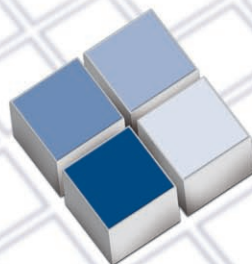


IP TELEPHONY



R O M B U S
C O M P U T E R S

Why Choose Rombus?

Rombus Computers has been delivering enterprise computing solutions since 1986. The trading systems deployed by Rombus' customers process some £200m of transactions annually.

Rombus is a specialist in providing end to end computing solutions. Providing hardware is only the start of the process, implementation of networking and software is how a full system is provided and this is where Rombus excels.

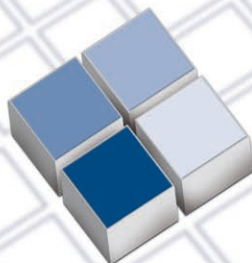
Rombus has qualified engineers in all IT disciplines:

- ◆ *Hardware installation*
- ◆ *Cabling*
- ◆ *Network provision including WAN & VPN*
- ◆ *Network security*
- ◆ *IP telephony*
- ◆ *Provision of software*
- ◆ *Customisation of software and bespoke modules*
- ◆ *Web trading platforms and web sites*
- ◆ *Server farm and cloud computing*

Rombus is a specialist in providing very large wide area networks that carry both voice and data traffic.

Rombus Communications - experts in our field

Having confidence in our products and solutions, requires a great deal of research and preparation. Our technical implementation team, support engineers and consultants work very closely with our clients to understand the business requirements for any solution we propose and in many cases have first hand experience as users, administrators, and as the support team, with the majority of our key products including snom telephony being implemented as a live solution into the Rombus group network.



The Team

We have assembled a highly qualified and motivated team of people. We spend our time delivering IT and communications projects. This team is lead and directed by four individuals.

◆ **Martin Forster**
Managing Director

Martin has over 25 years experience working on high level IT projects. He has a technical background and is an expert in complex networking, VPN and network security. Martin has done a lot of work over the years with the NHS networks where patient confidentiality is paramount.



◆ **Heather Matthews**
Financial Director

Heather has been running the finance at Rombus for 10 years, and was appointed to the board 5 years ago.



◆ **Michael Beaney**
CEO Rombus Online Services

Michael heads up a team that runs the Online Services division. Online services is often known as cloud computing. Rombus has a large server farm with high availability equipment in a dedicated IT facility in Newcastle. The Rombus server farm hosts application, database, web and telephony servers for customers all over the country and abroad.



◆ **Paul Harris**
Technical Services Manager

Paul has been with Rombus since 1986. He manages all aspects of the company including project management/delivery and the support desk. Paul is a Microsoft qualified technician, software author and systems specialist.



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Rombus IP Hosted Telephony

The Benefits

The hosted telephony system from Rombus combines state of the art telephone technology within a secure and fault tolerant server farm environment with purpose built infrastructure at its heart.

Customers therefore benefit from the peace of mind knowing that the systems they are using are highly secure, fault tolerant and flexible for growing businesses.

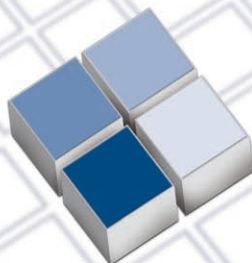
The IP telephony systems can be built into very sophisticated telephony applications that work for your business.

Advanced messaging is a standard feature, as well as standard voice mail functionality users can intelligently route callers with different greetings and call routing based on time of day, day of week, CLI and DDI. This means greetings and call routing can be organized for callers, users and groups. Voicemail messages are converted into email files and transferred to the corporate email server, allowing users to access all their messages regardless of the original medium used. It also enables users to copy, forward or store messages on their laptop or PC for future reference.

Call recording works in the same way as above. So whether it is a conference call or an employee taking client instructions over the phone, the details are always available.

The recording function can also be used for dictation. This can then route the information to the appropriate staff member for processing.

Auto attendant functionality is standard and can answer multiple calls simultaneously, providing different greetings for different departments. External callers are prompted by the auto attendant for the required individual or department without the need for a receptionist to handle the call. If no extension number is answered within a specified time, the call is automatically connected to a receptionist or to another specified extension. The system can also be configured with a range of bespoke solutions for computer-telephony integration, call management and other applications.



The system offers location-independence for users, with both mobile and remote teleworking supported by the system. With the ability to easily connect individuals and groups to the system in any location through a broadband line it makes home and branch working a simple reality. This facility also allows informal call centres to be established with remote teleworkers. Hot desk working is a breeze with the snom handsets being able to be configured for up to 8 different identities, this means one phone can be set up to be up to 8 different people on 8 separate extensions allowing a hot desk worker to simply sit at the desk and select the profile in the handset for their own identity.

Multi-site operation is possible across different offices and countries. International numbers can be ordered and connected to the main trunk, this would allow local calls for customers in other parts of the world. By joining up the systems from other countries it means that all calls from those locations are free of charge because they are essentially extension to extension. The phone number identity given out on calls can be preprogrammed by extension, it is even possible for workers out on the road a lot to put their mobile number on the office extension so that missed calls would be returned to the mobile.

Rombus provide the snom range of handsets which is an extensive range from basic to DECT up to phones with advanced feature keysets and even touch screen. Softphone client applications can be used with mobile data devices such as laptops, mobiles and PDA devices to provide calls. The writer currently has an application on an Apple Ipad touch which converts the music player into a full featured phone that can make calls to the office from anywhere in the world at no cost.

Moving a handset around the office or taking it home moves the user with their extension number voicemail. This allows for people to be flexible where they work.

The Rombus IP telephony system has been designed to deliver advanced voice, data and wireless communications in one platform. The system offers an effective, affordable solution for any organization. So whether you are a small office, a head office or a branch of a larger organization with a need to take advantage of cutting edge solutions, the Rombus telephony system becomes the heart of your communications network.



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What it means to your business

The Benefits

Hosted Service The “brain” of the system is hosted in a large server farm, thus allowing you to use as much or as little resource as you require. Expansion of the system is as simple as logging into the PBX and clicking “Add extension”. No need for extra cards, wires, engineers and cost to make incremental changes to the system.

Cost Saving The IP trunk connected to the brain can be unlimited to the number of concurrent calls. The low cost trunk rental is all you need to pay for the unlimited service. In addition the call costs are very low.

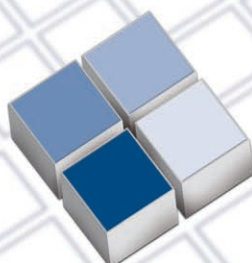
Location Independence Mobile and home working solutions let you attract the best employees without losing control and ensures more improved productivity for your business.

Multi-Site Applications Your business applications work across all sites, just as you have been able to connect all company sites together for your data for quite a few years now, you can now enjoy the benefit of having one phone system company wide. Informal call centre works as a single cohesive unit, operators and supervisors can monitor and assist a dispersed virtual team – giving more productivity.

Control Costs Install and manage remote sites without leaving your office, implement centralized cost tracking, security alerts and departmental billing – reduce the total cost of ownership.

High-end features Deployment is simple, without sacrificing the functionality for your mission critical business applications. Policy management and advanced telephony – change without compromise.

A system you can grow You can start with a single site and incrementally add other sites, new applications and increasing with advanced broadband on its way, capacity will expand automatically. Even with today’s technology increasing capacity is as simple as adding additional broadband lines.



What it means to your business

- ▶ **Holding / Waiting / Forwarding / Divert**
- ▶ **Hold recall**
- ▶ **Retrieving calls on hold at another station**
- ▶ **Transfer recall**
- ▶ **Call Waiting**
- ▶ **Call barring**
- ▶ **Voicemail Message Recording**
- ▶ **Intelligent Call line identification**
- ▶ **Busy extension call back**
- ▶ **Conference**
- ▶ **Personal speed dial**
- ▶ **Advanced workstation dialling (TAPI)**
- ▶ **Group pickup**
- ▶ **Last number redial**
- ▶ **Do not disturb**
- ▶ **Voicemail Message Forwarding**
- ▶ **Trunk to Trunk transfer**
- ▶ **On hook Dialling**

System Features And Benefits		
Feature	Description	User Benefit
snom handsets	All commonly used features are presented on handset offering ease of use : Hold / Recall / Transfer / Do not Disturb / Volume / Redial / Speaker / Headset	Ease of use
Voicemail	Voice messaging Screen calls before answering, Record important conversations. Remote access. Forward messages to other stations	Caller has access to all personnel even when out of the office. Users can forward messages for immediate attention by another person, or can listen to them from mobile devices such as Blackberry.
Auto Attendant	24 Hour receptionist allowing all calls to be answered in a given time	Direct calls to the appropriate departments without the need of a receptionist. No lost calls. All calls answered quickly and efficiently
Hold recall	If you leave a call on HOLD longer then the hold timer, the call will recall your station.	Operator cannot forget about caller on HOLD.
Transfer recall	All calls that the operator transfers will automatically recall the operaator if the call is not answered.	No calls are lost
Call Barring	System can be programmed to Bar specific numbers from being used. Eg International calls.	Stops telephone abuse
Call Options	Calls can be programmed to HOLD, WAIT FORWARD on to another extension or external number or diverted to another destination if busy or not answered.	Total flexibility on incoming calls and how and where they are answered
Busy Extension Call Back	When you call another extension and receive an engaged tone, when the busy extension becomes free your telephone will ring, by lifting the handset you will call back that extension	Time saved from repeatedly trying to call busy extension.
Conference	You can conference as many parties as required into a conference call. They can be external callers or external callers transferred in or any internal extension.	Links together interested parties immediately
Trunk to Trunk transfer	Calls can be seamlessly diverted or transferred from your office to you on your mobile or other external numbers	Can keep in touch with your business and clients where ever you are

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snom Handset range & Accessories

snom IP phones at a glance

snom's portfolio of cutting-edge SIP-based telephony devices are recognized for their rugged commercial grade performance, reliability and ease of interoperability which has made snom the IP handset partner of choice for the industry's leading IP service providers, hosted IP, IP PBX and Unified Communications solution vendors.

Since the company's inception in 1996, snom has been a leading proponent of open standards and is interoperable with the broadest array of IP telephony platforms. snom IP phones offer the most comprehensive IP security including support for **TLS and SRTP protocols** and **VPN** capabilities.

snom 3xx series



snom's 3xx series (**snom 300, snom 320 and snom 370**) are the industry's premier, business-class, open standards-based SIP IP phones and feature a global executive design and styling with a large high-resolution display screen, programmable function keys and advanced business calling features.

The basic model of the snom business telephone family, the snom 300, fulfils the most important requirements of IP telephony and additionally offers numerous functions that are indispensable in the business world.

Ideal for the office and everyone who spends a lot of time on the phone, the **snom 320** is an affordable, yet powerful SIP business phone with built-in, full-duplex speakerphone and three-party conference bridging.



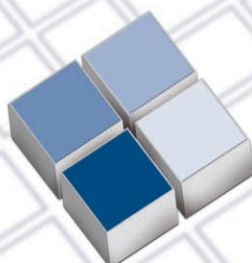
High audio quality, ease of use, security by VPN capabilities and interoperability make the **snom 370** highly suitable for SMEs, home offices, private users or ISP applications.

snom 8xx

The newest addition to the snom product portfolio is the company's fourth generation SIP-based phone the **snom 821**. The IP handset sets a new standard for design innovation and business-class performance blending a sleek, cutting-edge look with a highly intuitive user interface and a rich set of business communications features making it an ideal product for the enterprise market.



The **snom 870** IP telephone is the latest innovation for all modern people with high demands for future-oriented technology combined with user friendliness. Its display is a completely newly designed touch screen with unique, intuitive user interface.



snom mx - mobility snom m3

The **snom m3** IP DECT phone expands snom's SIP phone portfolio beyond the desktop with a new mobile IP phone that features an elegant design and advanced mobility without compromising audio quality. The snom m3 is the company's first cordless offering and provides an optimal IP communication system for the home office, SMB or enterprise.



snom MeetingPoint - share your vision

snom's first IP conference telephone, the snom MeetingPoint, is the perfect addition for everybody who must make frequent cross-location consultations.

The snom MeetingPoint is the only SIP conference phone that allows you to use Microsoft Office Communication Server 2007 R2 and Standard SIP accounts in one conference phone in parallel!

It is already compatible to Microsoft Office Communications Server 2007 R2 with the snom OCS edition in parallel use to any SIP based IP pbx.



Accessories

snom headsets

With the snom headsets, we provide the complete product line for use in a variety of Internet telephony environments.



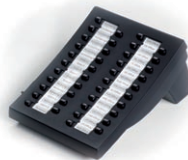
snom wireless headset adapter box

The snom Headset Adapter, for the control of wireless headsets is the bridge between professional IP telephony and wireless headsets.



snom expansion module V.2

With the ability to daisy-chain the snom expansion-module up to three, there is the opportunity to use 138 buttons with LEDs.



snom Vision

snom Vision – the expansion module for snom 8xx and 3xx IP telephony telephones – expands the functional capability of your next generation IP phone to a whole new level.



snom DECT repeater

The som DECT repeater allows you to extend the range of the snom m3 and improves the reception in remote areas.



Extension microphones for snom MeetingPoint

The additional microphones for the snom MeetingPoint extend the audio radius of your conference telephone to up to 70m².



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SIP Trunking

SIP Trunking is a way to lower both capital and operating expenses for business networks. Data networks can send voice traffic directly to the telecom service provider eliminating the cost of traditional phone lines. This provides direct cost savings straight to the bottom line and helps cash flow - top of the agenda for any business.

What it is

SIP Trunking is a single conduit pipeline for multimedia elements (voice and video).

SIP Trunking provides a replacement for an existing ISDN connection, enabling connectivity to the PSTN using an IP connection. SIP Trunking supports the standard features of a class 4 PBX:

- ▶ DDI – inbound
- ▶ PSTN – outbound
- ▶ CLI presentation
- ▶ DTMF

Rombus provides SIP Trunks from the Rombus hosted service platform on a Rombus certified end-to-end network. This allows the customer's handsets to be connected through an existing data network to Rombus's applications rich hosted services platform which is already connected to the PSTN.

The proposition

Lower operational costs

SIP Trunking offers a way to lower both capital and operating expenses for business networks. Traditionally, a company PBX is connected to the public telephone network (PSTN) via ISDN using basic rate or primary rate circuits to the PSTN.

A SIP Trunk is a line or channel based on the SIP protocol, which provides high levels of interoperability with IP devices on the market today. A SIP Trunk provides a cost efficient, high quality and reliable replacement for traditional PRI or analogue circuits.

How it works

Rombus's SIP Trunking offering provides channels from the hosted service platform and ensures these have the Quality of Service* (QoS) to deliver quality telephony applications.

Once the SIP Trunk is in place, the operation, management and support for the Trunk is all handled by Rombus with no support or maintenance responsibilities for the customer.

SIP Trunks can work on broadband and other types of WAN connectivity such as leased lines. Rombus supports SIP Trunks on Rombus's own DSL connections. If you have an existing managed MPLS or other meshed network solution, then we provide a bespoke option to work with your existing WAN.



Key Benefits

Lower cost to the business reducing both capital and operating expenses

Guaranteed Quality of Service* using call routing to ensure voice call quality

Reduced need to invest in costly TDM gateway or desktop equipment

Avoids disruption working with existing equipment and incumbent WAN providers

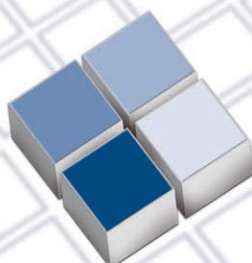
Cost savings through converged access for voice, video and data on a common trunk

Reduced management overhead eliminates need to purchase and manage traditional TDM-based voice circuits (ISDN)

High levels of **scalability** compared to traditional Leased Line or ISDN circuits

Key Benefits

In order to install a SIP Trunk all that is required is information on the customer premise location and on-premise equipment to be connected.



Features and Benefits of SIP Trunking

Feature	Description	Benefit
Guaranteed QoS*	Effective call routing ensuring voice call quality	High quality voice No ongoing design and network quality concerns
Multimedia support	Enables a common application set to be offered over both TDM PBX and IP Centrex extensions	IP applications delivered to all users without need to upgrade all to IP Ease of adding additional applications Consistent applications for head office, branch office and home workers
SIP Standard	Works with any SIP compliant device**	Interoperability with a wide range of devices Customer choice
IP Based Solution	Eliminates the need to purchase and manage traditional TDM-based voice circuits with limited scalability	Cost saving Greater scalability
Service Offering	No need to invest in costly TDM gateway equipment infrastructure or desktop equipment	Easy to calculate operation costs No capital expenditure required

Delivering Performance and Cost Savings to the Business

Using a Rombus SIP Trunk enables delivery of IP phone calls with our guaranteed QoS, which avoids the multiple hops (delays and poor quality) associated with internet-based IP network connections and so preserves the voice experience.

Rombus's SIP Trunking solution will simplify on site installation reducing the need for gateways and using our IP hosted platform software to manage the IP telephony service operating in conjunction with SIP-enabled IPBXs.

Gateways are only needed when running hosted IP applications or PSTN services over existing non-IP enabled PBXs. This reduces the costs of using an IP Centrex hosted service for business telephony and enables delivery of applications and PSTN services over the SIP Trunk.

SIP Trunking provides an efficient and comprehensive solution for when both SIP Trunking and IP Centrex services are required. For instance, seamlessly integrating a head office based legacy PBX and a branch office or home workers using our IP Centrex services. Since both the call and related telephony applications are delivered end-to-end over an IP interconnect, this negates the need for traditional costly ISDN connections.

The voice network becomes unified, leveraging 'on net' calls between sites at zero cost and unifying applications such as voicemail and personal numbering over the whole estate.

Includes the ability to connect into any existing approved wide area SIP network with a SIP Trunk providing the application functionality to all the sites on the network.

Technical Notes

- ▶ Dedicated Access using private connections guarantees QoS
- ▶ Option for full 999 support using breakout locally or pre registered CLIs
- ▶ Free inbound calling
- ▶ Support s G.711 and G.729a Codecs
- ▶ Multiple locations supported
- ▶ Inbound load balancing across multiple locations by routing DDIs
- ▶ Resilience using failover per DDI
- ▶ Web-based management
- ▶ Directory Assistance through 118xxx access
- ▶ Local Number Management

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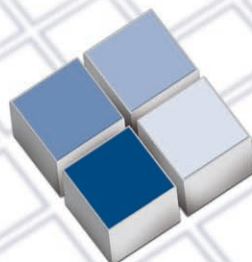
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