



## Service Overview:

A Personal Call Manager is a product that provides users:

- To personalize call handling, make calls, schedule conference and send SMS virtually from anywhere
- Manage home or business calls at home and on-the-move, forward, transfer calls with predefined rules across multiple networks & devices
- Network and Device agnostic - Applicable to fixed line and mobile users
- Can be integrated with existing Operator portal, calendars and contacts lists
- View call logs across multiple devices across networks
- Create rules and Trigger events like Forward call, Send message (SMS) for busy, No Answer, unreachable and incoming.
- Modify rules and view rules.

## Key Features:

- Make calls
- Parallel ringing
- Send, Receive, Store, Reply SMS
- Manage Call and SMS history – single click dial and sms in logs
- Create/Edit/Delete Incoming call rules for switch off, incoming, unreachable, no answer, busy events
- Rules based on per-caller, default, default with exception
- Outlook integration
  - Single click calls
  - Automatic Conference calls
  - Maintain Contact list
  - Reminders as SMS Alerts
- Operator Portal Integration
- Mobile Client
- Works for both fixed line and mobile phone
- Secure, Robust and Scalable

## Quick and easy conference Set-up:

Web-based interface lets users manage and schedule conferences from any desktop PC or PDA. Invitations may be imported into participants' Microsoft Outlook and Lotus Notes calendars, permitting users to quickly and cost-effectively initiate conferences. Calls can be scheduled in advance or on the fly. With click-to-conference feature, users can effortlessly make instant dial-in or dial-out calls, including e-mail invitations, with all conference data.

## Target Market

- **Business Travelers**
  - International Travelers
  - Domestic Travelers
- **Mobile Workforce**
  - Blue/White collar workers
  - Sales force
  - Individuals (students/non-working)
- **Roving**
  - “In meeting” usage
  - “Personal Leave/Holiday”

## Business Benefits

- **Operator**
  - Increased call completion => increased revenue
  - Additional revenues from e.g. click-dial and click-SMS
  - Increased customer stickiness => reduced churn
- **End-user**
  - Personalization (Announcements, diversions, notifications etc.)
  - Improved accessibility
  - Return missed calls
  - Convenient dialing and SMS sending