Unified Communications
by innovaphone

innovaphone

PURE IP COMMUNICATIONS

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 – somehow different…

The company

European telecommunication manufacturer

- Owner managed company – only bound to the success of our own products
- Local markets – local cultures
- Language variety
- Organic growth– no M&A strategy
- Security as a core topic
- Thousands of customers trust in innovaphone

SecurITy made in Germany

TeleTrusT Quality Seal
www.teletrust.de/itsmig

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What makes innovaphone so different….?

- The PBX is our core business
  - Inhouse Know how – own solutions
  - Inhouse development for Hard- and Software
  - Hard- and Software match perfectly
  - 100% - Focus - no experiments
  - Permanent improvements on products and processes
  - Perfect solutions for Cloud, Hosting and local installations
  - Variety through lived partnerships
  - Real oppenness through freely accessable and public documented interfaces

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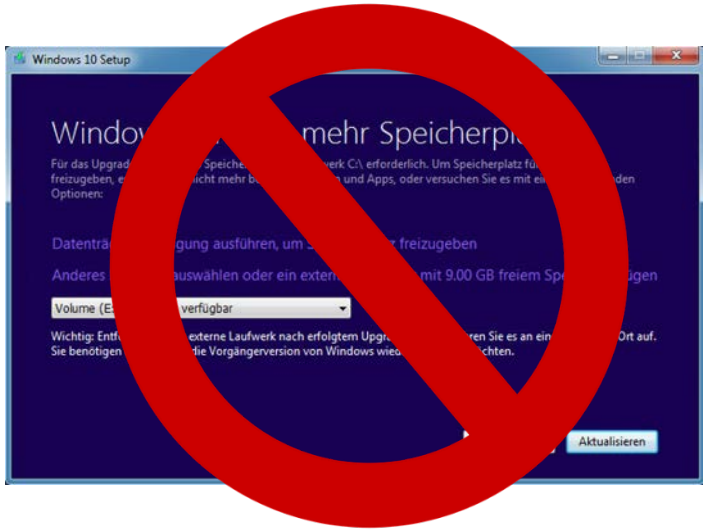
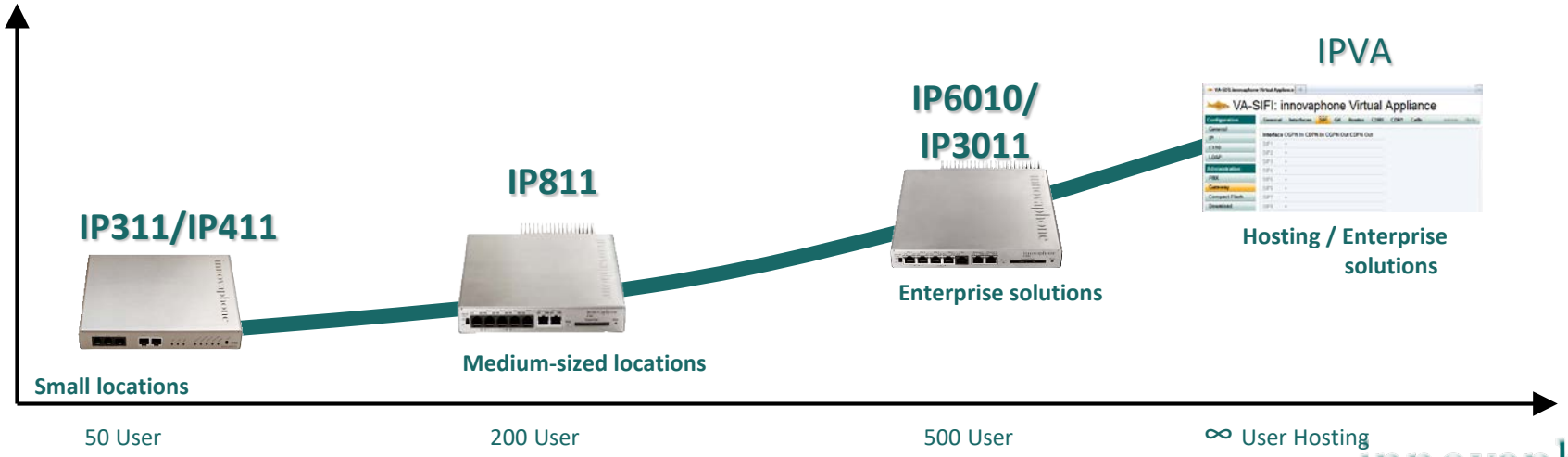
What makes innovaphone so different….?

- Simple and effective for partners and customers
  - reliable technology
  - unified and structured administration
  - Extremely low resources requirements
    - Energy requirement
    - Space requirement
    - Memory requirement
    - CPU requirement
    - Licenses (own OS)
  - High availability through flexible redundancy concept



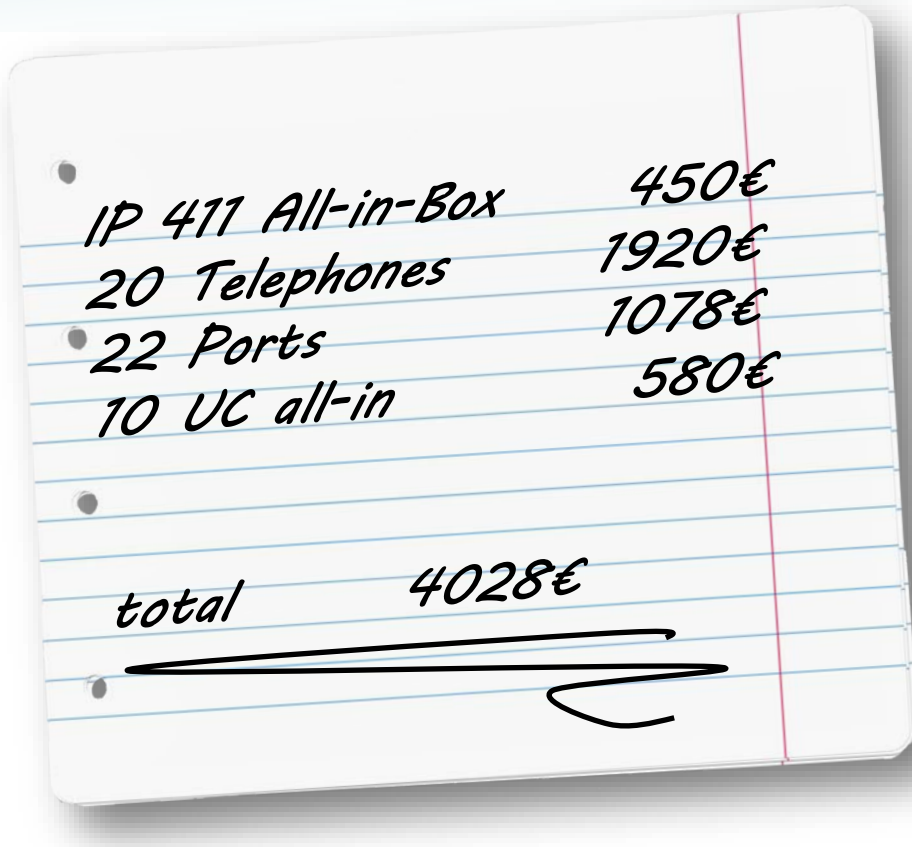
What makes innovaphone so different….?

- Only one system for all and everything:
  - Scaleable from 2 up to 40.000 user on the same platform
  - Growth without system change or hardware change
  - All-IP: Hard cut or smooth migration also from third-party systems
  - End device independent, browser-based UC-Application myPBX
    - Also for iOS and Android
    - WebRTC integration for more flexibility
  - Built in security components like SBC, Reverse Proxy etc. are part of the system
  - Usable in sector specific projects like Hospitality or Healthcare

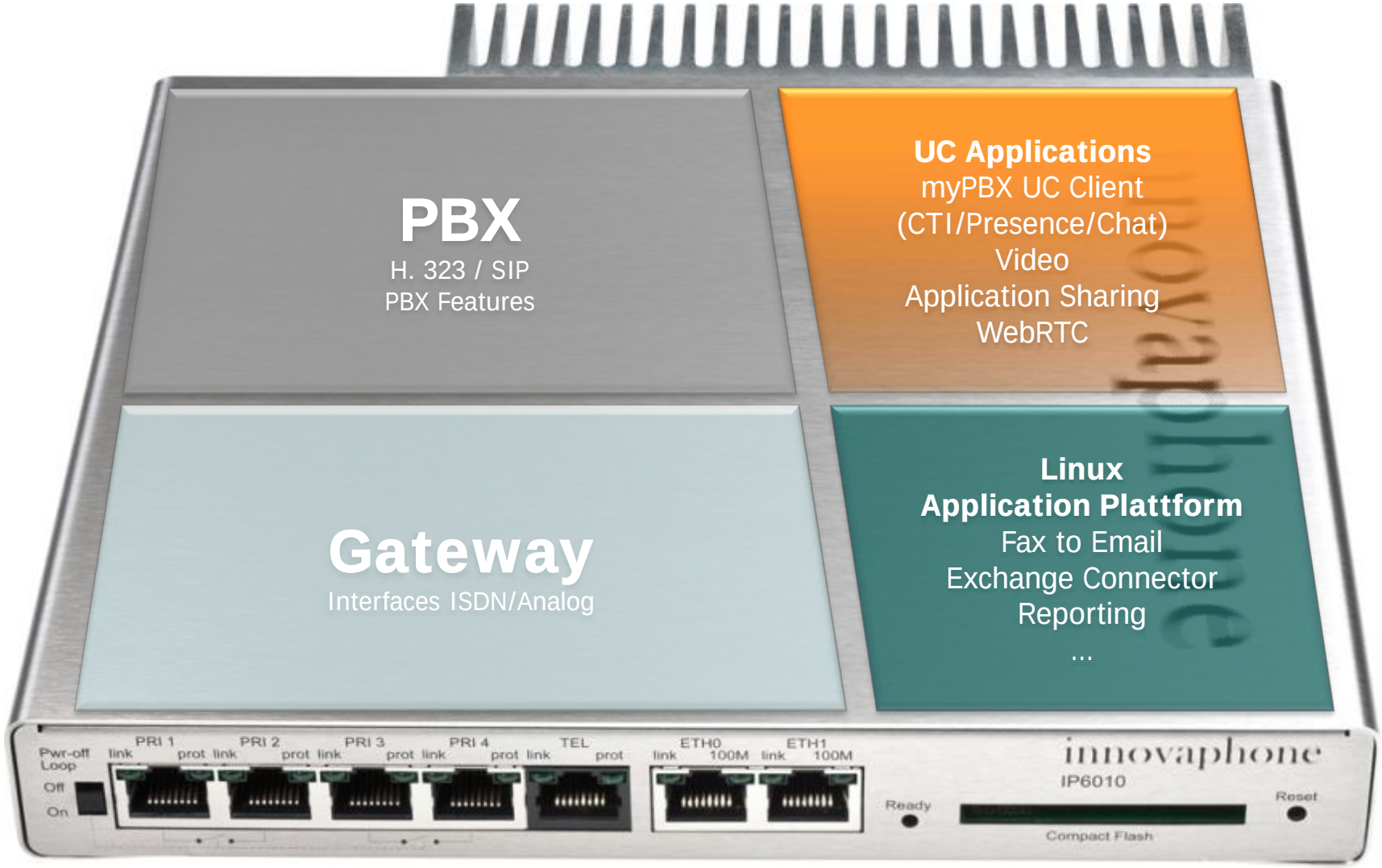


What makes innovaphone so different….?

- Simple license model
  - + Hardware
    + Port-Licenses
    + UC Licenses
  - Simple Software Assurance Programm
- Clearly defined partnerprogram
  - iAS – the Sales-Partner
  - iAR – the Reseller
- Transaction via the distribution



innovaphone Product Philosophy



Ultimate Scalability & maximum Flexibility!

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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!

More security – Security by innovaphone

innovaphone emphasises security

Security is an important part of V12 → especially in 2 scenarios:

- Security in „All IP“ scenarios
- Security in „Anywhere Workplace“ scenarios

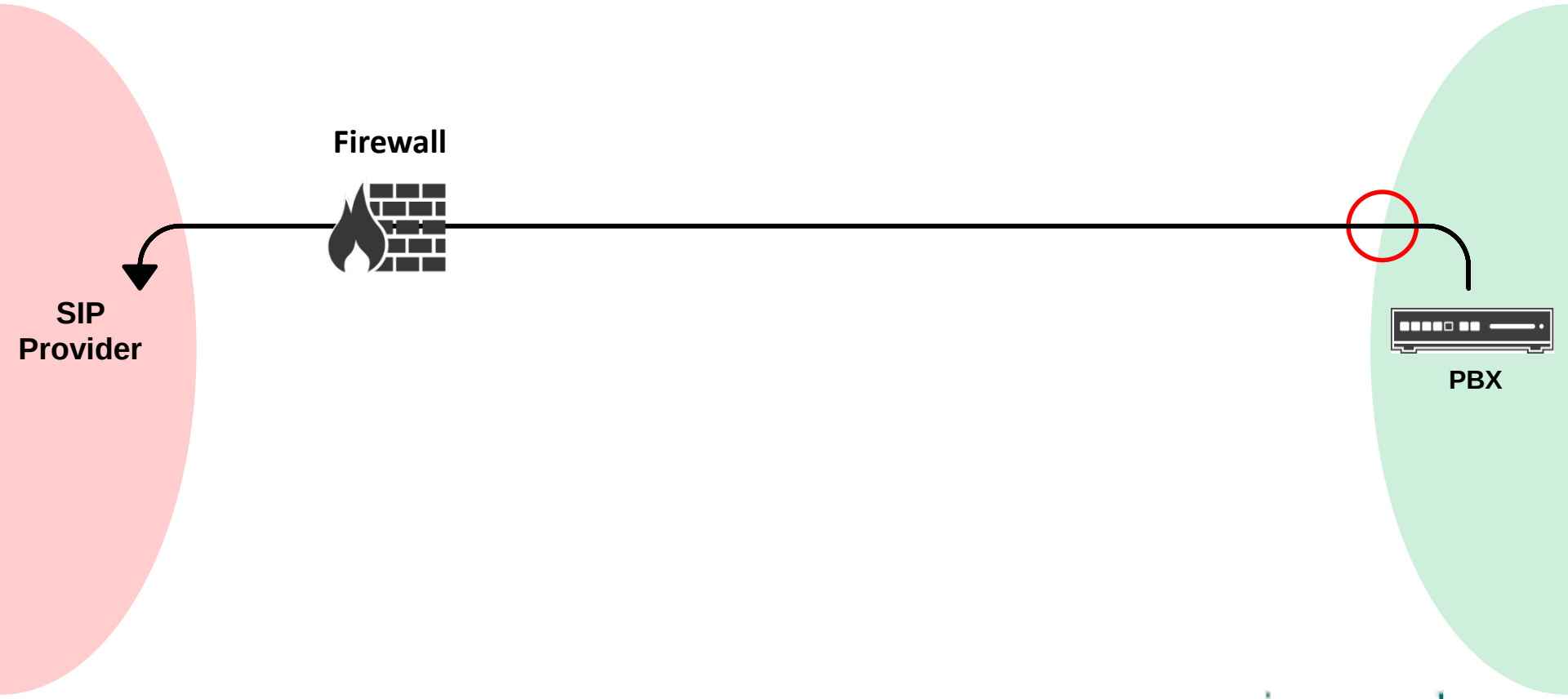
The solution:

- innovaphone Session Border Controller
- innovaphone Reverse Proxy

More security: All IP scenario

All IP

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

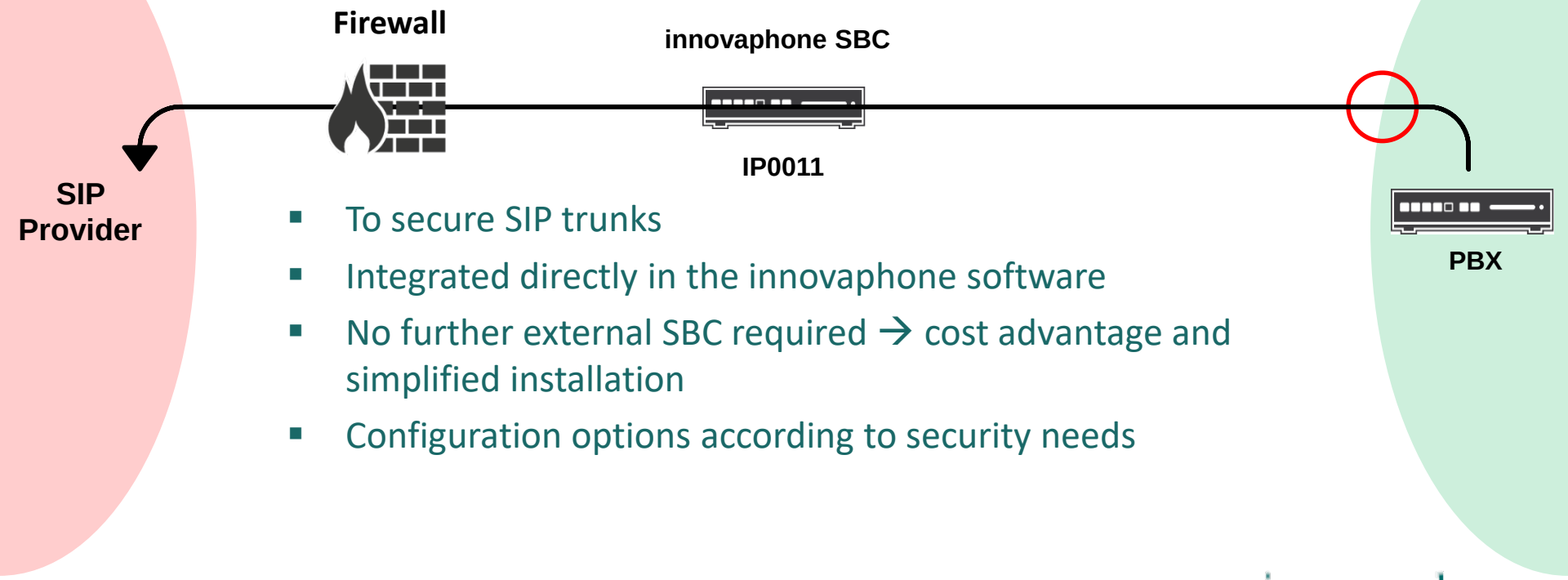


More security: the innovaphone SBC

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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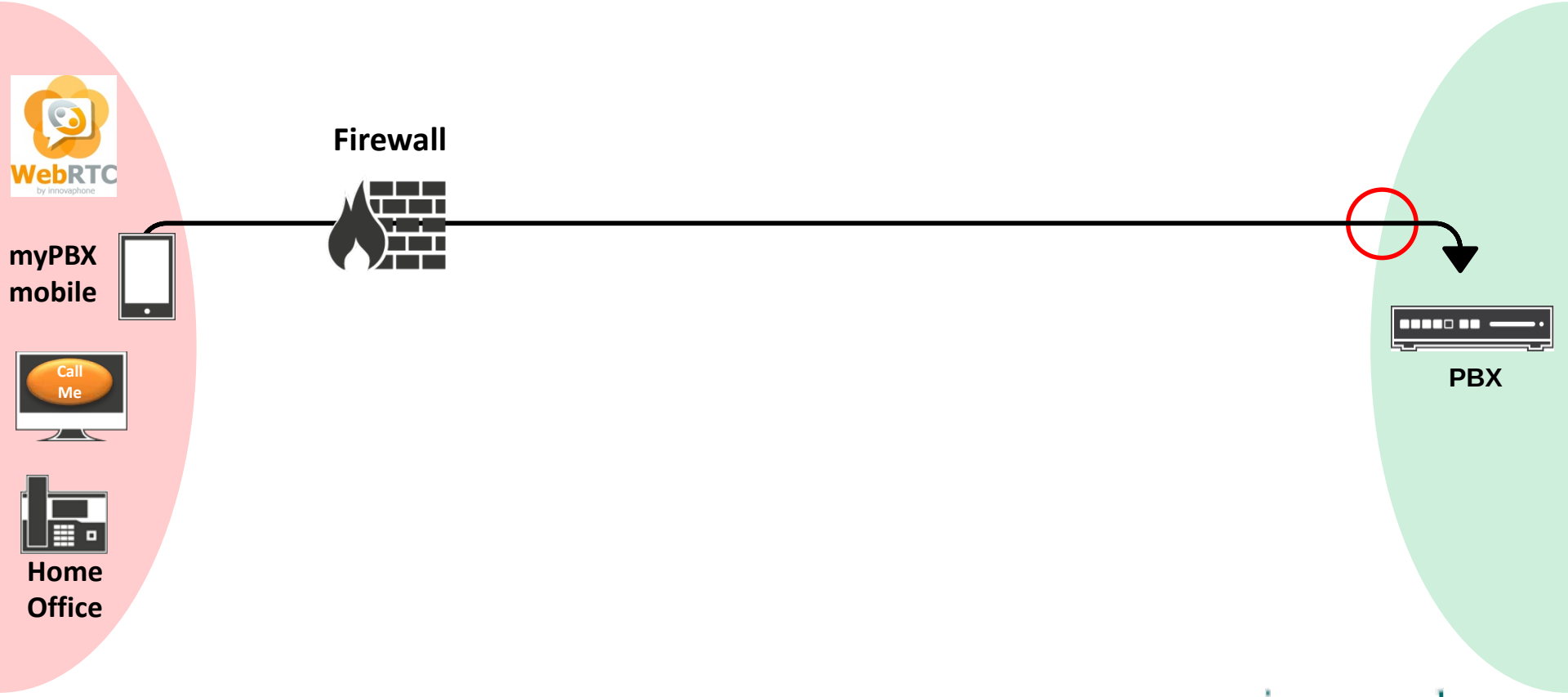
More security: Anywhere Workplace

Anywhere Workplace

Access from external networks → increased security risk

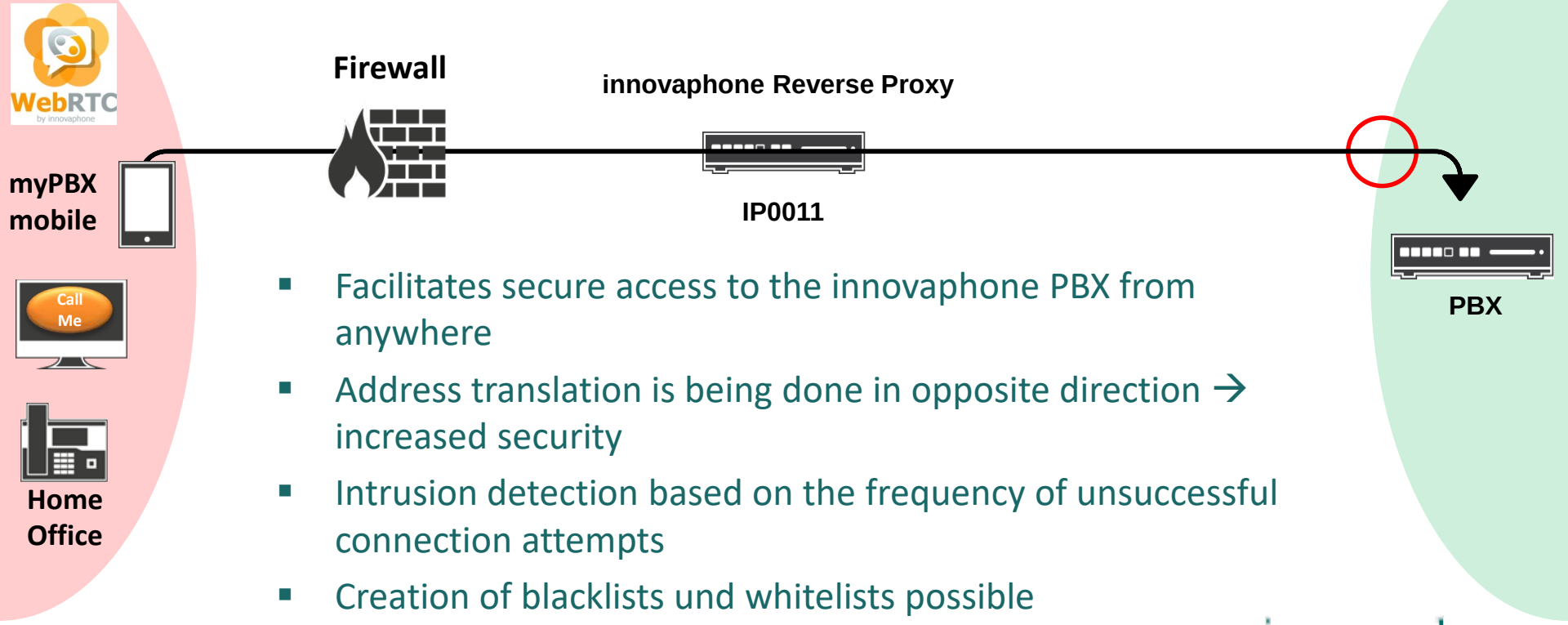


More security: innovaphone Reverse Proxy

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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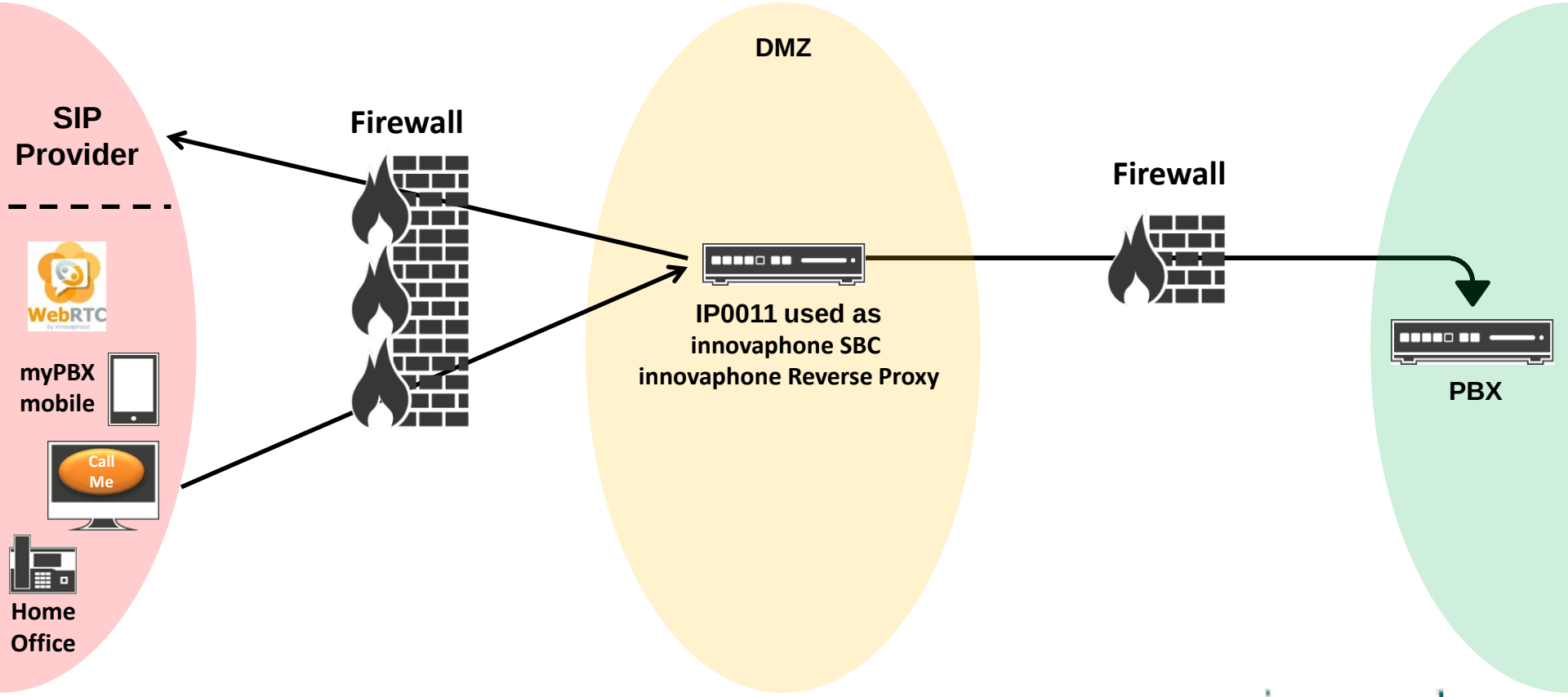
More security: DMZ – the full blast solution

DMZ (Demilitarized Zone)

= A shielded zone protected by one or more firewalls



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Cloud – powered by innovaphone

Cloud by innovaphone has arrived – many partners are using it successfully!

What makes innovaphone so different….?

- Build **your** own system….

Gateway

Gateways for all applications

PBX

IP-PBX for all enterprise sizes

UC

UC-Platform incl. Video and Collaboration

App-Platform

App Platform for additional enterprise applications

SBC

Session Border Controller to secure SIP connections

Reverse Proxy

Reverse Proxy to secure external access

Local Redundancy

Slave respectively Standby-System for **local redundancies**

Conference channels*

Channel licenses for **multimedia-conferences** (inkl. Video of the active speaker)

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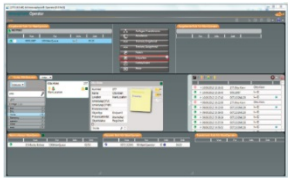
innovaphone all-in-one-solution



Applications

Gateways

Unified Communications

innovaphone PBX

IP-Phones

Mobility

Analog Adapter

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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-PBX für at least…	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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VoIP gateway IP311

VoIP gateway IP311:

- Recommended as an „all in one box“ PBX including UC for up to 50 users
- 4 voice channels(FXO)
- 2 analogue subscribers (FXS)
- All hardware licenses included
- No conference channels

PBX and UC in one box for analogue connections or All IP

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VoIP gateway IP411

VoIP gateway IP411:

- Successor of the IP302 and IP305
- Recommended as an „all in one box“ PBX and UC for up to 50 users
- 4 Voice Channels (2 BRI)
- 2 analogue subscribers (FXS)
- Combined advantages of IP302/IP305
- All hardware licenses included
- No conference channels

PBX and UC in one Box for ISDN-Connections or ALL IP

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VoIP gateway IP811

VoIP gateway IP811:

- Successor of the IP810/IP800
- Recommended as an „all in one box“ PBX and UC for up to 200 users
- High-performance CPU and high memory
- 10 voice channels (5 BRI)
- 10 potential conference channels

Future-Proof hardware concept including conferencing for medium sized installations

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VoIP gateway IP3011

VoIP gateway IP3011:

- Successor of the IP3010 (partly IP6010)
- Recommended as an „all in one box“ PBX and UC for up to 500 users
- 30 voice channels(1 PRI)
- 30 potential conference channels

New top-of-the line model for ISDN or All IP

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VoIP media gateway IP1130

VoIP gateway IP1130:

- Successor of the IP1060
- Media gateway
- No PBX functionality
- 30 potential conference channels
- 1 PRI

High-Performance new generation media gateway

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VoIP gateway IP0011

VoIP gateway IP0011:

- Successor of the IP0010
- For „new“ purposes
- Recommended for structured PBX-installations up to 25.000 users (possibly in combination with additional gateways)
- Perfect platform for SBC/Reverse Proxy
- No conferencing

Secret weapon for – SBC, Reverse Proxy, Media Relay, PBX and UC

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Analogue adapter IP29

IP29 – High-performance analogue adapter:

- Successor of the IP28
- 8 analogue connections
- Opus Codec for excellent voice quality using low bandwith
- Available as a combipack

Next Generation: analogue adapter guaranteeing low bandwith

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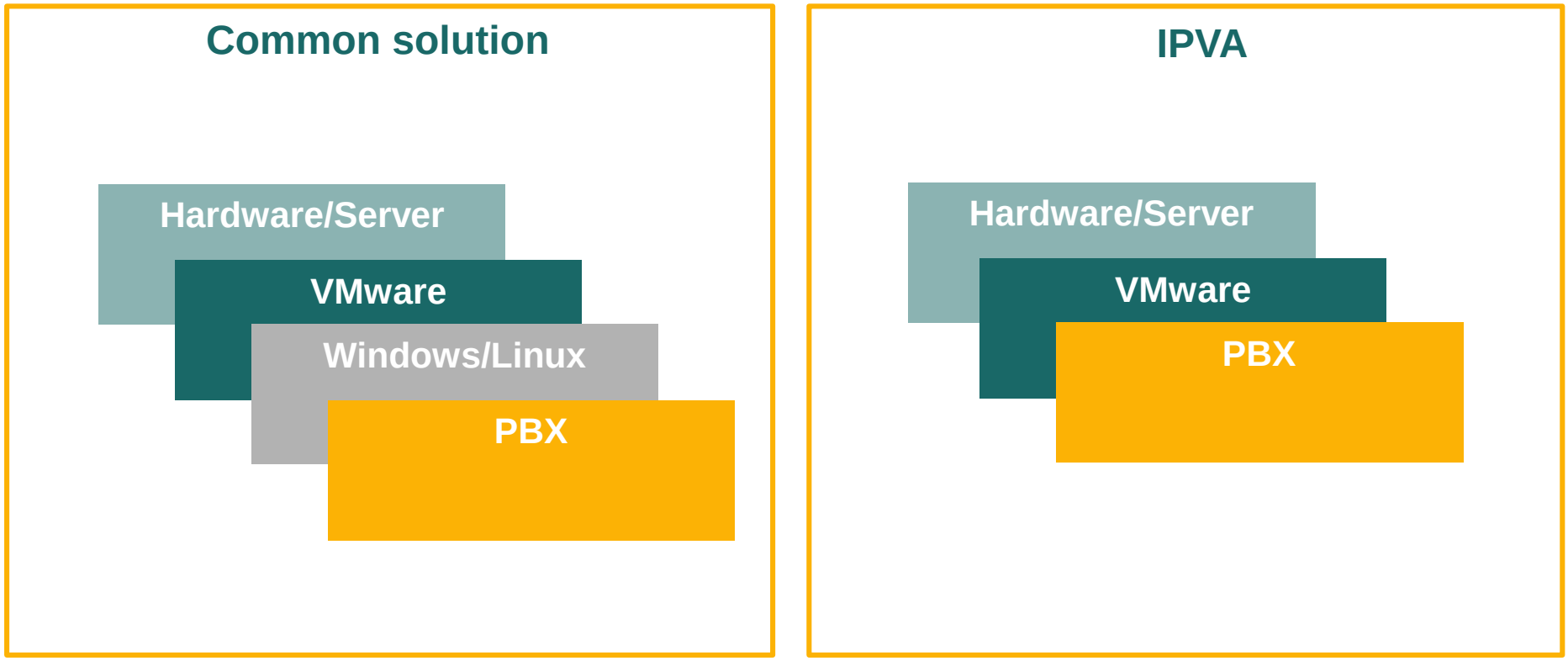
innovaphone Virtual Appliance - IPVA



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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User Interface - Presence

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User Interface – Webcam App

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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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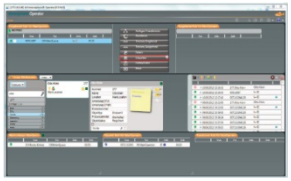
innovaphone all-in-one-solution



Applications

Gateways

Unified Communications

innovaphone PBX

IP-Phones

Mobility

Analog-Adapter

innovaphone

Analogue Adapter

IP 29

IP 29-4

IP 22

IP 29 CombiPack

For all Analog 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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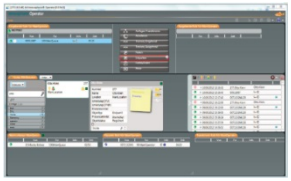
innovaphone all-in-one-solution



Applications

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Unified Communications

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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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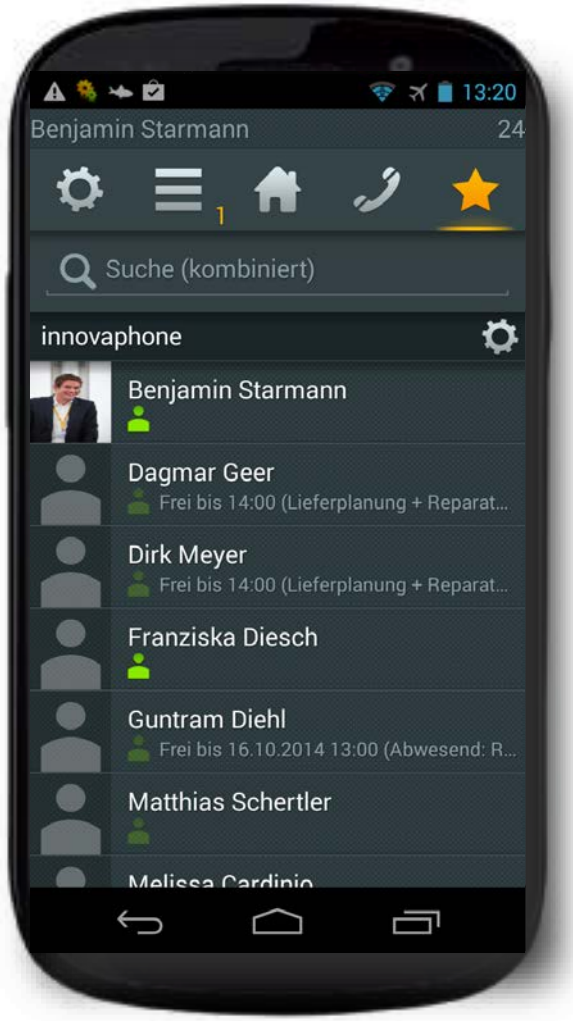
Mobility - myPBX for Android / iOS



myPBX for Android / iOS

- 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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Mobile corporate communications with myPBX

Making calls via a notebook/PC
- No hardware phone required
- Windows-based
- Additional functionality with the myPBX launcher

→ myPBX Software phone

Making calls via a browser
- On various operating systems (Windows/MacOS/Linux)
- On browser-compatible end devices (tablets)

→ myPBX with WebRTC

Making calls with the smartphone

→ myPBX iOS / Android

Controlling a smartphone via the browser

→ myPBX mobile

Integrating external phones

→ myPBX

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Smartphone integration - call through/call back

Signalling via data
+ call via GSM

External number 0172-130xxx

Call Through

number displayed 07031-73009-39

Convenient handling, company number displayed externally
only GSM call, costs charged to mobile phone, correct Presence status internally

Signalling via data

External number 0172-130xxx

Call Back

number number 07031-73009-39

Call via GSM

Handling is more complex, company number displayed externally
Costs charged to switchboard, correct Presence status internally

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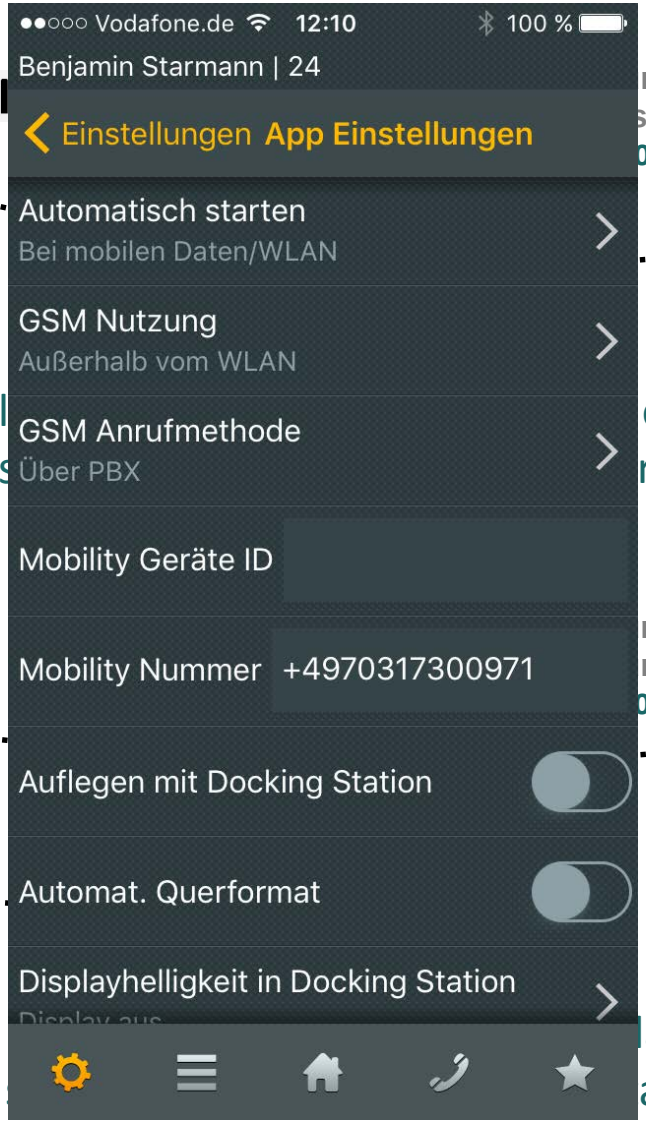
Smartphone integration - call through/call back

Signalling via data + call via GSM

External number 0172-130xxx



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031-73009-39

Convenient handl externally
only GSM call, cos rect Presence status internally

Signalling via data

External number 0172-130xxx

Call via GSM

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Handling is more layed externally
Costs charged to atus internally

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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: 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)

WebRTC example of use 1

Conferencing including video and Application Sharing

Video conferencing:

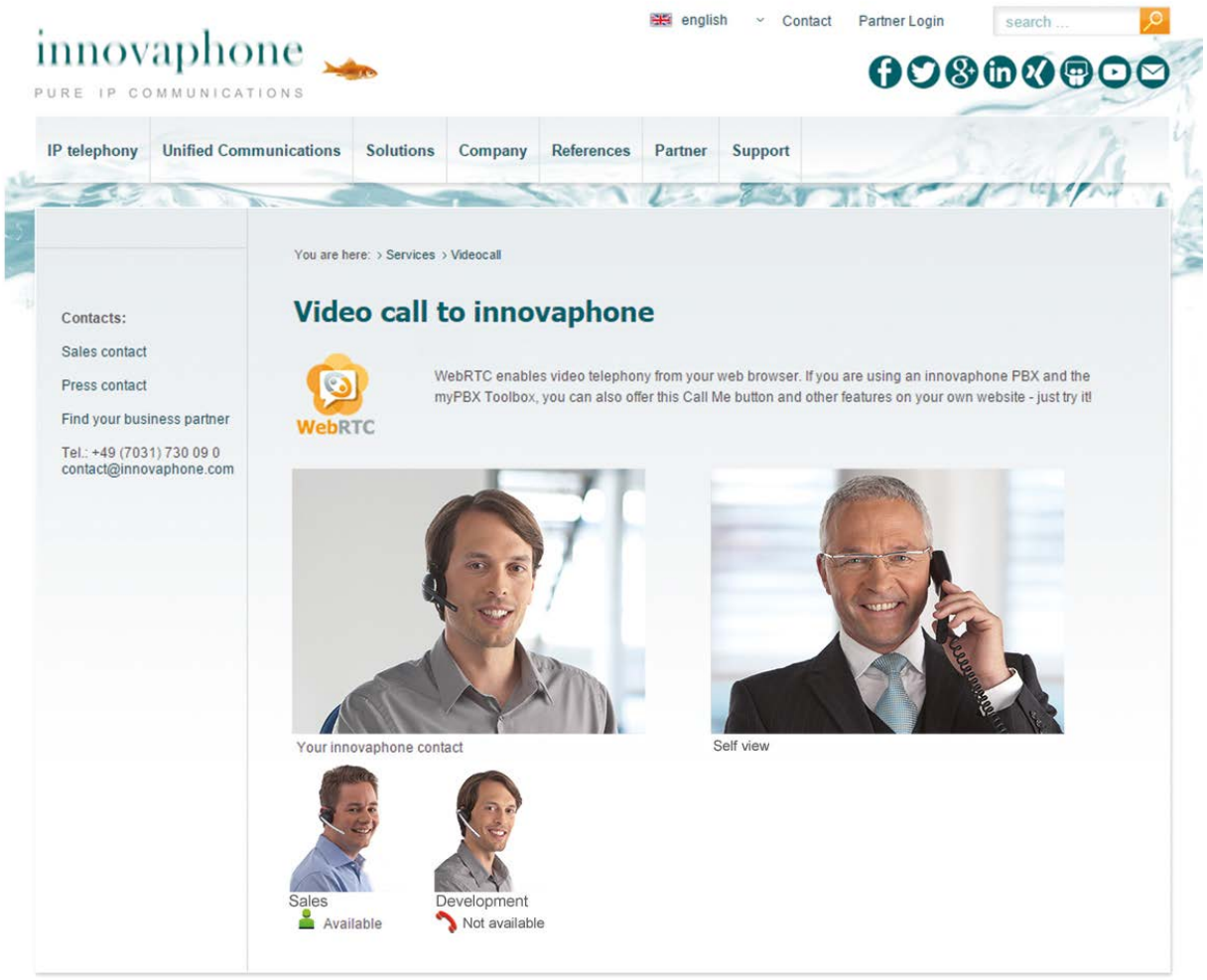
- Internal and external (WebRTC) users
- Always the current speaker will be displayed
- No additional hardware necessary

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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WebRTC by innovaphone

- innovaphone can use the browser based webclient myPBX as a WebRTC interface
- User selects WebRTC as the device beeing used
- You will be asked for permission to use Micro/Headset and Camera of local device
- Real-time communication can start

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Unified Communications by innovaphone

LIVE

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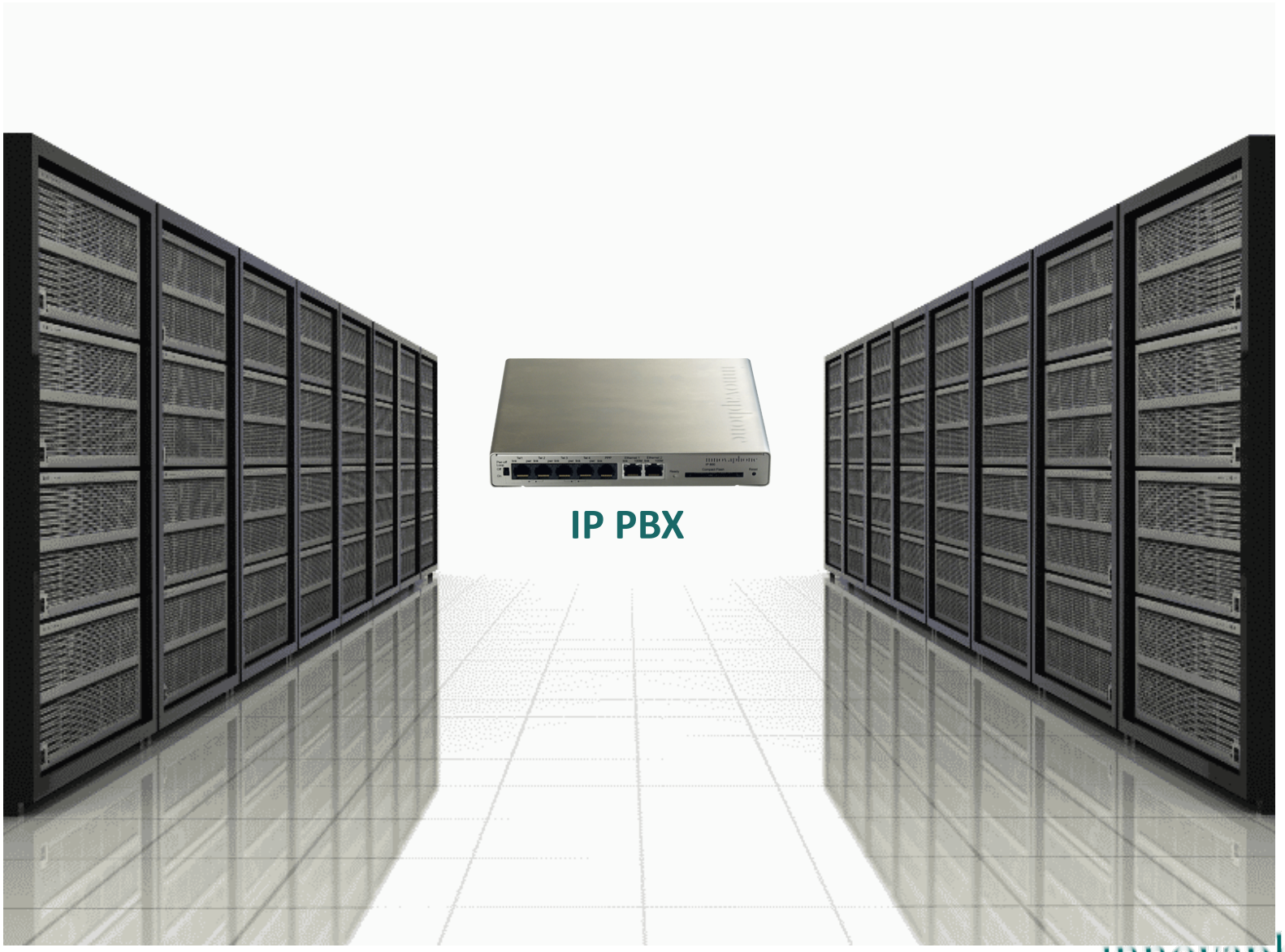
Unified Communications by innovaphone

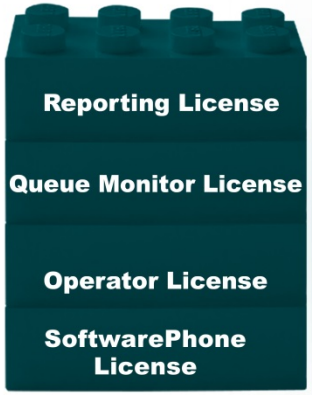
innovaphone UC architecture



License model

PBX Licenses

Application Licenses



UC Licenses

Gateway Licenses

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Test licenses for everyone – for 3 months!

- **PBX Licenses**
  - Port Licenses
  - Standby Licenses
  - IPVA Licenses
- **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 for 3 months***
- ***Complete activation of interfaces and licenses***
- ***Non-recurring***

Perfect for testing!

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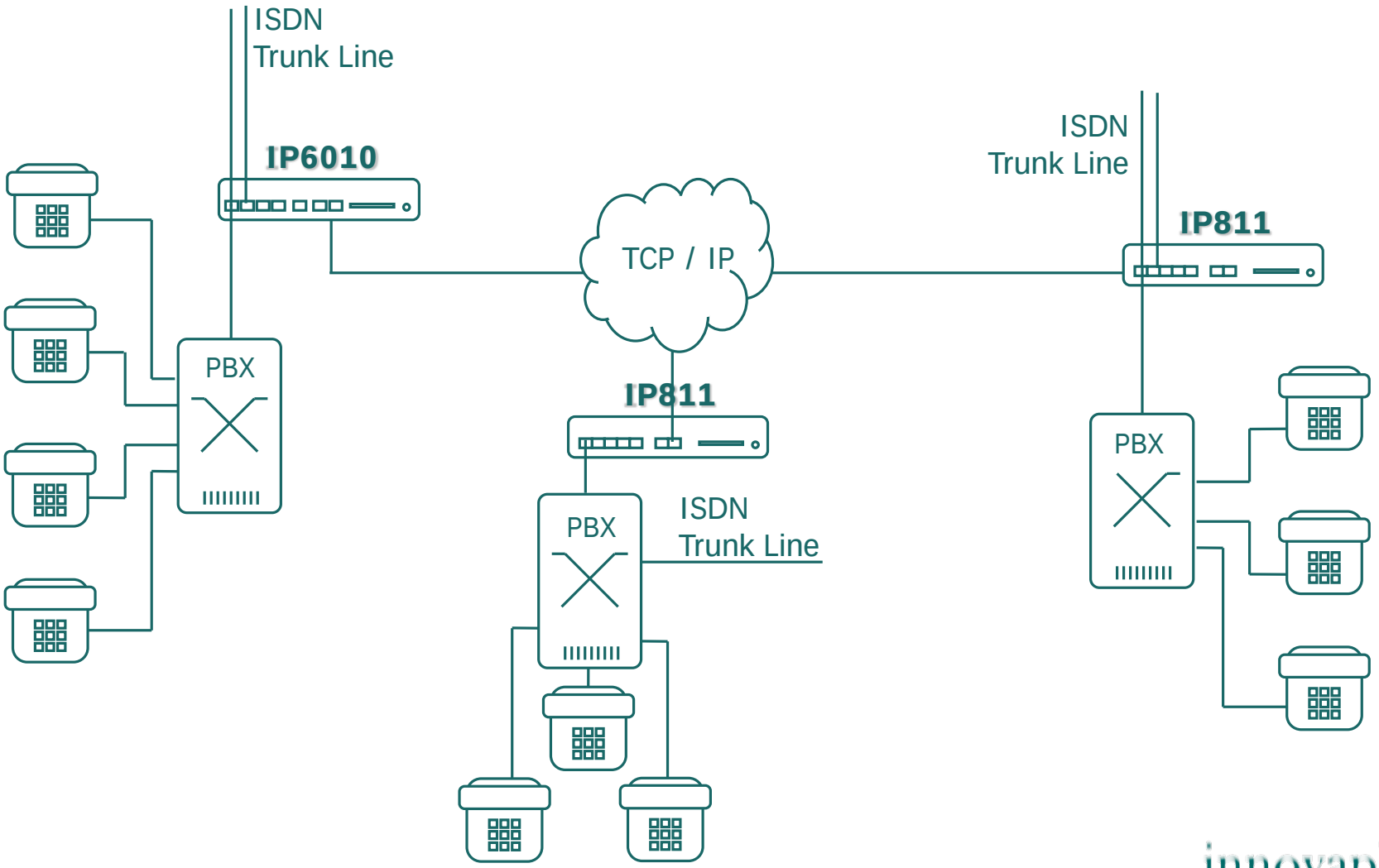
Solution scenarios - Trunking



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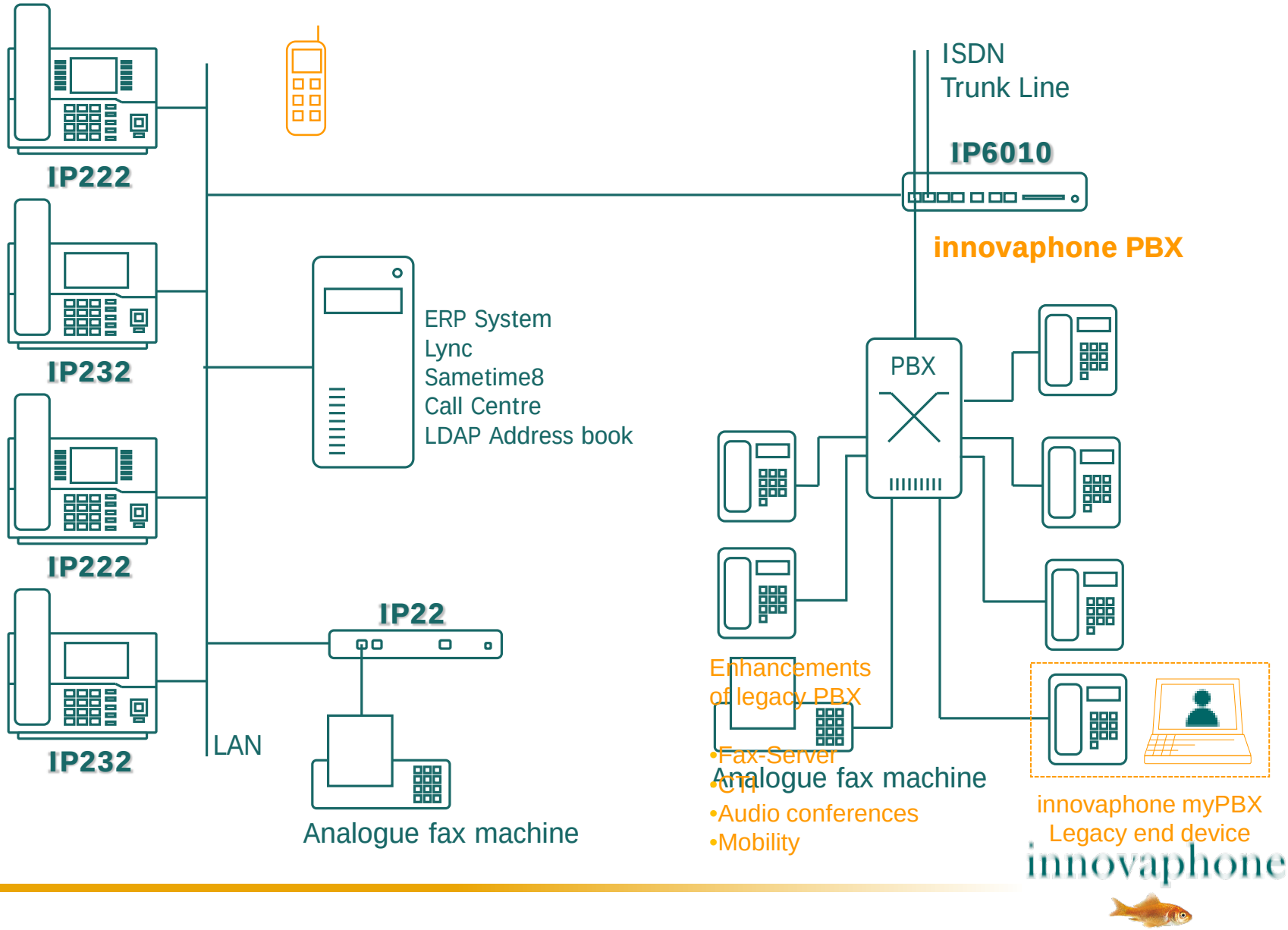
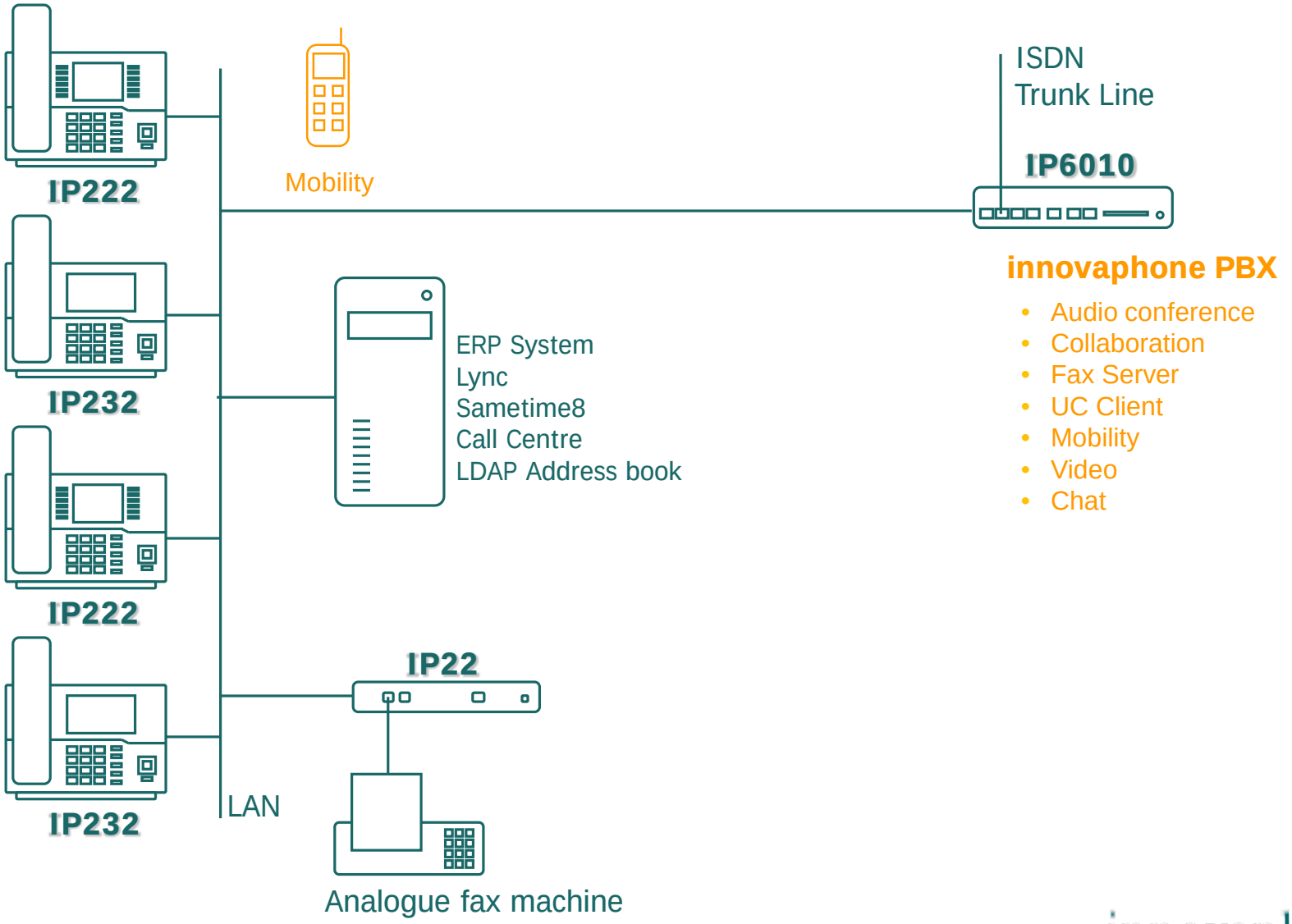
Solution scenarios – Soft migration



Solution scenarios – Soft migration



innovaphone PBX

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

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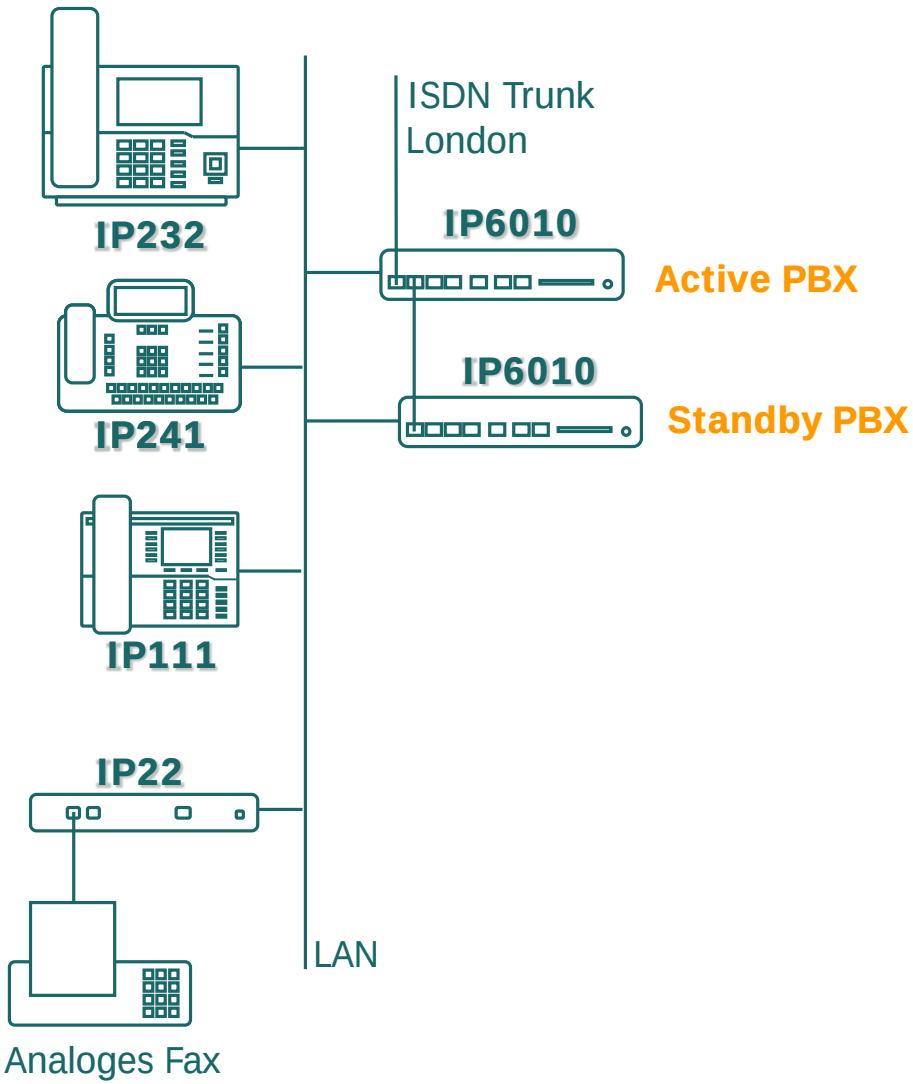
Solution scenarios – Redundant systems



- 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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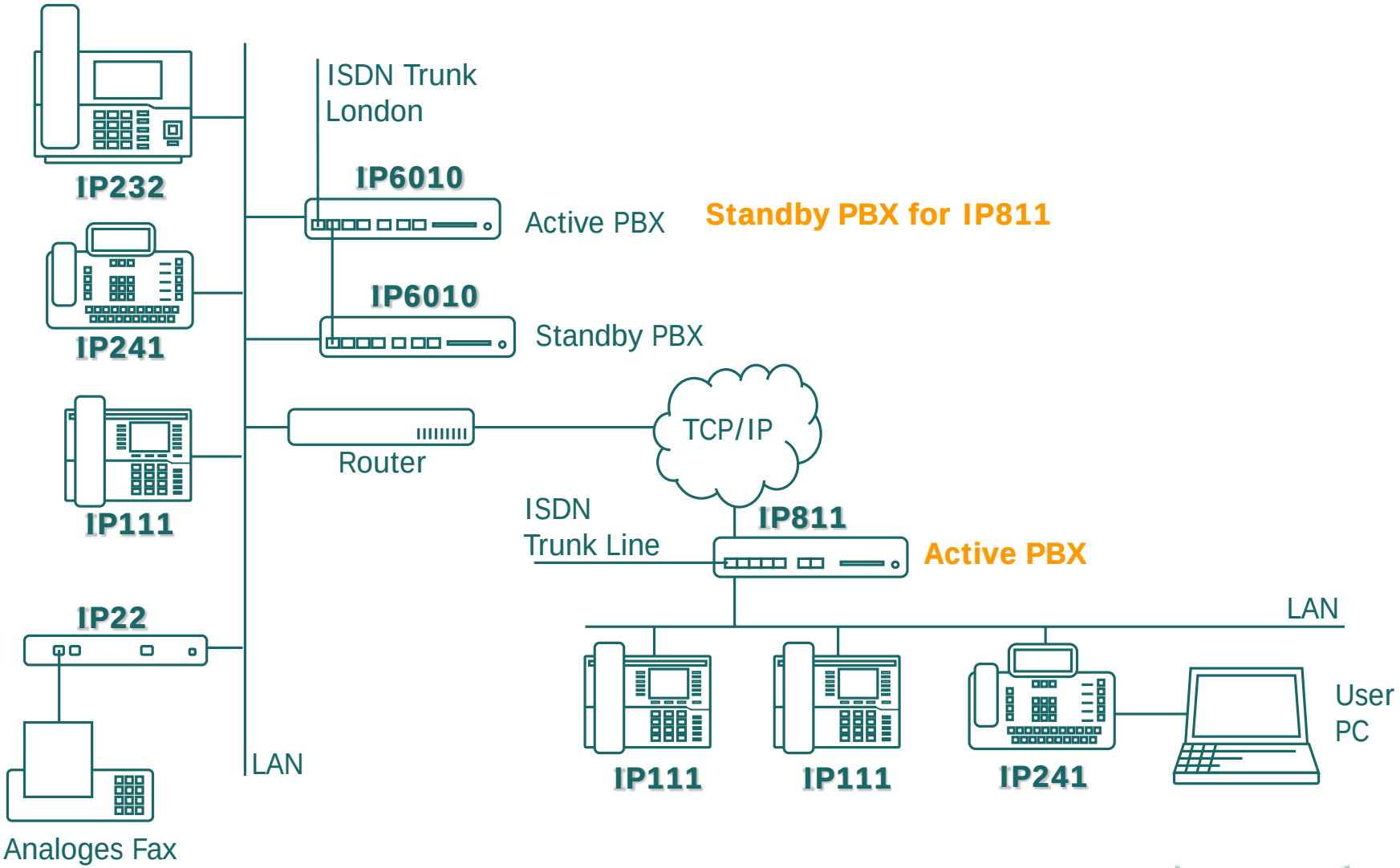
Solution scenarios – Redundant systems



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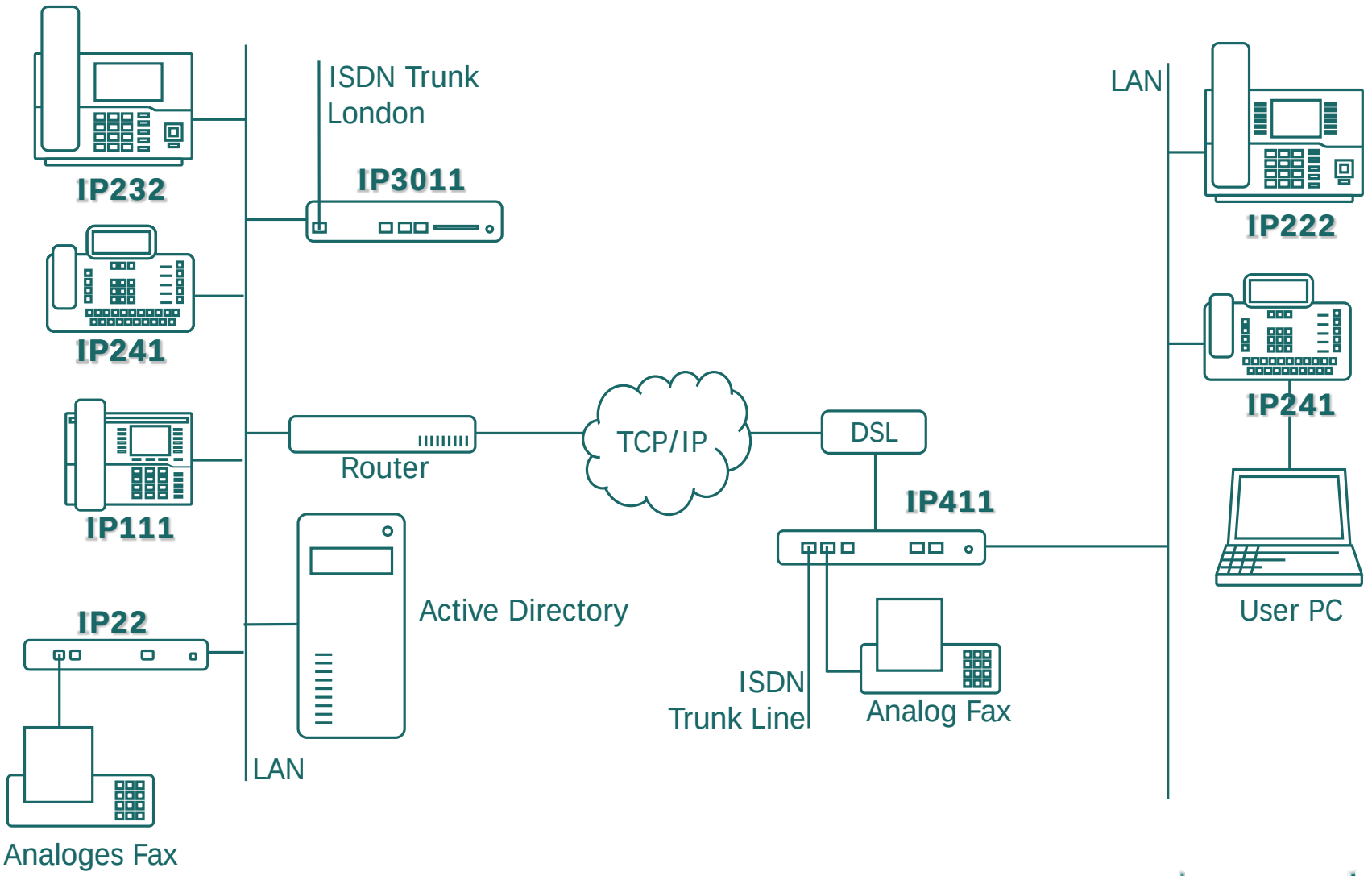
Solution scenarios – Branch office



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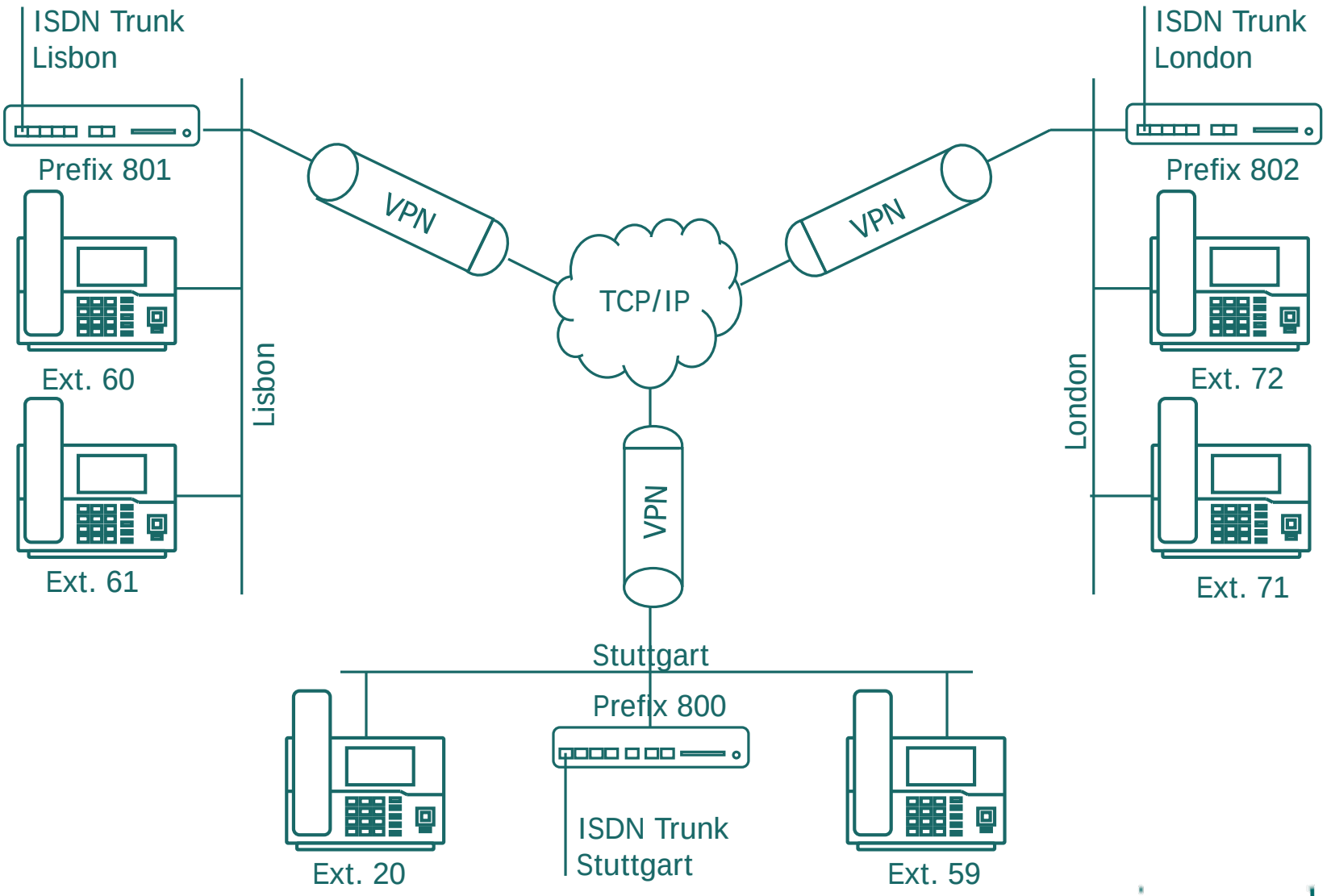
Solution scenarios – Location concept



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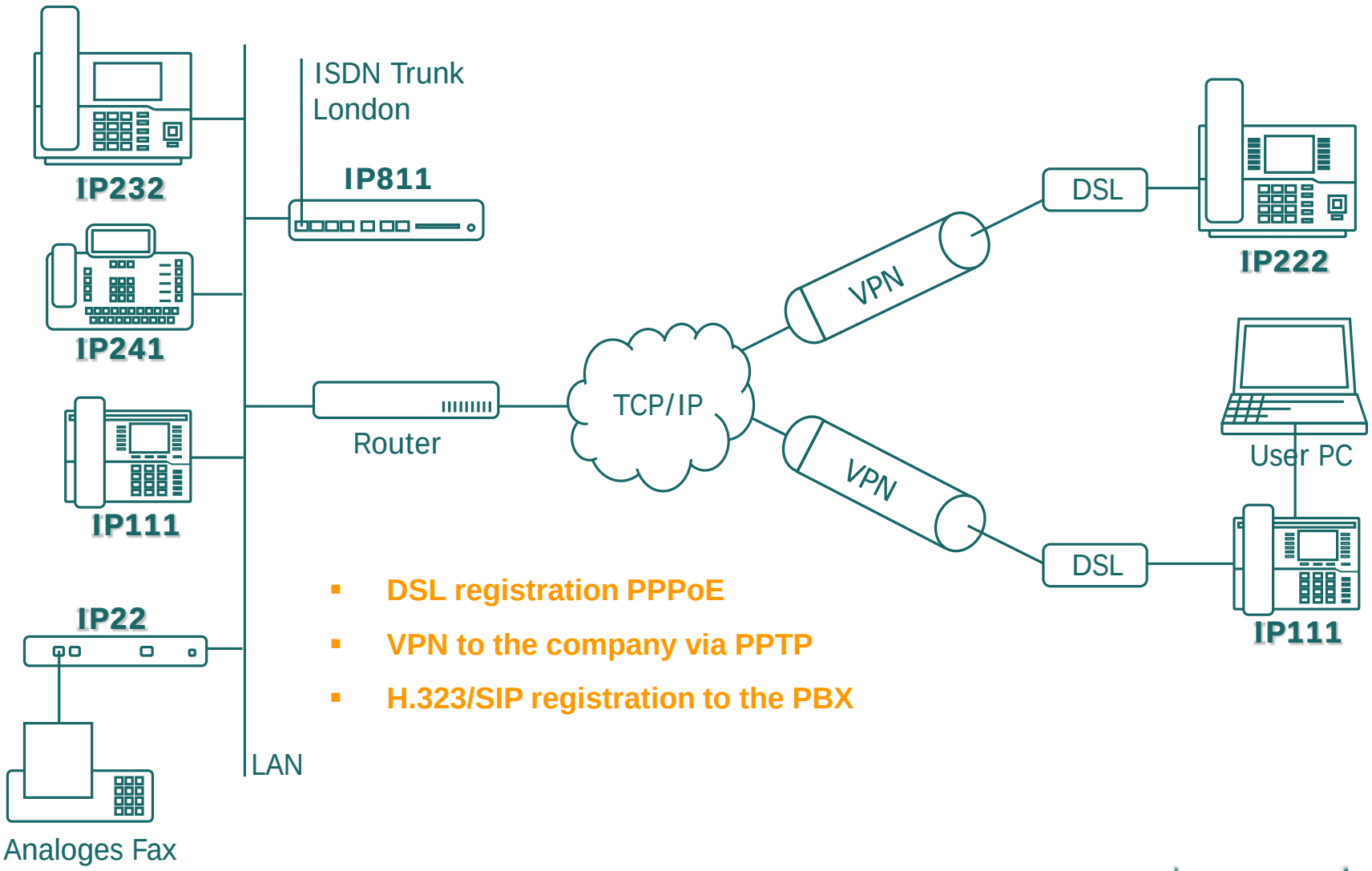
Solution scenarios – soho



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

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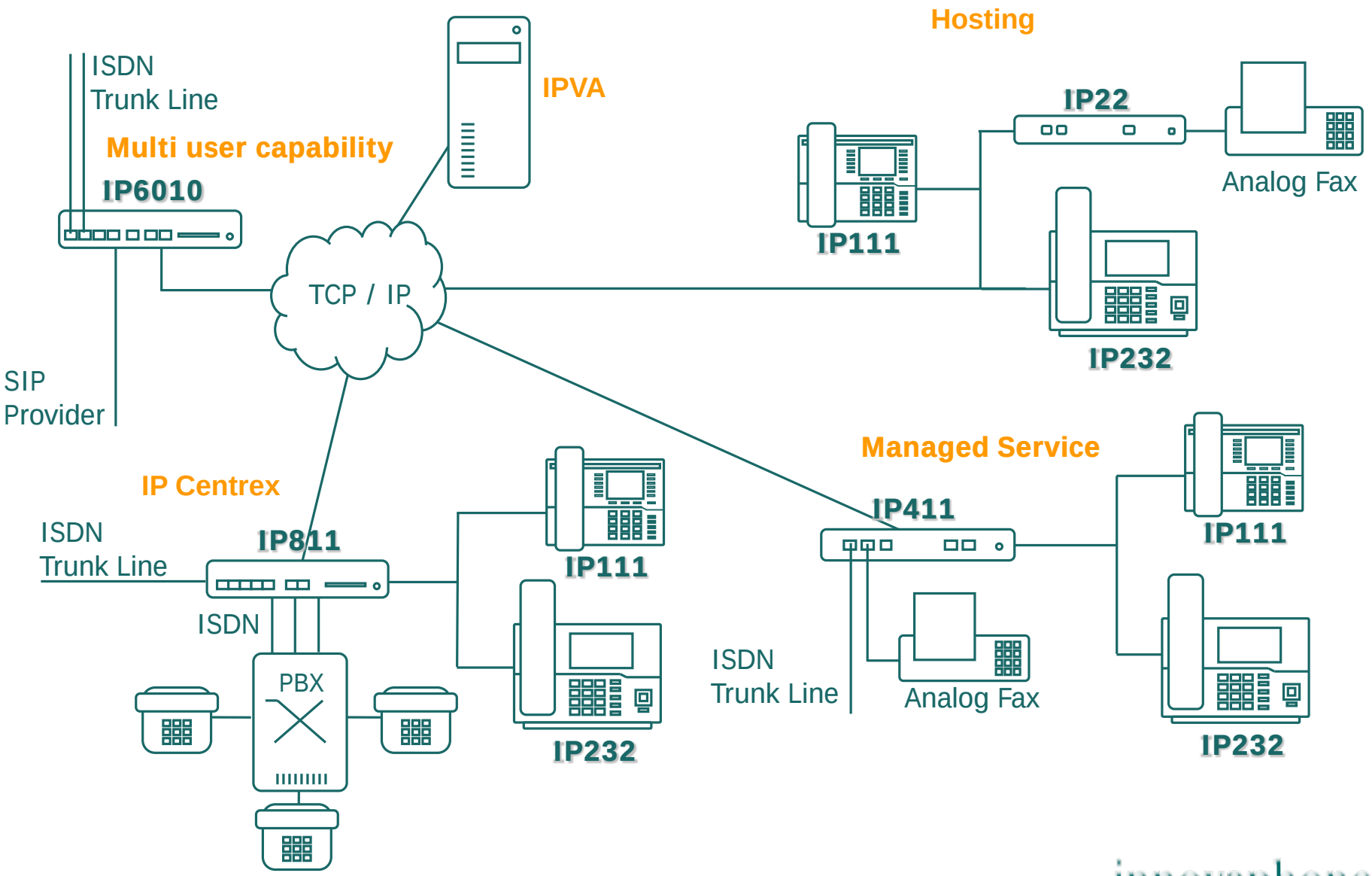
Solution scenarios – Hosted PBX



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Partner program

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Distribution

iAS | iAR | iAR PRO

End customer

iAR partner program

Investment

- Training course with innovaphone
- Trainings package
- Partner contract

Advantages

- Direct Support from innovaphone
- Direct Sales SPOC
- On-site Support (Sales/Presales)
- Special iAR-retail prices
  - 30% discount on RRP
  - 38% margin with standard business
- Special NFR conditions
- Joint marketing efforts
- Trainings Package

Information and dates can be found here
http://www.innovaphone.com/en/partner/training.html

iAS partner program

Investment

- One day sales training (Webinar / onsite)
- One day technical training (Onsite, at the Distributor)
- Completed ☺

Advantages

- Low training effort
- Special iAS – purchase conditions
  - 20% discounts on the RRP
  - 25% margin with standard business!
- Special NFR conditions

Information and dates can be found here
http://www.innovaphone.com/en/partner/training/ias-distributors.html

Q&As

- *Why should my customer use innovaphone?*
  - All known features are implemented, Telephony + Unified Communications
  - Slim platform, all in one box (Appliance)
  - Modern and future-proof telecommunication system – Investment protection
  - German producer, very solid solution
- *Why should I become innovaphone reseller?*
  - Good technology brings satisfied customers
  - In the telephony / Voip area arise long term customer relationships
  - The telephony market is changing– a lot of customer have to do something
  - Easy access with innovaphone as a reseller

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

innovaphone References

Thanks!

Questions?