

STARFACE 3





MORE COMFORT – MORE EFFICIENCY

With STARFACE, we offer your company and your employees a powerful telecommunications system for the realization of efficient and customer-oriented communication within your company.

Now, incoming calls can be handled quickly and competent: Comfort functionalities, voicemail systems, moderated conference calls, fax system, and many more advanced features support your employees during their daily routine calls. STARFACE allows you to integrate all subsidiaries, home offices, and telephones in the field into one centralized STARFACE telephone system.

STARFACE offers:	Your benefits:
Platform-independent web front-end	Mac, PC, Linux – all employees use one single system regardless of the platform
Easy-to-use, browser-based handling and configuration	Global access to STARFACE telephony functionality thanks to Follow-me
Clear, intuitive menu navigation	Employees can place calls right away – no need for training
Unlimited scalability	STARFACE grows with your company
More advanced functionalities than ordinary telephone systems have to offer	Access to enhanced features such as moderated conference calls with unlimited number of participants
Network convergence	An efficient, consistent telephone system, along with additional functionalities such as CTI and Messaging
Cutting-edge technology for cost-effective telecommunications	Cost-cutting features, including Cost Optimized Routing, Call-back, and many more already included
Optimized communication processes	Conference calls, unlimited voicemail boxes, and CTI integration
STARFACE Modules	Configuration and integration of additional individual functionalities
Comfort Functionalities	IVR and ACD
Use of the latest web technologies	STARFACE integrates flawlessly into existing IT landscapes



DISCOVER HOW STARFACE CAN BENEFIT YOUR COMPANY

- Clear reduction in telephone infrastructure costs
- One centralized STARFACE telephone system for the entire company, including phones for the sales force, home offices, or subsidiaries
- Global access to STARFACE telephony functionality
- Optimized communication processes; e.g., through conference calls, unlimited voicemail boxes, and CTI integration
- Decreased administration effort; for example, employees who move between offices can still use their existing telephone number without any reconfiguration
- Competent consultation and regular updates, as well as maintenance by certified STARFACE partners
- Zero Deployment – no extra installation of additional software is necessary
- Efficient telecommunication processes thanks to “out-of-the-box” integration of CRM software products
- Additional functionalities can be build based on individual needs
- Variety of comfort functionalities
- Application of the latest web technologies without compromising on existing IT landscapes

COMFORTPHONING



Discover how simple STARFACE makes the processes behind your day-to-day communications. In fact, it aides you in every process related to calling. And the software's ergonomics have been designed with you in mind. When navigating menus, for example, every single user is sure to find their way around in just a few seconds. You'll soon discover you won't even need a manual. With STARFACE, every functionality is clearly, logically arranged and intuitive to use. This software also features plenty of conveniences to help you work more efficiently and productively. An especially noteworthy extra: telephony integrated into your existing IT system landscape. With the two so seamlessly merged, employees can always access identical information and ultimately boost their productivity.

STARFACE is more than just phoning – STARFACE is Comfortphoning.

Administrators also reap the benefits of easy-to-use STARFACE. As well as a swift system set-up and activation, STARFACE also comes with an interface which allows IT administrators to manage the system themselves. When it's time to activate STARFACE, wizards help you do the job effectively and use resources sparingly.



COMFORTPHONING

WHAT'S NEW FOR STARFACE 3

NOW EVEN MORE CONVENIENT

■ Improved GUI

Now even more straightforward, the STARFACE Graphical User Interface takes you quickly to key information.

■ IVR (Interactive Voice Response)

IVR uses voice menu to direct callers to the right department or person, for example.

■ ACD (Automatic Call Distribution)

Adhering to a specific set of instructions, ACD routes incoming calls within your company. One of these instructions could be "the employee who has gone the longest without taking a call," or you could program ACD to distribute calls by certain numbers or parts of numbers.

■ Wizard-supported line set-up

Now it's even easier to install STARFACE. Administrators can call up wizards to help them lay out and configure inbound and outbound lines. These wizards also spot and identify errors automatically.

■ Enhanced backup options

STARFACE lets you decide how to structure your entire backup, complete with master data, CDR, voicemail, and individual answering machine messages.

■ Additional Ring Groups & Ring Strategies

■ Call Recording / Monitoring

More often than not, you need to log key conversations word for word. Improve customer service, enhance employee productivity and resolve customer disputes - STARFACE call recording function makes it easy.

■ Blacklist and Whitelist Dialing

Blacklist and Whitelist Dialing make for efficient use of valuable phone time. Users who handle a lot of incoming calls as part of their jobs can use blacklists and whitelists to prioritize calls. For example, a whitelist can be used to distinguish calls requiring immediate attention. This functionality basically pre-sort callers based on their phone numbers.

■ Phone Book Import (User lists)

STARFACE lets you do a batch import of phone numbers stored as files (CSV formatted file, for instance).

■ Access to a central address book (such as Exchange)

You can use a Microsoft Exchange server as a central address book everyone can access.

■ Music-On-Hold Management

You can also define separate settings for extensions and groups.

■ Callback & Call through

Callback service and call forwarding through the STARFACE server offer a number of benefits – such as dialing pre-set service numbers at especially low rates. By using the call through function, companies can save on local interconnect charges – employees are enabled to dial long-distance calls using company lines, or several branches of the same company can use a single PBX.

■ Day/Night Mode Control

Office employees can switch on the Day/Night mode to let callers know they're out of the office for the evening – voicemail will engage automatically



Computer Telephony Integration (CTI)

In a nutshell, CTI fuses telecommunications with computer applications. Thanks to standardized interfaces, STARFACE seamlessly integrates into your existing IT landscape.

STARFACE Modules

A crucial new component of STARFACE: Modules. These assist companies in designing new functionalities for their own STARFACE telephone system.

WHAT'S NEW FOR STARFACE 3

COMPUTER TELEPHONY INTEGRATION

STARFACE 3 fully supports telephony and computer application integration. The benefits to you: in just a mouse click, you can call your contacts from your CRM system, and you can see names and numbers, the complete contact information on incoming calls (if the caller's information is stored in your system).

STARFACE 3 also supports these software solutions:

Integration in SugarCRM

SugarCRM is an Open Source CRM solution. STARFACE integrates with it so seamlessly that you'll have no need for redundant storage of telephone numbers.

Integration in Sage and Bauknecht CRM

Sage is a suite of business software solutions designed to meet especially the needs of today's SMBs. The Bauknecht CRM solution is also targeted at SMBs – and STARFACE integrates with both of them to supply the missing components in communication.

Integration in Microsoft Outlook

Many companies use MS Outlook to stay in touch and keep information current. Integrating this program with STARFACE puts a stronger focus on the customer and lays the foundation for greater turnover.



Integration in CAS genesisWorld

With STARFACE integrated into CAS genesisWorld, you can call people directly from your contacts database – and even log calls right in your CRM system.

Integration in Microsoft Dynamics CRM

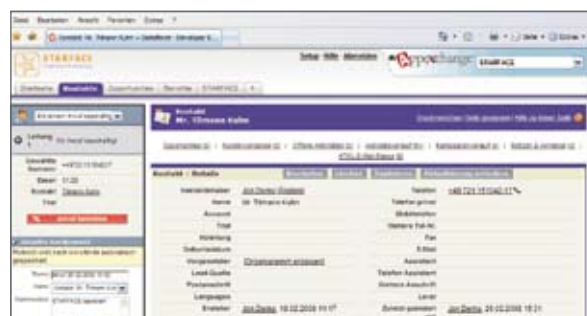
STARFACE also integrates with Microsoft Dynamics CRM to help you communicate more effectively and more productively with customers.

Integration in Lotus Notes

Well-known as an e-mail client, Lotus Notes is a collaborative database system. STARFACE adds telephony to Lotus Notes.

Integration in Salesforce

The Salesforce CRM system assists companies in keeping track of customer contacts, partners, information, and sales processes. A Web-based application, Salesforce helps employees on the go stay up to speed. And as with STARFACE, it doesn't need to be installed on client computers. Integrate STARFACE with Salesforce and you'll have a completely mobile communications and data management system right at your fingertips.



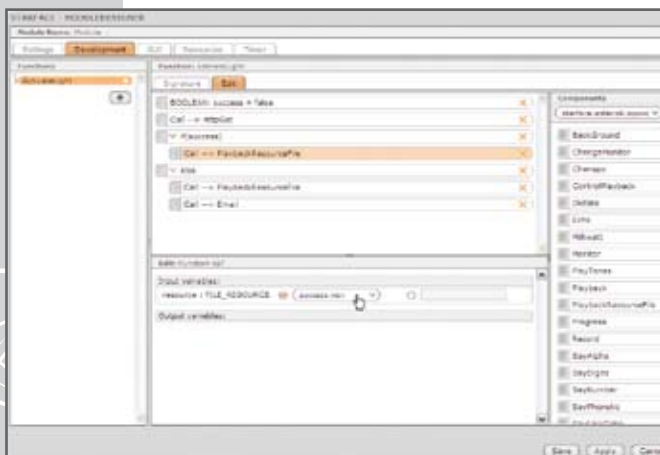
WHAT'S NEW FOR STARFACE 3

STARFACE MODULES

One of the many advances of STARFACE 3 is modules. Situated in the administrative area, this "design room" is a key resource in developing your very own STARFACE components and functionalities.

Once you've created a STARFACE module, you can position exact replicas of it one after another or combine it with other modules, arranged any way you need them.

Depending on the type and scope of functions, these modules can be straightforward and intuitive, or they may be more complex. Whether simple or elaborate, STARFACE modules feature an integrated library to help you manage your modules, keeping them ready for use down the road.



ALL FEATURES AT A GLANCE

CALL MANAGER

- Signalling of incoming calls by displaying caller's name and number
- Answering calls, rejecting calls, forwarding calls immediately to different voicemail boxes or another subscriber (call deflection)
- Place calls by entering the number manually or by selecting the number from a redial list or an address book
- Place calls of recently dialed numbers by selecting from a redial list
- Set up ad-hoc conference calls with three or more participants
- Switch between different phone calls

CALL LISTS

- All calls are logged with their call status: incoming, outgoing, missed, or answered
- Calls are displayed with phone number, caller's name, time, length, date and indicator for messages
- Well arranged display of all entries in the lists
- The list can be sorted by any of the types of call data
- The call list is interactive:
 - Initiate callback/recall by clicking on an entry
 - Listen to voicemails with a mouse click
 - Delete entries

VOICEMAIL

- Manage received voicemails in a folder structure
- Set up unlimited voicemail boxes, each with a custom greeting
- Send voice messages via email
- Retrieve voice messages via STARFACE or the phone
- Initiate call forwarding based on predefined rules

ADDRESS BOOK

- Manage and display contacts with name, number, and speed dial number
- Immediate dial-out by mouse click on entry
- Set up multiple address books (public/privat)
- Connection to LDAP directories possible

VIRTUAL CONFERENCE ROOMS

- Clear display of upcoming and past conferences
- Assistant-based setup of recurring conferences is possible
- Automatically forwarding of conference invitations via e-mail
- Texts for invitations can be personalized; predefined templates are available
- Participants of the conference will be notified automatically if the conference data changes
- Moderators can initiate conferences via phone or software
- Moderators can interactively mute and reverse mute participants (Mute and Reverse Mute)
- Access to conferences is controlled by PIN codes
- Conference visualization is provided via web front-end
- Display of all participants and their roles
- Call-in functionality is available for external participants

ADDITIONAL FUNCTIONALITIES

- Easy call pickup via function keys
- User status display (free/busy, logged in/out)
- Follow-me function: users have access to the STARFACE system anywhere in the world
- Configuration of ISDN features (call waiting, Busy on Busy, etc.)
- Chief secretary functionality
- Forwarding of internal and external calls
- Integration in CRM products: Microsoft Dynamics CRM and Microsoft Outlook, Sage, Salesforce, SugarCRM, Lotus Notes, CAS genesis World, Bauknecht CRM
- Day/Night mode
- Interactive Voice Response (IVR)
- Automatic Call Distribution (ACD)
- Whitelist/Blacklist
- Call Queues
- Callback and Call through
- Music-on-Hold Management
- E-mail notifications for missed phone calls



PROFESSIONAL INNOVATION

Our elite team offers customers the highest level of professional services and individual consultation. We truly understand the diverse needs and expectations of our customers in regard to efficient telecommunications, and we welcome every challenge to convert their requirements into the latest, innovative software components. Our desire is it to offer cutting-edge technology always one step ahead of the market's trends. That's what motivates us each day to continue with our innovative work.

CUSTOMER FOCUS AND USABILITY

The customers are our most valuable partners. We are aimed to continually improving and advancing efficient company telecommunications. Therefore, our appreciation and respect for our customers is embodied in our software. It is our ultimate ambition to offer state-of-the-art technology for incredibly convenient telecommunications – intuitive, easy to use and beneficial for everyone.

COMMITMENT

Reliability, competency, flexibility and quickness are key values that we expect from our own team. Therefore, it is our daily mission to establish trustworthy relationships with our customers by offering reliable services and by providing intense and flexible consultation.

CLOSE COLLABORATIONS

Partners and employees, all are highly valuable participants and members of a successful corporation. Supportive team work, close collaborations and honest communications are substantial components of our company's core values.



Seceidos FZE
Level 41, Emirates Towers
Sheik Zayed Road, P.O.Box 31303
Dubai, United Arab Emirates

Phone: +971 4 3197741
Fax: +971 4 3197742
mail: sales@seceidos.com
www.seceidos.com