Improving your commercial service thanks to Asterisk

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- Quite a vast and subjective topic

- « Commercial service » is a bit narrow
  - Enterprises
  - Administrations

- Presentation based on day-to-day experience of Eyepea (nothing commercial though)

- More (features) for less (money)

Payoff Prospects
What Are the Most Likely Long-Range Benefits of VoIP to Your Company?

Benefit	% Of Responses
Reduced Costs	~73
Improved Productivity	~72
Platform For Innovation	~52
Universal In-Box	~52
Better Collaboration	~52
Anytime, Anywhere Access to Company Data	~50
Faster Responsiveness to Customer	~45
Better Quality of Service and Applications	~39
Better Support for Globalization Efforts	~38
Fewer Employees Supporting Telecom Operations	~34

Note: Multiple Responses Allowed
Base: 85 Sites using VoIP
Data: InformationWeek Research VoIP Survey of 300 Business-Technology Executives

- Saves money

- Adds a lot of functionalities

- 2000: VoIP was less (features) for more (money)

- 2007: VoIP is more (features) for less (money)

- **2007: Asterisk is much more for much less**

- All the benefits of other VoIP solutions (shared infrastructure, reduced telecom costs etc.)

- Acquisition
  - Standard hardware is getting cheaper every day
  - No or low licence costs

- Installation: + and –

- Integration: definitely easier/cheaper

- Maintenance
  - In-house staff
  - Requires training/coaching/outsourcing

Much more (features)

- All the benefits of other VoIP solutions

- Several products in one box
- Many interesting features

- IP-PBX

- Call Center solution

- Conference server

- Recording server

- Unified messaging server

- Telecom gateway

- Application gateway

- ...

Call Center

- Sophisticated call center features
  - Inbound/Outbound/Blended
  - Multi client: IP Phones, Web phones, Soft phones, Instant Messaging
  - IVR
  - Sophisticated call routing
  - Remote agents
  - Recording
  - Multi-company
  - Reporting: historical + real time
  - Software integration capabilities
  - …

- Benefits
  - Dedicated Call Center platform or combined with IP-PBX
  - Ease of setup
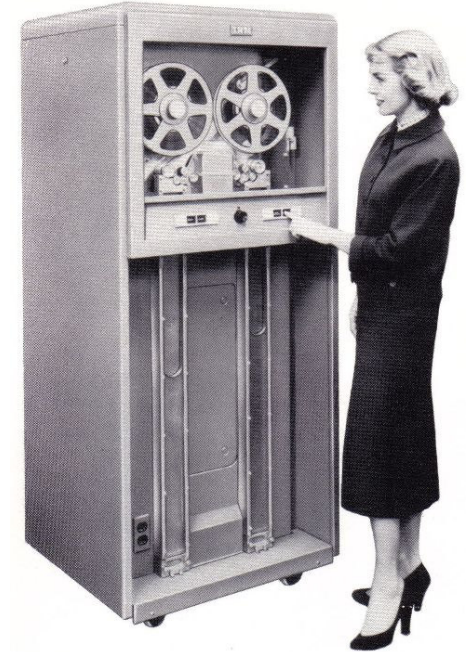
- Recording, conversion to .wav format, storage

- Trigger

  - Per extension/agent/conference call

  - Outgoing/Incoming calls

  - On demand

  - Programmable

- Stored on Asterisk, sent by email, passed to other application via API or webservices (CRM, Helpdesk s/w, Document Management…)

- Benefits

  - Immediate retrieval via phone, email, web, podcast etc.
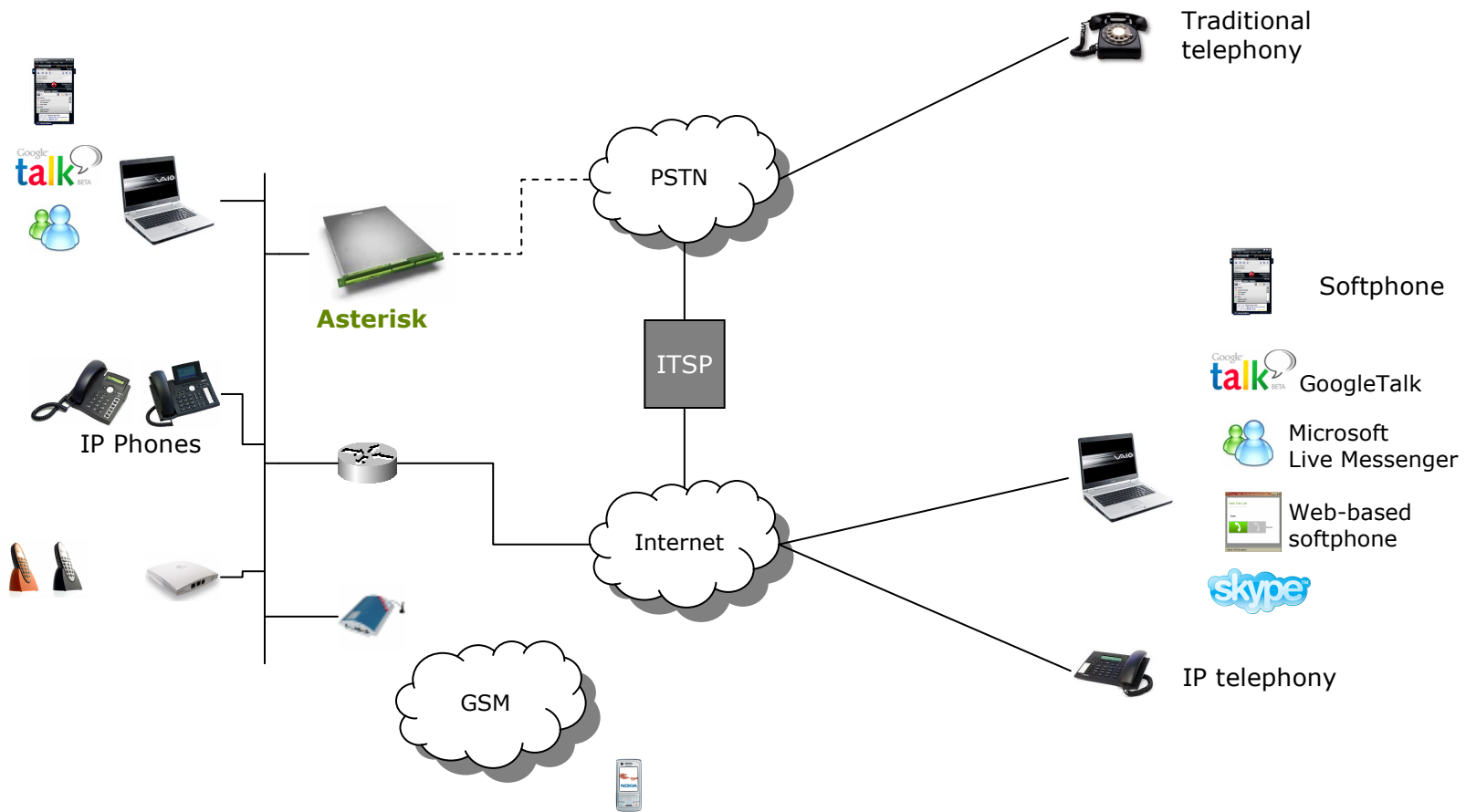
  - Rich storage as part of a global document mgt strategy

- Presence can be monitored on various terminals

  - IP Phone

  - Instant Messaging (Messenger, Gtalk, Skype etc.)

  - Softphone

  - GSM phone (coming)

- Calls can be routed accordingly in a clever way

- Benefits

  - Ubiquity

  - No need to manually redirect calls

Traditional telephony

PSTN

Asterisk

ITSP

Softphone

GoogleTalk

Microsoft Live Messenger

Web-based softphone

IP Phones

Internet

Web-based softphone

IP telephony

GSM

Multiple client integration (web softphone)

- Hard phone, soft phone, GSM, Instant Messaging, web phone

- Integration within your PBX infrastructure (ex Skype calls goes to IVR and then Queue in Call Center)

- Benefits
    - Access and be accessible to/from a very wide variety of people
    - Offer added value to clients/citizens
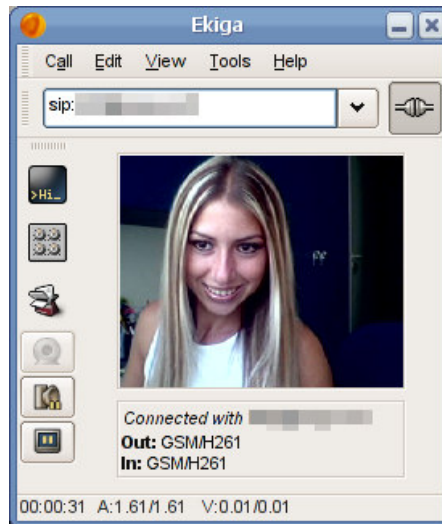   - Treat all terminals the same way
    - Bypass traditional carriers
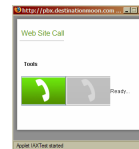
- Integrate with Browsers, Contact Managers (Outlook…) and CRM applications

- Call out from application, retrieve information from application on call in

- Benefits

    – No need to retype phone numbers

    – Know who calls and open details before pick up
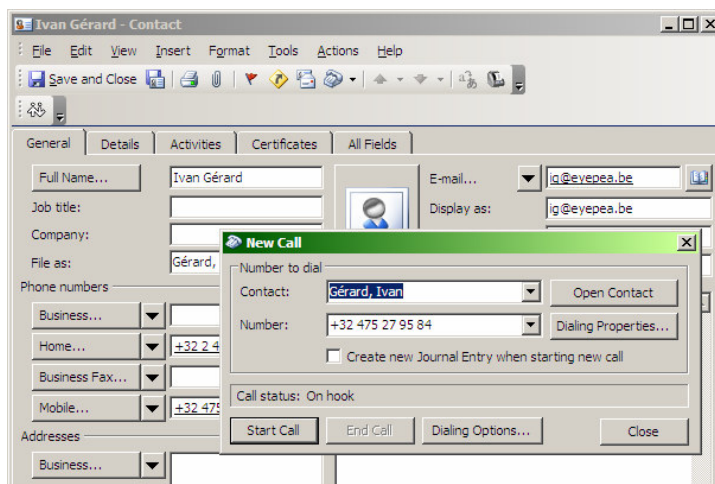
Video

- Asterisk also supports video

- Talk and see

- Benefits

  - Remote work

  - Independance from a proprietary service à la Skype

- Hybrid GSM + Wifi phones (recent)

- Intelligent phones, Wifi and GSM SIMbox

- Transparent switch from GSM <-> Wifi

- Benefits

  - One single terminal

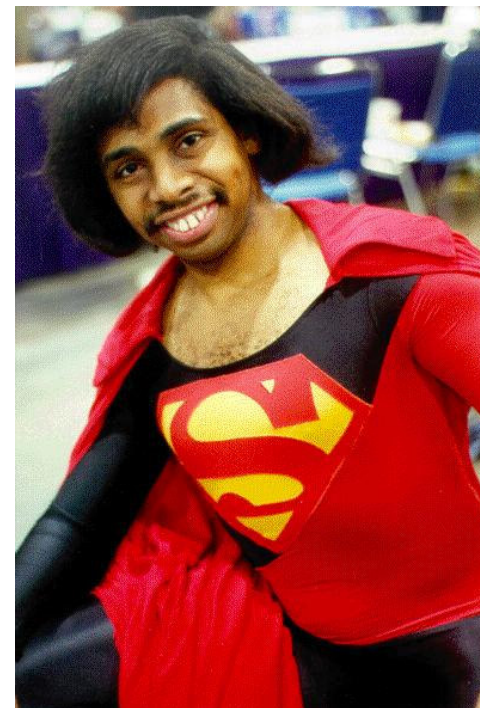 - Wifi when can, GSM when must

  - Can use public wifi hotspots

- VoIP is an important technology breakthrough

- An opportunity to get more productivity for less budget

- Every organization is going there…

With Asterisk   **Without Asterisk ;-)**

Thank you for your attention
Enjoy the Profoss!

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