

D-Link® VoiceCenter™ with Microsoft® Response Point™ Delivers a Fully-Featured Business Phone System with Leading-Edge Productivity and Integration Features

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Abstract

Small Businesses Gain Access to Business-Class Telephony without the Hassles and Cost of PBX Management, Maintenance and Support

Voice over Internet Protocol (VoIP) telephone systems are replacing conventional analog phone systems at a rapid pace. Initially, VoIP solutions focused on toll savings as the primary business driver for adoption. This is how most users were introduced to the concept of IP telephony. However, as the category matures and technologies improve, productivity enhancements are taking center stage. In addition, small businesses are now able to take advantage of benefits only previously available to large enterprises, which could afford Internet Protocol-Private Branch eXchange (IP-PBX) investment costs.

Technology advances, ease of use and set-up, price drops and rapid ROI due to productivity enhancements are all coming together to offer businesses a dramatic improvement over traditional telephony. D-Link's VoiceCenter solution is leading the IP Telephony category, with very reasonably priced and feature-rich systems, as well as the end-to-end switching equipment needed for an integrated IP infrastructure.

The Road to IP-PBX

Originally, all phone calls were managed by the telephone company's switching equipment and operators. Eventually businesses with heavy telephone calling needs installed their own switching branches on the premises. This is commonly referred to as an analog PBX. Generally, PBXs connect numerous internal telephones of a business, so they can act as extensions of a headquarters phone number, for example. The PBX also connects this "branch" to the public switched telephone network (PSTN) via trunk lines. Features like hunt groups, call forwarding and extension dialing were added as the technology progressed. In the 1960's, phone companies introduced a simulated PBX called Centrex that would provide similar features from off-site telephone company equipment. That marked the beginning of telephony as a service.

With the advent of the Internet, new IP-PBX systems came along in the 1990s. IP-PBX's use the same packet switching techniques as data networks (and the same networks, in fact). Analog voice is digitized and sent over the network. IP-PBX systems use Quality of Service (QoS) features and trunking strategies to maintain call quality and reduce latency. This is the technology that's often referred to as VoIP.

Businesses were attracted to VoIP because they could get rid of the limitations of analog PBX equipment, and its maintenance and management hassles, while saving money on calls. In terms of infrastructure, cost savings are due to using a single network to carry voice and data. Installation, upgrade, and staffing costs are reduced. VoIP-to-VoIP phone calls are often free. Users that call from VoIP to the PSTN may incur charges. These charges are often covered by a subscription plan with a VoIP service provider.

Now, with new IP-PBX equipment coming onto the market and advanced "service-in-a-box" solutions like D-Link's VoiceCenter, businesses are able to manage all kinds of new messaging and telephony features locally without needing traditional PBX expertise. Any company with basic networking knowledge can set up and customize a product like VoiceCenter in a matter of hours. Changes to basic and advanced preferences are so easy they can be handled by users via an easy to use software interface. And, phone extensions can follow employees as they move around the premises without rewiring. The assigned extension number follows the user and the handset.

IP-PBX Basic Benefits Summary:

- Voice, video and data are delivered over a single pair of wires, which reduces installation and maintenance costs
- Easy configuration, manageability, monitoring, reporting and troubleshooting
- IT staff can handle both network and telephony, no longer requiring different skillsets

- Manageable by common network applications and practices already in use by IT dept
- Flexible feature set

D-Link VoiceCenter

D-Link® VoiceCenter™, a Microsoft® Response Point™ phone system, essentially virtualizes the IP-PBX on the customer premises. With support for up to 50 users per system, the solution is ideal for small to medium-sized businesses that are growing quickly.

Unlike previous generations of complicated, hard-to-use IP-based products, VoiceCenter is easy to install, manage, and maintain. Rather than taking days, it only takes a short amount of time to get the phone system up and running.

VoiceCenter is also portable. If you need to relocate offices, you can easily take the phone system along. Move, add and change configurations, and user preferences are all managed via a simple software interface.

The system couples state-of-the-art D-Link phone, routing and gateway hardware with the integrated Microsoft Response Point phone system software. Response Point provides popular features such as Voice-activated Dialing and Voicemail Access, Outlook integration, PSTN and Session Initiation Protocol (SIP) support, Automated Attendant for routing calls, and Automatic Phone and Gateway Discovery that allows for a simplified setup process.

With the built-in Microsoft Response Point (RP) button, users have one-touch access to voice-activated commands. Voice-activated dialing is one of the commands that enable users to reach anyone in the company directory or their Microsoft Outlook® address book by simply saying their name. Users can also transfer, park, and retrieve calls the same way. Voicemail to e-mail forwarding is another convenient feature that is especially useful for mobile users.

The complete solution provides business grade features and quality at an incredibly attractive price point. And while VoiceCenter features are numerous and its capabilities extremely powerful, the system is designed with simplicity in mind. It's easy to set up, use and manage. You can easily add up to 50 phones per system. And, unlike many traditional phone systems, there are no fees or licenses required for adding more phones or gateways.

VoiceCenter Features

1. Easy to use and intuitive to administer complete digital phone system for SMB
2. Voice Commands, Voice Dialing, and Voice automated receptionist
3. Outlook contact integration
4. Mobile access with mobile phones
5. Integrated voicemail



D-Link VoiceCenter is scalable, allowing the addition of up to 50 phones and phone lines to a network.

6. Voicemail to email forwarding
7. Call transfer, park, retrieve calls
8. Speakerphone, 3-way conferencing, call forwarding and other features
9. Auto-discovery of phones and gateways
10. Scalable up to 50 users and 50 phone lines
11. Supports analog PSTN and digital SIP trunks
12. Affordable, no licensing fees

Detailed Feature Set

Phone System

- Automated Attendant (DTMF & Speech-based) with Call Forwarding to External Phone Numbers-specific
 - User Directory External Phone Numbers Treated as Internal Phones
 - Frequently Asked Questions
 - Nicknames
 - Easy Access to Live Operator
 - Customizable Prompts
- Incoming Call Direct Access (Similar To DID)
 - Call Forwarding to Internal Lines
 - Personal External Line Impersonation (e.g. Employee's with PA System Integration Cell Phones)

Voicemail

- Built-in Voicemail System with Voicemail-to-E-mail Forwarding
- Voicemail Retrieval over the Phone with Approximately 1,000 Minutes of Voicemail Storage

PC Integration

- Contacts
 - Microsoft Outlook Integration
- Configuration
 - Easy Customization by the End-user
 - Incoming Call Notification
 - Call Forwarding Rules Management
 - Windows Contacts / Windows Address Book Integration
- Employee Directory

Administration

- Seamless Setup & Administration
- Ongoing Operations
 - Auto-discovery of Phones and PSTN Gateways
 - System Status Monitoring
 - Wizards for Phone and Service Configuration
 - Voice Mail Usage Summary
 - Reserve Lines for Inbound Calls
 - System Settings Backup & Restore

Phone

- One-button Access to Voice Commands
- Phone Auto Discovery
 - Voice Dial Other Employees
 - Voice Dial Personal Contacts
 - Park
 - Retrieve
 - Transfer

Configuring VoiceCenter is easy with Microsoft's user-friendly and intuitive Response Point software.

Latest VoiceCenter Service Pack Adds Features and Functionality

VoiceCenter's latest software service pack provides several new features that further enhance the already robust system. The service pack improved the seamless integration with VoIP service providers. New admin functions enable SIP trunking and the ability to assign Direct Inward Dialing (DID) numbers to extensions. Call history reports and the ability to block a phone from calling external numbers are now available. There is also an added device firmware upgrade tool. The upgrade wizard automatically detects and upgrades relevant devices. The new parking place feature plays an external audio source when a call is parked using the RP button.

In assistant mode, imported contacts are now displayed in the main window. Users can double-click on any contact in the main window to call them. You can see whether other users are on a call or not, and pick up any of the calls that are parked in the system. In addition, the auto-attendant mode now allows callers to "barge in" without waiting for silence before they start talking. There's also a new voice-dial access feature for free directory assistance.

Increased Productivity and Maximum Savings for SMBs

VoIP phone systems save money on toll calls, however substantial savings are gained through efficiency and maintenance cost reductions. Productivity and creativity gains from collaboration, presence and communication improvement only add to the value and returns moving forward.

VoiceCenter user productivity enhancements are noticeable at the phone handset. While conventional PBX phones have more than 50 buttons that users rarely utilize, VoiceCenter handsets are more akin to cell phones, which everyone knows how to use. With VoiceCenter, there's also highly accurate voice-activated dialing, voice-activated voicemail, and voice-activated directory auto-attendant. If users want to use keys, the keypads are simple, the menus are intuitive, and, with the right applications in place, they offer all the features that a data plan cell phone would. There's really no need to waste time training users on the system. Everything is easy and intuitive.

Adding, moving and deleting users in VoiceCenter can be done by an office manager or the president of the company. It's a simple software interface. User preferences and changes can be easily managed by users or a central admin position. Since users and office staff can easily manage system changes from the software interface, flexibility increases and management costs are reduced. Since the system is IP-based, it remains flexible, scalable and open to new innovation and capability as the business grows and needs change.

VoIP Services Providers and IP-PBX Considerations

VoIP service providers, sometimes referred to as Internet Telephony Service Providers (ITSPs), provide the SIP accounts needed for VoIP calling. This service replaces traditional analog telephone service. There are some free or almost free SIP accounts available, however they are not a recommended option for businesses. For business grade services you need an established provider like NGT, CBeyond, and Junction. D-Link Value-Added Resellers (VARs) can help customers set up SIP accounts with providers. VoiceCenter is sold through our VAR channel. VARs also help customers tune and monitor the gateway to ensure the best possible voice quality for the network. They can set up customized reports for the system, as well. SIP providers offer 911 emergency calling features with their services.

VoiceCenter – A Hassle-Free, High-Powered, Fully-Featured Business Phone System

VoiceCenter is the perfect solution for small businesses that need big business phone capabilities and productivity features – yet without traditional PBX set-up, management, wiring and support complexity. VoiceCenter is easy to install, manage, and maintain. Since it uses standard IP networks, it's portable and highly flexible. Voice-activated commands and simple, familiar mouse click or keypad functions eliminate the need for training. Users become more productive because they spend less time trying to figure out the phone, yet they also gain efficiency by leveraging presence-aware integration with office applications. With VoiceCenter, it takes less time to find people, manage messages, direct callers to the right resources and communicate seamlessly across multiple messaging systems (like email, voice mail, cell phones, IM), contact management software, and calendars. You realize rapid ROI with VoiceCenter because you save on toll calls and productivity goes through the roof.

DVG-3104MS VoiceCenter 4-Port PSTN Gateway for Microsoft Response Point

With the D-Link DVG-3104MS trunking gateway, VoiceCenter can combine VoIP and PSTN calls on the same VoIP network. The DVG-3104MS bridges and routes outside PSTN lines into the VoiceCenter internal IP-based phone system. It provides four PSTN (FXO) ports for connecting up to four phone lines and one 10/100 Ethernet port for connecting to a network. A total of up to 50 PSTN lines can be added to a VoiceCenter phone system. Simply add more DVG-3401MS Gateways as needed to support additional phone lines.

Product Features:

- Built for Integrating PSTN Phone Lines to a VoiceCenter IP-based Phone System
- Designed with Simplicity in Mind: Easy to Install, Use, and Manage
- Scalable – Add Up to 4 PSTN Phone Lines per DVG-3104MS Unit (Up to 50 Phone Lines to a Network)
- No Licenses Required for Adding More DVG-3104MS Units to VoiceCenter

D-Link DPH-125MS VoiceCenter IP Phone for Microsoft Response Point

The DPH-125MS IP Phone includes many standard and advanced features not found in analog phone systems. With the built-in Microsoft Response Point (RP) button, users have one-touch access to Voice-activated commands. Voice-activated Dialing is one of the Voice-activated commands that enable users to reach anyone in the company directory or their Microsoft Outlook address book by simply saying their name. Users can also transfer, park and retrieve calls the same way. Voicemail to E-mail Forwarding is another convenient feature. With the Call History function, users can easily view the calls that were received as well as the calls that went out. In addition, standard features such as Mute, Hold, Transfer, Speakerphone, and 3-Way Conference functions are included.

Product Features:

- Designed with Simplicity in Mind: Easy to Install and Use
- Easily Add More IP Phones to a VoiceCenter Phone System – Up to 50
- Response Point (RP) Button for One-touch Access to Voice-activated Commands
- No Fees or Licenses Required for Adding More Phones

For more information about D-Link VoiceCenter and our IP-PBX solutions please visit <http://voicecenter.dlink.com/> or call 1-800-326-1688.