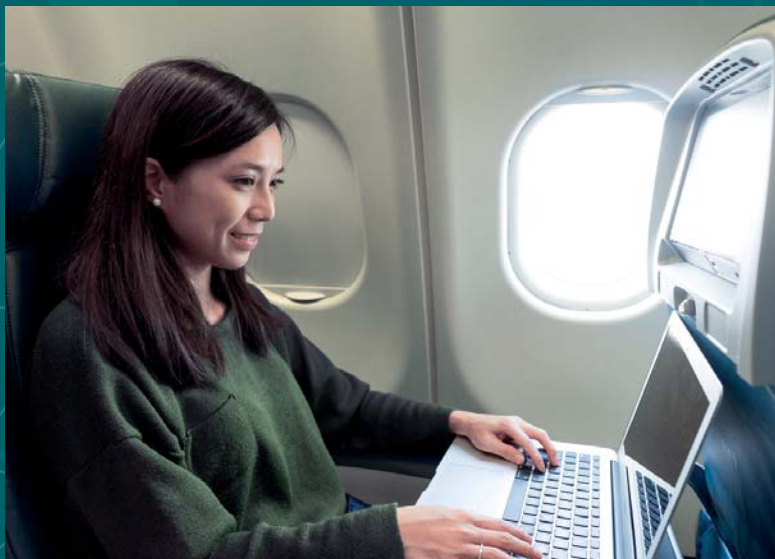


WHITE PAPER

Anywhere Workplace

English

innovaphone
PURE IP COMMUNICATIONS



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HISTORICAL OUTLINE:

Beginnings of Company Communication

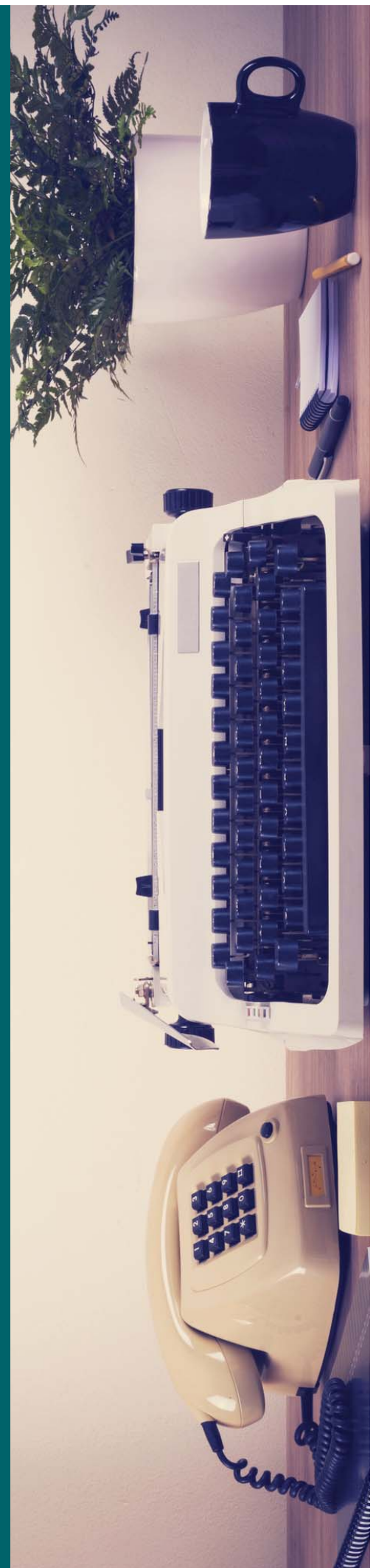
The Workplace in 1950:

How did offices in the 1950s look like? Typically, one would have found a wooden desk with a typewriter, a bakelite telephone set, possibly a voice recorder and a calculator. Office "security" was limited to locking the corresponding filing cabinets and the office door.

The changes that have taken place over the last fifty years concerning business communication are radical and fundamental. The telephone set has given way to multi-functional communication hubs and the workplace close to home with set working hours has turned into 24/7 availability across the globe. Contrary to the past, further development of technologies is initiated by our personal lives, whereas companies are partially outpaced by sophisticated personal communication platforms.

How about today?

- How does cutting-edge business communication look like these days?
- What significance will the desktop telephone have in future?
- What additional components will gain in importance?
- Which developments are currently perceptible?
- And finally: how will the workplace 4.0 look like?



Business Communication in 2017: Flexibility. Mobility. Efficiency.

What has already been noticed in the past twenty years is continuously accelerating: the technological changes are advancing rapidly, sequences of development become ever shorter and the emerging variety of products is expanding evermore. Decision makers in companies find it increasingly important to define clear communication guidelines within the company that provide an orientation to deal with the chaos of technical possibilities. In addition, the borders between work life and private life disappear increasingly. Influenced by developments in their personal lives, today's employees have similar expectations for the workplace: being available to communicate nonstop over the smartphone, tablet, or other mobile devices via e-mail or whatsapp.

Simultaneously, the obligation to be physically present at the workplace is gradually being replaced with a more goal-oriented performance: it does not matter where the employee works as long as the results are adequate and the pre-determined goals are achieved accordingly. First forerunners of this trend completely disposed of compulsory attendance at the workplace in 2014. The development towards the "Anywhere Workplace" is unstoppable and will transform professional business communication yet one more time.

How will ideal communication systems for businesses look like in future? Which components and applications have to be implemented? Which demands need to be met? What risks need to be considered?



Unified Communications. Anywhere Workplace. WebRTC

“Clouds”, “apps”, “mobile”, “BYOD” or “UC” are only a few keywords that hint at the direction business communication has moved to within recent years. Inspired by developments in their personal lives, employees expect to use company mobiles around-the-clock in order to communicate, to compose and receive e-mails and to be perpetually available outside of the office, such as the keyword “Anywhere Workplace” implies. Telephones and fax machines have been replaced by multi-functional communication marvels which generate availability for everybody at any given time on a variety of channels.

A number of the new trends are already part of daily business for companies. Many employees, especially with office jobs, already have the possibility to make phone calls, send e-mails and text messages, and to communicate via social networks. They are permanently available, also outside of the office. Some employers, for example we at innovaphone, go one step further and offer our employees home office positions, Unified Communications with Video at every workplace and many other applications leaning towards “Anywhere Workplace”. The new real-time standard WebRTC is the pinnacle of mobility: the only necessities to create a workplace at the company’s PBX are a public internet connection and a computer with a browser, irregardless of the employees’ geographical position.

The question of flexibility is an essential question when designing a modern and future-oriented communication solution: everything is possible but nothing is mandatory. Modern companies usually do not have one universal solution for all

workplaces. Instead, individual specifications should be covered by a modern communication system to serve the specific needs of the employees. For instance, the sales staff whose priorities are mobility and availability across the globe via one -and only one- personally assigned work number; the typical white-collar position with a desktop telephone, computer and a select handful of UC components such as Presence or Operator; the employee in production who needs a sturdy and heat-resistant telephone mounted to the wall with an extra loud ringtone; human resources personnel and CEOs needing a much broader scope of applications. A modern UC solution is ideally customised and can be expanded with changing demands.

The innovaphone PBX combines all advantages of a classic VoIP telephone system with the advantages of a sophisticated UC solution. All kinds of telephone end devices such as desk telephones, mobile phones or software phones can be operated with a mouse click via the Unified Communications client myPBX.

myPBX blends all the elements of Unified Communications with its well-organised surface: IP-Telephony, audio conferences, company registers, connection protocols, Presence, Chat, Application Sharing, video calls and conferences. The Webclient myPBX makes everything possible, no matter whether you are sitting in the office, working from home, or whether you are on the go.

With innovaphone AG being one of the first manufacturers, the mobility concept has further been optimised through the integration of the WebRTC standard in its UC solution.

Which Components Should Be Included in a Modern Communication Solution?



Video:

Business trips are expensive, exhausting and time-consuming. Due to carbon dioxide emissions contributing to drastic climate changes, work-related flights are also no longer justifiable. Yet, more and more employees work in global enterprises with international teams spread across different continents. However, contrary to the past, video applications are available these days. These applications with high technical standards enable video conferences without impairing speech or visuals.

Users who do not want to buy expensive or irritatingly complicated equipment for video calls will do well with the easy and slim Video solution designed by innovaphone. Straightforward ad-hoc video telephony and video conferences are facilitated and combined with low implementation costs and little demand of bandwidth. With video telephony, connecting colleagues in virtual teams becomes more personal and interactive because non-verbal signs and subtle gestures of communication can be registered by the participants.

Application Sharing:

Aside from video calls, the exchange of documents is another key factor for teams located in different offices. Subscribers from different locations can work together on the exact same documents and exchange information via Application Sharing. With interdisciplinary medical teams, for example, the possibilities of video conferences and exchanging documents without losing any time has reached a whole new level of quality for treatment – benefitting the patients. With Unified Communications by innovaphone, Application Sharing can be started with one single mouse click on the user interface of myPBX.

It is possible to share individual apps, multiple apps, or the entire screen to selected users. Webinars can be arranged accordingly in this easy manner.

Chat:

The ways we interact socially in our personal lives are also starting to conquer business life. Frequently, arising issues are easier dealt with during a quick chat rather than a phone call. A chat is often the easiest way to solve issues in a timely manner, especially when different company locations are affected. The chat partner can reply quickly if time permits but in contrast to the telephone, there is no need for immediate action. Via the innovaphone client myPBX, participants are invited with one mouse click on the chat symbol either through a favourites list or an LDAP search. If a participant joins or leaves the chat, the user will be notified via myPBX. Any number of participants can be added to an existing chat.

Office Integration and Presence:

Being able to keep an eye on the availability of colleagues and business partners – exactly this is made possible with the Presence application. The results are leaner business processes and more efficient business communication. If the solution works with office integration, all provided appointments from the Outlook calendar are synchronised automatically and in real-time.

For one, innovaphone's UC solution allows presence information to be set via myPBX or via the IP telephone. Additionally, all upcoming appointments marked in the Outlook calendar are automatically synchronised. The user sees at a glance whether colleague X is on holidays, or colleague Y is presently available, or whether colleague Z is currently having lunch.

Unified Communications by innovaphone



Mobility:

Mobility encompasses mobile integration of smartphones, tablets, or wireless VoWLAN phones such as DECT telephones in business communication. One important factor is the enabling of the "One Number Concept", meaning that no matter which end device is being used, every employee is constantly available with one singularly assigned telephone number. The innovaphone mobility solution does not differentiate between end devices when making calls: the same phone extension is displayed to the recipient of the phone call. Simultaneously, the mobility user is constantly available via the same extension number, no matter whether the user is currently abroad, at home, or outside of the company. Incoming voicemails are saved on a central voice box and can be retrieved in bundles.

Fax:

Even today, there are situations at work where it is simply necessary to send out faxes. This is often the case with legal matters, bookings or incoming orders. The innovaphone solution offers an easy way to send and receive faxes directly via computer without the necessity of a fax server or additional software. This makes the sending of faxes possible while being on the go. The standard mail client (e.g. Outlook) functions as a fax machine and enables mail-to-fax and fax-to-mail.

Voicemail:

Voicemail is a modern version of the answering machine. Messages left as voicemail are saved electronically and can be retrieved via computer, telephone or e-mail. The call recipient can retrieve the messages without any spatial or temporal restrictions. Voicemail has become an essential part of work life. Work processes are reduced and flow of information is secured. Operating the innovaphone voicemail is easy and intuitive. Messages can be accessed with password protection and with the option of voice-to-mail.

Call Me Button:

The Call Me Button keeps your webpage from turning into a one-way street. The Call Me Button enables customers to directly contact support hotlines or web shops with simply one mouse click.

This innovaphone Call Me Button is easily integrated into the own webpage with JavaScripts from the innovaphone myPBX toolbox, free of charge. Real-time standard WebRTC is used to broadcast data, and WebRTC is supported by many browsers.

The Downside of Unlimited Mobility and Flexibility: Stricter Safety Standards

With the spreading of smartphones and UC software in companies, the complexity of safety-relevant demands for IT departments within companies has also increased. The innovaphone Reverse Proxy is suitable for these specific "Anywhere Workplace" scenarios. It is a separate component of the innovaphone IP Telephony and Unified Communications solution and serves as central instance for all inbound connections coming from the internet. Data attacks are recognised and warded off at an early stage by the innovaphone Reverse Proxy.

The migration from ISDN to all IP networks poses one further safety challenge. All IP requires every company PBX to be open to the internet.

The innovaphone Session Border Controller (SBC) is a reliable way to fend off attacks coming from the internet as it supports all relevant safety measures. No external SBC is necessary since the innovaphone SBC is directly integrated to the innovaphone PBX.



Will the Desktop Telephone Be Superfluous in the New Business World?

Even though the usage of smartphones and mobile end devices is definitely set to increase, there are still workplaces that rely on traditional desktop telephones. This is especially the case when simple and fast voice-to-voice communication is required.

The desktop telephone is still indispensable with regard to availability: its constant presence and operational readiness are decidedly stipulated for voice communication. Unparalleled is also the easy handling: the user picks up the earpiece, dials the number or uses the phone's address book, and

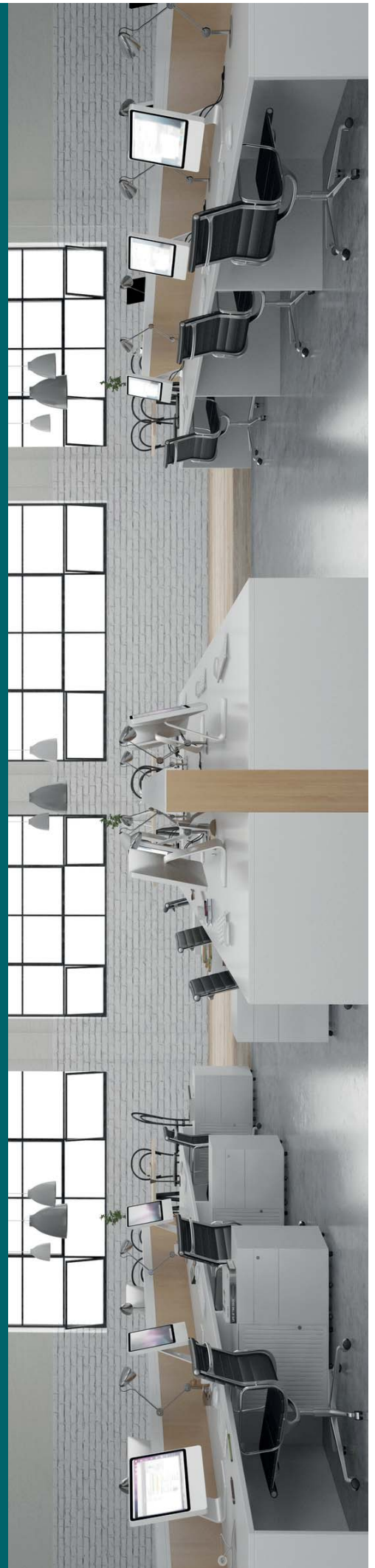
begins to speak. Therefore, integrating the phone perfectly into the communication solution and planning the phone into the overall business solution is one major aspect. This implies that the phone has to communicate Chats, call registers, Video, Presence, or Application Sharing to other software, and vice versa. If a video conference has been initiated at the computer, the telephone should "know" to set the status "occupied". The desktop phone as end device is surely not the central means of communication in modern companies anymore, but it will remain a substantial part for many workplaces.



THE WORKPLACE in 2030: Jobs with Feel-Good-Character

According to a study commissioned by the world-leading consulting firm for commercial real estate, CBRE, about the future of the workplace ("Fast Forward 2030"), employees will not have one stationary office or workplace anymore, but depending on daily requirements, employees will choose from a pool of different workplaces within the company building. Registration will be possible at every computer and the personally assigned phone number will be equally present. In future, motivating designs of offices with a healthy and pleasant environment will gain importance so that employees are encouraged to perform excellently at their workplace.

The keyword is "atmosphere of well-being": another component of the future workplace will surely be so-called "social tools". So far, these are known from the private domain: Facebook, Twitter, Pinterest, Instagram and others. Integrating these "social softwares" into existing business communication will gain more and more in significance. The providers of Unified Communications solutions will work on integrating these social platforms without any media break, in order to re-define communicational behaviour within the companies.



INNOVAPHONE

**...is “Pure IP Communications made in Germany”
– and has been from the very beginning.**

Since innovaphone AG was founded in 1997, the company has been specialising in the development and manufacture of pure IP communication systems. This extensive experience and intensive engineering work makes the innovaphone PBX a unique, sophisticated IP Telephony and Unified Communications solution – also from the cloud.

...is still a “real owner-managed medium-sized enterprise”.

The technology company is entirely owner-financed with the partners forming the management team. This shareholder structure has had and indeed still has a lasting effect in establishing the internationally oriented, independent company as a reliable partner in the European market.



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