maximiser Telephony Platforms

SpliceCom

Defining next-generation communication

maximiser

Introducing **max**imiser from SpliceCom - a Pure IP business telephone system, designed and developed in the 21st Century for organisations requiring between 4 and 100,000 IP, analogue or GSM/3G/UMTS extensions. Completely scalable in design and distributed in architecture, all **max**imiser systems are built around just two 19" rack mountable, 1u high modules - Call Server and Phone. Embracing open industry standards wherever they exist, all **max**imiser solutions operate as a single system, no matter how many separate sites, homeworking, remote or mobile employees are encompassed. **max**imiser is configured and managed as a single system, from anywhere you can gain direct or web access to it, via a standard browser. Supporting rich functionality including a one number, "go any place, reach me any how" Extension Anywhere facility, multi-site hot desking, voicemail, auto-attendant, unified messaging and call recording as standard, **max**imiser is just as much at home, and more importantly proves cost-effective, for simple 4 extension "dial-tone" PBX requirements as it does in fully converged, multi-site installations.

maximiser provides the flexibility to integrate with your existing architecture.....

Free Your Network

SpliceCom's goal is to make **max**imiser's advanced business benefits affordable for every organisation, in a consistent and identical manner, totally independent of:

- LAN infrastructure
- Telephone type
- Computer platforms and operating systems deployed
- Network service delivery
- Company size
- Number of locations

Companies currently enjoying the business advantages provided by SpliceCom's unique approach to "Pure IP" business telephony include:

- Small and Medium Sized Businesses
- Multi-Site Companies
- Campus Based Organisations
- Businesses with Mobile, Remote and/or Homeworking employees
- Serviced Offices & Multi-Tenancies
- Companies with modern communication needs

maximiser Telephony Platforms

The innovative architecture utilised by the **max**imiser business telephone system from SpliceCom, rips-up the conventional rulebook, delivering un-paralleled Total Cost of Ownership and Management - whatever the size of your business.

System Hardware

From a simple, small, stand alone telephone system, **max**imiser scales seamlessly to provide a fully networked, unified communications system, allowing voice, video, IP TV and web-enabled IT resources to share the same underlying network and information. There are no geographic boundaries, the same facilities are available to office based, home working, remote and mobile employees. For the first time, the ability to deploy technology for real business benefit is available to every company - irrespective of size.

Call Servers

The Call Server forms the core of every **max**imiser system and for many requirements it will be the only component that's required to deliver a modern, sophisticated business telephone system. There are three Call Servers to choose from, each one supporting a different number of users; 5108, 5100 & **XS**. Constructed around an open LDAP database every Call Server provides the features listed.

5108 Call Server - Supports up to 8 Users

Extends the cost-effective reach of **max**imiser down to the remote branch office of larger organisations and meets the standalone telephony requirements of smaller businesses. Housed in a single, half-size enclosure, the 5108 provides physical connectivity for 4 analogue and 4 IP telephone extensions. A single Basic Rate ISDN (BRI) trunk (2 channels) is supplied as standard. This can be expanded through the addition of a second BRI interface. Up to 8 IP Trunks are also supported. The integrated Voice Processing system comes with 2 voicemail ports (which can be further expanded to 8) and 500 hours of voicemail storage.

5100 Call Server - Supports up to 500 Users

The majority of **max**imiser systems in-use today are built around the 5100 Call Server. From small to large, from single site to multi-site, from simple dial-tone requirements to sophisticated web-based IT application convergence, the 5100 Call Server allows customers to "mould" **max**imiser into what ever they want it to deliver for their particular business. Providing connectivity for up to 4 Power over Ethernet (PoE) IP and 8 analogue telephones (which can be further expanded to 16), each 5100 Call Server is capable of supporting up to 500 IP or analogue extensions. The integrated Voice Processing system comes with 4 voicemail ports (which can be further expanded to 16) and 1,500 hours of voicemail storage. Supplied with an initial capability to support up to 4 Basic Rate ISDN telephone lines (two Basic Rate ISDN connections), trunk capacity can be expanded further via two further Basic Rate ISDN (BRI), two Primary Rate ISDN (PRI)/DPNSS or IP Trunks, up to a maximum of 68 of any combination.

XS Call Server - Supports up to 100,000 Users

maximiser **XS** is a super scalable platform, supporting up to 100,000 IP or analogue extensions to meet the demands of Large Enterprise, Managed, Hosted and Multi-Tenancy requirements. The **XS** Call Server utilises SpliceCom's existing 5 Series **max**imiser application suite running on Apple's high-reliability XServe Unix platform. Offering all of the familiar **max**imiser architectural trademarks, the **XS** Call Server also allows multiple Virtual **max**imiser Call Servers to run on a single XServe platform. Each Virtual Call Server is capable of running a different level of software if required. This makes **max**imiser **XS** perfectly suited for running Managed, Hosted and Multi-Tenancy IP Telephony applications in addition to meeting large-scale Enterprise requirements.

5315/5330 Phone Modules

Provides connectivity for up to 15 or 30 analogue telephones, modems or fax machines respectively. Connectivity between the 5100/**XS** Call Servers and the 5315/5330 Phone Modules is via the 10/100 Mbps Link Ports on the front of the modules. It is this LAN connectivity that enables Phone Modules to be located anywhere on the Ethernet network where a connection point exists. The Phone Module allows a single CAT 5 (or better) cable to replace up to 30 conventional pairs of copper cable. The provision of four further LAN ports, supporting Power over Ethernet (PoE), allows the distribution of local IP Phones as well. A USB interface enables the use of a USB WiFi adapter as an alternative to a wired LAN link.

Features
- Support for IP (SIP & H.323), analogue & GSM/3G extensions
- Extension Anywhere for mobile, home and remote working
- LDAP system directory with external read and write access
- A flexible Voice Processing system offering;
  - Voicemail
  - Unified Messaging
  - Auto Attendant
  - IVR
  - Call Recording
  - Meet Me Conferencing
  - In-queue Announcements
- SIP Proxy Server & H.323 Gateway/ Gatekeeper for IP Trunk connectivity
- ISDN Trunk Gateway (5108 and 5100 variants)
- Built-in Apache Web Server for browser based management and configuration interface
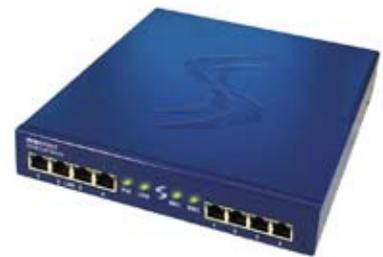
Modules in detail...

5108 Call Server
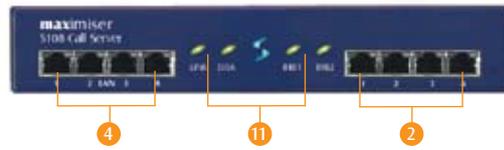
5108 Back

5100 Call Server

5315 Call Module

5330 Call Module

Back of 5100, 5315 and 5330

XS Call Server

XS Back

Dimensions (mm):

5108 - 243.40(w) x 224.00(d) x 42.23(h)

5100, 5315 and 5330 - 486.80(w) x 224.00(d) x 42.23(h)

XS - 447.0(w) x 762.00(d) x 44.00(h)

1 USB Socket

USB Socket. Allows Wireless LAN connectivity to be provisioned through the use of a USB 2.0 WiFi adapter. Not used on the 5100 Call Server.

2 Analogue Extension Sockets

16 x RJ45 sockets on 5100 Call Server, 15 on 5315 Phone Module, 30 on 5330 Phone Module and 4 on 5108 Call Server with integrated LEDs for ringing and off-hook, supporting the connection of standard analogue (POTS) telephones, fax machines and modems.

3 Basic Rate ISDN S/T

5100 Call Server provides four Basic Rate ISDN (BRI) interfaces, (8 trunk lines) via 4 x RJ45 ETSI S/T interfaces. CTR3 compliant for Pan European Connection. The 5108 Call Server provides 2 BRIs.

4 Integral QoS LAN switch

Direct connectivity for up to 4 IP Phones via 4 x RJ45 ports, dual speed, 10/100 Mbps Ethernet interface with integral LEDs reflecting connectivity (Link) and activity (Data). All ports auto- sense for MDI/MDIX connectivity. QoS (DiffServ) and 802.3af Power over Ethernet (PoE) are both supported.

5 Primary Rate ISDN S/T

The 5100 Call Server provides two Primary Rate ISDN circuits (30 trunk lines) via 2 x RJ45 ETSI S/T interface. CTR4 compliant for Pan European Connection.

6 LAN LINK

1 x RJ45 port, dual speed, 10/100 Mbps Full Duplex Ethernet interface with integral LEDs reflecting connectivity (Link) and activity (Data). Provides connectivity to existing LAN infrastructure, or dedicated LAN switches.

7 LAN LINK

2 x RJ45 ports, dual Independent 10/100/1000 (Gigabit) Mbps Full Duplex Ethernet interface with integral LEDs reflecting connectivity (Link) and activity (Data). Provides connectivity to existing LAN infrastructure, or dedicated LAN switches.

8 Trigger Inputs

Two trigger inputs to accept signals from fire or intruder alarms, provided in a mini-DIN format. 1 on 5108 Call Server. Not currently used on 5315 & 5330 Phone Modules.

9 Relay Sockets

2 x 3.5mm jack sockets to drive two external door release relays. 1 on 5108 Call Server. Not currently used on 5315 & 5330 Phone Modules.

10 Power

Primary 48Vdc. Power Supply Unit (PSU), CE Safety Approved. Supplied as standard.

11 LED Status Lights (5108 Call Server only)

LED 1 - LINK
Indicates that power is being provided to Ethernet devices connected via the 4 port 10/100 Mbps LAN Switch.

LED 2 - DISK
Indicates that there is disk activity as data is written to it.

LED 3 - BRI1
Indicates that the first Basic Rate ISDN socket is connected and active.

LED 4 - BRI2
Indicates that the second Basic Rate ISDN socket is connected and active.

....What ever the need, **max**imiser can provide the solution. From small businesses to large Enterprises.

Connectivity

Each **max**imiser system is constructed around just two modular components, so it's very easy to put together. Exactly how you choose to do so will very much depend on exactly what you need it to deliver for your business.

In a simple implementation, all **max**imiser modules can be mounted together, in a single 19-inch rack, typically located in the IT/Comms room. However, **max**imiser's unique architecture allows it to be overlaid on top of any IP infrastructure. So individual modules can be distributed anywhere on the company LAN as local inter-module connectivity is achieved via Ethernet. This allows your existing investment in LAN switches and structured Category 5/5e/6 cabling to be maximised and modules to be placed exactly where they're needed, greatly reducing the quantity and distance of cabling required when compared to traditional, or even other IP-enabled PBXs. This powerful location independent architecture also enables the installation of a single **max**imiser system that spans multiple locations across IP Wide Area Network (WAN) connections. The ability to deploy a **max**imiser solution across geographically distributed sites allows your business to deliver a consistant and feature rich service to your customers and employees, totally independent of their location. Single-site, campus/business park, or multi-site network - it's all just a one system as far as **max**imiser's concerned. In-bound calls to your company from the Public Switched Telephone Network (PSTN) can be delivered across ISDN trunks (Primary Rate and Basic Rate), IP trunks (SIP and H.323) and via any existing telephone systems you might have using DPNSS or ISDN S-Bus connections. **max**imiser embraces ISDN, SIP, H.323 & DPNSS trunks as equals, providing true one-world communication without the need for additional Gateways, delivering both choice and future-proofing.

System Scalability

If a **max**imiser system is easy to build from a hardware perspective, then adding users, trunks and value added telephony applications is just as straightforward. A no-nonsense licence key scheme allows you to provision more capacity and system resources when you need them, one at a time. There are only nine **max**imiser system licences;
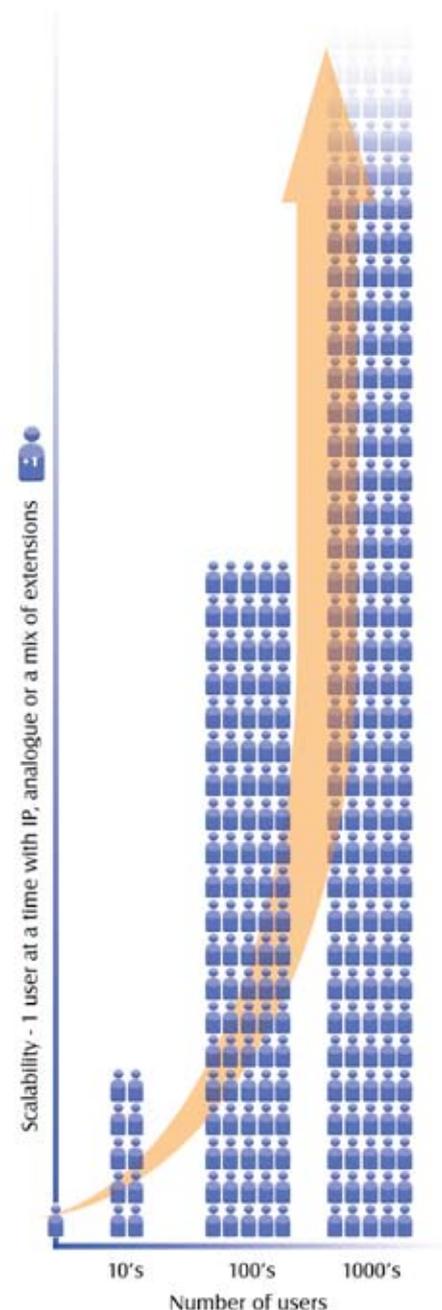
USER
Enables a single **max**imiser user. Users of PCS 580/570/560/100 and 3rd Party IP Phones all require a User Licence as do users of PCS 60/50/60 Ops Console when used as an IP Softphone. Users of analogue phones also require a User License, however, the 5315 & 5330 Phone Modules are supplied with 15 and 30 user licenses respectively. Extension Anywhere and Hot Desk Users also require a User Licence.

VIRTUAL USER
Enables all the functionality associated with a full User License, but does NOT allow the use of an associated on-switch phone. Primarily intended for use where **max**imiser has been deployed for its voice processing capabilities, i.e. in legacy PBX migration scenarios, or Schools where teachers have their own voicemail box, but don't have a phone.

OPERATOR CONSOLE
Enables the Operators Console feature set for a single user on the PCS 60 application or the PCS 560, PCS 570 and PCS 580 IP Phones.

Scalability - 1 user at a time with IP, analogue or a mix of extensions

Number of users

10's   100's   1000's

VOICEMAIL BOX

Enables a single voicemail box for a user or Department. 10 voicemail boxes are supplied as standard with each 5100 Call Server and 5 voicemail boxes with each 5108.

VOICE PROCESSING PORT

Enables a single concurrent voice processing port on a Call Server and when running the **max**imiser voice processing application on a standalone Mac OS X or Linux PC/Server. The 5108 Call Server is supplied as standard with 2 voice processing ports and the 5100 Call Server with 4 voice processing ports. These capacities can be expanded to 8 and 16 ports respectively. Increasing the number of Voice Processing Ports allows more people to access voicemail, auto attendants, Interactive Voice Response systems, meet-me-conferences and listen to in-queue messages, in addition to providing higher density call recording, at the same time.

ENHANCED SPEECH PROCESSING (ESP)

Enables multi-level auto attendant, direct dial through & Interactive Voice Response (IVR) capabilities on a single concurrent channel basis. Also provides Text-to-Speech on the 5100 and **XS** Call Servers. Each 5100 Call Server supports 4 to 16 ESP channels and each 5108 Call Server supports 2 to 8 channels. Higher capacity is delivered by running the **max**imiser Voice Processing application on a standalone Mac OS X or Linux PC/ Server. Deploying Enhanced Speech Processing frees up your workforce by automating repetitive telephony tasks.

UNIVERSAL TRUNK

Enables a single trunk channel (BRI, PRI, DPNSS, SIP or H.323) on the 5100 or 5108 Call Server. Enables a single SIP or H.323 trunk channel on the **XS** Call Server.

VOICE COMPRESSION

Enables a single G.729a, 8kbps voice compression channel on the 5100 and 5108 Call Servers. The 5100 supports up to 68 voice compression channels and the 5108 up to 8 voice compression channels. Voice Compression allows more telephone calls to be squeezed down a single trunk, reducing the overall number of lines required and reducing costs.

8 PORT ANALOGUE EXTENSION (5100 Call Server)

Enables eight additional analogue extensions on the 5100 Call Server.

maximiser – the Pure IP Solution

maximiser is a business telephone system. It just happens to be constructed around a pure IP core because SpliceCom had the luxury of starting completely from scratch when designing it. The use of this particular technology has allowed the delivery of higher scalability, greater flexibility and more advanced features than traditional TDM based, or IP Enabled TDM phone systems. Of increasing importance to businesses is the fact that this approach also provides an easy – not to mention cost effective – way of directly unifying their telephone system with the World Wide Web, intranet and other web-enabled IT applications.

SIP and H.323

maximiser provides native support for both the Session Initiation Protocol (SIP) and H.323 on the 5100, 5108 and **XS** Call Servers providing interoperability for both the new and old standards for Voice over IP. These two protocols provide different alternatives for initiating, modifying, and terminating a Voice over IP telephone call. Support for SIP, which has its roots in the IP community (it's similar to HTTP and shares some of its design principles) from both manufacturers and service providers is growing. On the other hand, H.323 is a more mature protocol and has its basis in ISDN. Both H.323 and SIP use the Real Time Transport Protocol (RTP) to carry the actual media (voice or video) stream once the call has been set-up.

maximiser allows both SIP and H.323 devices to be concurrently supported across a single system, with calls being passed seamlessly between both types of terminals. SIP Desktop Phones from Cisco, Mitel, Linksys, Aastra, Polycom, Grandstream, Elmeg/SNOM & Safecom have been tested and deployed with **max**imiser, alongside SIP WiFi phones from Hitachi & Unidata and SIP/DECT Gateways from Polycom.

SIP and H.323 Trunk services are also supported on **max**imiser through the use of Universal Trunk Licences. **max**imiser has already been successfully tested and deployed with Next Generation SIP Trunk Services from Gamma Telecom, VoIP Unlimited, Voiceflex/Frontier Telecom and Gradwell/ Margathea Telecom. Testing has also been successfully completed with Border Gateway Controllers (BGCs) supplied by Hipcom.

### Migrating to IP Telephony - one step at a time

The ideal scenario for the introduction of IP Telephony is the Greenfield site. As the majority of organisations don't have this "start from scratch" luxury, **max**imiser has been developed to integrate with your current network infrastructure, exactly as it stands, so maintaining your current investment and enabling migration to full IP Telephony at your own pace.

Your LAN Infrastructure is **max**imiser ready

maximiser's distributed architecture allows you to overlay its components on your existing LAN infrastructure, where it will continue to deliver service, totally independent of any network changes and equipment upgrades you will make as your needs evolve. PBX replacement, separate LANs for voice & data or a fully converged network - **max**imiser fits all needs. This enables you to enjoy significant cost savings by using your distributed cabling system for phone calls - even if your LAN switches don't support Quality of Service (QoS) for prioritisation of voice over data traffic.

PBX Replacement?

If you're looking to replace an existing telephone system that's run out of extension/trunk capacity, or simply can't deliver the features or functionality your business needs, then the investment protection offered to you by **max**imiser is likely to be a key factor in your decision making process. You can install the required number of **max**imiser modules, Call Server and Phone, within a single cabinet in exactly the same manner as a traditional PBX. **max**imiser allows you to retain your existing investment in copper plant. By terminating your existing twisted pair cabling with RJ45 connectors they can be directly connected to the Phone modules. **max**imiser allows you to retain your existing investment in traditional
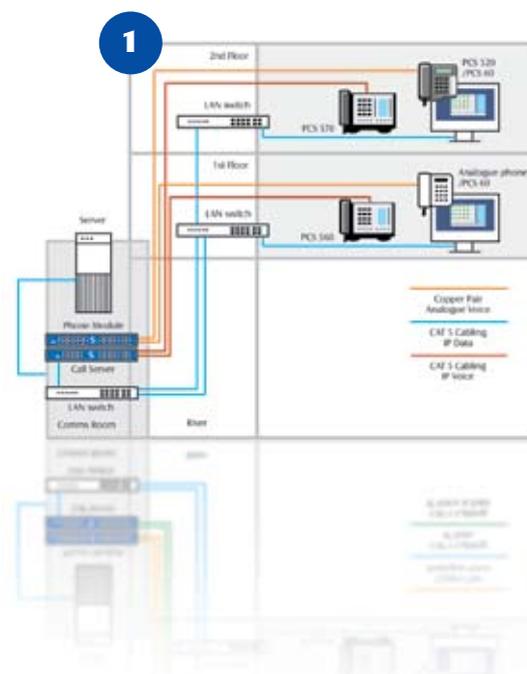
analogue phones - but provides far greater facilities. A single connection from the Call Server fed into your existing LAN is all it takes to further energise these phones by allowing them to utilise existing desktop PCs and laptops to run SpliceCom's PCS 60 (Windows and Mac OS X) or PCS 50 (Linux) as a personal productivity, "Phone Partner" application.

The QoS LAN Switch integral to the Call Server ensures that your voice and data traffic remain on separate networks. Want to move into the world of IP Telephony? Then just connect Category 5 cables (or better) directly to the Call Server - or a LAN Switch connected to the Call Server - and your PCS 580s, PCS 570s, PCS 560s, PCS 100s, SIP or H.323 compliant IP phones. This allows you to change the telephony mix and migrate to IP voice technology as and when it's right for your particular organisational needs, but still keep your voice and data networks separate.
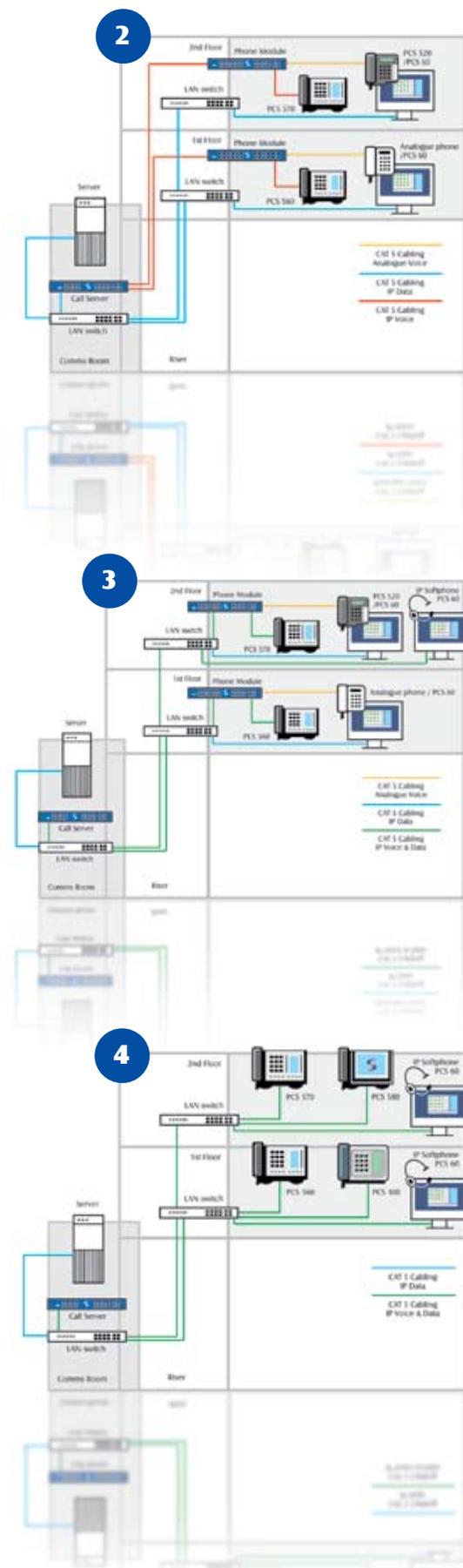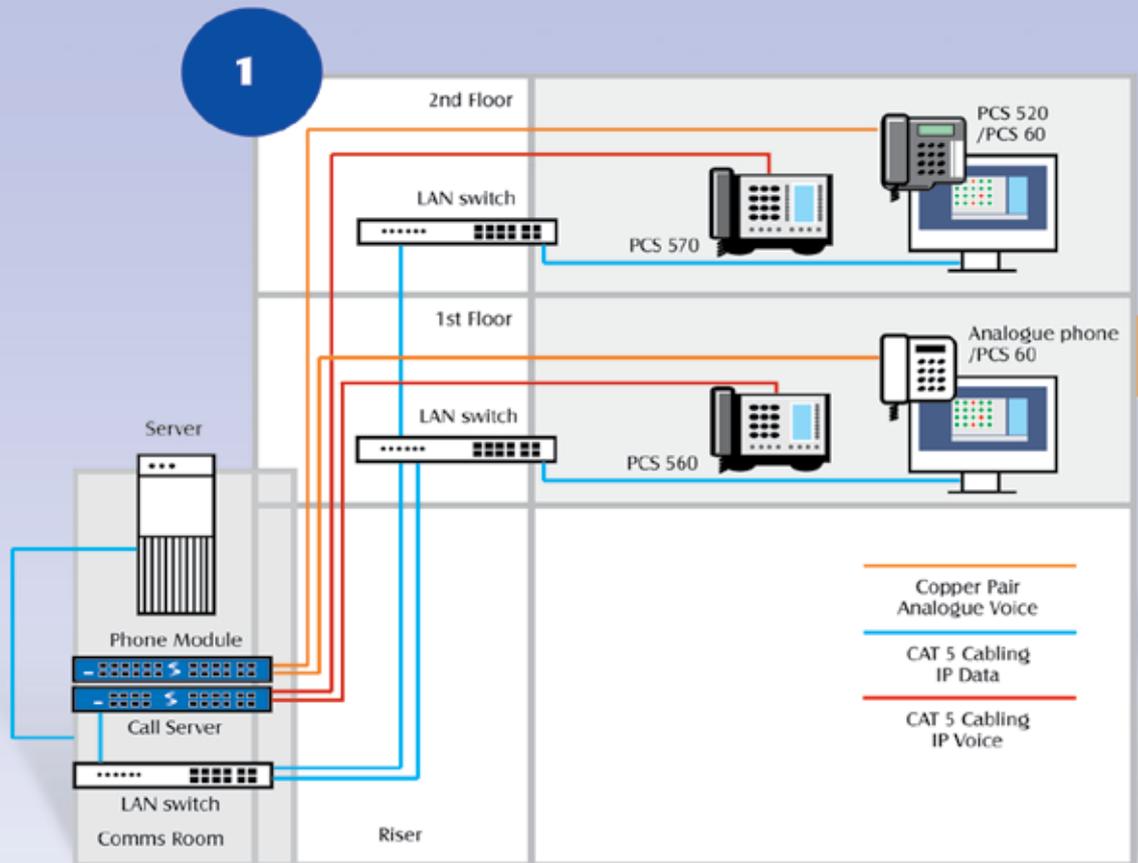
Utilising your Existing LAN Infrastructure

Do the LAN Switches you're currently using on your network support Quality of Service (QoS)? If the answer's no it doesn't matter - with **max**imiser you still have full access to ALL the business benefits it has to offer by keeping your voice and data traffic separate. However, if you're using a structured cabling scheme for voice and data connectivity, then **max**imiser can deliver further cost savings and efficiencies to your organisation. You can now distribute Call Server and Phone modules exactly where they're needed throughout your building or campus, rather than being forced to centralise them within a single cabinet - as is the case with traditional and indeed IP-enabled PBXs. Now cables for analogue extensions only need to run from the desk to the riser where the Phone Module can be located - a single LAN cable handles up to 30 concurrent phone calls between the Phone module and the Call Server. A single connection between the Call Server and your existing LAN network allows the PCS 60 or PCS 50 Phone Partner to be run on desktop PCs, delivering all the benefits of **max**imiser to your analogue phone users. Again, PCS 580s, 570s, 560s and PCS 100s can be connected via low-cost LAN switches, dedicated to voice traffic, to the Call Server, alternatively the IP Phones can be connected directly to the Call Server. If LAN switches are utilized in this manner they do not require QoS support.

If your LAN infrastructure equipment already supports QoS, **max**imiser allows you to fully converge your voice & data networks. Connectivity of Call Server and Phone modules along with PCS 580, PCS 570, PCS 560 and PCS 100 IP Phones can be overlaid on top of your existing IP network. Where the IP Phones are deployed, only one LAN cable to the desktop is now required and IP Softphones, such as the PCS 60 or PCS 50, running on desktop or laptop PCs (Windows, Apple Mac OS X and Linux) can be utilised. The upshot of this is only one network for voice & data, far less equipment to manage and a massive reduction in the amount of cabling required.

End to End IP Telephony

At any stage, once your LAN infrastructure supports QoS, you can utilise **max**imiser to deliver an IP only solution to the desktop. This is the basis of what the Gartner Group term the Real Time Enterprise; increasing work force efficiency and reducing end-to-end business process by using web-based applications to get the right information to the right people at the right time. **max**imiser uses the PCS 580, PCS 570, PCS 560, PCS 100, PCS 60 Operators Console, PCS 60 IP Softphone for Windows and Mac OS X and PCS 50 IP Softphone for Linux to deliver a sophisticated end to end pure IP Telephony solution – wherever and whenever required.

1

2nd Floor

PCS 520 /PCS 60

LAN switch

PCS 570

1st Floor

Analogue phone /PCS 60

LAN switch

PCS 560

Server

Phone Module

Call Server

LAN switch

Comms Room

Riser

Copper Pair Analogue Voice

CAT 5 Cabling IP Data

CAT 5 Cabling IP Voice

maximiser in a traditional infrastructure

4

2nd Floor

IP Softphone PCS 60

LAN switch

PCS 570

PCS 580

1st Floor

IP Softphone PCS 60

LAN switch

PCS 560

PCS 100

Server

Call Server

LAN switch

Comms Room

Riser

CAT 5 Cabling IP Data

CAT 5 Cabling IP Voice & Data
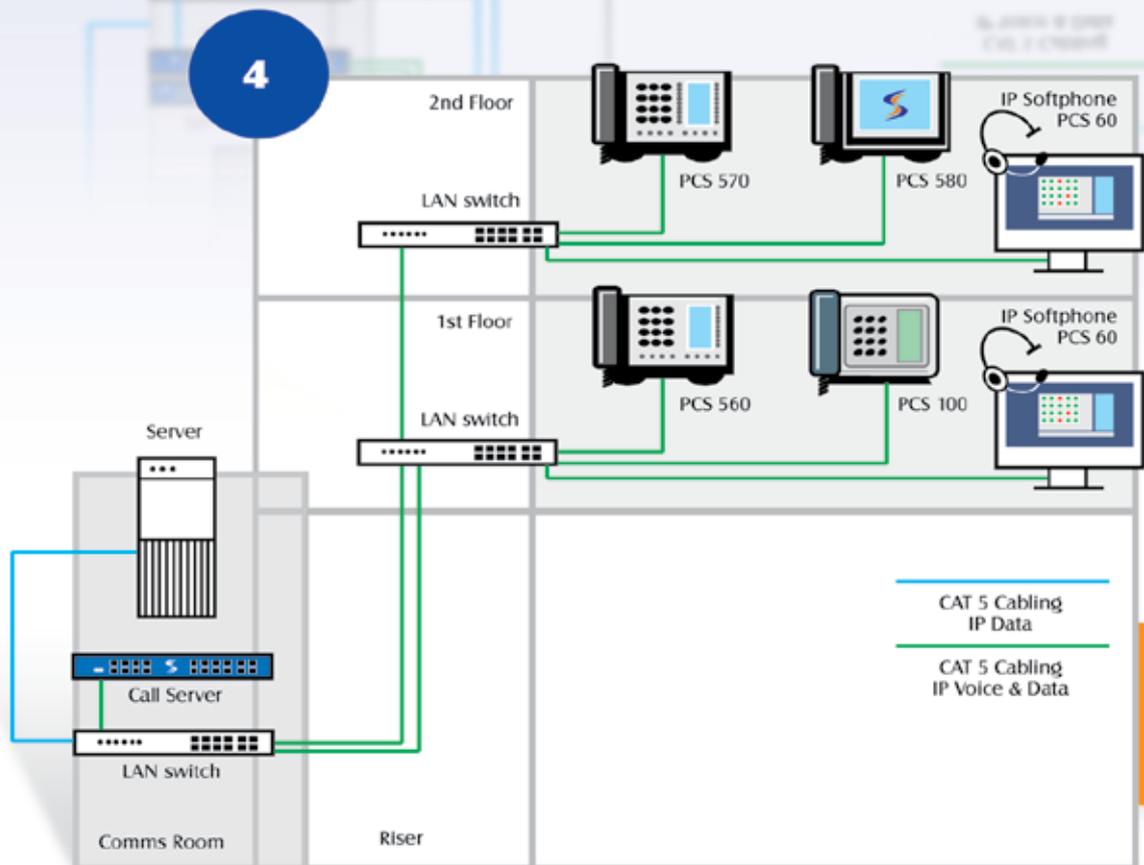
maximiser in an IP only infrastructure

Migrating to IP Telepho

2

2nd Floor

Phone Module

PCS 520 /PCS 60

LAN switch

PCS 570

1st Floor

Phone Module

Analogue phone /PCS 60

LAN switch

PCS 560

Server

Call Server

LAN switch

Comms Room

Riser

CAT 5 Cabling Analogue Voice

CAT 5 Cabling IP Data

CAT 5 Cabling IP Voice
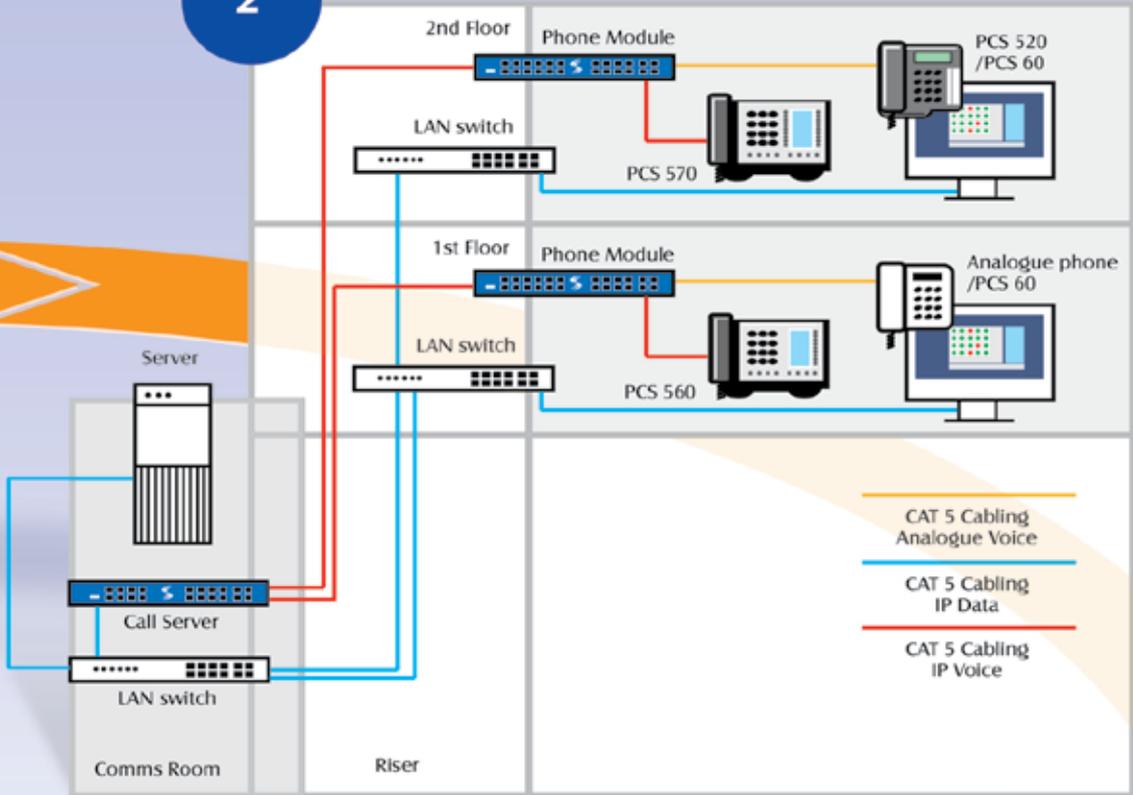
LAN without QoS Switches

3

2nd Floor

Phone Module

PCS 520 /PCS 60

IP Softphone PCS 60

LAN switch

PCS 570

1st Floor

Phone Module

Analogue phone / PCS 60

LAN switch

PCS 560

Server

Call Server

LAN switch

Comms Room

Riser

CAT 5 Cabling Analogue Voice

CAT 5 Cabling IP Data

CAT 5 Cabling IP Voice & Data
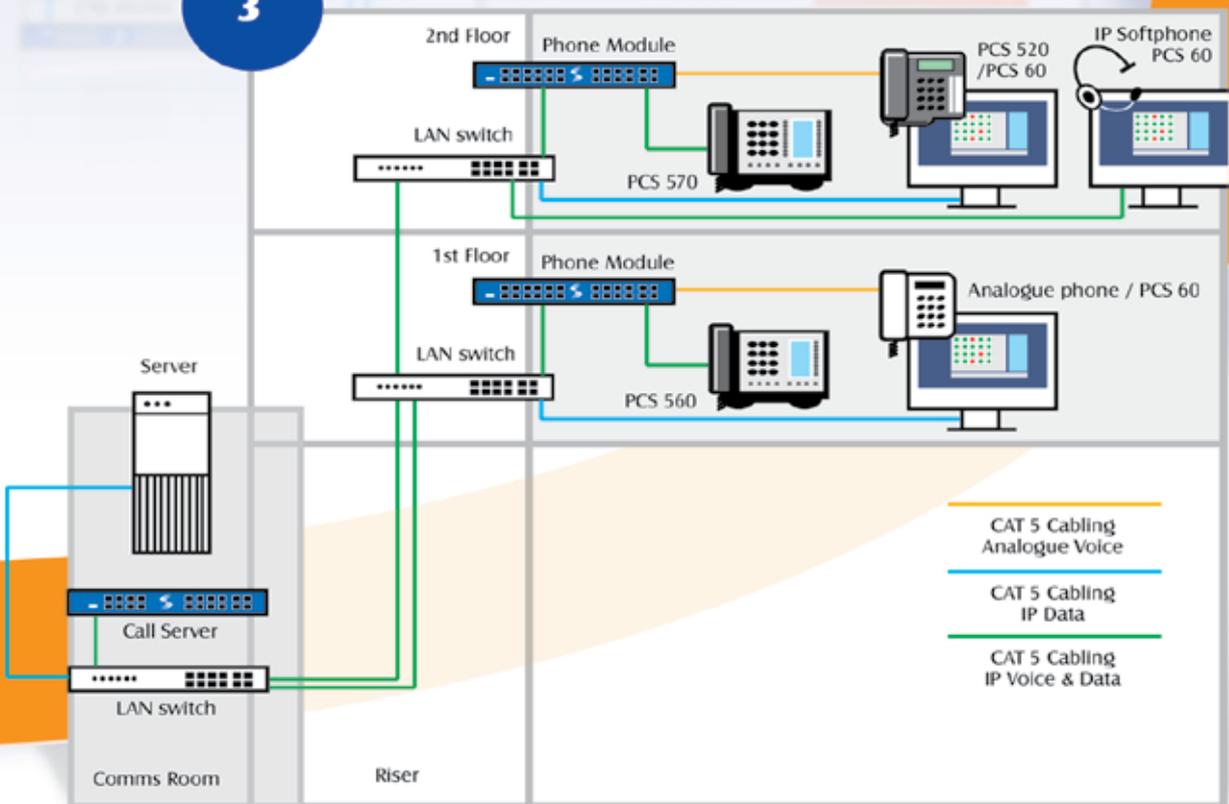
LAN with QoS Switches

ony...one step at a time

Grows With Your Business

The total current capacity of **max**imiser 5 Series solutions is 10,000 extensions and 200 Call Servers – if you need more capacity then the **max**imiser **XS** scales up to 100,000 extensions. Each 5108 Call Server supports up to 4 IP and 4 analogue extensions. Each 5100 Call Server handles up to 500 IP or analogue extensions. Need more than 500 extensions? Just add more Call Servers. This approach allows your telephone system to grow in an organic manner without the need to upgrade or replace processors and cabinets as is the case with traditional and hybrid IP PBXs. Yet no matter how big or small your **max**imiser system may be, or how many sites it's spread across, it still works for your customers, prospects, suppliers and employees as one single entity - and what's more it's managed as a single system, allowing you to reduce management costs.

Moving employees out of a large head office to smaller remote locations? Just take the Phone Modules and/or IP Phones with you and add a Call Server if local PSTN break out's required. Introducing homeworking to reduce office space? Let employees take their IP Phones with them, or use the Phone Modules to provide Extension Anywhere using their existing home or mobile phones. Closing branch offices and re-locating your staff back to the head office? Just bring all the **max**imiser phones and modules with you and add it to the main system to give expansion and/or added redundancy and system resilience. Whatever your plans **max**imiser is as flexible as your business needs it to be.
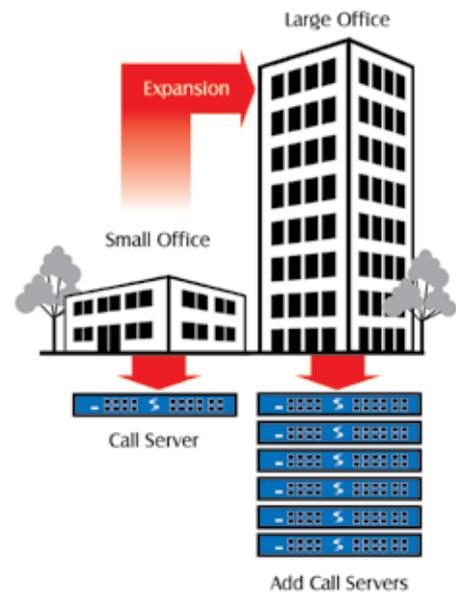
Redundancy, Resilience & Business Continuity – Built-In

Not only is it simple to add **max**imiser modules to expand your business telephone system, it's just as easy to add extra resilience and system redundancy exactly where it's needed for business critical applications - in a very cost-effective manner. For example, by deploying two **max**imiser Call Servers you've provided load sharing, dual processing resilience for up to 500 users. Should there be an equipment failure, or a problem occur on the LAN network, any IP Phone or Phone Module connecting to it can re-register to the 2nd Call Server. Voice Processing tasks too can be distributed across different Call Servers and networked Mac OS X, or Linux PCs/Servers.

In a multi-site network with Call Servers distributed across the company's IP WAN, all Call Servers are constantly receiving updates from each other. This provides real resilience against local outages and network downtime. Full remote survivability means that even if an IP link between sites fails it will still be business as usual as calls can still be made and received over the local ISDN network, with full system functionality - not just a sub-set of features - available to each employee. Once the IP WAN link is restored, only database changes are forwarded between Call Servers, minimising the traffic between sites.
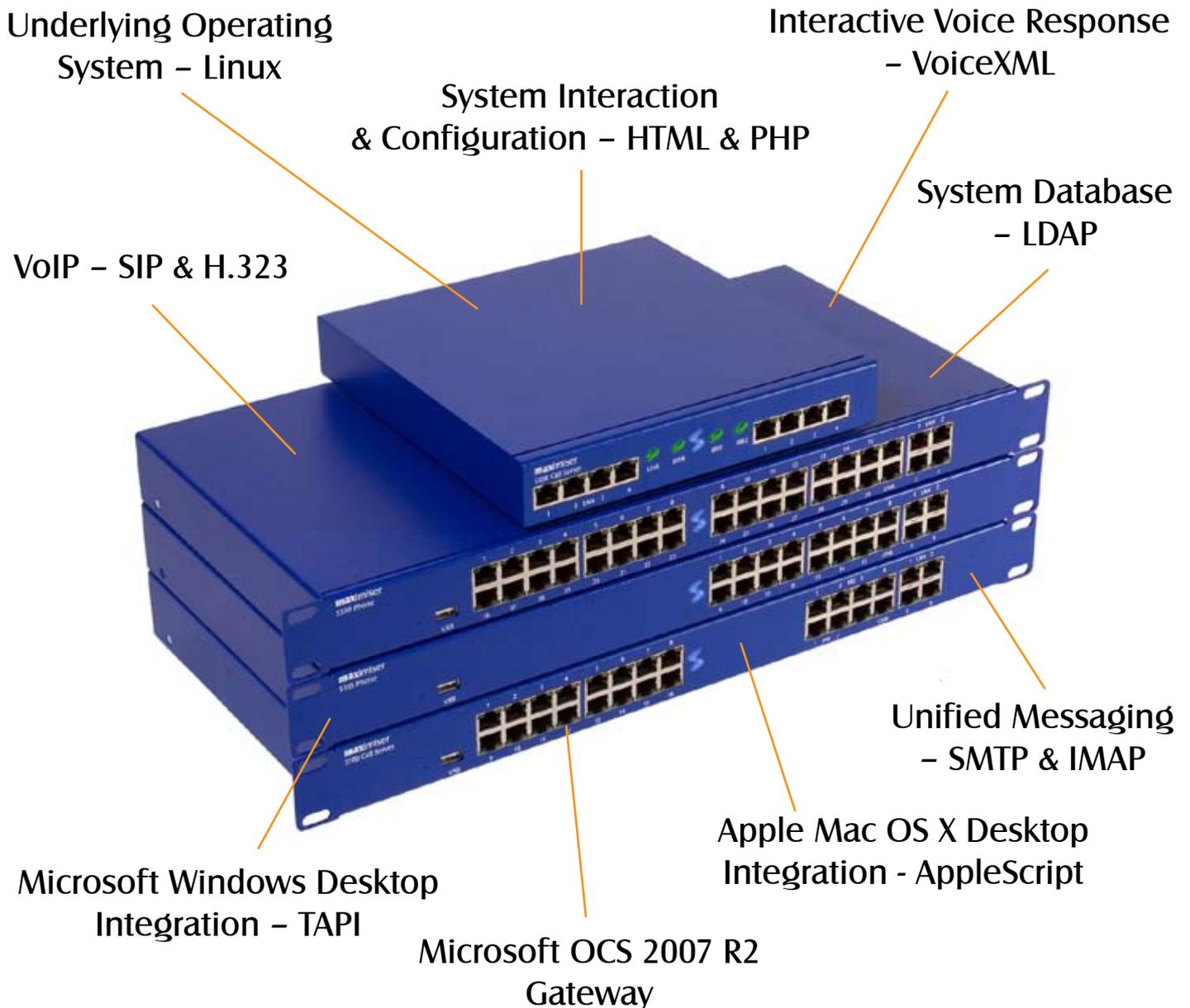
In the 21st Century every organisation should have a Business Continuity or Disaster Recovery plan. **max**imiser's small size, modularity and distributable architecture make it the ideal business telephone system for such a role. Whether you choose to have it hosted off-site, pre-installed and mirroring your existing system in an empty building, or simply in the back of a van ready to be transported and set up exactly where it's needed **max**imiser means that your company's voice communications is one less thing for you to worry about should the un-thinkable ever happen.
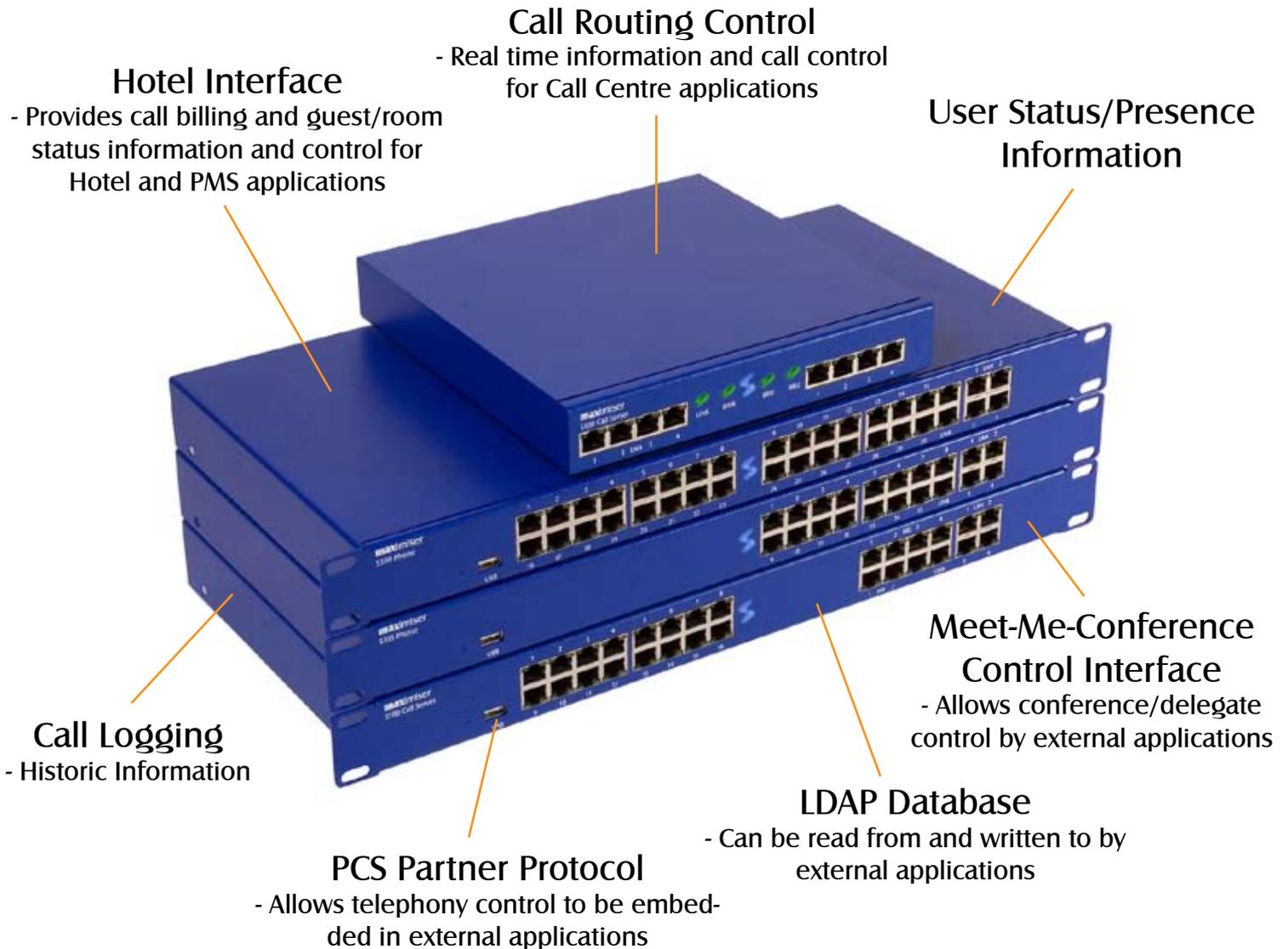
The Most Open System Architecture Around

As a 21st Century company, with the luxury of a clean sheet of paper on which to design a modern telephone system, SpliceCom, has been able to take advantage of the latest innovations in silicon based technology to deliver up-to-the-minute advances in business telephony and customer interaction. Needless to say, SpliceCom have not suffered from the design and marketing handicaps imposed on traditional PBX manufacturers, allowing them to deliver a system which is capable of combining information, be it by voice, video, IP TV or web-enabled IT applications to deliver unique and tangible business benefits in a cost-effective manner.

maximiser has been developed to be the most "Open" business telephone system available today. This allows its advanced benefits to be delivered to all users in a consistent and identical manner, totally independent of LAN infrastructure, telephone type, computer platform & operating system, service delivery, employee location or company size. **max**imiser's system architecture embraces industry standard interfaces and protocols wherever they exist. These include;

Underlying Operating System – Linux

Interactive Voice Response – VoiceXML

System Interaction & Configuration – HTML & PHP

System Database – LDAP

VoIP – SIP & H.323

Unified Messaging – SMTP & IMAP

Microsoft Windows Desktop Integration – TAPI

Apple Mac OS X Desktop Integration - AppleScript

Microsoft OCS 2007 R2 Gateway

Open for Development

In those areas where no standards exist SpliceCom have developed and documented their own interfaces. These are freely available through SPliceCom's 3rd Party Development Programme to those wishing to integrate their applications or products with **max**imiser; These include;

Call Routing Control
- Real time information and call control for Call Centre applications

Hotel Interface
- Provides call billing and guest/room status information and control for Hotel and PMS applications

User Status/Presence Information

Call Logging
- Historic Information

Meet-Me-Conference Control Interface
- Allows conference/delegate control by external applications

LDAP Database
- Can be read from and written to by external applications

PCS Partner Protocol
- Allows telephony control to be embedded in external applications

Award Winning **max**imiser

Following its launch in 2003, **max**imiser was voted "The Most Innovative New Product or Service" at the UK's Comms Channel Awards 2004 in a section specifically targeted at new companies. In support of the award the judges felt that; "In a very competitive field SpliceCom's **max**imiser stood out as being a highly commercial proposition for the channel, delivering the innovative applications that have become the trademark of the management team who have once again put together a winning product."

2007 saw SpliceCom's newly released Enterprise platform, **max**imiser **XS**, which supports up to 100,000 users, shortlisted as a finalist in the Comms Business Awards for the Most Innovative Channel Hardware product. It was also in Comms Business's list of the Top 10 Most Significant New Poducts of 2007.

About SpliceCom

SpliceCom are the only British company to design, develop and manufacturer Unified Communications systems that deliver tangible businesses benefits for all types of company, irrespective of size. Founded by an experienced management team who provided the driving force behind the two most successful UK voice and data convergence companies of the last decade, our **max**imiser product family combines the delivery of voice, video, IP TV and web enabled IT applications at the desktop within a single, scalable system. Since **max**imiser's launch in 2003 we've focused our resources on continuously enhancing our Pure IP Telephone system to meet our customers' needs. This has allowed us to grow our marketshare of Pure IP PBXs in the UK to an impressive 16%, according to respected industry analysts MZA.

SpliceCom cares about our planet. **max**imiser based Unified Communications solutions help companies to reduce their carbon footprint by enabling daily communications, conferencing and collaboration without the need for travel. All SpliceCom products comply with the directive for the restriction of the use of certain hazardous substances in electrical and electronic equipment (RoHS) and the regulations for the disposal and recycling of waste electrical and electronic equipment (WEEE).

maximiser delivers a sophisticated end to end Pure IP Telephony solution – wherever and whenever required.

SpliceCom

Defining next-generation communication