

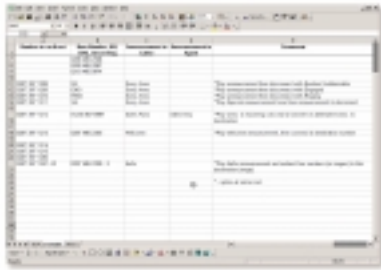


Telephony Business Continuity

'Instantaneous re-routing of DDIs'

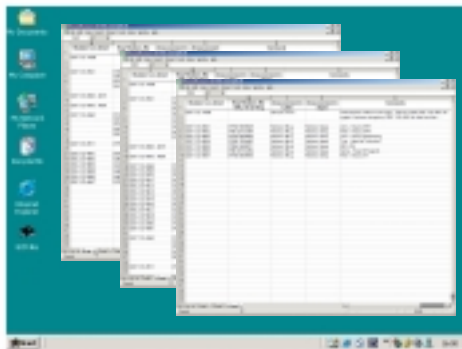


Keep in contact, stay in business!

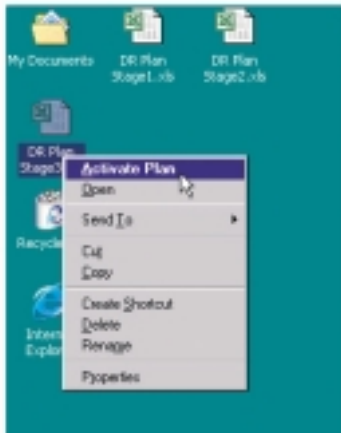


Communicate, communicate, communicate: that is the key to effective Business Continuity Management. In an era where the transfer of information around the world takes only seconds, waiting hours, if not days, to re-establish your telecommunications links will place the reputation of your company under serious threat. Remember... little happens in business until the phone rings!

GemaTech have addressed this problem by developing two unique products, BCM and BCM^{LITE} which have been specifically designed to enable any company, large or small, to instantaneously recover 100% of their incoming telephone calls from the outside world in a simple to use, cost effective manner.



The basic BCM^{LITE} has been specifically designed for the business community who are simply looking to divert any number of DDIs to any number of alternative DDIs at any number of alternative locations - and is capable of being invoked literally seconds after a communications failure has occurred. Any number of individual call plans can be established in advance using simple Excel spreadsheets. Managers simply select the most appropriate plan by literally "dragging and dropping" the selected plan onto the appropriate BCM^{LITE} icon located on a laptop/remote PC that has a data connection to the BCM^{LITE}.



Business Benefits

- Control:** The customer is in instantaneous and total control of the re-routing of their own incoming calls
- Simple:** The operation of the GemaTech solution is simplicity itself and does not require the assistance of "experts"
- Executable:** The customer can establish any number of pre-defined call plans to choose from when invoking their disaster recovery/business continuity plan
- Flexible:** Each individual Call Plan can be quickly and easily updated or changed to suit specific circumstances by simply changing the Excel spreadsheet
- Remote:** The system can be activated from literally anywhere in the world by a supervisor/manager with security access and management software
- Independent:** The system is totally carrier and location independent



Telephony Business Continuity

'Instantaneous re-routing of DDIs'



BCM^{LITE} - OPTION I

Designed to be installed in any secure location within the same telecoms exchange area that serves the customer. Can also be installed within the carrier's exchange. Alternative call routing can be quickly and easily established. Any number of call plans can be available to select the most appropriate call plan best suited to the recovery.

In the case of a "disaster" where network connection to the local exchange fails for whatever reason then all incoming calls to specific DDIs can be instantaneously re-routed to any number of alternative locations and a rapid "recovery" facilitated.

Requires additional E1 connections from the incumbent carrier to the BCM^{LITE} unit to provide full recovery of all incoming calls.

BCM^{LITE} - OPTION II

Can be installed "in line" connecting the customer's incumbent carrier's exchange to the customer's premises. This provides for all incoming calls being routed through the BCM^{LITE} OPTION II and then passed through the appropriate DDI number located within the conventional office.

One big advantage of BCM^{LITE} OPTION II is that there is no requirement for additional E1s - only the 'conversion' of the existing E1s into a leased line.

The BCM^{LITE} OPTION II provides a cost effective solution for companies who only wish to recover a minimum of 50% of their incoming call capacity in times of invocation.

How long would your business survive without access to a working telephone?

BCM^{LITE} can help your business recover from a disaster. Simple, scalable and cost effective BCM^{LITE} is the safeguard your business needs.

Product Features

- Any individual number to individual number
- Any consecutive range of DDIs to an alternative consecutive range of DDIs - creating a traditional "hunt group" scenario
- Any specific DDI to any number of alternative DDIs
- All incoming calls to an individual DDI can be immediately terminated (to reduce the number of Primary Rate ISDN 30 connections required in an invocation) delivering the caller Number Unobtainable (NU) or Engaged Ring Tones
- Incoming calls to specific DDIs can be played specific announcements per DDI (Maximum recording time: 10 minutes across all recordings)
- Any number of DDIs can be re-directed to a single DDI - with an announcement being played to the caller whilst an announcement to the person being called advises who/which number is being redirected to them

Technical Features

- Total recording time – 10 minutes for all recording
- Number of DDIs supported – 2,048 per unit. Additional units can be connected to accommodate any number of DDIs
- ISDN protocol supported – DASS II, 1421/ETSI

Get BCM^{LITE} now!

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GemaTech is a trade name of Telinvest Ltd. 10/03/BCM^{LITE}



Secure Voice Recording

'Truly essential, affordable for all'



Keep control of your business

SVR^{LITE} is a cost-effective voice recording solution that makes the recording of all incoming and outgoing telephone conversations affordable for any business, no matter how large - or small.

Companies still rely on their employees' (fallible) human faculties to remember precisely what was said during those all important telephone calls, and to faithfully transcribe their recollections of those conversations and enter them into the central database. Or to correctly and accurately implement the instructions received sometimes a while after the conversation took place.

Whilst the technical capability of being able to record all incoming and outgoing telephone calls has been available for a number of years, it has been, and in many cases remains, prohibitively expensive to all but the most profitable organisations i.e. the finance houses, trading operations (where FSA rules make voice recording compulsory) and those who can only afford to record on a selective basis for monitoring and training purposes.

Given the relative exclusivity of the voice recording market, it is easy to understand why it has been too expensive for the small to medium enterprises (SMEs) to implement. These organisations comprise some 98% of companies in business today. To even contemplate purchasing a basic secure voice recording system is a huge step. Let alone a high quality digital recording system that retains all recordings for a significant period of time (i.e. weeks, months or even years) in order to fully protect their business from false accusations.

But why is this? The simple answer is that, to date, no voice recording manufacturer has been willing or able to break the price/commodity barrier enabling voice recording to become affordable to all - until now!

Business Benefits

SVR^{LITE} fully meets your industry watchdogs' recommendations or regulations on telephone transactions.

- Secure:** Access is only given to those people approved to listen to calls
- Economical:** Cost-effective with lowest resilient storage costs in the industry
- Flexible:** Web-based handling of call monitoring and recording
- Easy to use:** Intuitive graphical management screen and statistics to help you run your business
- Scalable:** Grows with your business
- Reassuring:** Protects your company in its telephone transactions
- Protection:** Avoids spurious complaints against staff and provides dispute resolution





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An analogy can be drawn with the dramatic increase in the use of email. When email is received, what do you do with it after first reading it? Most people keep selected, relevant, and important emails in folders for subsequent referral and as a record of precisely what has been said and/or agreed during previous dialogue. Remember... verbal contracts are still legally binding.

So why not use the same techniques to retain and record copies of your telephone calls?

In order to address this market, GemaTech has developed an extremely cost-effective, digital, trunk side secure voice recording product capable of simultaneously recording all 30 channels of an ISDN 30 E1 connection serving any proprietary PABX. (Note: for smaller businesses BT, C&W etc. will install an E1 and only activate and charge rental for 8 channels as a basic minimum). The basic version of GemaTech's full SVR product, the SVR^{LITE}, provides a high quality digital stereo recording system which has the ability to quickly and easily locate and retrieve a selected recording using a standard web browser and to play it back over the stereo speakers of your laptop/PC from anywhere in the world. Other features include the ability to email the link to that recording to anyone who has security access.

It should also be appreciated that there are many more benefits available to businesses using voice recording than the singularly most important one of recording telephone based transactions for use in possible dispute resolution. It can be used as a very powerful monitoring and training tool for improving the performance of staff. Given the ever-increasing demands on businesses to provide courteous, timely and accurate information to potential customers and callers, the ability to listen in, monitor and train your front line staff is invaluable in maintaining and even improving your customer service levels.

Gone are the days when companies bought technology simply for technology's sake. Companies today are looking for the most cost effective technological solutions that deliver real Returns on Investment (ROI) in the shortest possible time-scale - and preferably within 6 months.

GemaTech pride themselves in delivering just that - cost effective solutions that enhance every company's productivity and responsiveness to their customer base.

Product Features

- Compatible with every make of ACD, PBX/Switchboard
- No special playback hardware or software needed
- Easy access to your recordings via a secure browser
- Replay before call completion is supported
- Comprehensive remote diagnostics capability for maintenance and support
- Full duplex recording - enables replay in full stereo (caller played out of one speaker and agent out of the other speaker)
- Built in statistical call logger providing full and detailed call statistics including detailed search criteria
- Hierarchical security provides different access levels to recordings i.e. all users can replay their own, manager's their group, MD everybody
- Digital storage media on hard drive localised in many different locations

Technical Features

- Records all incoming and outgoing calls passing through an E1 digital trunk (ISDN 30 DASS II/ETSI)
- No moving parts - creating a Mean Time Between Failure (MTBF) of 350,000 hours
- Recording types:-
 - All Speech Category Calls
 - Voice over IP
 - ISDN Data (Un-bundled)
 - HDLC, Frame Relay
 - Fax, Group 2-4

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