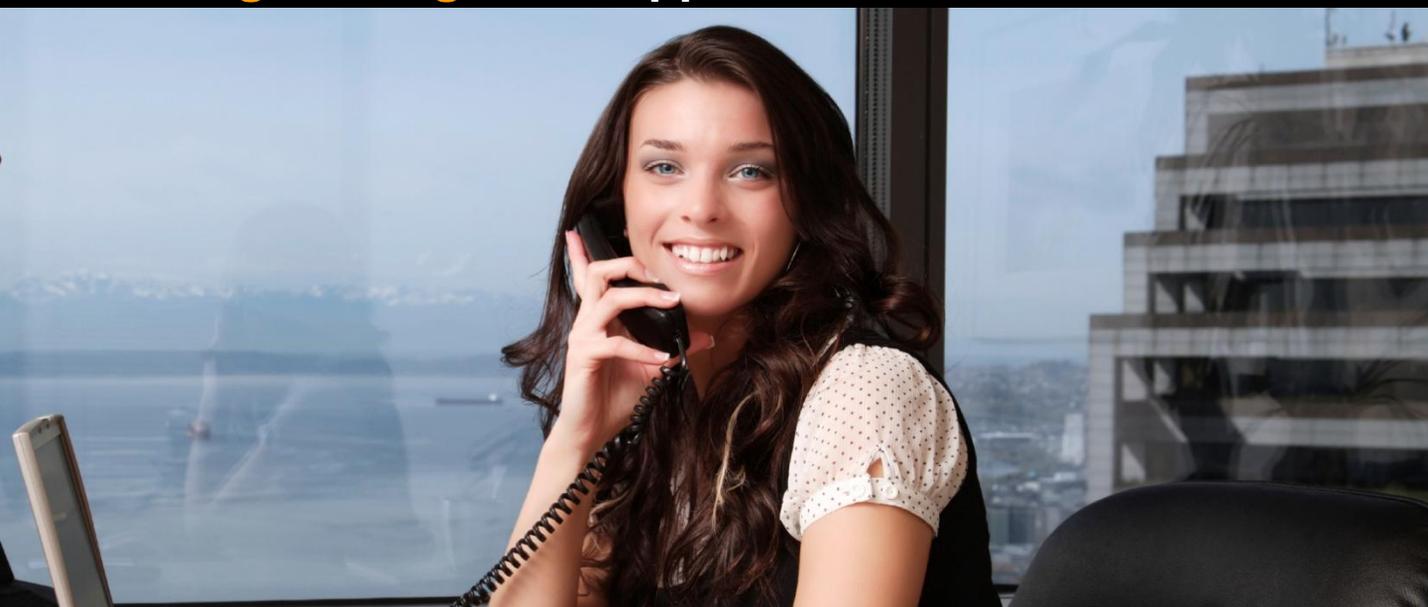


Samsung Xchange CTI Application



The CTI application with a difference

Samsung Xchange expands your telephone handset into your complete communication solution.

Being productive has never been easier. Would you like to know who is calling you before you answer the phone?

Samsung Xchange will search your personal contact lists and your company contact lists. If no match is found Xchange will perform a Google™ search, which for the majority of business calls will provide you with the company name and business type plus a link to their web site and location.

Be more efficient and check the availability of the person you want to contact, see if they are busy or only available by e-mail or Instant Messaging (IM). With Samsung Xchange even contacts outside your company can be viewed using the standards based link into several common social networking sites. With this it has never been easier to keep in touch.

Do you ever struggle to put a face to a name or voice? Enhance your memory with the Samsung Xchange feature of caller look up on Facebook™ and LinkedIn™ if the callers picture is available, this will appear on your screen.

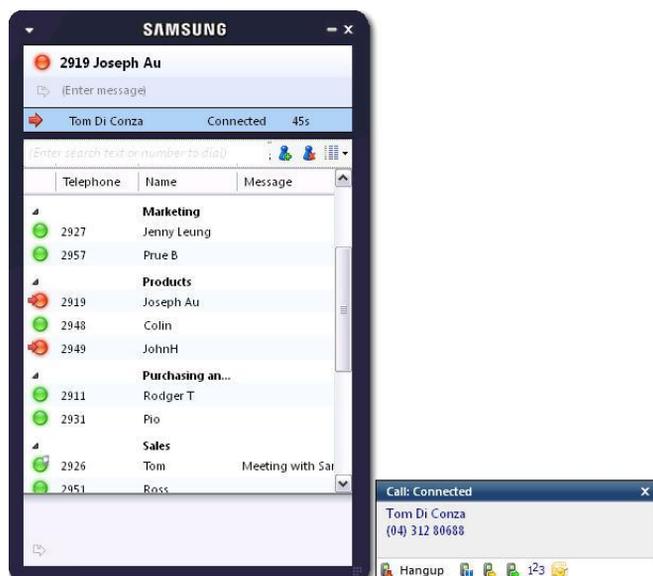
Samsung Xchange connects your telephone to your office computer, making you more productive. When a call is received by your telephone, the caller's telephone number (CLI) is displayed on your screen in a small, discreet, notification window. Samsung Xchange also connects to your company's CRM database/application and looks up the name of the caller in the database for you and displays it. This will allow you to know who's calling even before answering the phone.

You can also use the buttons on the notification window to answer the call, or to bring up the caller's record in the CRM application, saving you valuable time during the call – making you more productive and your customers happier.

As well as “popping” inbound callers details, Samsung Xchange allows you to quickly and easily dial from your CRM application and search for contacts by name or location – often in an easier way than is provided by the actual CRM application itself.

In addition to CRM integration and call previewing, Samsung Xchange provides the following features:

- Call control from your PC.
- Internal contact manager for private contacts that are not in the company's main CRM database.
- A detailed call history to see at a glance who you have been calling and called by, no more lost calls.
- Dial from anywhere – Web pages, Microsoft applications, most database applications and many other places.
- Presence – see the presence status of colleagues, including whether they are in DND, out of the office, in a meeting, etc. and quickly call them.



Samsung Xchange CTI Application

Presence

The Presence window in Samsung Xchange allows you to view a customisable, quick-searchable list of other extensions and people and see everything about them at a glance (security settings permitting): their name, number, department, whether they are in the office, available or on a call, who they are on the phone to and whether they have Do Not Disturb or Call Forward turned on.

Call Control

Using Samsung Xchange, you can completely control your handset from your PC. Make calls and pick up calls that are ringing (even ones that are not ringing at your handset), hang-up, deflect/forward calls, put calls on hold, perform transfers and consultations. Using Samsung Xchange makes call control easy so minimal training is required and mistakes like accidentally hanging up on callers are a thing of the past.

Address Book

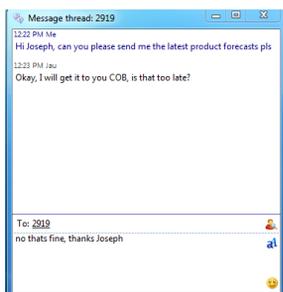
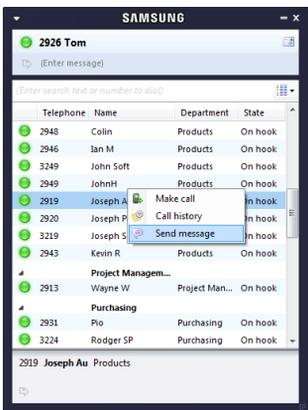
The Address Book feature on Samsung Xchange allows you to search all your CRM databases simultaneously, as well as storing an internal list of contacts that are not in any of your CRM databases. From the search results, you can quickly dial, email, or show the contact in your CRM application to see more information.

Samsung Xchange – New Features

Instant Messaging

This feature gives you an alternative way to communicate with your colleagues. The built-in chat window supports emoticons, hyperlinks, and rich text.

You can open multiple chat windows and send messages to several recipients simultaneously. Your messages are linked so you can use the message history to review your conversations. Messages can be sent from both the Main Window and the Messages window.



Social Networking – LinkedIn, Facebook, Myspace, Xing

When a caller's email address is known (for example found in an integrated CRM database), Samsung Xchange's Social Networking Integration is able to search social networking services for any matches to that email address. If any matches are found, pictures and a 'pop' button for that caller are displayed. Facebook integration searches the whole Facebook member list while MySpace and LinkedIn integration search the user's 'friends'.



Google Places Integration

Xchange's Google Directory Integration brings telephony together with Google. Google Directory Integration works in two distinct ways.

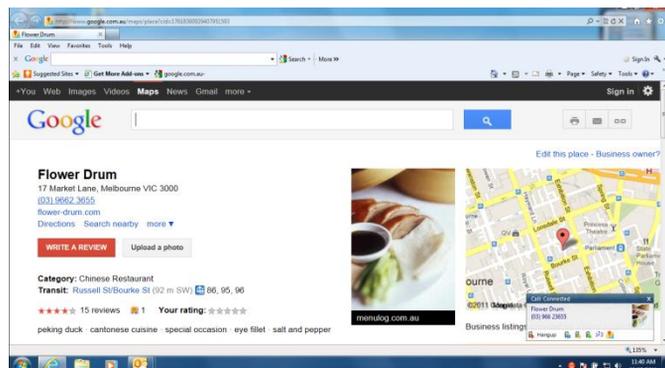
Address Book

Acting as an enhancement to the Address book, Google Directory Integration allows text searches in the Address book search box, and can be used to search for a new caller's telephone number or their name.

Dialing

Where possible, Samsung Xchange will use Google Directory Integration to automatically search for company information on any call, displaying a Google picture and company website link in the Preview Window.

Samsung Xchange Google Directory Integration gives localized results depending on your location.



Multiple Site Support

Samsung Xchange can support a maximum of 8 sites or 1000 users. Extensions across sites must be unique, and PBX Licence required for each connected site.

New Database Integration

Samsung Xchange now integrates with a total of 18 Databases, and more recently integrates with MS Dynamic 4-5, vTiger and Zoho database CRM

Samsung Xchange CTI Application

Features & Functionality

Function	Dial + Presence	Dial + Integrator	
Call Control			
Hold	Y	Y	
Transfer	Y	Y	
Consult	Y	Y	
Deflect	Y	Y	
Answer	Y	Y	
Other extension answer	Y	Y	
Features			
Other user Presence status	Y	Y	
Other user Telephone status	Y	Y	
Own Caller/Called party details	Y	Y	
Other user Caller/Called party details	Y	Y	
Set availability status	Y	Y	
Set out of office message	Y	Y	
Progressive search of users in presence window	Y	Y	
Personal address book	Y	Y	
Shared address book	Y	Y	
Simultaneous search of multiple address books	Y	Y	
Multi contact media from address books	Y	Y	
Call history	(Unlimited)	(Unlimited)	
Call Preview window with call control	Y	Y	
MS Outlook dialling integration	Y	Y	
MS Outlook incoming call contact searching	Y	Y	
MS Outlook calendar Integration	Y	Y	
Dialling from browser page (Internet Explorer, Google Chrome)	Y	Y	
Dialling from call history (Internet Explorer, Google Chrome)	Y	Y	
Dialling from web based corporate contact systems	Y	Y	
Dialling from Clip Board	Y	Y	
Dialling from bespoke application	Y	Y	
Dialling from TAPI enabled applications	Y	Y	
MS Windows Smart Tag Dialling	Y	Y	
Multi Language	Y	Y	
Selectable skins	Y	Y	
PC selectable ring tone	Y	Y	
PC sound mute on call activity	Y	Y	
Import and Export of dial configuration settings	Y	Y	
Contacts database searching	Y	Y	
Hot desking	Y	Y	
Chat	Y	Y	
Security Policies	Y	Y	
Integrate to Samsung Call Recording Software	N	Y	
Citrix/Thin Client/Virtual Server working	Y	Y	
Multisite Support (up to 8 sites)	Y	Y	
Database Integration			Version Supported
ACT!	Y	Y	2008-2011
GoldMine	Y	Y	5.5-8.5
Google Places/Maps	Y	Y	N/A
Lotus Notes	Y	Y	7-8.5
Maximiser	Y	Y	9-11
Microsoft Access	Y	Y	2000-2010
Microsoft Outlook (not 64bit)	Y	Y	2000-2010
Microsoft Dynamics CRM	N	Y	3-4
Microsoft Dynamics NAV	N	Y	4-5
NetSuite	N	Y	N/A
ODBC	N	Y	N/A
Pegasus Opera II	N	Y	N/A
Sage CRM	N	Y	N/A
Sage Line 50	N	Y	2008-2011
Salesforce	N	Y	Enterprise
Social Networking (Facebook, MySpace, LinkedIn, Xing)	Y	Y	N/A
SugarCRM	N	Y	5.0-6.0
SuperOffice	N	Y	6.1-6.3
vTiger	N	Y	N/A
Zoho	N	Y	N/A