



# How Did We Start a Communications Revolution?

[www.centurisoft.com](http://www.centurisoft.com)

# ABOUT US



## Over 15 years of industry experience

With over 15 years of industry experience in the development and deployment of Voice Messaging systems, CenturiSoft is poised to provide the next evolution of messaging. Unified Communications is key to providing additional services and value to customers by keeping them "connected" to various mediums (voice, fax, e-mail) without having to give up applications familiar to the user.

## Unsurpassed service

CenturiSoft and our distributors provide unmatched service delivery with innovative solutions to your unique situation. We understand the lifetime value of your customers and we value your business. That is why we have established the following key aspects of our service.

## Key Service Aspects

- Personal account manager as your single point of contact
- Redundant systems insuring no down time
- In-house customer service, marketing, and IT professionals available
- Offsite BU ensures disaster recovery

## Best-of-Breed partners

CenturiSoft has developed strategic alliance partnerships with industry leaders to provide the necessary infrastructure for success for our customers. Each business unit provides a solid commitment to help companies grow.



Microsoft® Corporation, provides CenturiSoft with emerging technologies, licensed applications and support. A key partner with CenturiSoft, development on cross-platforms with .NET improves product reliability and scalability. Future software technologies are provided to CenturiSoft under the Microsoft Developer Network.



Intel® Corporation, provides the hardware, processors and memory components. CenturiSoft is a platinum partner.



Dialogic® Corporation, provides the telecom hardware and the engineering support to allow CenturiSoft to leverage it's enhanced services today and the future.

# BENEFITS



## Introduction

CenturiSoft specializes in Unified Communications. An integrated voice and fax system can drastically reduce your communication expenses. Centuri Messenger provides all the features of stand alone systems at a fraction of the cost. Centuri Messenger is designed for you.

## End User Benefits:

- One number service
- Call Screening Service
- E-Mail Delivery Of Messages
- Caller ID On Each Message
- Multiple Greetings
- Web-Based User Management
- Transfer Messages
- Fax Receive
- Pager & Cell Phone Notification
- Scheduling To Change Profile
- Out-Dialing/Outcall
- Return Calls Directly From Your Box
- Place Outbound Calls From Your Box
- Conferencing (highest quality)
- E-Mail Delivery Of All Faxes



## System

CenturiSoft is a files based system and utilizes a standard ODBC database, i.e. Oracle® or Microsoft® SQL making real time CDR's accessible. This provides a report friendly environment to help you address system performance, customer care, and billing issues with ease.

# SYSTEMS



## System Administration

System administration is made easy with pull-down menus and auto set-up of subscribers. Mailbox information is entered using templates for various classes of services and access rights.

## Services

Provides the system administrator with 20 pre-defined user service levels. This saves the administrator considerable time when setting up subscriber accounts.

## Delivery

Choose any one of 20 pre-defined delivery levels, much like the service levels. These are completely definable by the administrator or the service provider depending on their needs.

## Reports

With the built-in reporting capabilities included with the Centuri Messenger you have the ability of retrieving real-time reports and having the ability to export and e-mail these reports to your customers.

Real-Time Backup can be done at any time the administrator wishes to do so even in the unlikely event of a complete hard disk failure, restoration can be done quickly.

## Subscriber Administration

- 1.) Web Portal
- 2.) Account Profile
- 3.) Schedules
- 4.) Conferencing
- 5.) Reporting





# WHITE PAPER 1



## Centuri Messenger ®

Converging Real-Time Communications and Non-Real-Time Unified Messaging

### Two different mediums, converged to provide flexibility....2

A complete unified communications solution integrates various devices, interfaces, and functionality, allowing users to shift between real-time and non-real-time communications and manage various aspects of their Personal and business communications and information.

### How Centuri Messenger is different.....3

Open standards and technologies are key.

A different approach to application design, scalability, and usage

### Conclusion.....4

### About CenturiSoft.....5



## Specifications

Providing a PSTN interface with the VoIP Integration Module can expand your subscriber base and improve your overall presence to new markets by working with existing VoIP providers on solutions that were not available prior to the Centuri Messenger! All functions that can be done via the PSTN network can be done with the VoIP network with NO difference in functions, all available anywhere over the IP Network!

The savings of Long Distance charges for remote users would be a compelling reason for looking at the VoIP Integration Module, by taking and calling over the IP would save money on those charges without any loss of voice quality or functionality. Additional functions in the PSTN module will migrate seamlessly to the VoIP Integration Module. The capability of world wide presence opens opportunities that are emerging today and will be the standard in the near future.

# WHITE PAPER 2



## Two Different mediums, converged to provide flexibility

Hailed as superior to unified messaging, unified communications services are the latest array of enhanced services to materialize. Unified communications are comprehensive suites of services that go way beyond unified messaging, combining non-real-time activities such as message exchange, with real-time communications, such as call delivery and connectivity, live call management, and notification options. Although unified messaging is an integral component of unified communications, the icing on the cake is the capacity for real-time communications. A complete unified communications solution will integrate various device interfaces, and functionality, allowing users to shift between real-time and non-real-time communications and manage various aspects of their personal and business communications and information.

A typical unified communications solution offers similar functionality to that of one-number personal assistant services. Generally, the following features and functions are provided by both types of services.

## One-number or universal number

Users receive incoming calls and faxes through a single phone number – a personal toll-free number and/or a local phone number. When callers dial the subscriber, they reach a “virtual attendant”, typically a voice recording that greets them, attempts to locate the subscriber, and if necessary, guides them through the system to leave a message.

## Unified messaging

Unified messaging functionality is an integral component of personal assistant services, allowing users to access voicemail, and fax messages through a single in-box either via the telephone, web, voice over IP (VoIP), or through existing e-mail applications. Users can check all types of messages, initiate calls, and manage other aspects of their accounts.

## Find-me/Follow-me

Users specify the phone numbers of other locations – typically cellular, pager, work, and home numbers – at which the service will ring to locate them for incoming calls.

## Call Screening

Complementary to the Find-Me/Follow-Me feature is the call-screening capability, which allows users to hear who is calling before answering incoming calls that are forwarded to them.

# WHITE PAPER 3



## How Centuri Messenger is different

CenturiSoft by design achieved a different approach on messaging and communications systems. After many years of developing voicemail systems, our expertise in the industry had recognized the shortcoming and development hurdles needed for evolving 'legacy' systems to real-time communications services.

The approach was never before imagined – until now. CenturiSoft used sound, proven industry standards and made critical decisions early on in the design of the Centuri Messenger.

For the deployment of the maintenance and database functions, CenturiSoft chose industry standards such as Microsoft SQL and Oracle for database storage. Another area was the choice of hardware platforms for development, Intel and Dialogic were chosen and partnerships were made early on with both for the development of the platform.

As with most messaging systems written several years ago, they were written using 2<sup>nd</sup> or 3<sup>rd</sup> GL (Generation Languages). Going the additional step, CenturiSoft chose a 4<sup>th</sup> GL development platform language, this allowed CenturiSoft to leverage the WEB services as no one else can in the industry today.

Scalability focused on from conception by CenturiSoft was the ability for the platform to scale from 1 user to 100,000 users by using a 3-Tiered Architecture. Maintenance and support can be done from a central point and 'Trunking Servers' can be deployed virtually anywhere.

Usability, with extensive customer feedback and suggestions the Centuri Messenger is one of the easiest systems to navigate for the subscriber and guest callers. Most functions are executed with a single key that is consistent throughout the application. Consistency is key for users to familiarize themselves quickly without the fatigue of using complex and inconsistent keystrokes as with other systems.



# WHITE PAPER 4



## Conclusion

Unified communications services present potentially interesting opportunities for service providers. They will look to augment their traditional service offerings with new higher-value, higher-margin services. Initially, service providers can generate monthly subscription revenue and per-minute usage fees for unified communications services. However, as service providers increasingly provide access to Web content and the ability to conduct transactions, these services will create the potential for new revenue sources that originate from advertising, e-commerce, and other transactions.

To remain competitive, service providers are generally interested in being quick to market with enhanced services. As such, they will likely resell the solutions of wholesale providers to enable rapid deployment and to reduce the associated risk and initial capital investments associated with implementing the services themselves.

Responding to this trend, a number of unified communications wholesale providers offer scalable, telco-grade services that can be rebranded, packaged, marketed, and resold by carriers, enterprises and other service providers. Additionally, service providers that also operate as ASP's will host managed unified communications solutions on their own networks. Wholesale providers are positioning the following competitive advantages of unified communications services as they market these services downstream to resellers:

- Increased call completions
- Increase minutes of use
- Increased customer loyalty and reduced churn
- Service differentiation
- New revenue from service subscriptions, usage fees, and transactions

For enterprise customers, the possibilities of providing enhanced services to employees can be seen as a profitable alternative to having separate, disparate systems not communication to each other and providing increased productivity between offices if used in a enterprise wide deployment.

Additionally, educating service providers about the end-user benefits and the revenue-generating potential of unified communications services will become critical to bolster awareness and fuel the development of this market.



# WHITE PAPER 5



## About CenturiSoft

CenturiSoft is on the leading edge of development and deployment of unified communications systems to traditional Telco environments, service providers, enterprises and sophisticated Voice over IP (VoIP) vendors.

With over 20 years of industry expertise in the development and deployment of Voice Messaging Systems, CenturiSoft is poised to provide the next evolution of messaging and communication. Unified Communications is key to providing additional services and value to customers and key personnel on staying 'Connected' to various mediums (Voice, Fax, E-mail). Without the user having to give-up the applications familiar to the user.

Many companies claim Unified Communications, but require the user to pick-up their messages via a Web Interface that may be slow or not available at times or via proprietary interfaces that do not offer the flexibility offered by the Centuri Messenger.

With the Centuri Messenger, you can use your existing e-mail applications or web-mail and pick up your e-mail, Fax and Voice from the privacy and security of your own e-mail account. This gives businesses and individuals the flexibility of keeping their preferred E-mail addresses and optionally storing their E-mail, Fax and Voice on their own PC or PDA.

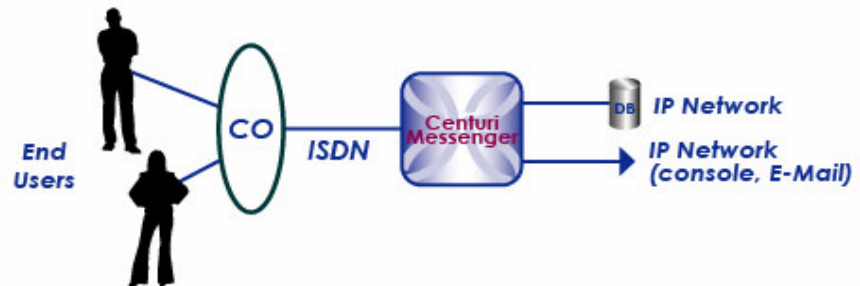
Additional enhancements also include the use of on-demand conferencing and follow-me call screening of caller and Voice over IP (VoIP) module allows calls to be placed from IP to PSTN as well as IP to IP calls, further reducing the costs associated and increasing the productivity of users.

CenturiSoft leverages technology and alliance partners and distributes applications through strategic reseller channels giving us the competitive edge on our core competencies and allow us to accelerate our speed to market new features and enhanced services.

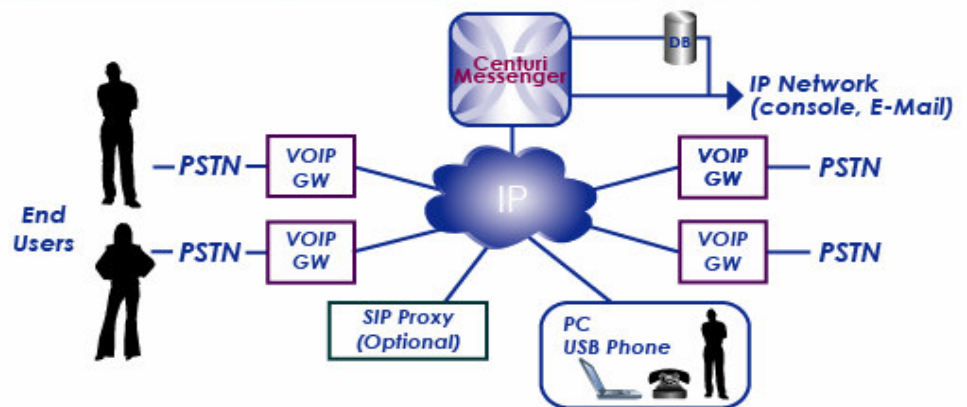


## Typical Deployment Diagrams

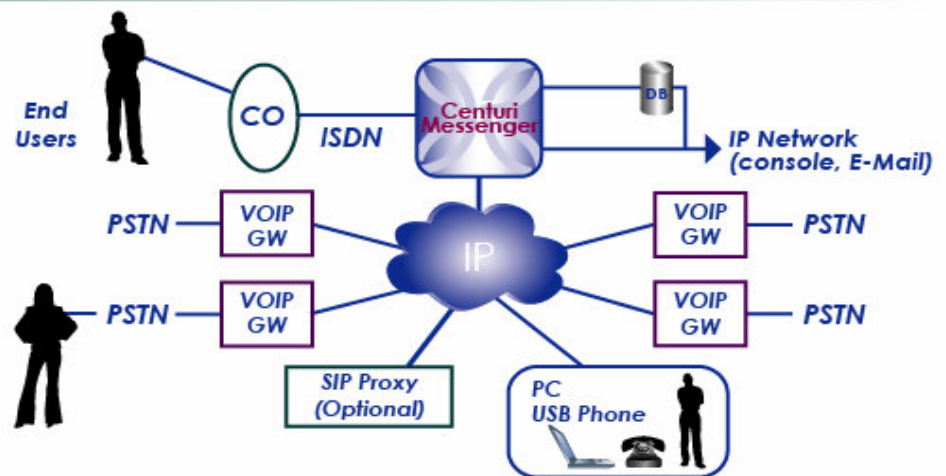
### Standard PSTN Deployment



### Pure IP Deployment



### Combo/Full Deployment





## Centuri Messenger - Product Specifications

Caller ID (ANI) Recognition	Yes
Call Screen	Yes, up to 12 Local 7-digit Telephone Numbers
Call Transfer	Yes, 2 Levels
Call Detail Records (Stats)	Yes, Full Detail for Inbound, Outbound, Email, Type, Reason
Copy Box Utility	Yes, Voice Signature and Greetings
Delivery / Notification	MWI, Pager, Voice Pager, Voice Delivery, Email
Digit Capability	3-11 digits - Inbound; 40 digits - Outbound
Access Generator/Bulletin Board	Yes
Follow-Me, Voice Delivery	Yes
Mailboxes (1)	100,000 per System, can be Clustered for more Subscribers
Mailbox Forwarding	Yes
Message Count Limit	Yes
Message Limit	Yes (Hourly)
Fax (Same Call, Dual Call) (2)	Yes Send and Receive
Disks	Yes, Hot Swappable, Hardware RAID 5
Multiple Greeting	Yes
Networked Administration Access	Yes (TCP / IP)
Networked Storage	Yes
Online Backup and Restore	Data, Voice EXE's on any Storage Device
Online Storage	37 hours per gigabyte, limited only by disk space
Operating System	Windows 2000 Professional, Windows XP® Professional
Pager Escalation (Cascading)	Yes
Urgent / Played / Un-played Purge	Yes both Manual and Automatic
Real-Time Status Display	Yes
Record / Play / Rewind / Pause	Yes
Remote Access	Yes
Remote Administration (1)	Yes, Full Functionality
Service Levels	Yes
Storage Monitor	Yes, Hours and Minutes Available
Supervised Transfer	Yes, Mailbox and No Answer
Time of Day Behavior	Yes
Time of Day Greetings	Yes (up to 9)
Scheduler	Yes
Voice Card Support	Dialogic®
Voice Signature Time Limit	Yes
Conferencing (3)	Yes, Each Call On Listener / Talker Resource
Out-Dial Support	Yes

(1) Requires MS-SQLtm or Oracle r for Database Access

(2) Requires Fax Resource Card

(3) Requires Conferencing Resource Card

Due to the rapid technology changes and improvements, specifications are subject to change without notice

## For More Information:

Contact us at:



19 Portmarnoch Court  
Coto De Caza, CA 92679  
949.459.8476 voice  
949.459.8473 fax  
sales@centurisoft.com  
www.centurisoft.com



 ***CenturiSoft***

[www.centurisoft.com](http://www.centurisoft.com)