

## **Customer Engagement and Requirements Gathering and Frequently Asked Questions**

To provide customers with the solution that best fit their business and operational need, you need to scope the correct system according to their requirements.

The following information should ALWAYS be confirmed with your customer, before you initialise the quoting process.

For existing customers, it is always a good idea to first check on the system what infrastructure and systems they have and start your engagement and questioning from there.

Also, remember the “Money-wheel” in conversations with your customer – i.e. opportunities to cross-sell and upsell (Value Added solutions, Access and Internet, Mobile solutions, etc.)

### **Overall Solution Questions**

- Provide a breakdown/list of the site locations e.g. Main site and branch sites?
- How many sites to be networked or must all devices be working from the main site?
- Is local survivability required at the local branch sites?
- Total number of users and exchange lines for all sites?
- Any plans for future expansion?
- Any available network diagrams, numbering plan info, IP address allocation etc. of the existing voice and data solution would be beneficial
- How is power provided in the racks to the network equipment – AC or DC power?
- Will Power supply and Call Server redundancy be required?
- Will current IPECS equipment be re-used or replaced?

### **Stations & Lines Requirements**

- Total number of extensions on the system (including future) and extension requirements per site?
- Is PoE provided to the IP Terminals?
- Total number and type of exchange lines required per site?
- Please provide a breakdown of the types of desk terminals required (e.g. Entry, Premium, Executive, Video calling etc.) per site?
- Number of UC (Unified Communications) Clients required?
- Number of mobile UC clients on Android & iOS operating systems required?
- Specify any 3rd party SIP, DECT and WiFi handset requirements?
- Any other relevant info regarding the Station Users & Exchange lines?

## **Value Added Services Requirements**

Are there any additional services required such as:

- Any Voicemail requirements?
- Attendant/Receptionist stations - Desk Terminals or Soft Clients?
- Voice Conference terminals?
- Call Recording solution required? Is Extension or Trunk based voice recording required?
- Contact Center Solution required? Specify all Contact Center requirements?
- Telephone Management System (TMS) required?
- BCM - Business Credit Management required?
- Least Cost Routing required?
- Would a NMS (Network Management System) be required?
- MS-LYNC integration required?
- Any other services required?

## **Answers to Frequently Asked questions (FAQ's)**

The following Section highlights the discussion around some of the Frequently Asked Questions from Customers.

### **What is a PBX?**

A private branch exchange (PBX) is a telephone exchange for a business. A PBX system connects incoming telephone lines to a set of extensions inside a business. Basically, it is a phone system with extensions and auto attendant.

### **What is VOIP or IP PBX?**

VOIP PBX or IP is a PBX system that can handle calls on an IP network. It supports outbound connection to a SIP trunk or regular trunk; it also supports IP extensions. Most VOIP services provide regular telephone numbers to allow calls from landline or cell phones. The person who calls these numbers usually cannot tell the difference whether the call is made to a VOIP service or traditional PSTN service.

### **What is Unified Communications?**

Unified communications (UC), is the integration of real-time enterprise communication services such as instant messaging (chat), presence information, voice, audio, web & video conferencing, fixed-mobile convergence (FMC), desktop sharing, call control, and more with non-real-time communication services such as voicemail, e-mail, and SMS.

UC allows your employees to send a message on one interface and receive the same communication on another interface, for example:

When you receive a voicemail message, you can choose to access it through e-mail, a visual voicemail application or phone.

### **What is VOIP?**

The IPECS OptiCon PABX system range includes technology to utilise Voice over Internet Protocol (VoIP) to transmit voice data from phone calls over the Internet.

Phone calls are sent over a broadband Internet connection (DSL, Fibre or Metro Ethernet) via a data network and then connects to the Public Switched Telephone Network (PSTN).

Since VoIP travels over an IP network it facilitates more custom and complex calling functions.

### **What is POE?**

POE stands for Power over Ethernet and allows POE enabled phones to be powered through your network if the network is POE capable.

### **What is the difference between using a standard phone and a VoIP phone?**

All features of the PABX are available to both standard and VoIP phone users. VoIP phone users can eliminate the cost of analogue phone lines and dramatically reduce overall phone system costs.

### **Can I mix standard and VoIP phones on OptiCon PABX Systems?**

Yes. This depends on the number of ports available on the control unit for IP or Analogue extensions and may require additional cards/modules to cater for the port types.

### **Can I use PC-based softphones on OptiCon PABX Systems?**

Yes. The UC Desktop Client (with voice) provides all the PBX calling functions with the built-in softphone client. In addition, it offers UC features such as Instant Messaging, Visual Voicemail, ClickCall, etc. from the same client.

### **Can I use mobile phones on OptiCon PABX Systems?**

Yes. The UC Mobile client (Android and IOS) provides all the PBX calling functions with the built-in softphone client, in addition to UC features from the same client.

### **Can I use third-party IP phones on OptiCon PABX Systems?**

Yes, depending on the design and specification of the 3<sup>rd</sup> party devices. The IPECS systems supports the SIP standard, therefore the basic SIP calling features are available when using 3<sup>rd</sup> party IP devices (devices must also support SIP standard). Proprietary functions and features will not be available.

### **What are the bandwidth requirements needed to support OptiCon PABX Systems?**

This is dependent on the number of SIP sessions the customer is subscribed to - bandwidth calculation should be done as part of the solution scoping.

### **What options do I get?**

There is a selection of on-premise PBX's and each has their own customer value proposition the range is as follow:

- EMG is a Hybrid system – Small
- UCP 100 is a IP System – Small/Medium
- UCP 600 is a IP System - Medium
- UCP 2400 is a IP System – Large customers
- UCM – Large customers

**What is the capacity of the Premise Base PBX?**

See below diagram:

PABX System	Technology	Min Capacity	Max Port Capacity	Target Market
eMG	Hybrid	2	52	SMB, SME
UCP-100	IP	2	199	SME
UCP-600	IP	2	600	SME
UCP-2400	IP	2	2400	SME, Large
UCM	IP	2000	30 000	Large

**Who will setup and configure the solution?**

All Telkom provided PABX solutions will be installed and configured by trained BCX DAS technicians with HIGH standard Quality of Service (QOS).

**What do I need if I want my mobile phones to work as extensions?**

With the Mobile solution you need to include 3<sup>rd</sup> party license, broadband access, static IP.

**Can I use it on my Smartphone as an extension?**

Absolutely! You can use it with any **compatible** SIP/VoIP application for your phone (eg: Zoiper) and UCS Mobile license activated on PBX.

**Can a customer have a combination of dect, mobiles and IP phones in one bundle?**

Yes, customer can in future request additional extensions with any of the devices (wired, wireless or mobile).

**What are the customers benefits?**

- unifies and streamlines communication;
- increases operational efficiencies by allowing the transfer of calls to relevant users in the office;
- increases mobility by combining traditional fixed lines and mobile into one system; and
- allows you to make and receive calls on your mobile device, using your office number.

**Can I add additional equipment?**

Yes, it depends on the PABX capacity at that time.

**If I give my staff access to the WiFi network for UCS working, can they surf the internet at my cost?**

Yes, the cost is for your Internet Account 14. Who pays for the mobile data cost from my Smartphone?

If it's a company phone, the company will carry the cost and if it's a personal phone, the owner of the Smartphone will carry the cost.

**How long will my battery last?**

Cannot answer definitively. Different factors contribute to battery life being reduced on the Smartphone devices. When Wi-Fi is enabled the battery life is reduced, different applications are power hungry and thus reduce the battery life span.

**What happens if I'm on a UCS call and get a mobile cell call?**

The UCS call will be placed on hold upon answering your mobile call

**What happens when I leave the office network, what is the cost implications?**

When you leave the office, you will be required to use your mobile data to stay connected to the system and depending on the area, coverage must be taken note off. Not all areas have 3G/4G coverage, the cost of the mobile data usage must be considered.

**What is the voice quality of the UCS call?**

The voice quality will depend on the signal strength or 3G/4G coverage. If signal strength is good, the voice quality will be good, if the signal strength is weak, there will be some distortion.