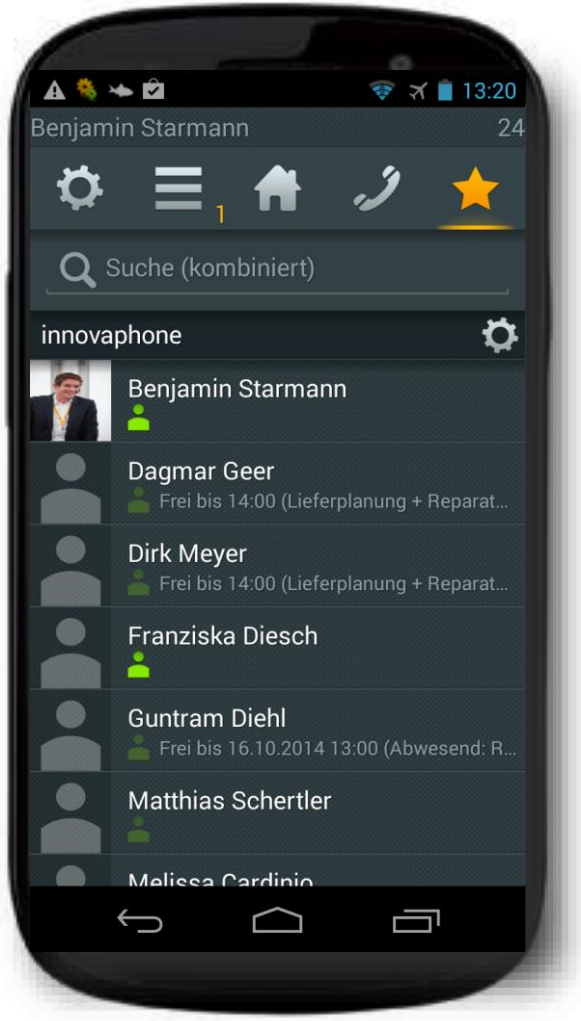
Mobility - myPBX for Android



myPBX for Android

- Function keys similar to end device
- myPBX Favourites
- Central PBX Phonebook
- We recommend at least Android 4.1
- Available google Play
  FREE OF CHARGE!!

MyPBX for Android certainly turns the smartphone into an innovaphone device!

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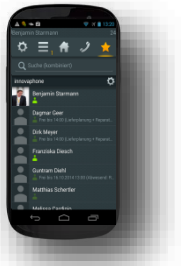
Mobility – Smartphone Integration

One Number concept

Call Back Functionality

Various Clients



MyPBX for Android / iOS

GSM Client

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Changing Technology: WebRTC

- What is WebRTC?
- How does WebRTC work?
- WebRTC by innovaphone
- Advantages of WebRTC

Changing Technology: WebRTC

What is WebRTC?

- Real-time communication via standard web browser (Audio, Video, Collaboration…)
- Open standard within a web browser WITHOUT additional plugins

Which Browser does support WebRTC?

- Google Chrome, Mozilla Firefox, Opera
- Not yet: Edge (Internet Explorer)
- Maybe: Safari

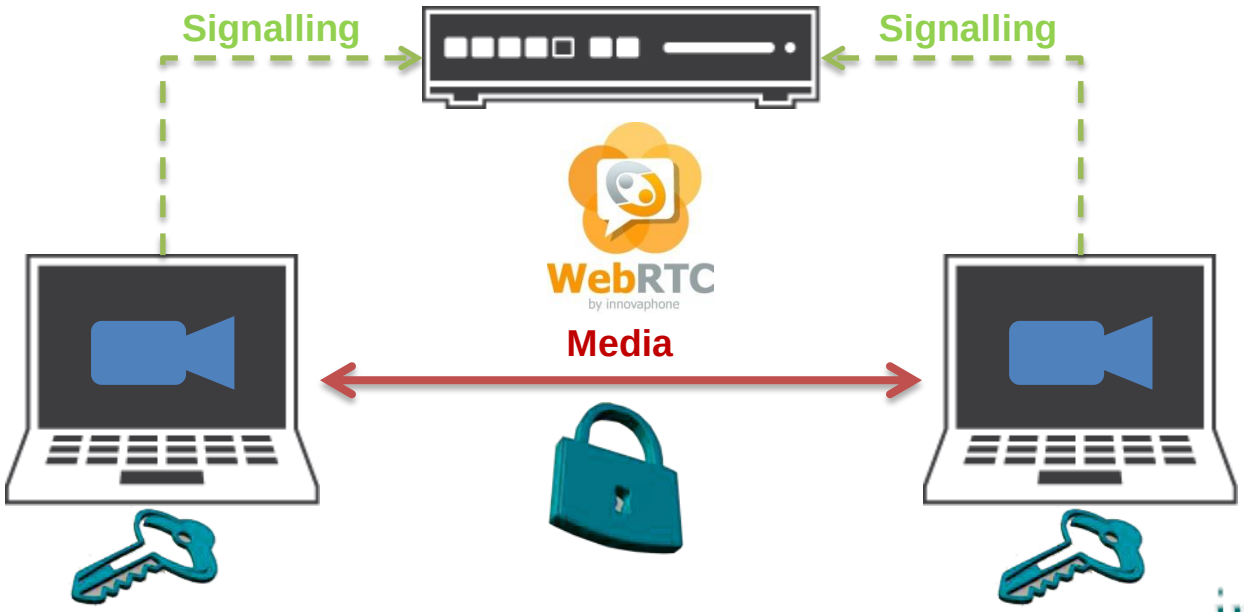
Where does WebRTC come from?

- Driven by Google, Mozilla Foundation and Opera Software
- WebRTC based on HTML 5 and JavaScript
- Based on various open-source codecs: Opus (Audio), VP8 (Video)

How does WebRTC work?

- WebRTC works similar to Skype beyond corporate boundaries
- Establishes point-to-point connections via STUN and ICE (protocols)
- End to end encryption using DTLS (very secure)

→ WebRTC works similar to Skype, but for professional business purposes (security)



WebRTC by innovaphone

The WebRTC solution from innovaphone

Starting from now: video and Application Sharing!

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WebRTC example of use 1

Conferencing including video and Application Sharing

Video conferencing:

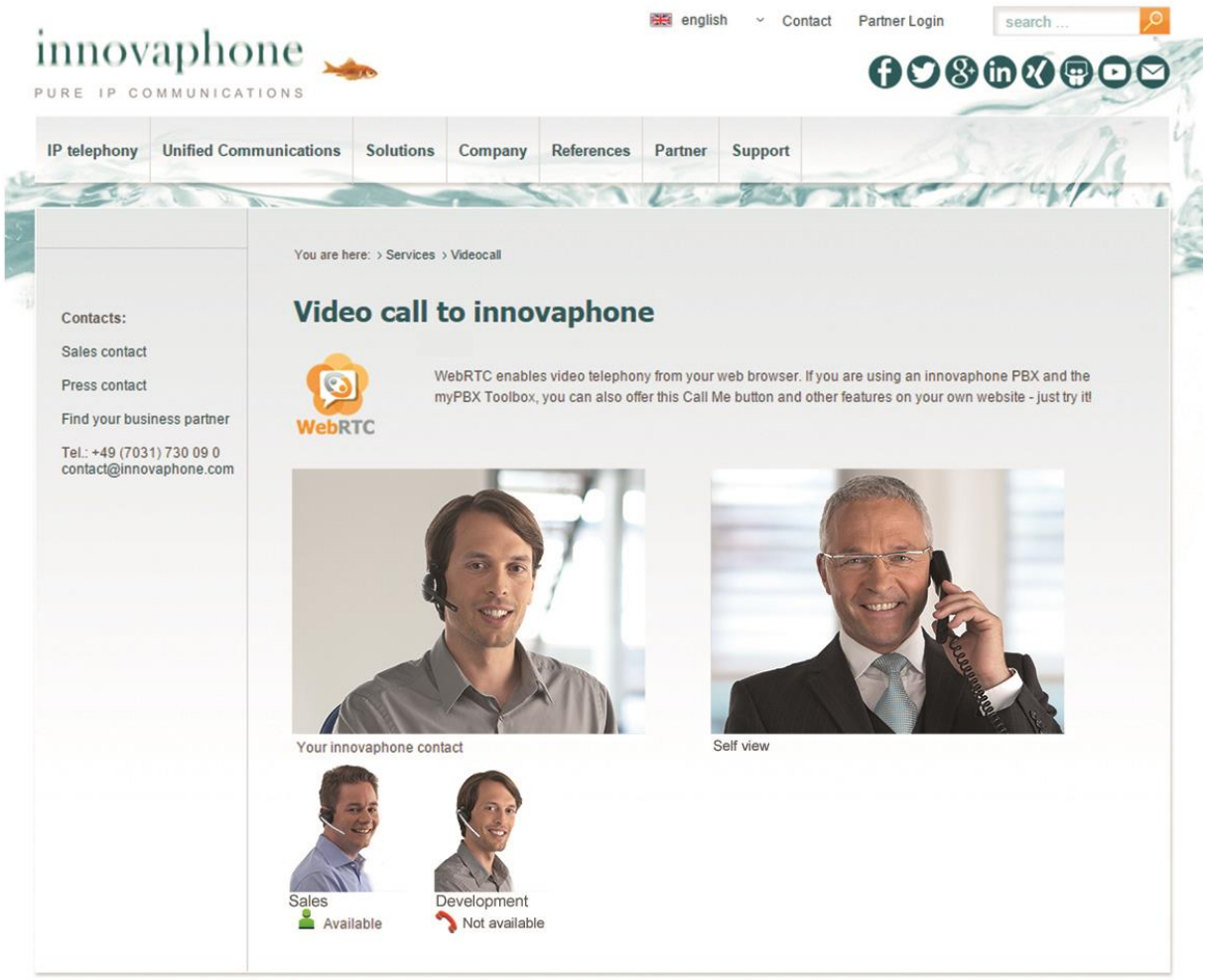
- Internal and external (WebRTC) users
- Always the current speaker will be displayed
- No additional hardware necessary

Application Sharing:

- Internal and external (WebRTC) users
- Sharing can only be initiated via a myPBX-user (launcher)
- WebRTC users can participate
- Application will be shown on every screen
- Transfer of control to external users possible
- Perfect for webinars, trainings and other similar meetings

Conferencing: video and Application Sharing also available externally!

WebRTC example of use 2



Customer contact via one click of the mouse

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Advantages User / Business

Advantages of innovaphone WebRTC for users

- Plattform independent (also on Apple, Linux etc. useable)
- Secure
- Anywhere available
- No additonal license(only Port / UC License)

Advantages of innovaphone WebRTC for business

- Every customer / employee via websites / portals can become a complete user of the innovaphone PBX
- Cutting edge security
- Free of charge calls
- Only one license for an interaction

myPBX toolbox

myPBX toolbox:

= Toolbox using Javascript Library for easy integration of communication functionalities of the innovaphone PBX

- Easy application: „Call Me Button“ with video and Application Sharing
- Presence status
- Possibilities for developers to build applications such as voice, video, desktopsharing, presence information, etc. for various platforms (Lotus Notes)
- Unlimited possibilities!

We are excited to see your Ideas and Developments!

Unified Communications by innovaphone

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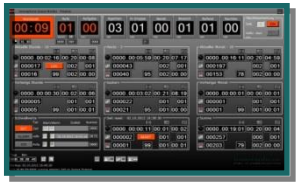
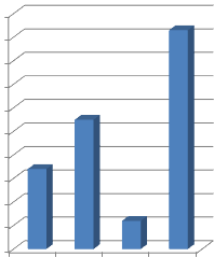
Operator



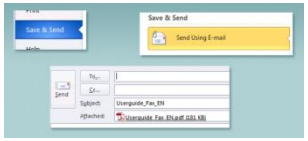
Queue Monitor

Voice Recording



Reporting

@Fax



Faxserver

Application Plattform

VoiceMail

Conferencing

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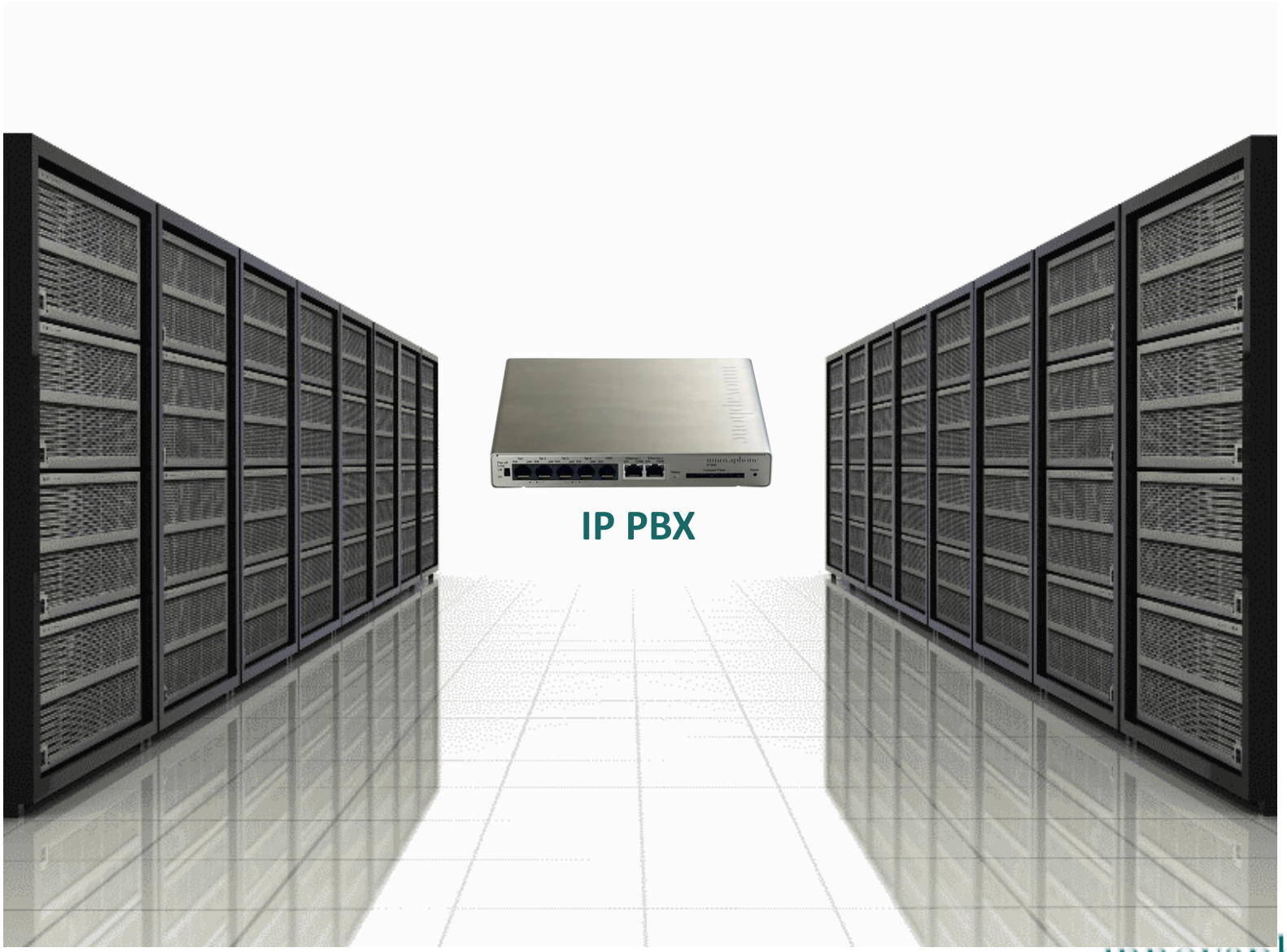
innovaphone UC Architecture



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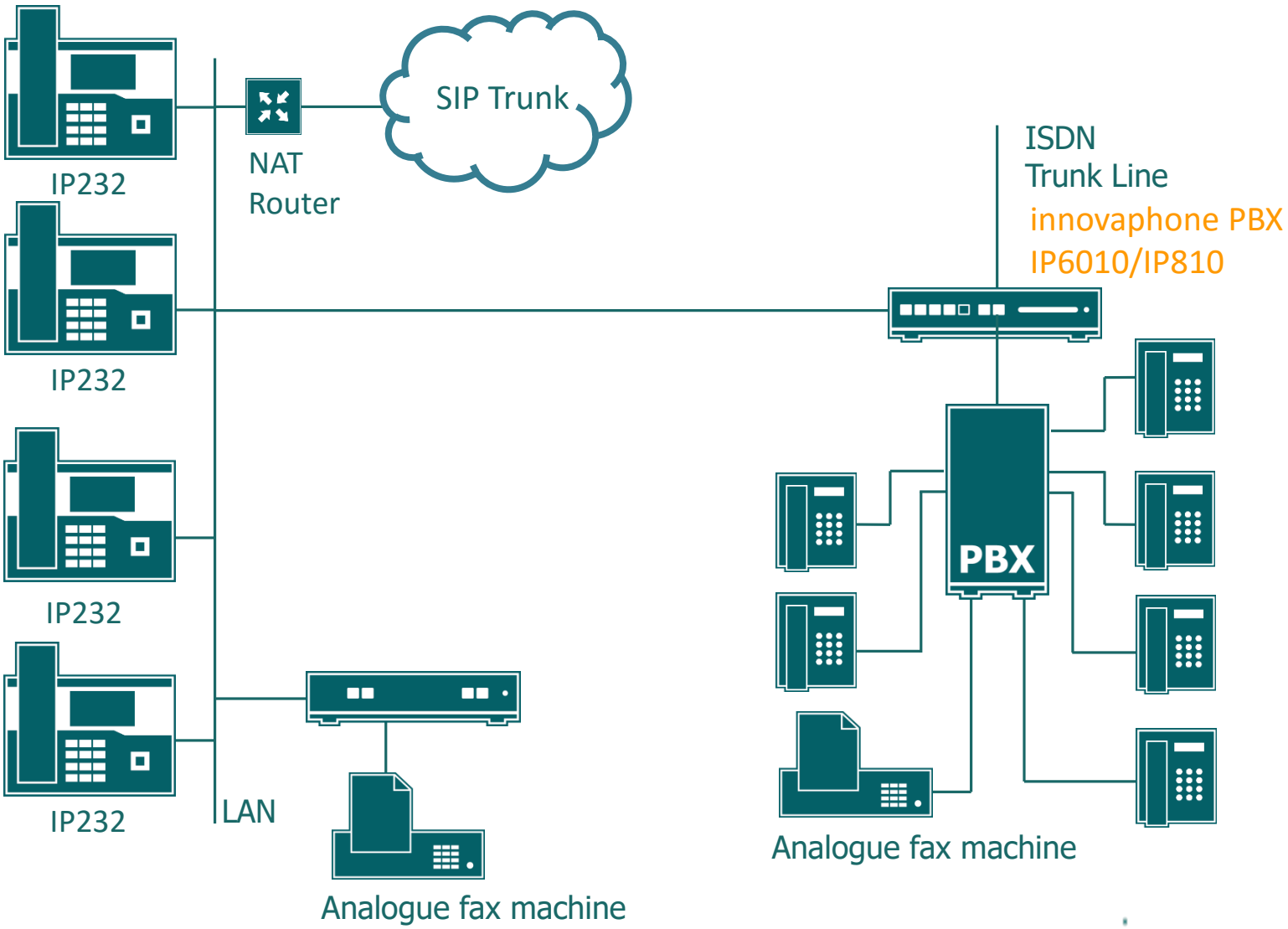
ALL IP – Soft Migration by innovaphone



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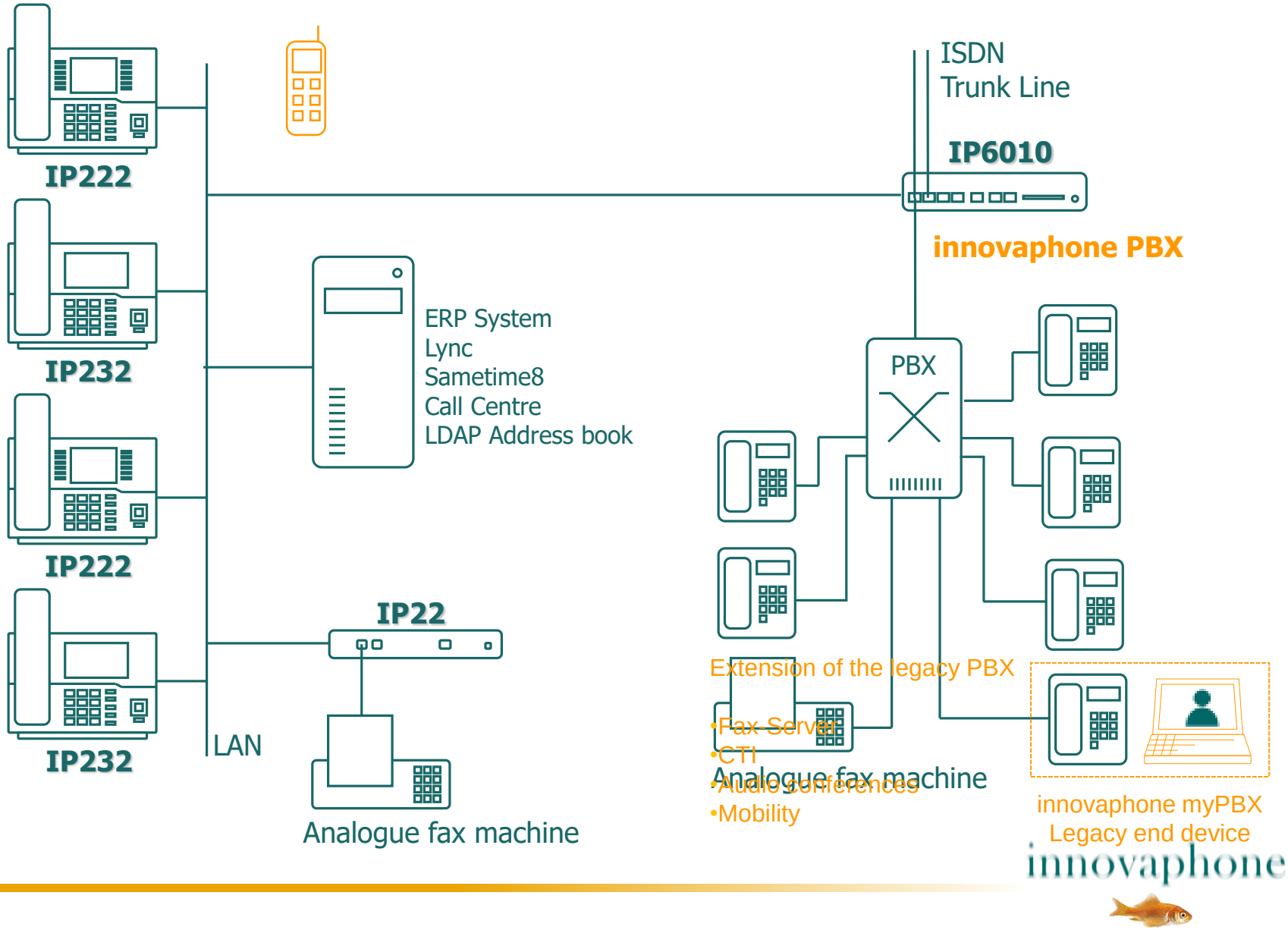
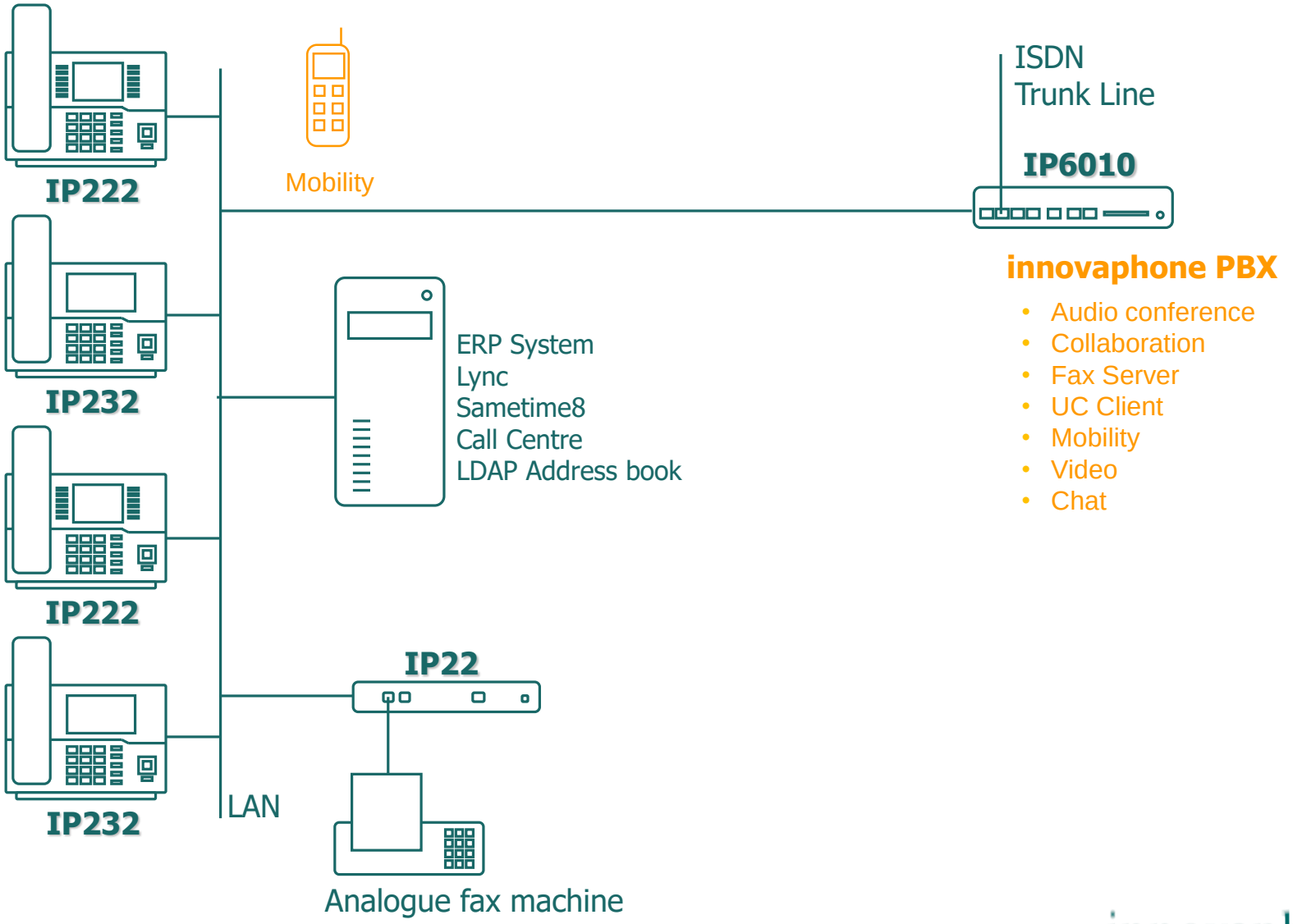
Solution scenario by innovaphone – Soft Migration



Solution scenario by innovaphone – Soft Migration



innovaphone PBX

- Audio conference
- Collaboration
- Fax Server
- UC Client
- Mobility
- Video
- Chat

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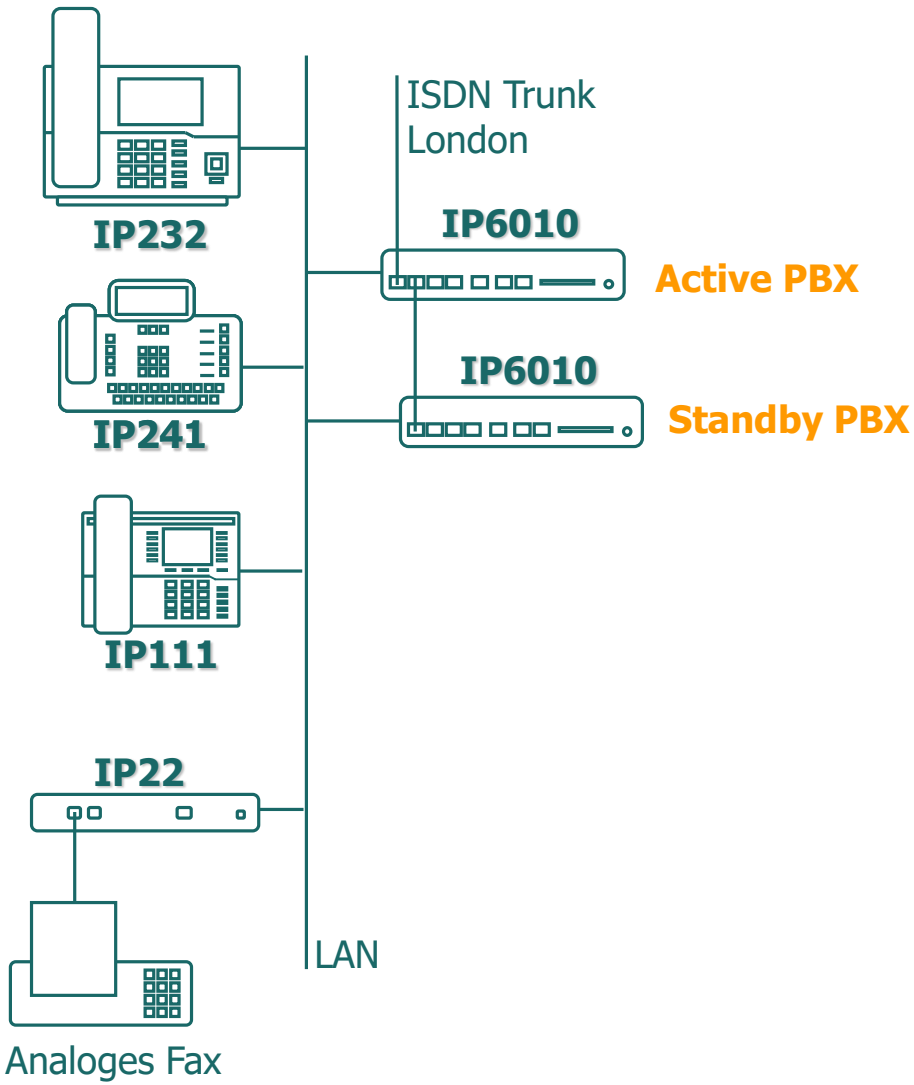
Solution scenarios by innovaphone – Redundant systems



- ISDN trunk bypassed to the second gateway
- Standby PBX automatically logs on to the active PBX - but doesn't accept any registrations as long as the active PBX is available
- All user data will be replicated continuously
- As soon as the active PBX fails, the standby PBX takes over all registrations

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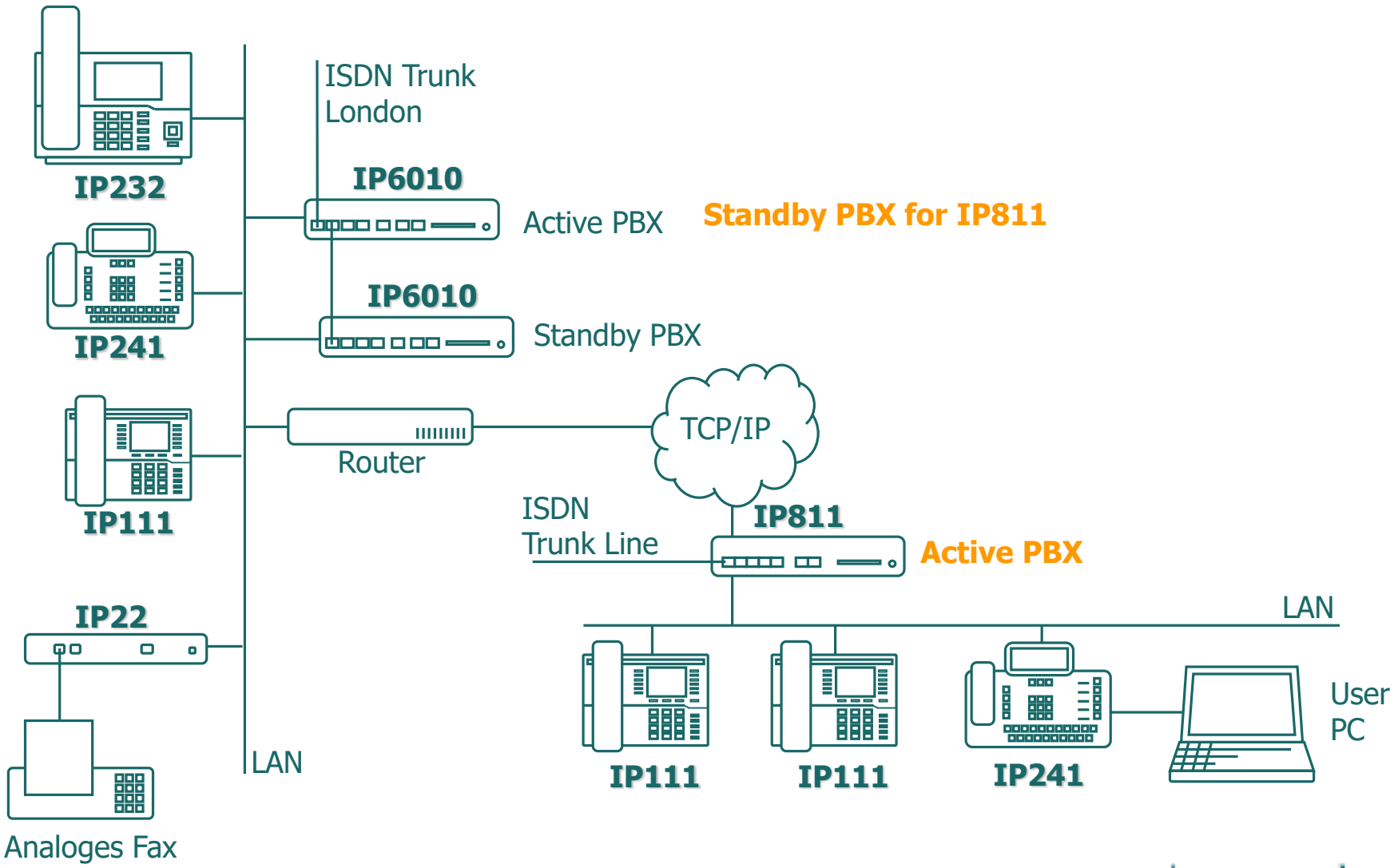
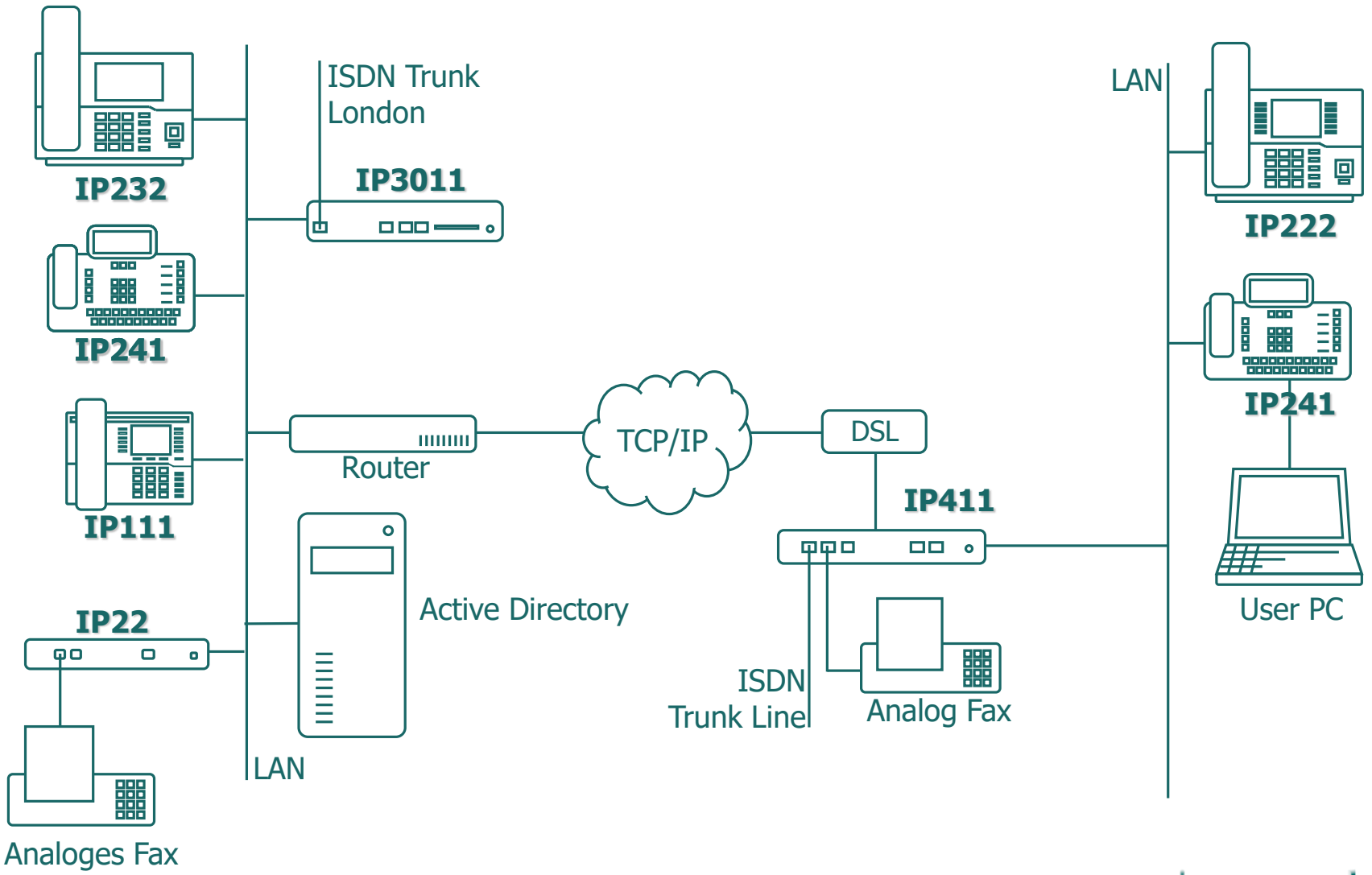
Solution scenarios by innovaphone – Redundant systems



Solution scenarios by innovaphone – Branch office



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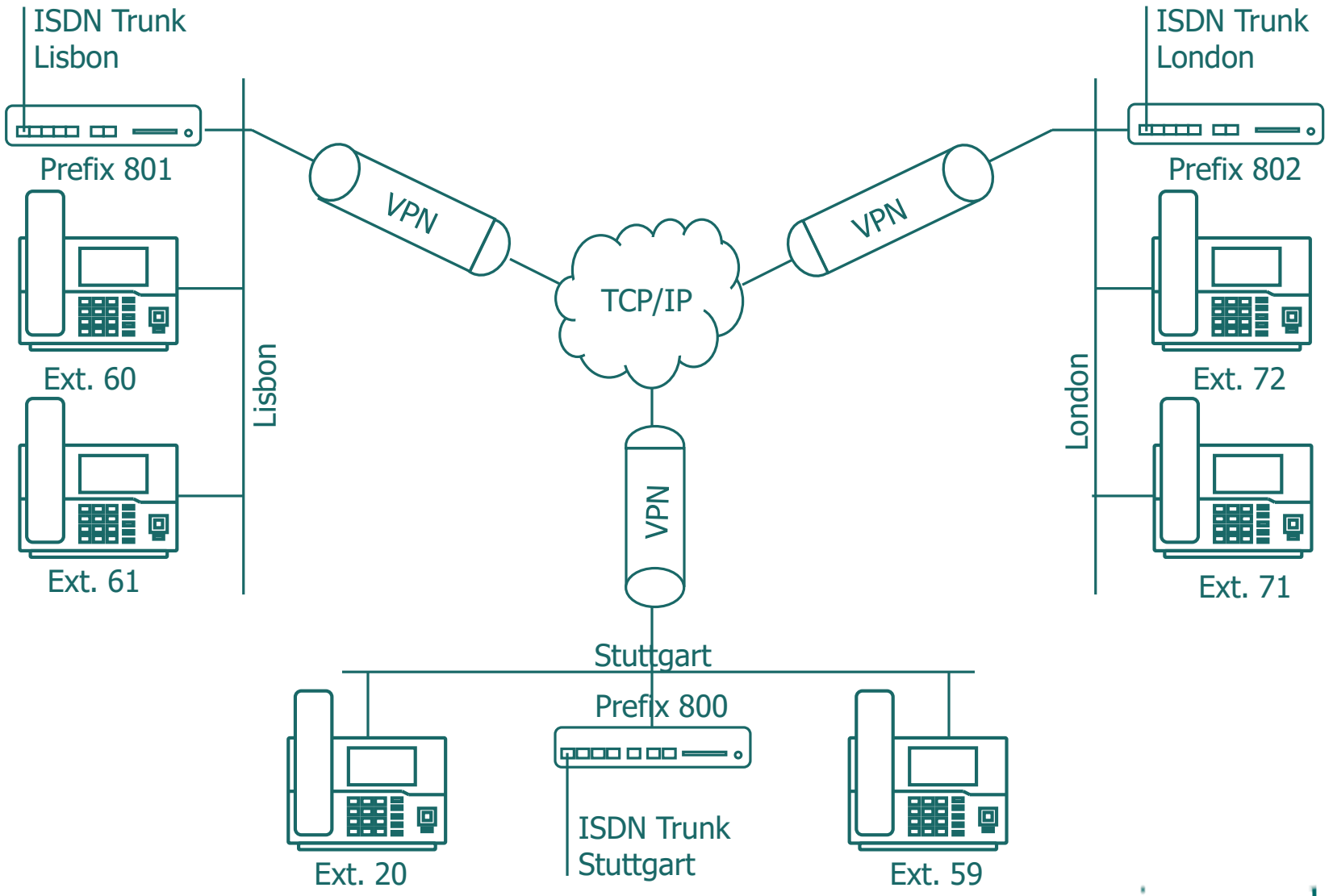
Solution scenarios by innovaphone – Location concept



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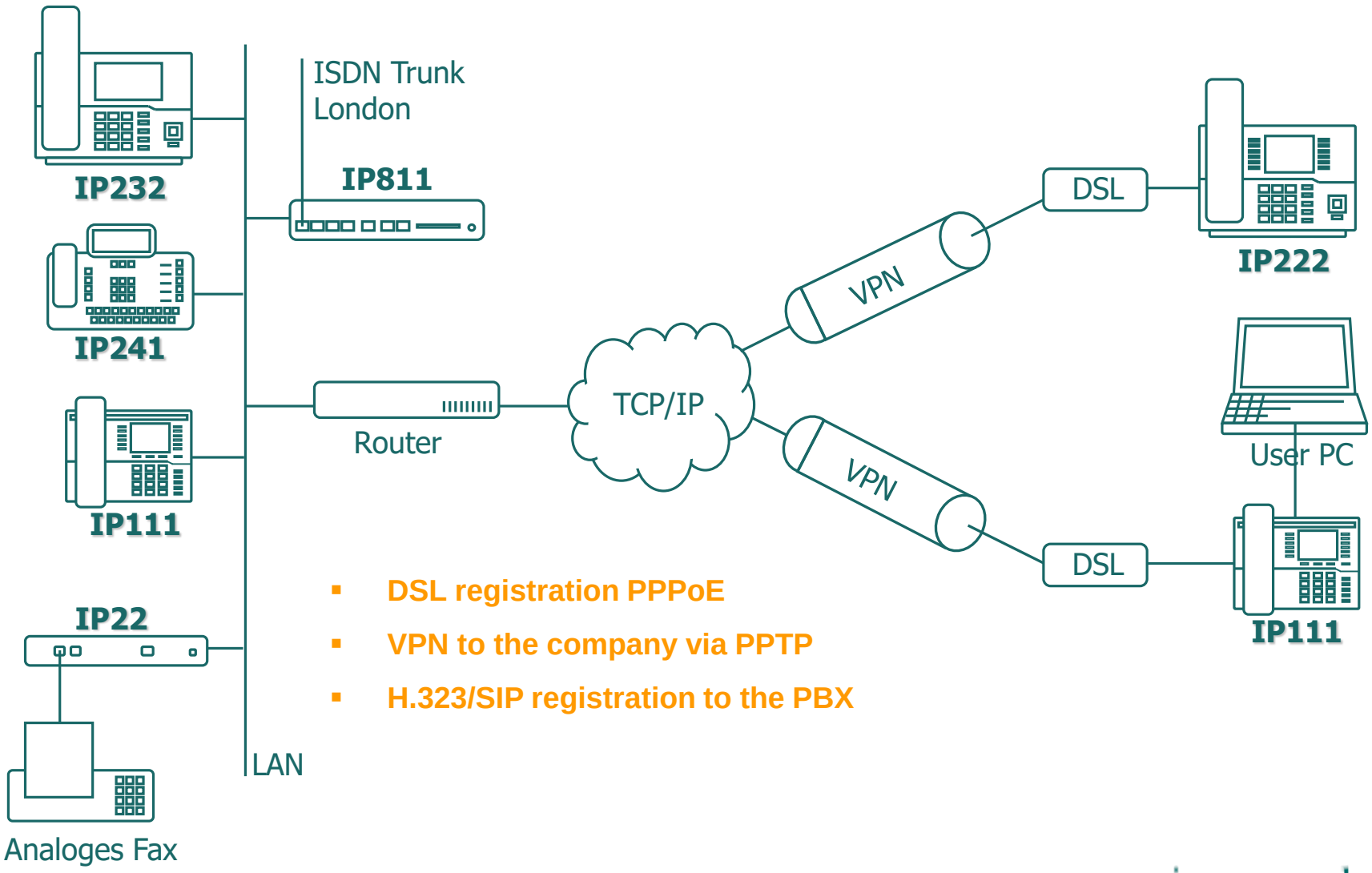
Solution scenarios by innovaphone – soho



- DSL registration PPPoE
- VPN to the company via PPTP
- H.323/SIP registration to the PBX

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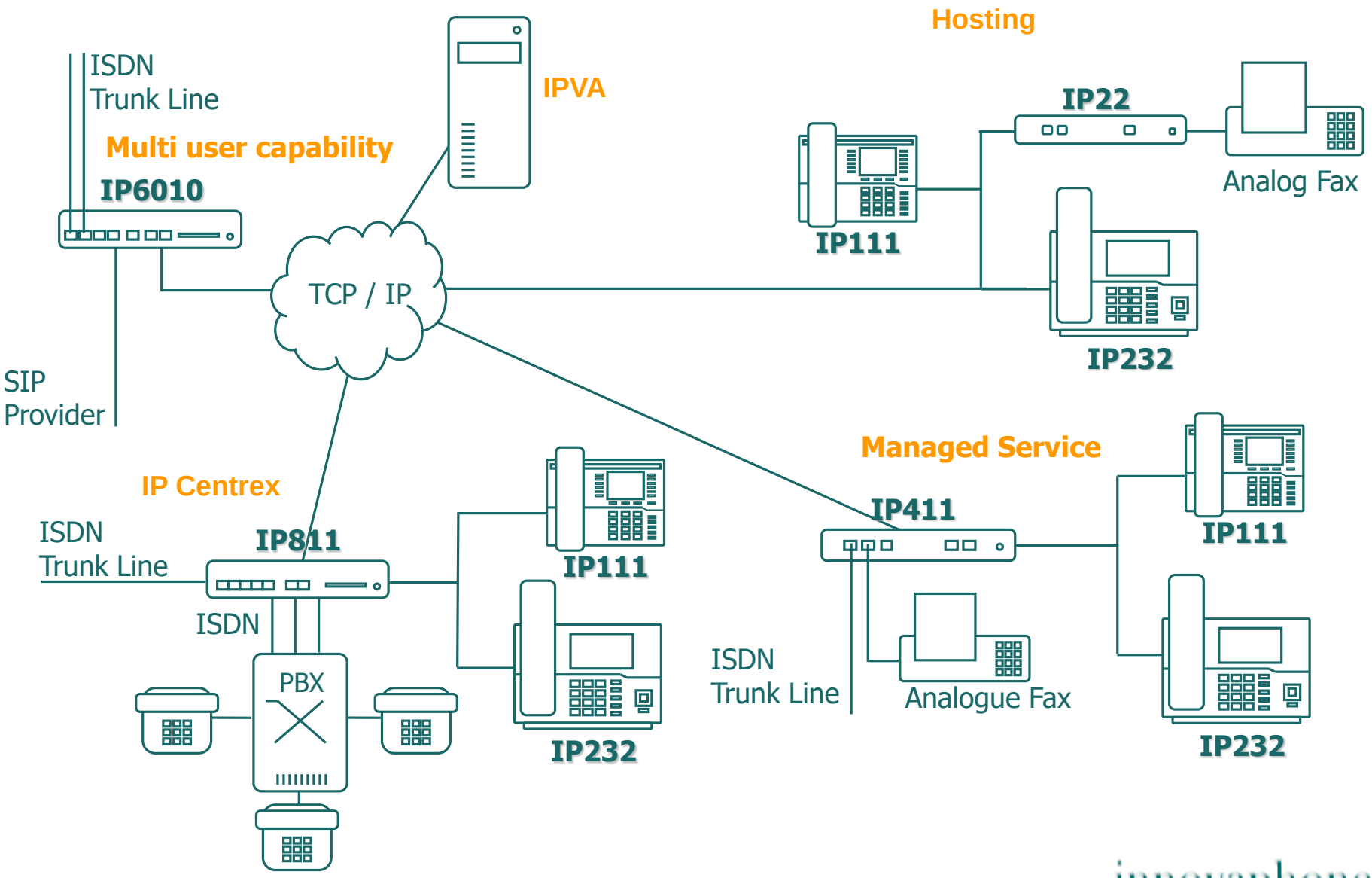
Solution scenarios by innovaphone – Hosted PBX



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Licenses

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License model

PBX Licenses

- IPVA License
- Standby License
- Port License

Application Licenses

- Reporting License
- Queue Monitor License
- Operator License
- SoftwarePhone License

UC Licenses

- myPBX License
- Fax License
- Video License
- Mobility License
- Voicemail License
- Application Sharing License
- Complete UC License

Gateway Licenses

- PRI / BRI License
- DSP License

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Port License and Software Service Agreement

- **Definition Port-License**
  License, that enables the general functionality of the PBX.
  A Port license is needed for every target number in the PBX, where devices for phone calls are registered (PBX-Object).

- **A port license is needed for**
  - End device (Telephone, Softphone,…)
  - Gateways (Analogue, ISDN, DECT)
  - Trunks
  - Executive (Chef-Sek)

Overview of the Port license data and license mechanism

	Standard	from 501	from 1001	from 2001	from 5001
Port Lic	Port-Lic standard	min500	min1000	min2000	min5000
SSC	74	66	53	45	41

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Port License and Software Service Agreement

Software Service Agreement (SSA):

- Allows the customer to upgrade the licenses to the latest software version in the SSA run-time
- Software Service Credits (SSC) are used as the currency for SSA
  → in the price list listed SSC are valid for one year per
- SSA-end date
  → If SSA expire or if SSA was not purchased at the beginning of the project, the double amount of SSA will be calculated at the due date
  → SSA can be extended and purchased user defined

- SSA-calculation
  → The required amount of SSC for a project can calculated easy and comfortable with the Excel price calculator and my.innovaphone

Mit SSA ist der Kunde immer auf dem aktuellen UC Stand

Test licenses for everyone – for 3 months!

- **PBX Licenses**
  - Port Lizenzen
  - Standby Lizenzen
  - IPVA Lizenzen
- **UC Licenses**
  - myPBX
  - VoiceMail
  - Video
  - Application Sharing
  - Mobility
  - Faxserver

- **Application Licenses**
  - Operator
  - Queue Monitor
  - Reporting
  - Voice Recording
- **Interface Licenses**
  - BRI Lic
  - PRI Lic
  - DSP Channels

- ***Test Licenses in my.innovaphone***
- ***Valid up to 3 months***
- ***Complete activation of interfaces and licenses***
- ***non-recurring***

Ideal for tests!

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Pricing, licenses and more : licenses

Licensing WebRTC

Required licenses for using WebRTC:

- Port license + myPBX license
  (respectively if requested: Video + Application Sharing or UC lic)
- WebRTC license: mandatory per voice channel that is used simultaneously via WebRTC Call

Licensing myPBX Toolbox:

- Free of charge ☺

Pricing, licenses and more : licenses

Licensing example WebRTC:

Call-Me Button, that enables a call-center with 6 agents to be called:

- 6 * Port- and UC-licenses for the users (one per agent)
- 1 * Port- and UC-license for the button
- 6 * WebRTC licenses

50 sales managers with a myPBX/WebRTC integration, who are occasionally communicating on the move through the innovaphone PBX via WebRTC (max. 10 simultaneously)

- 50 * Port + UC for the users (one per sales manager)
- 10 * WebRTC license

Sample configurations

10 User with UC			
Product	**EUR/Piece**	**Piece**	**EUR**
IP411 Gateway	450,00 €	1	450,00 €
IP222 (black)	199,00 €	3	597,00 €
IP111	99,00 €	7	693,00 €
v12 Port Lic standard	49,00 €	13	673,00 €
v12 UC Lic	58,00 €	10	406,00 €
Software Service 1 year			183,20 €
Total			**3.002,20 €**

30 User with UC			
Product	**EUR/Piece**	**Piece**	**EUR**
IP811 Gateway	750,00 €	1	750,00 €
BRI Port	50,00 €	3	150,00 €
Channel License	30,00 €	6	180,00 €
IP22 analogue adapter (2 x a/b)	344,00 €	1	344,00 €
IP222 (black)	199,00 €	8	1.592,00 €
IP111	99,00 €	22	2.178,00 €
v12 Port Lic standard	49,00 €	33	1.617,00 €
v12 UC Lic	58,00 €	30	1.740,00 €
Software Service 1 year			505,20 €
Total			**9.056,20 €**

100 User with UC			
Product	**EUR/Piece**	**Piece**	**EUR**
IP3011 Gateway	1.750,00 €	1	1.750,00 €
PRI Port	700,00 €	1	700,00 €
DSP channel	30,00 €	30	900,00 €
IP29 analogue adapter (8 x a/b)	535,00 €	1	535,00 €
IP222 (black)	199,00 €	20	3.980,00 €
IP111	99,00 €	80	7.920,00 €
v12 Port Lic standard	49,00 €	109	5.341,00 €
v12 UC Lic	58,00 €	100	5.800,00 €
Software Service 1 year			1.676,60 €
Total			**28.602,60 €**

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Partner Portal and Forum

- The company
- Positioning on the market
- No solution without adequate products
- Solution scenarios by innovaphone
- Licenses
- Partnerportal and Forum
- References

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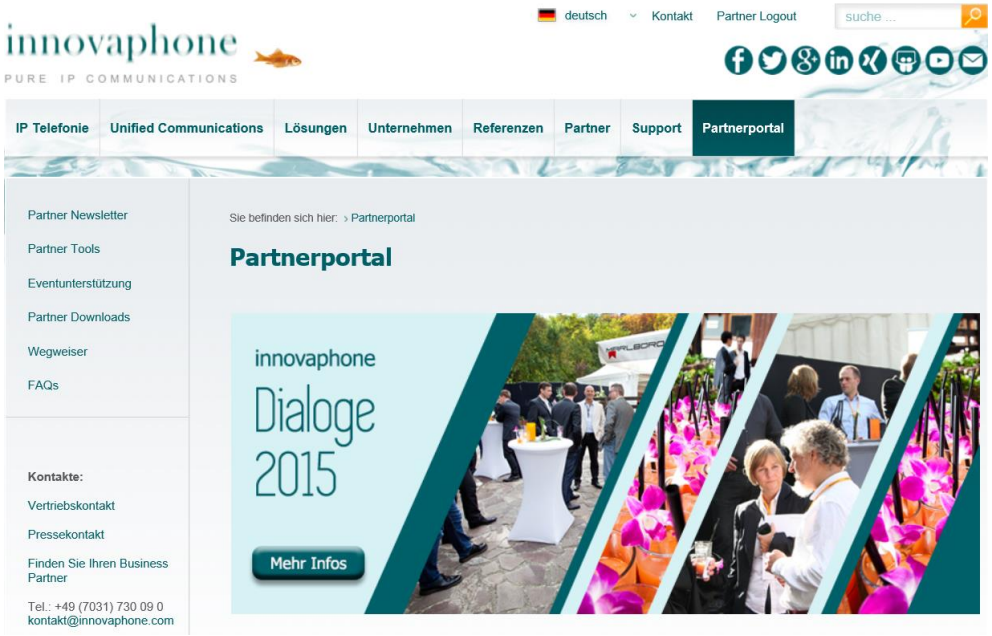
innovaphone partner portal

innovaphone partner portal:

- Informative platform exclusively for innovaphone certified partners
- Exclusive News about innovaphone and our products
- Price lists
- Price calculator
- Load calculator
- Project registration
- Access to our newsletter
- Partner downloads
- Event support
- And much more



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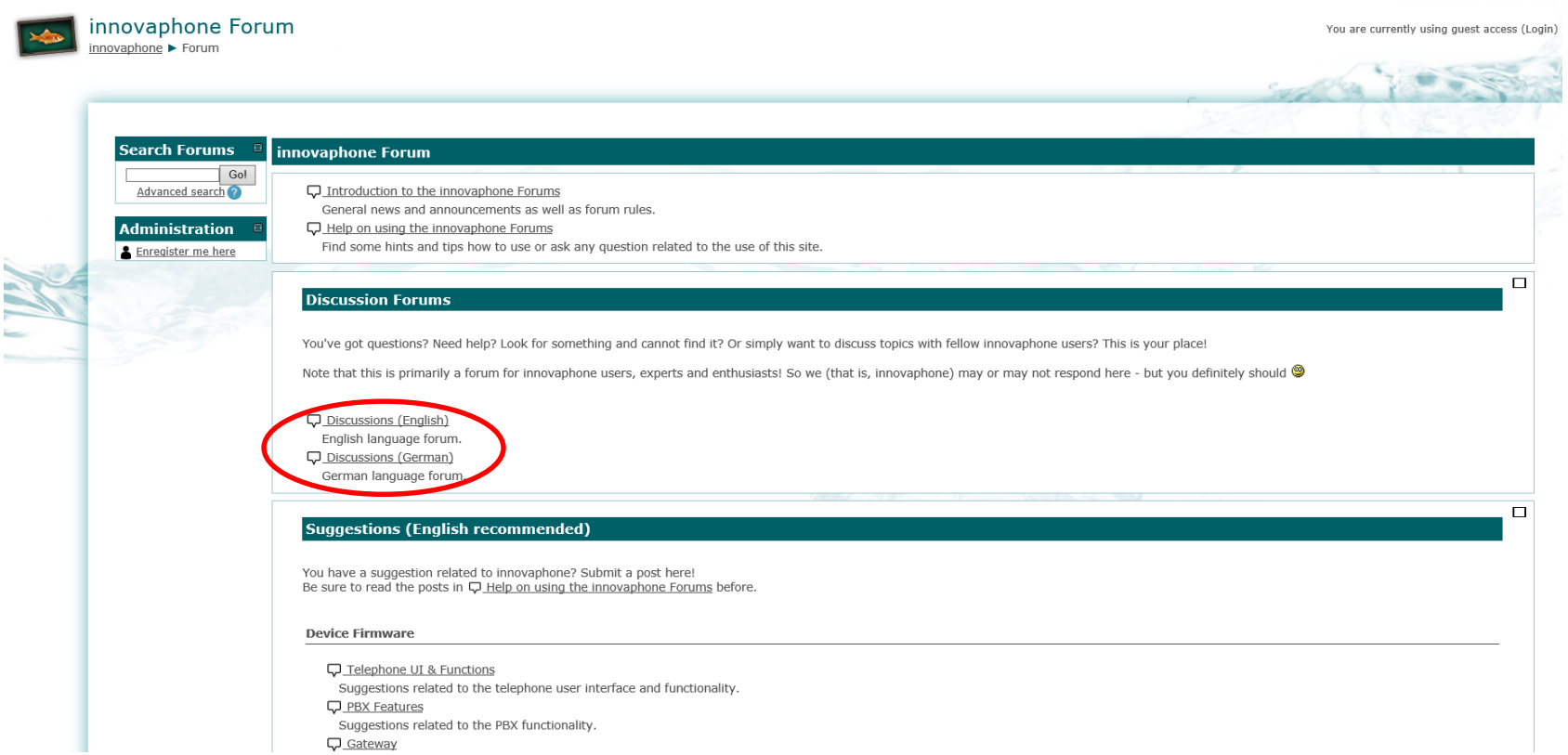
Pricing, licenses and more : innovaphone forum



innovaphone forum (forum.innovaphone.com)

- Accessable by all
- German or English

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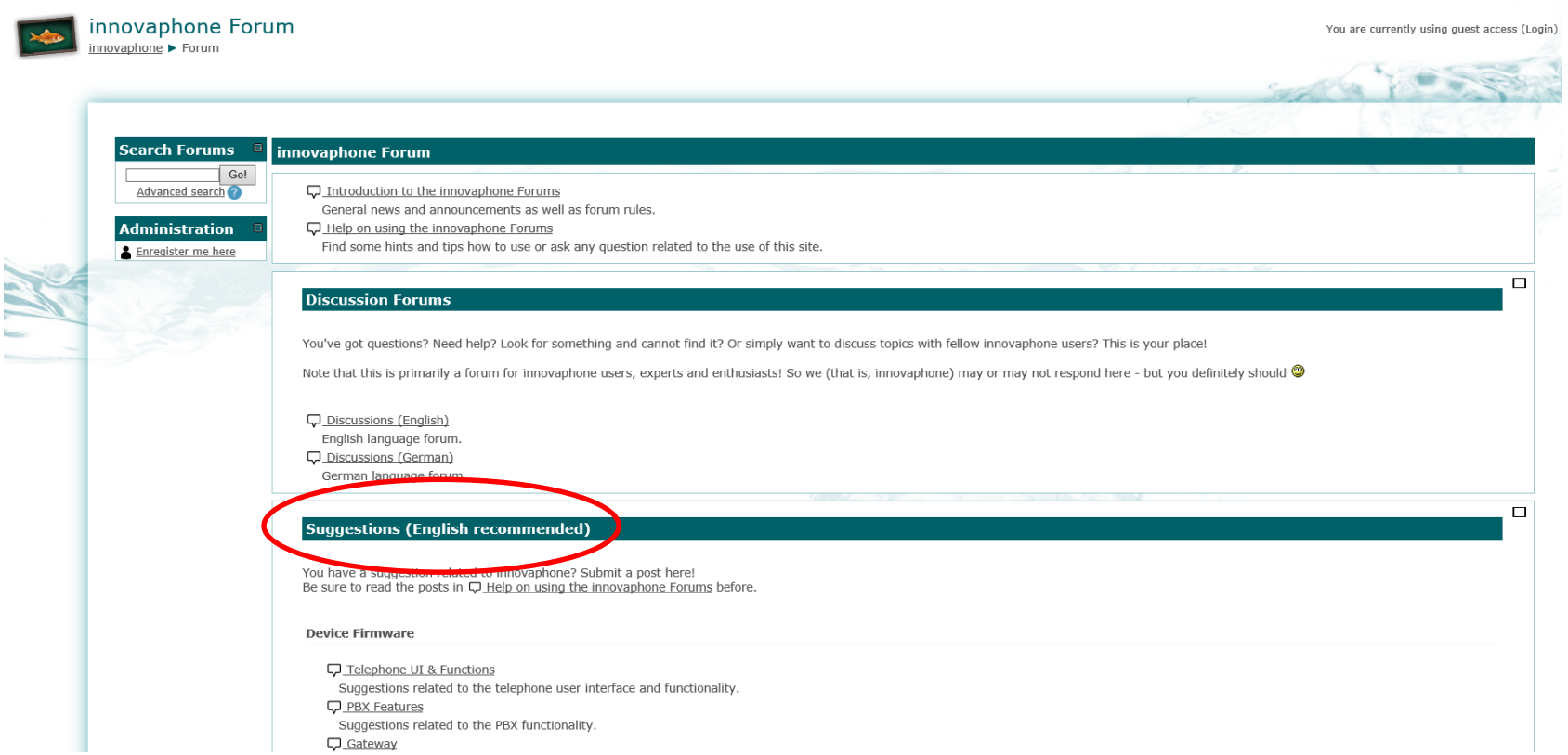
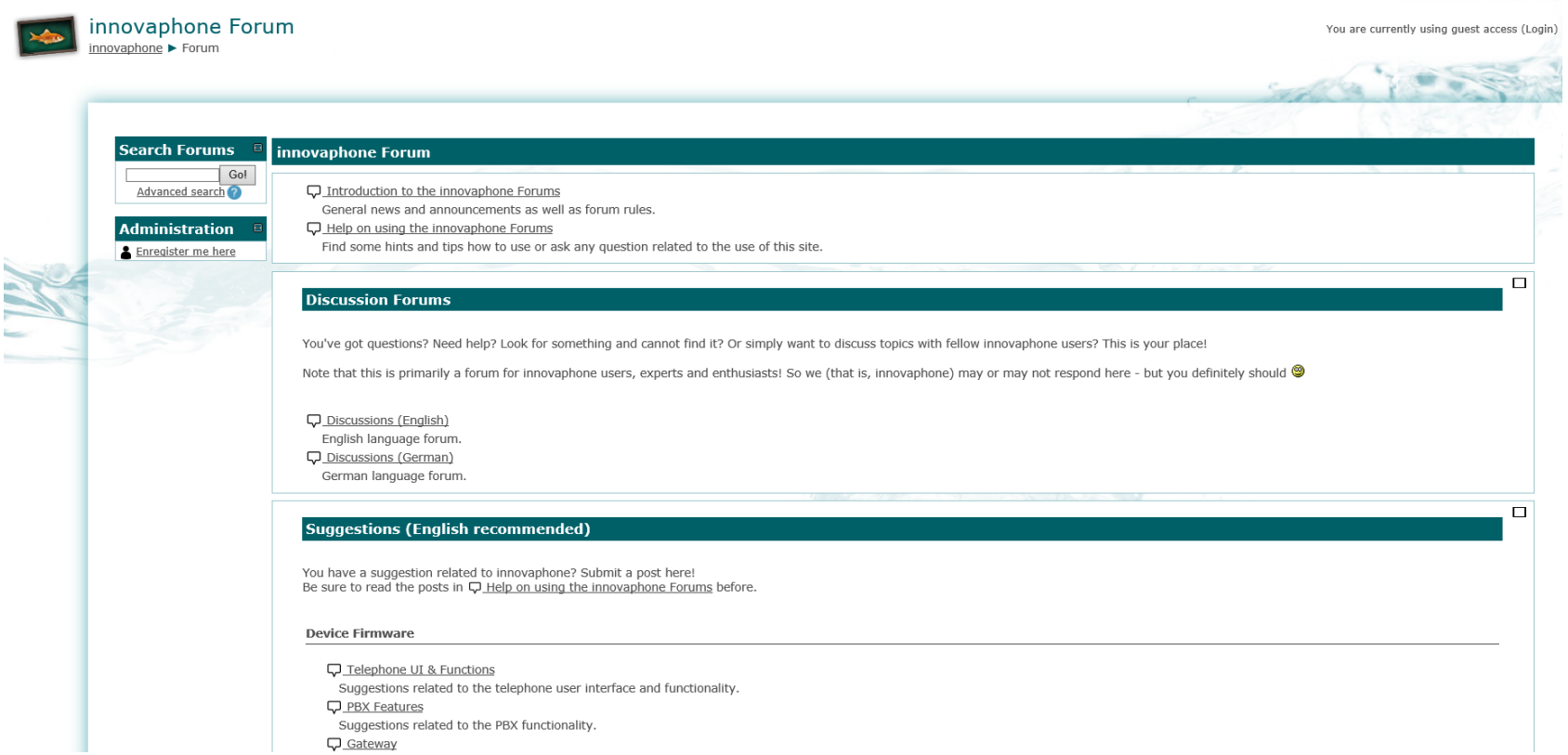
Pricing, licenses and more : innovaphone forum



Suggestions

- Platform for „feature requests“
- Will be monitored and evaluated continuously by innovaphone
- Suggestions are being implemented in current Software Versions (in 12r1 app: 10!!!)

Pricing, licenses and more : innovaphone forum



Participation will be worthwhile!

- Your suggestions will be considered
- We rely on your feedback
- Keep it up!!!

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PURE IP COMMUNICATIONS

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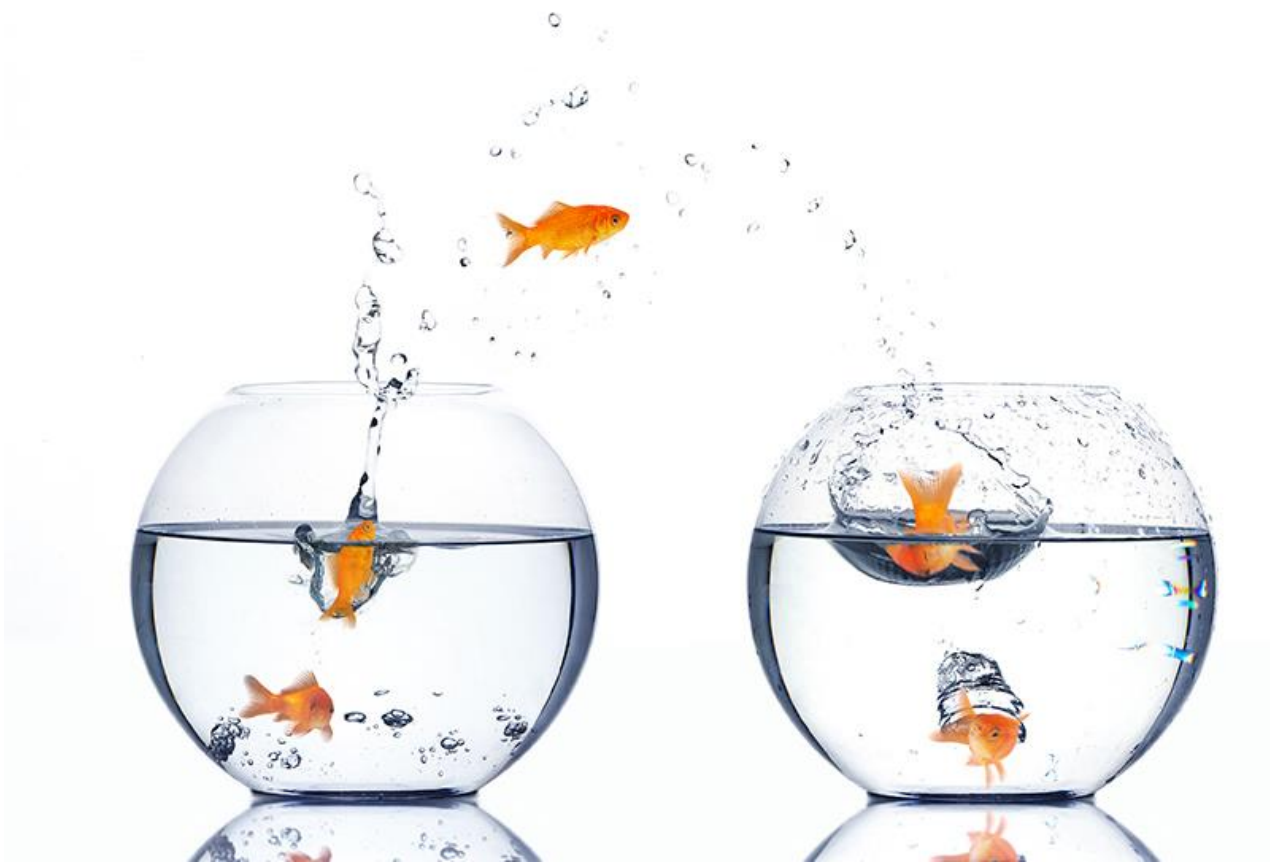
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