

ERICSSON MX-ONE™ TELEPHONY SWITCH MOBILE EXTENSION



What if your GSM phone or cellular phone was connected to your PBX just like any other office extension?

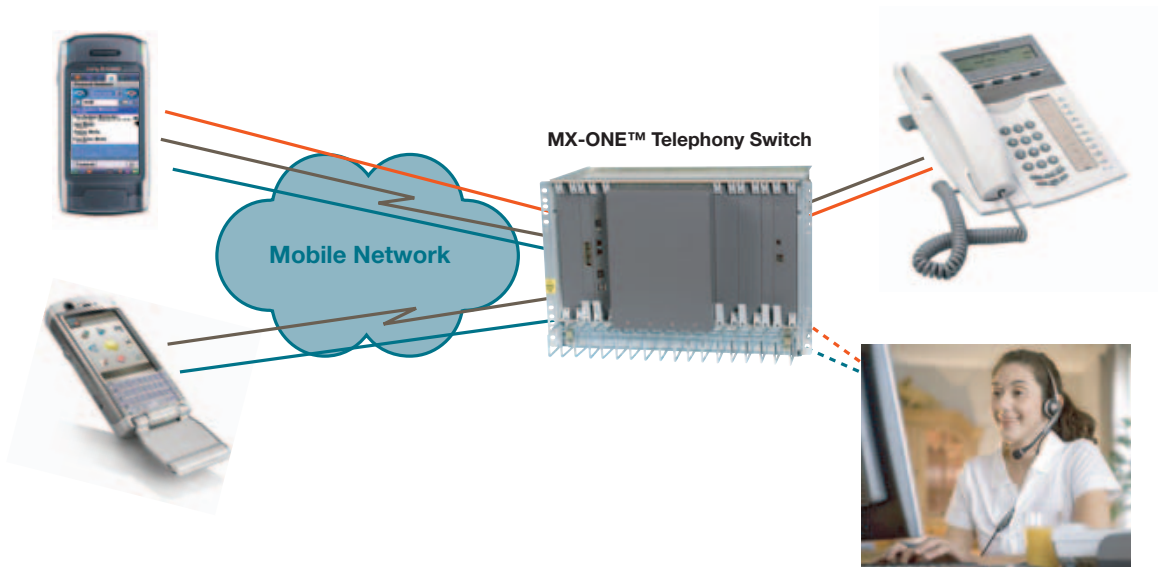
The Ericsson MX-ONE™ Telephony Switch can give you this unique service and more.

Be Mobile

In today's companies, employees are increasingly mobile – some around their desks, some within the office or factory, and others over a wider area. Different people and different jobs have different requirements regarding communication solutions. No matter where you are or who you are, communication is a critical factor in your performance level.

Wireless access, allowing you to move around and still be able to call or be called, is a fundamental element of mobility. However, supporting mobile behavior requires much more than just wireless access. You also need applications, services, support and flexibility.

The MX-ONE™ Mobile Extension will bring you all of these in one small package. Wireless access combined with the services, applications and flexibility of the MX-ONE™ Telephony Switch allows your employees to become truly mobile.



How It Works

Traffic to and from the mobile user passes through the MX-ONE™ Telephony Switch allowing the system to link services to the calls. Users of the MX-ONE™ Mobile Extension are defined just like other standard extensions. A telephone number is associated with the extension as well as the relevant Class of Services. The Personal Number function will bring a true one-number solution to a Mobile Extension user.

For other users of the MX-ONE™ Telephony Switch, the mobile user exists just like any other MX-ONE™ extension. This then means that all the advanced services of the communication system are applicable and they do not need to know that they are specifically calling a Mobile Extension. The unique thing with the Mobile Extension is that the mobile user now has the same options and has access to the same services as colleagues back in the office.

Benefits & Features

There are three winners with the MX-ONE™ Mobile Extension:

- The customer calling your company
- The mobile user
- The company

Anyone calling your company is a potential customer. Providing a fast and efficient service, while maintaining control of the call, is a must in today's competitive environment. You have to make sure the caller is connected to the right person or, if the person is busy or unavailable, make sure the call is handled professionally. Depending on the call, this may mean connecting to an appropriate colleague, the secretary, voicemail, or you may even need to intrude into an ongoing cellular call.

If you are a cellular user today, you may belong to a common numbering plan and you may also have automatic call forwarding from your PBX extension to your cellular phone – but these come without services; no back office or secretary, and no support from your company attendants. To be efficient, you need to get in touch with colleagues just as they must have access to you. Contacting you should be just like contacting any other person on any other extension. They don't need to know where you are or what you are doing.

MX-ONE™ Mobile Extension will do it for you, and it will also make it possible for attendants and secretaries to provide

the same services to all users, as cellular users are handled like any other extension, i.e. making it much easier and faster to actually extend the call to the sought party. This not only increases service to incoming callers, it also simplifies handling for the attendants, thus reducing the attendant-time spent per call. Employees no longer have to spend time returning calls to people just because they are away from their desk when a call comes in.

Reducing the need to redial for missed calls corresponds to a reduction in tariff costs. Depending on the company's communication patterns, savings can also be made when moving traffic between cellular and fixed/wire-line connections.

Flexibility

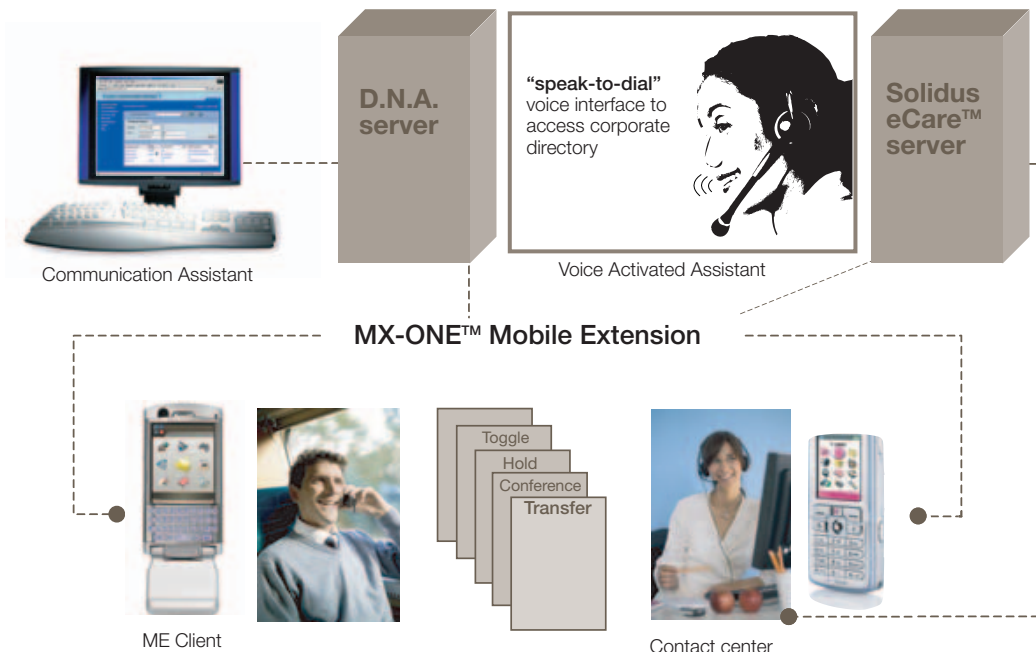
The Parallel Ringing feature allows a user with a mobile phone (using Mobile Extension) and another office phone (e.g. the desk phone) to enjoy the freedom of having them ringing simultaneously. Hence, the user can choose to pick up the call on the most suitable phone. Up to three MX-ONE™ extensions / terminals (any type) can be set-up to ring simultaneously.

The user may want to use the office phone, or perhaps a phone in another office, or maybe he/she wants to use the home phone for a while. With the MX-ONE™ Telephony Switch, this is easy. With a simple procedure from the phone to be used, the user can "move" the Mobile Extension to the desired phone.

For security reasons, these alternative telephone numbers must be registered with the MX-ONE™ Telephony Switch in advance, just as the default number is.

User Case

When traveling to meet with a customer, a salesman is called by his manager. During the conversation the attendant interrupts to explain that a customer is calling and wants to change delivery dates as well as requesting confirmation before the meeting. The salesman's manager hangs up and the salesman accepts the call from his customer. Having talked for a while, he parks the call from the customer. He then calls the supply manager to establish a conference call and arrive at an agreement. The salesman hangs up leaving the customer and the supply manager to sort out the details. He redials his manager to finalize the discussion. Having finished the call, he immediately receives a call-back from the supply manager.



Some unique features of the MX-ONE™ make this scenario possible for our salesman:

- Call intrusion
- Conference
- Call-back

The following services were also used:

- Parking
- Second Line
- Original CLI/A-number in mixed environments.

The above example clearly highlights some benefits of having access to MX-ONE™ features when on your cellular phone.

- The number of registered A-numbers for authority verification is a maximum of 47,000 per system, depending on the configuration and numbering plan used

Security

- CLI/A-number verification, providing carrier-class security
- Authentication with PIN-code in case correct CLI/A-number is not available (This alternative access control can be disabled if required)

Compatibility

- Any public subscription supporting touch-tone/DTMF signaling i.e. PSTN analog, ISDN, GSM, CDMA, WCDMA etc.
- MX-ONE™ Telephony Switch connection to public network
 - ISDN PRI
 - DASS, DPNSS
 - CAS (MFC-R2, DP, DTME)

CTI Support

With the integrated support for cellular phones in the MX-ONE™ Telephony Switch, users can connect with standard CSTA applications (Computer Supported Telecommunications Applications), such as Ericsson Communication Assistant or the Communication Organizer suite of applications. CSTA services work with Mobile Extensions just as with any other extension category. With these applications, the user can search directories and make call set-up directly from a PC, as well as change telephony profiles, manage Personal Number lists and more.

With the Corporate Telephony service in the Sony Ericsson P990, W950 and M600 (Symbian-based phones from Sony Ericsson), the users will not only be supported with automatic call routing for Mobile Extension but also a new interface, over WCDMA data, to the CSTA services of the MX-ONE™ Telephony Switch.

Contact Center Agent

MX-ONE™ Mobile Extension users can serve as agents in Solidus eCare™ contact centers, Ericsson's server-based contact center platform. By configuration of CTI groups and CSTA agent monitoring, Mobile Extension can expand the flexibility of the already powerful Solidus eCare™ platform. With this solution, up to 250 CTI groups with any combination of Mobile Extensions and other MX-ONE™ extensions can serve as agents to the Solidus eCare™ contact center.

Technical Specifications

Service levels

Any public subscription can be used for Mobile Extension as long as the telephone can generate and the network can distribute tone signals (DTMF signals). The operator must deliver the correct CLI from the Mobile Extension phone to the MX-ONE™ Telephony Switch.

- Phone/terminal-automated routing

For a range of Symbian-based phones, the Mobile Extension Client will now make them work efficiently with the Mobile Extension function. The client application in the phone automates the whole call routing procedure and thus offers an alternative to routing services provided by the mobile operator. In the Symbian phones provided by Sony Ericsson, there is a function called Corporate Telephony. This function block is developed for Mobile Extension and will also automate the routing of the calls. In addition to call routing, it will also provide a graphical user interface for telephony services executed via DTMF tones i.e. call-back, conference, change profile etc.

- Network/Operator-automated routing

If the MX-ONE™ Mobile Extension is complemented with a Mobile Extension VPN/IN service offered by an operator, the solution can be enhanced even further. The solution grants that all calls to and from the Mobile Extension user are routed through the MX-ONE™ Telephony Switch, with no special action needed by the users.

Capacity

- Up to 400 Mobile Extensions per LIM (at 0.2 Erlang and 1% blocking)

Features

The Mobile Extension features start with:

- Abbreviated Dialing
- Account Code
- End-to-end DTMF
- Authorization Code
- Call-back
- Call Diversion
- Call Offer
- Call Pick-up
- Operator/attendant services
 - Extending
 - Camp on Busy
 - Monitoring
 - Recall
 - Serial Call
 - Call Splitting
 - Intrusion
 - Forced Release
- Call Waiting
- Class of Service
- Common Bell Group
- Conference
- CSTA Monitoring
- Customer Identity Storage (CID)
- Data Privacy
- Do Not Disturb
- Emergency Category
- External Number Redial
- Faultman's Ring Back
- Follow-me
 - Hold
 - Inquiry
 - Refer Back
 - Transfer
 - Conference
- Internal Group Hunting
- Intrusion
- Message Diversion
- Hotline
- Paging
- Parallel Ringing
- Parking
- Personal Number
- Secretarial Monitoring
- Repeated Individual Diversion (RID)
- Simplified Interception

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