Broad perspective

PLATAN

Proxima IP PBX Server

Proxima
Broad perspective

Proxima IP PBX Server as the centre of an ICT system

Proxima **IP PBX Server** was designed in response to the growing needs of small and medium-sized companies, ranging in size from several to a few dozen of people working both locally or remotely in one or more locations.

Along with Libra PBX Server, it creates a new range of telecommunications servers based on proven and at the same time innovative hardware and software

Platan solutions. Intelligent Call Distribution with call queuing, call recording and advanced voice menu scenarios enable professional handling of phone calls even in a small company.

An innovative See Who's Calling solution will enrich daily telephone contacts thanks to the video transmission. A compact, universal casing allows any installation – on a wall or in an ICT cabinet.
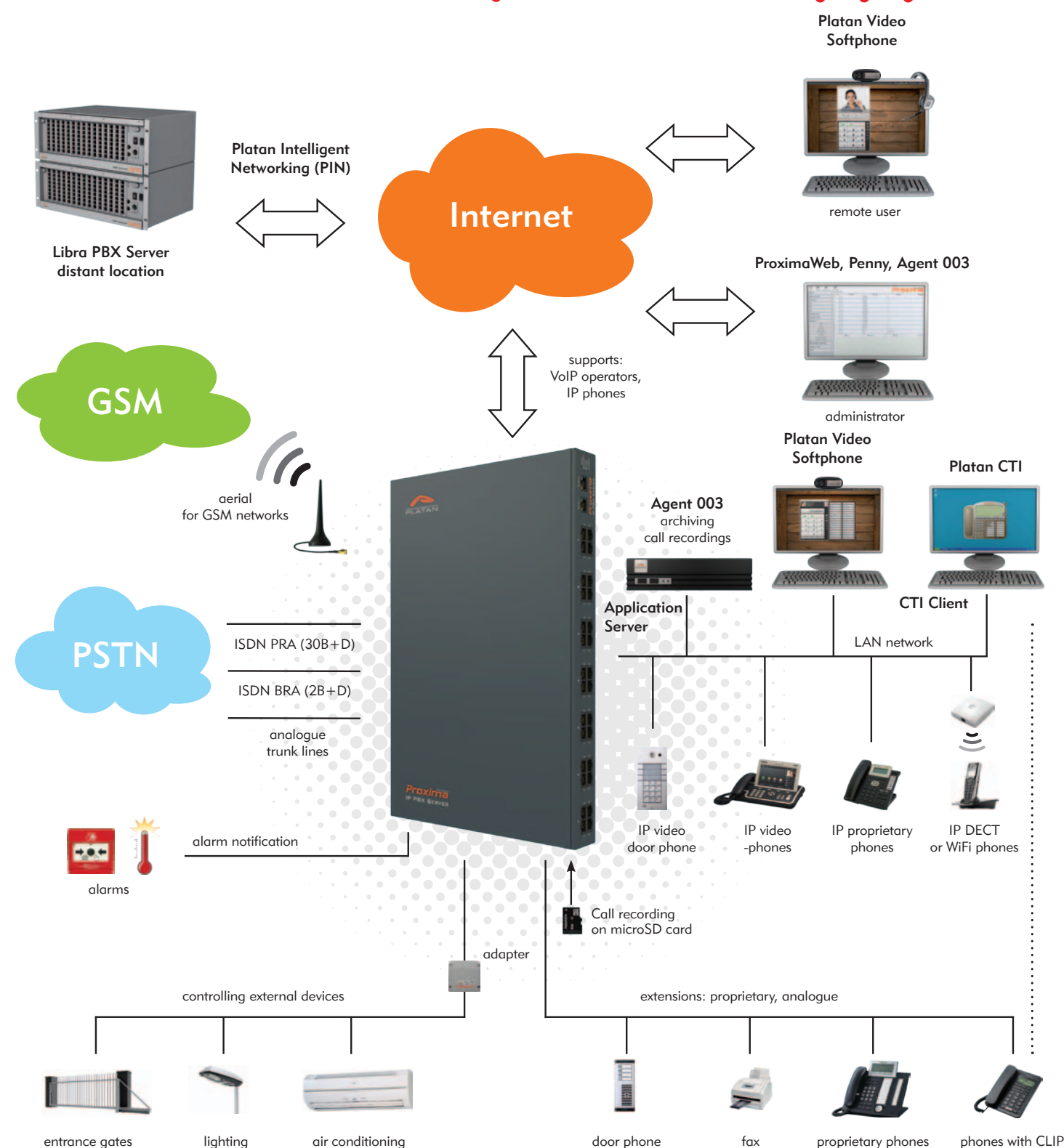
Key features:

● **Embedded VoIP** – IP Gateway (IP GW), IP Extensions (IP EXT), support of SIP trunk

● Embedded multi-channel **call recording**

● Innovative See Who's Calling solution – **video calling** available to any number of users

● **Web-based** management

● Runs on Windows, Linux and Mac OS X thanks to an application based on the **Java** environment

● Integrated internal **voicemail** for all users

● **User Zone** accessible via a web browser

● Integrated **GSM cards** – cheap calls to mobile networks

● **Controlling external devices** – automatically or using any phone

● **Compact**, universal casing which can be hung on a wall or mounted in a 19" RACK cabinet.

VEK® VoIP Cost Eliminator:

● Access to cheaper Internet telephony without any additional gateways

● A unique **Call Through** function – call via VoIP using your mobile phone

Intelligent Call Distribution (ICD):

● **Queuing** callers waiting for a connection – with information about the position in the queue and the expected waiting time

● Interactive Voice Response (IVR) with multilevel call scenarios

● Possibility of distributing calls to user groups according to the preset criteria:

● evenly (UCD – Uniform Call Distribution)

● according to the topic selected via IVR

● automatically – based on the recognised number (ACD - Automatic Call Distribution)

● Rejecting malicious/unwanted calls

PZK® Cost Management Programme:

● Penny application – individual accounting of phone call costs

● Restriction system – limiting the number of unwanted outgoing calls

● Virtual extensions and the system of individual accounts

● ARS/LCR function – automatic selection of the cheapest call route

Diagram labels

Platan Video Softphone
remote user

Platan Intelligent Networking (PIN)

Internet

Libra PBX Server distant location

ProximaWeb, Penny, Agent 003
administrator

supports: VoIP operators, IP phones

GSM

PSTN

aerial for GSM networks

ISDN PRA (30B+D)
ISDN BRA (2B+D)
analogue trunk lines

alarm notification

alarms

Agent 003 archiving call recordings

Application Server

Platan Video Softphone

Platan CTI
CTI Client

LAN network

IP video door phone
IP video -phones
IP proprietary phones
IP DECT or WiFi phones

Call recording on microSD card

adapter

controlling external devices

extensions: proprietary, analogue

entrance gates   lighting   air conditioning   door phone   fax   proprietary phones   phones with CLIP

Let others hear you from the best side

Caller's number:

12... (Lesser Poland) → Welcome to Platan... Please, wait for the connection with your regional account manager → Southern region manager

58... (Pomerania) → Northern region manager

600900500 (VIP) → Trade Office Manager

+33... (F) → Bienvenue chez Platan... → Export Department (French speaking person)

696666999 (unknown location) / no CLIP → Welcome to Platan. For Trade Office, dial 1 For Service, dial 2 For our special offer, dial 3 **[1]** For reception, dial 0 → For northern region, dial 1 For southern region, dial 2 ... **[1] [2]**

[3] → Check our current special offers ...

Malicious call / Restricted number → Rejection ✖

A customer dials a direct telephone number (DDI) to the right person, e.g. 58 555 88 88

Automatic Call Distribution (ACD) and Interactive Voice Response (IVR) within the Proxima IP PBX Server

Even with a small Proxima, you can create a **call handling centre** to service each customer efficiently and professionally.

Thanks to the Intelligent Call Distribution (ICD), you can direct calls to groups and individuals based on any designed calling pattern and a virtually unlimited number of levels of voice messages. With a little imagination you can make them as useful as possible. Callers may either select the person they wish to contact (using **IVR** – Interactive Voice Response) or they can talk to the telephone operator at any moment. If you do not want to receive calls from specific numbers, you can reject them automatically.

Do you recall a situation when there were so many callers that you could not keep up with their service? Use incoming **calls queuing**. Instead of a busy signal, callers will hear an adequate message, they will be able to wait for the connection while receiving information about their place in the queue and the **expected waiting time**. You can assign a **VIP status** ensuring priority in the queue to selected customers.

All lines are busy. You are first in the queue. Expected waiting time ...

VIP

You are ... in the queue. Expected waiting time..

Consultants receiving calls

Call queuing in Proxima IP PBX Server
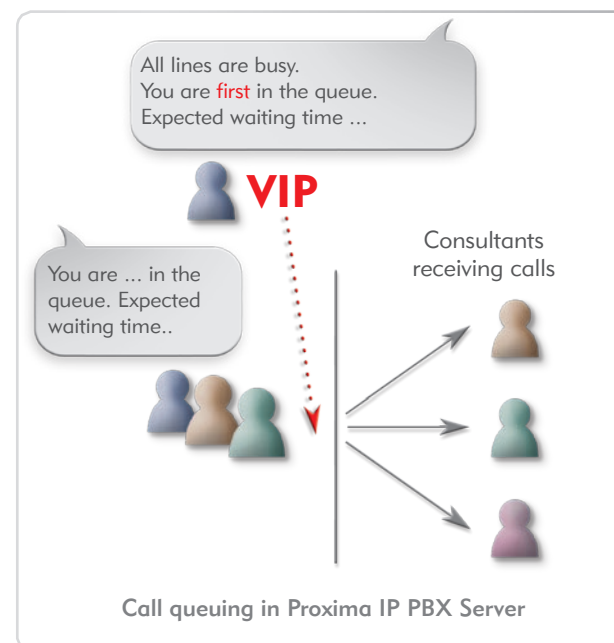
Different announcements may be set for different daytimes and weekdays. Along with Proxima, you will get professionally recorded **system messages** and euphonious melodies, but of course you can also prepare your own messages. You can choose from nearly 100 messages freely shared within the available voice memory.

Would you like the customers calling from a given town or region to be instantly directed to their account managers? Thanks to the **Automatic Call Distribution** (ACD), they will be able to contact the right person even if they do not remember the proper **direct telephone number** (DDI). Have you got many foreign contractors? Greetings in their native languages will always make a good impression. The Proxima server will identify the country the call is coming from, play the appropriate announcement (in different languages) and put the caller through to the right person.

If there are many people answering phone calls, e.g. in a technical support centre or in a customer service department, it is good to **distribute incoming calls evenly** between all employees, thus shortening the time your customers will have to wait. Calls may be directed to all consultants simultaneously or to a different person every time. Thanks to the **Uniform Call Distribution** (UCD), Proxima will direct a new incoming call to the next person within a group. Waiting callers can listen to music or to some useful information, such as your current special offers. For more efficient service of intensive traffic, you can assign an **independent waiting queue** to each group of people receiving calls.

See Who's Calling

Magda Sznur | 568-562-321   02:15:30

An innovative See Who's Calling solution will enrich daily telephone contacts thanks to the **video transmission**. Hold conversations via IP videophones or the Platan Video Softphone app not only with your nearest colleagues, but also with those working remotely. See on the videophone or the computer screen who is standing at the gate during an incoming call via an IP video door phone.

The easiest way to take advantage of the video calling function is the free **Platan Video Softphone** app, requiring only headphones and a webcam. Information about the incoming call will be discreetly shown on the screen, in the place specified by you.

In the main window, you have access to the **most useful features** when making calls – switching (FLASH), muting (MUTE) and transferring calls without answering them (TRANSFER). Thanks to big buttons and clear digits, you will easily dial the desired number, even on a touch screen. In the upper part of the window, apart from your data information with the login status, you are provided with quick access to **voice mail** (new messages are signalled by a icon colour change) and to the **DND** ("Do Not Disturb") function.
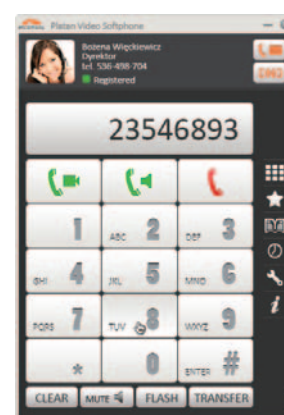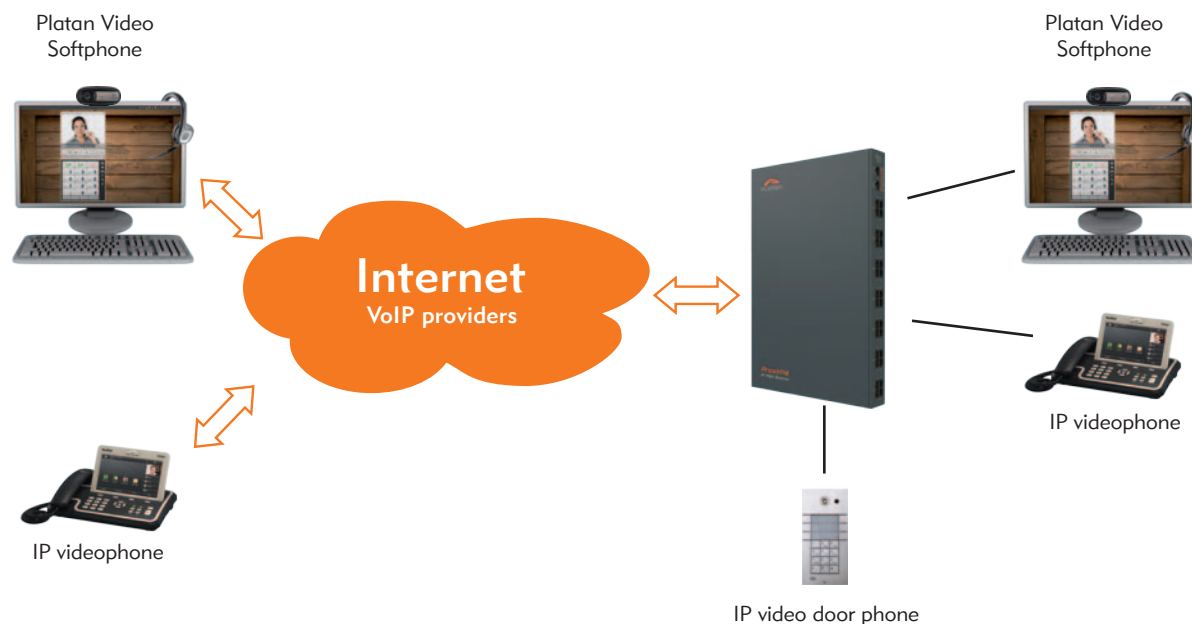

Platan Video Softphone
main window

Magda Sznur | 568-562-321

Information about
an incoming call

Quick Console

Platan Video
Softphone

Platan Video
Softphone

Internet
VoIP providers

IP videophone

IP videophone
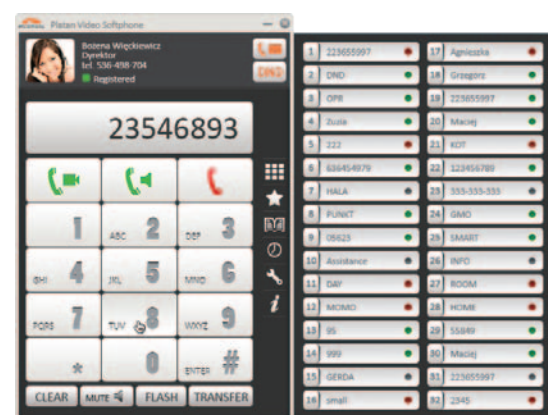
IP video door phone

Video calls are made on the basis of Proxima IP PBX Server

The icon in the bottom part of the window opens 16- or 32-position **quick console** where you can find information about the occupancy status of selected internal users. Soft keys can also be assigned to frequently dialled numbers or frequently selected functions. The console is always available, regardless of other currently used functions.

You can save and search contacts in the **Phone book** or among the **Favourites** (marked with asterisk). To each Contact you can attach a photo for easier identification of the caller. You can also import contacts from the global phone book, common to all Proxima users.

An intuitive graphic view of the **call history** will help you browse, sort or search for incoming, outgoing, missed and unsent calls.
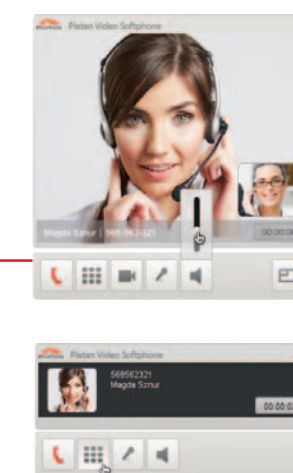
You will see your caller in a **large window** or on a full screen, with a smaller preview of your own image. You can switch from a video to a traditional audio conversation at any time. Your caller can use the same Platan Video Softphone app, an IP videophone or call via an IP video door phone.

Contacts search in Favourites or Phone book
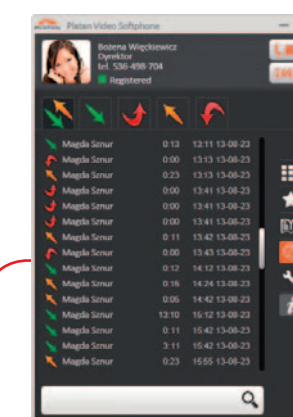
Browsing call history

Video/audio window
during a call

Today we connect more   *Today we connect more*

Communicate freely

You use **different media** every day, such as landline and mobile phones, Internet, IP phones, intranet or cordless headphones. The services you use are rendered by various operators and providers. Proxima IP PBX Server combines all the necessary functions and allows using them as it suits you. If you are at work, it will direct the call to your office line. If you do not answer, it will forward the call to your mobile or home phone. If you want to have a day off, it will turn on the voicemail or forward the call to your deputy. You left the office, there is no one there and you want to know who is ringing at the entrance gate? The door phone can call your mobile or home phone.

No need for dialling zero! Now you no longer have to dial "0" before each external number. You can dial "9," "7," any other number or... no number at all. Proxima will examine the number and put you through to either another user in the company or an external number. Decide what numbers you want to use to

select the most frequently used functions. You got used to dialling a specific code while using a different PBX system? **Do not change your habits!** You can set the same codes in Proxima. And most importantly, in Proxima you do not have to remember these codes or copy pages with a list of features from the User guide – be eco-friendly. All users have a web-based access to the **User Zone**, where you can find a list of current numbers for specific functions. The ones that are most commonly used can also be assigned to proprietary phones' buttons, Platan CTI software or Platan Video Softphone app.

Full numbering freedom is also useful if you want to assign extension numbers to room numbers, which is particularly desirable for example in pensions or hotels. Use the **limits** for incoming calls to efficiently handle calls in both directions, and **work modes** to optimally adapt to operators' offers and changes in call intensity.

Are you developing your company or opening new branches in different cities? Proxima is ideally suited to work as a communication system both in small agencies with up to 30 users and in companies that are three times bigger. Platan Intelligent Networking (PIN), which consists in intelligent networking of

Proxima and Libra servers using VoIP, allows you to create a uniform system supporting up to **1000 users** while maintaining a consistent internal numbering plan. Using any phone in the company, you simply dial any extension in any of the branches and quickly get a connection.
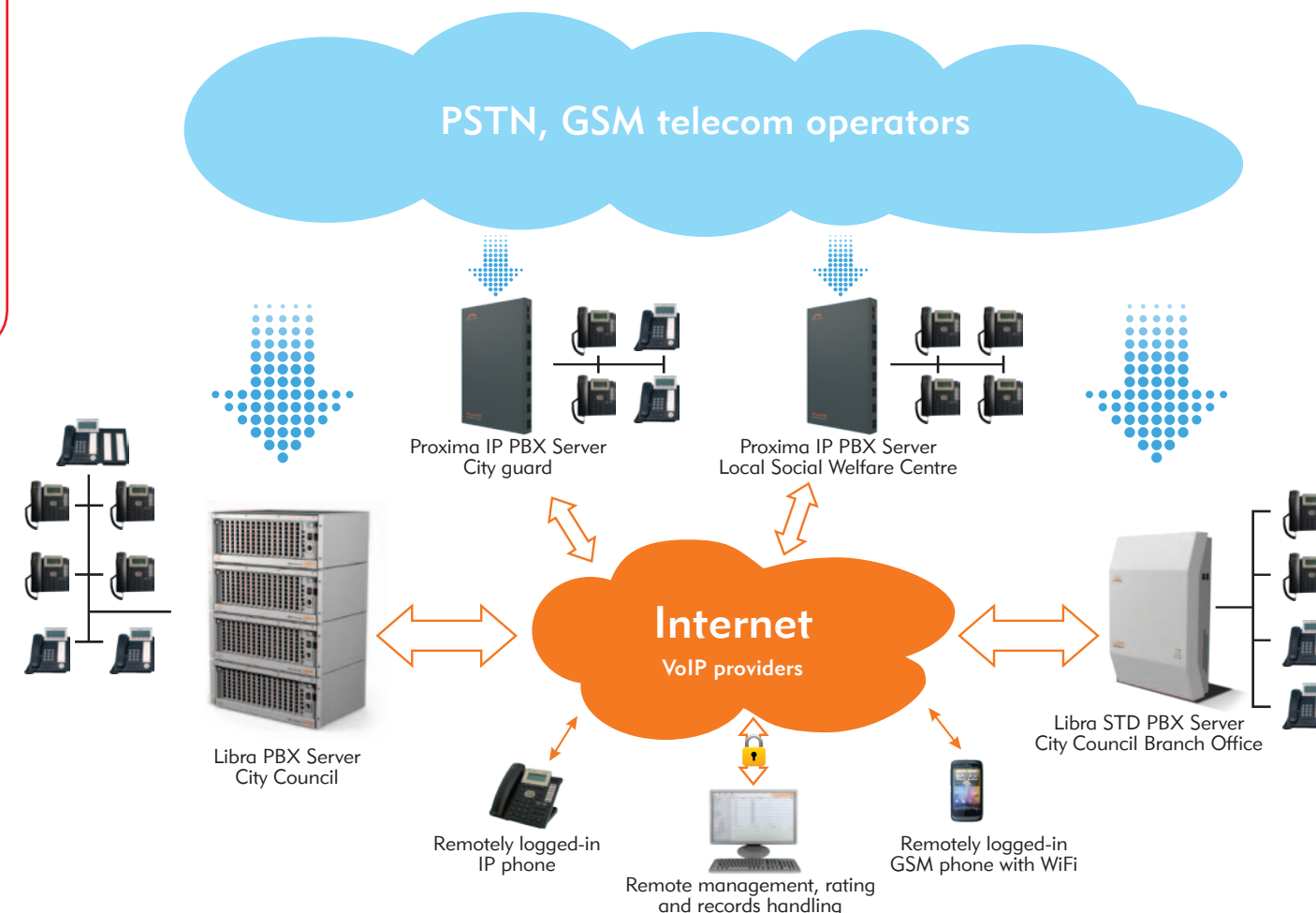
An example of an integrated communication system using the Platan Intelligent Networking (PIN)

Thanks to Proxima IP PBX Server, you will also be able to **remotely control** other devices. Our unique solution will easily switch on the car park lamp in the evening or open the garage gate via telephone. It will also send out signals generated by alarm systems or sensors (e.g. gas or temperature sensors) in case of emergency, while in the summer, activate air conditioning or lawn sprinklers in the morning. It is a very useful device that allows you to communicate freely, not only with people.

Keep everything under control

Please note that for security reasons all calls are recorded

Telecom operators: PSTN, GSM, VoIP

Sales Office

Debt Recovery Department

Sales Office Manager

Director

Director of Debt Recovery Department

Recording of calls held by selected users in Proxima IP PBX Server, and their listening and downloading by authorised persons in the Agent 003 app

Would you like to improve your salesmen's qualifications, do you value high quality customer service and need a call surveillance tool? Or maybe it sometimes happens that you need to settle disputes with your customers and call recordings would be useful?

Agent 003 is designed for special tasks – it will ensure the security of your business. You can record outgoing, incoming and internal calls of some or all employees, depending on the specifics of the business. Recordings are saved on the hard drive of the Platan Application Server, from which they can be **streamed** through the Agent 003 app available from the web browser, without the need to install additional software on any operating system.

This solution ensures greater **work security and stability** thanks to a server independent of other network resources and fast access to hours of archive recordings saved on the hard drive. People whose calls are recorded can be informed of such an activity with an **adequate message**, and the record function can be turned on at any IVR level – there is no point in recording your own messages or the queue waiting time, when the conversation is not held yet.

Confidentiality and security of calls are ensured by the **recording encryption**. There is also no possibility of deleting a recording, so no one can remove any "unfavourable" conversation. You can **easily find** the desired recording by tracking call paths (transferring, consultations), using filters based on date and time, phrase, length or type of call. You can always **download** the recording **and save** it on a local drive. This will facilitate the analysis and review of a particular conversation and make it possible to send it to a given employee, for example the one that does not have **access to recordings** of their own conversations. Give access to recordings to individual employees, so that some people could have access to only their own conversations, while superiors could have access to conversations held by their subordinates.
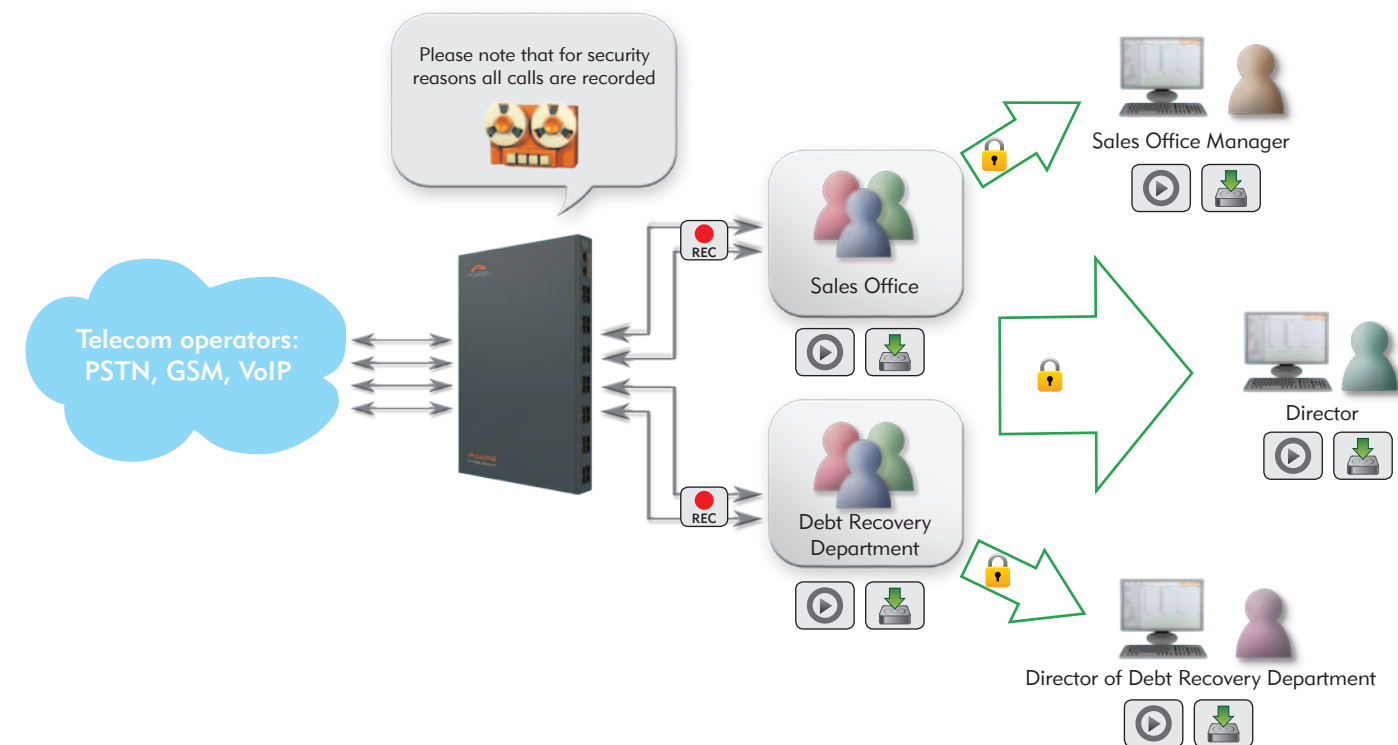
Remember to pay special attention to security. Proxima offers tools to minimise the risk of intrusion into the telecommunications system and of making unauthorised calls. You should, however, remember to use **secure passwords** in order not to "leave the door open" for anyone. If you happen to get **unwanted calls**, you can mark these numbers as unwanted, reject them or play a special message for them. You can also supervise everything that is going on in the company by receiving **emergency signals**, such as fire alarms, intrusion alarms, temperature sensor alarms as well

as information about the system being restarted. Everything is under your control.

Do you wish to use your favourite operating system? Proxima will adapt to it. Thanks to the configuration and billing software created in the Java environment, the server can run under Windows, Linux or Mac OS X. The possibility of using **any operating system** also means no more problems with their newer versions and easier update. Nothing will surprise you.

Would you like to control the duration of calls? Have you forgotten how to use any of our useful services? Now you can log into the **User Zone,** available for every Proxima user via the Internet. Apart from the pop-up help with a list of currently defined function numbers and global phone book for IP and proprietary phones, you are able to see how long you talked, what services you have activated, to which hunt group you are logged in at the moment and how many voicemail messages you have got.

Practical information in the User Zone

Saving pays off

Check who made the longest calls and who the most expensive ones, how many calls each of your employees received, and for whom it took the longest to answer the phone. Thanks to the Penny billing module, you may **register calls** and **allocate costs** to individual accounts, globally or to selected billing groups, either in a tabular or a graphic form. Since call duration is getting more and more important, call time and cost accounting will help you optimise the customer service. Not everyone has to be allowed to call everywhere – you can deny unauthorised access to the most expensive calls.

Enjoy cheap or free calls thanks to VoIP (*Voice over Internet Protocol*) **Internet telephony**. You make a call using any company phone and Proxima IP PBX Server, depending on the dialled number, selects the cheapest call route (LCR) and directs calls either to the VoIP network or via GSM cards to mobile networks. Now you can define **more than two thousand** national and

international prefixes, freely divided between **four LCR tables**. This might be useful if, for example, you decide to rent some office space to another company, allowing them to choose the operator. One Proxima can **handle several companies**, and each of them might be able to use the services of other operators and to define their own system to select the most cost-effective route.

Uniformed services, the police and the military have their own **department networks**, but at the same time use the services of traditional operators. In this case, you may want to access a department network, e.g. by dialling "9," and traditional operators by dialling "0." For each "escape code," you can also define independent LCR systems.
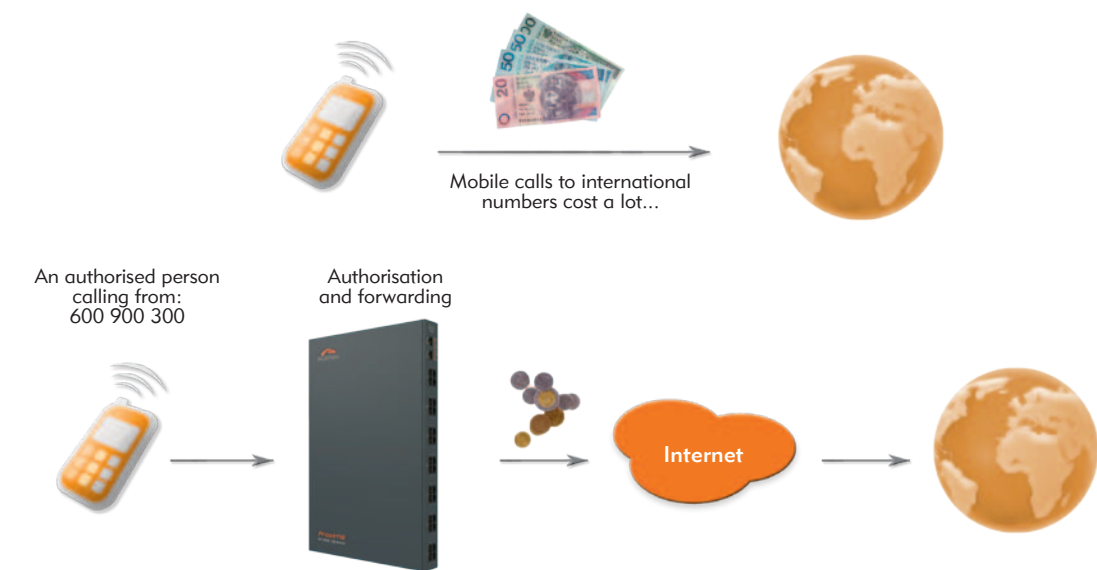
If you make calls within a mobile operator business group, integrated **Platan GSM** cards installed in Proxima will make it possible for all employees using regular handsets within a company to make calls and

send text messages as if they had mobile phones. Mobile employees calling the company will also be able to enjoy cheap or even free calls.

When your company grows, you can **easily and quickly** expand Proxima by adding another analogue or IP phones. Internet problems sometimes happen, so if you wish to maintain high quality of your calls, instead of using internet voice technology you can always connect traditionally to selected landline networks.

You do not need to remember any additional prefix numbers because Proxima will add them for you.

Saving and mobility combined? Call from your mobile phone the dedicated Proxima number – the server will recognise you and forward to any number through the VoIP network (**Call Through** function). It's a simple way to make **cheap calls**, especially abroad. You can be far from your company. The only thing you need is to be within a mobile network reach.

Mobile calls to international numbers cost a lot...

An authorised person calling from: 600 900 300

Authorisation and forwarding

Internet

Call Through - make cheaper calls via VoIP using your mobile phone

Are you always on the go? Would you like to be available no matter if someone calls your mobile phone or the company? You can **log** your modern **mobile phone** with a SIP client **as an IP phone** into the Proxima server and be available at the usual company extension. You can then use your mobile phone to make cheap calls to any country using the Internet. You do not have to be in the company because Internet access and an IP or mobile phone with a SIP client is everything you need anywhere in the world. For traditional calls and video calls, you can also use a notebook with headphones, a video camera and the **Platan Video Softphone** app. You will find such a solution useful during business trips or at home if you prefer **home working**.
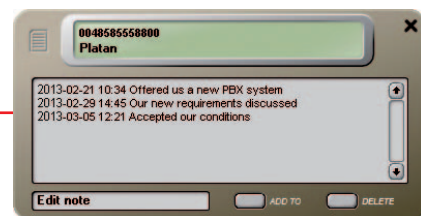
Do you want to keep up with the times and employ modern management techniques? If your employees spend a lot of time in the field, only occasionally work in the company and do not need permanent, separate work stations, you use classic **hot desking**. It is also recommended when you have your own call centre or a research company, where several pollsters use a single work station. We adjust to the latest management developments. Employees can log into **virtual individual accounts**, while the settings attributed to a given number will be transferred to any phone they might use. You can use up to one thousand individual billing accounts, so each employee can account individually for the phone calls they made.

12 www.platan.eu
Today we connect more
Today we connect more
www.platan.eu **13**

Platan CTI
information always at hand

Platan CTI (Computer Telephony Integration) is a program supporting phone answering and serving as a virtual console. This is a useful tool that you can share with all your employees. You will find it indispensable for internal communication and better handling of external contacts.

Before the call is answered, all **information about the calling party** is displayed on the screen, i.e. their number, description and the notes taken during previous talks. You can therefore serve your customers better and faster or recall the details of previous arrangements made with an important business partner.

Information about the caller can be shown on the Platan CTI display, on a small notification window or on the Dispatcher console

Displaying notes about consecutive calls

Would you like to have the most frequently used telephone numbers and shortcuts to the used functions within reach? Just like in the case of proprietary phones, you can assign them to virtual **short number** buttons, adding friendly names. Again, as with the proprietary phone, if any of your colleagues is having a telephone conversation, the button will be red.

This allows you to quickly **find the desired number** at any time either in your own or in the central database, or by browsing the **call history**. An entry in the database may contain, among others, name, several phone numbers, company name, title, **full contact details** and additional notes. Having found a contact in the database, you can select a given number using the mouse, book a call if it is busy or send a text message.

Speed dialling buttons in Platan CTI
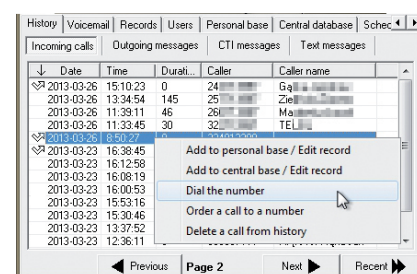
Viewing call history

You have a **preview of your colleagues' state**. The **virtual console** shows you who is present, what is their **status** (e.g. informing about a meeting), who is holding a conversation and whose phone has only just started ringing. This way you can quickly consult an available person or transfer a call to them.

If you are on the phone when another person calls, you see a **waiting call**, which you can **transfer** to an available colleague by clicking the mouse button (TRANSFER on a virtual phone) without interrupting your conversation. Sometimes it is more convenient and faster to send a **message** to one person, to a group of colleagues or to all users within the company. Platan CTI provides such an option, just like in the case of Internet messaging.

It is just as easy to send a short **text message (SMS)**. Thanks to Platan CTI, you can write it faster than when using the phone. All the possible replies will also be displayed on your computer screen. You can use this method to inform your customer that their order has been fulfilled or to contact an absent colleague.
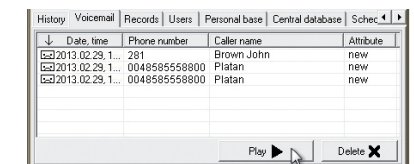
Platan CTI also allows you to view, listen to, save and delete messages left in your **voicemail** box. Just click the "Play" button and Proxima will call you back to let you listen to the selected messages.
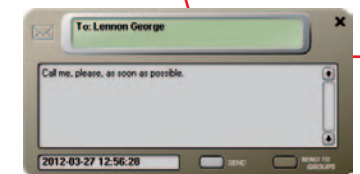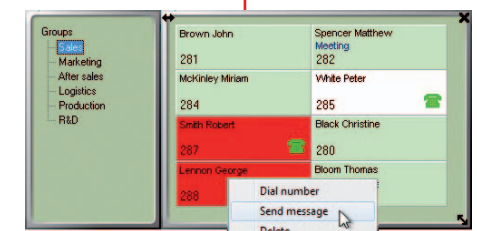
Sending a message to a busy person

Sending and receiving text messages (SMS)

Listening to voicemail messages

Would you like to try a new application before purchasing it? Together with the Proxima server, you will receive **Platan CTI Light** – a program version with all the features, with no time limits, active on two work stations. You will see and check how its features work, including notifications about incoming calls, the console, speed dialling buttons, databases or sending messages. Having tried it, you may purchase a full version with virtually unlimited contacts, call history and a full range of functions available to all users.

Accessories

Choose the phone that is right for you. We give you free choice, since Proxima is compatible with **phones of various manufacturers**. It can be a regular analogue phone with CLIP, a headset, a cordless DECT phone a mobile phone with an SIP client or a digital proprietary phone with an extension panel, if you want to create, for example, a larger reception station.

If you use IP phones, for example, the latest **Platan IP-T 106** digital proprietary IP telephone, changing work stations by your employees will be extremely easy. If such a phone is connected anywhere to the company network, all the settings of a given user will be transferred. It is also easier to add new users when employing more people, including people working remotely. Would you like to make video calls but you prefer to use your phone screen instead of a computer? Connect **IP videophones** recommended by Platan.

Do you work in a manufacturing plant, move around the whole company and always want to be in touch? The IP DECT system is a good option for you. Cordless phonesets, whose base stations communicate with the server via LAN, provide good mobile connectivity on a wide area, such as a factory or a stadium. You will get a similar effect by logging in a **mobile phone with an SIP client** to an internal VoIP number – you will be available on this number everywhere where there is wireless Internet access.

Thanks to door phones integrated with Proxima, you do not need to install a separate door phone system. Doors or gates can be opened using standard phones. You can choose a one-, two- or multi-button door phone, which does not require additional adapters. What is new is the possibility of using **IP video door phones** allowing users to see the people standing at the entrance on a computer or IP videophone screen.

Do you use a **fax machine** for office work? When someone wants to send you something, Proxima will detect the fax tone and send document directly to the device. The sender does not have to dial any number or to be transferred by the secretary.

Would you like to **control external devices**, open garage doors or entrance gates remotely with your landline or mobile phone or turn something on/off at a specified time? Use the external devices control offered by Proxima IP PBX Server. You can remotely control up to 8 different devices and monitor up to 8 different types of sensors (e.g. temperature in a cold store, alarm system). If danger levels are exceeded, Proxima will pass on this information to the defined phone numbers – in the form of a voice or text message.

Proxima IP PBX Server records conversations through a microSD card, saving them on your computer's hard drive, i.e. a dedicated **Platan Application Server**. The stored files are encrypted and can be played by authorised persons only.

If security considerations require the use of certified call recording systems, for instance in banks and companies serving their customers over the phone, Proxima will also work with these types of external **call recorders**.

IP phone

IP videophone

Digital proprietary phone

Analogue phone with CLIP

IP DECT phone

Headphones and webcam
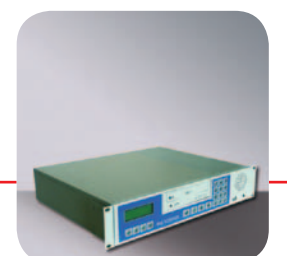

IP video door phone

Door phones

Fax machine

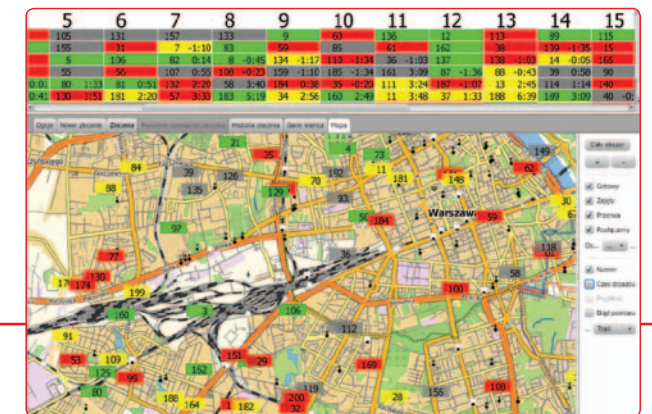Adapter for controlling external devices

Platan Application Server

Call recorder

Software

Interaction with the Taxi123 software used by taxi corporations

Penny is designed for managing the billing and the call statistics. It is a ProximaWeb **billing module** available via a web browser to any authorised person. Based on the sample patterns, you can create your own rate schedules, adapted to the changing market offer.

With Penny, you can make a detailed selection of calls according to the specific criteria and allocate the **duration and costs** of calls to selected users, specific trunk lines or defined billing groups. You will also see how long it took for a given person or a group to answer the phone and how many calls were left unanswered. The data will be presented in either a tabular or a graphic form, with the possibility to export

it to a CSV file, which allows you to analyse and use it also in other programs. In addition, each user can browse their own call history in the **User Zone**.

Browsing and playing the **recorded calls** as well as printing the list of recordings can be done using the **Agent 003** application available from a Web browser. The required call can be searched for by date, time, number of the calling or of the called party. If you want to send a given recording to someone in an unencrypted WAV file, use the option to download and save the file on your local drive. You can authorise specific persons to browse and listen to their own conversations or conversations held by other users.

Video calls in Proxima can be operated using the **Platan Video Softphone** app. If you do not want to use the video transmission, use it as a traditional softphone – for chatting via the Internet anywhere in the world.

Proxima is open to cooperation. If you want to call directly from your MS Outlook email program, you will need a **TAPI driver**. In order to exchange data with external applications, you can use an **open PCTI protocol** that allows using Proxima functions in synergy with specialised software adapted to the specific needs of your industry. You can either use ready-made solutions or create your **own software**.

Do you own or consider owning a **taxi corporation**? An efficient communication system, fully integrated with order management software is the basis for such activities. Proxima will be a perfect solution for such a purpose – it will smoothly handle even the most intense traffic. In Poland we cooperate with Taxi123, but similar functions can be offered using any other software.

Thanks to Proxima, dispatchers will receive information about incoming calls. It also allows you to use any type of phone interfaces, record calls, block unwanted incoming calls, queue calls or use messages for call handling if the number of calls is particularly large, to name only some of the available functions.
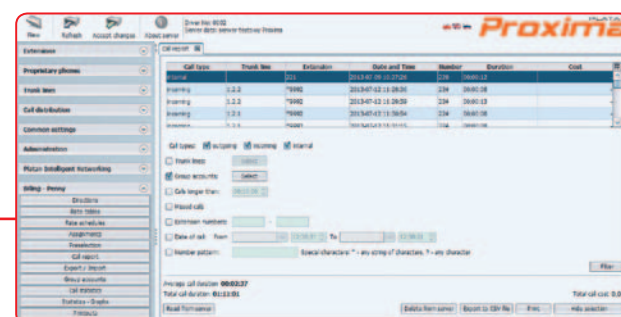
Call selection according to the defined criteria in Penny
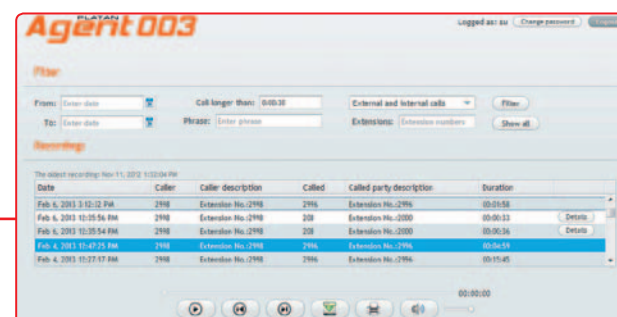
Call selection according to the defined criteria in Penny

Do you run a hotel and would like extensions to be in line with the room numbers and Proxima to offer features such as wake-up calls, locking/unlocking phones, room statuses (e.g. drinks cabinet status, tidiness status)? Thanks to the LibraHotel.dll library,

Proxima IP PBX Server is compatible with the most popular **hotel software** available on the market: Micros Fidelio, Chart, DM Plaza, Gość, HotelOnline, Hotel TK, Opera, Pensionnaire, ReHOT. We also intend to make it work together with other ones.

Do not forget about accessories

☐ Integration

Proxima IP PBX Server is compatible with devices and applications needed by Emergency Communication Centres, Medical Emergency Centres or other **emergency services**, drawing on the hardware and software experience of **digitex** notification systems (a Platan brand).

Through close integration with digitexRDS and Nowatel's OpenRDS consoles, you can create a comprehensive dispatch station for crisis management. These are **versatile dispatching systems**

that integrate almost all means of telecommunication (stationary telephony, analogue and digital radio communication, trunking systems, TETRA system, satellite terminals, GSM).

Rescue workers can benefit from advanced call-handling options offered by Proxima, while open programming interfaces will make it possible to cooperate with **Decision Support Systems**. Proxima is a good choice not only for business.
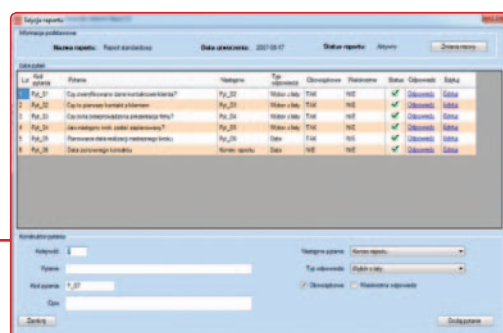
Proxima have implemented comprehensive functionalities for professional handling of phone calls. However, if you need more advanced features used in **CRM** (Customer Relationship Management) systems, Proxima is also ready to support it.

Proxima IP PBX Server is integrated with the **Naso CC** app by CTI Solutions. This is **call centre** software for handling incoming and outgoing calls using databases.
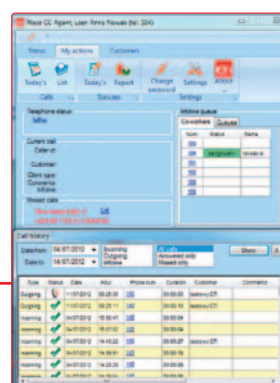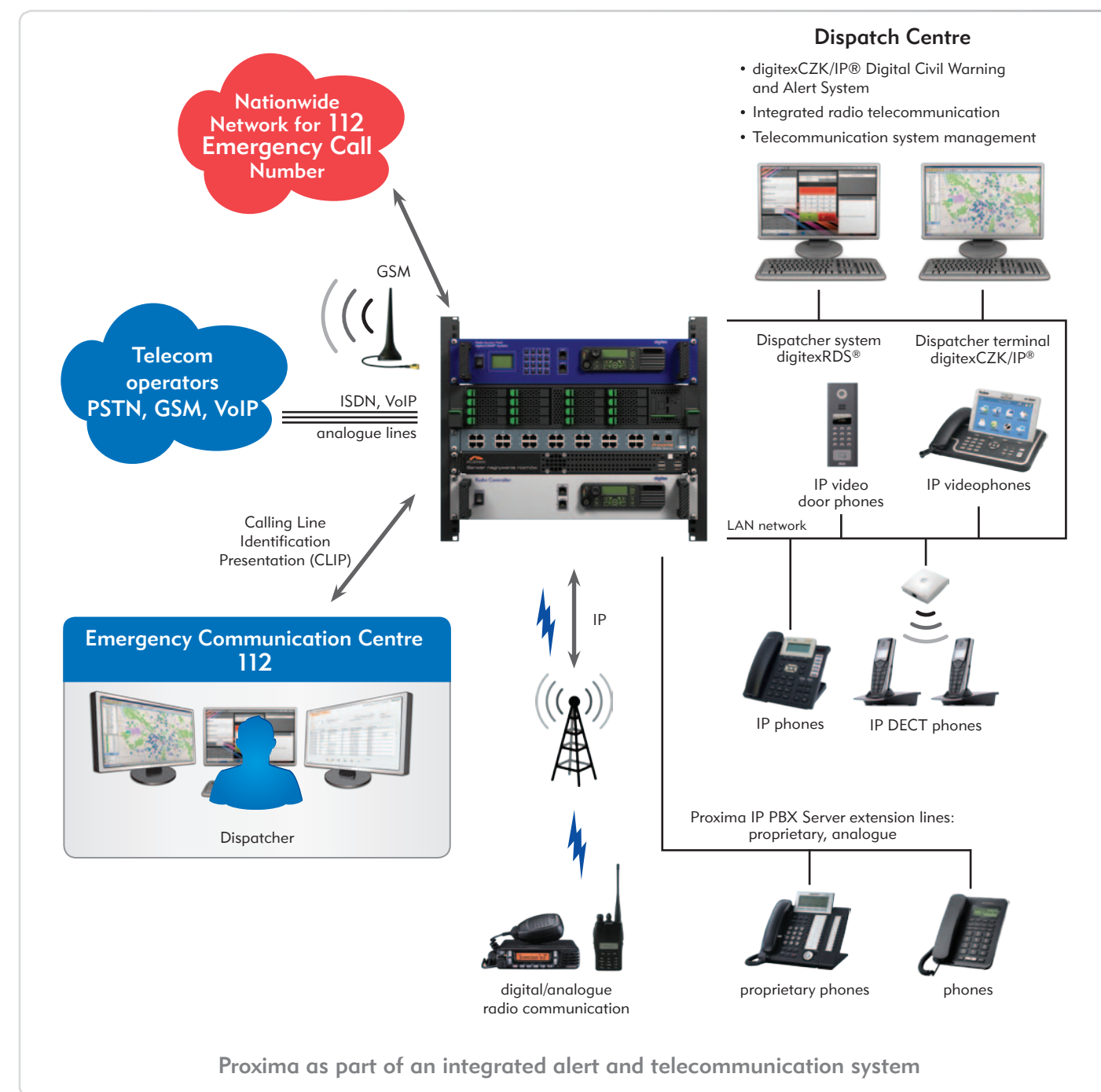
As a supervisor, you will have a **current preview** of work of people subjected to you, incoming calls waiting in queues, call duration, history of made and received calls and the types of breaks used by consultants. Complex and **multi-dimensional statistics** will allow you to evaluate performance efficiency and optimise work organisation.

If consultants' main task is to make outgoing calls or do surveys, you can prepare call scripts for them, identify clients target groups and create automated **telemarketing campaigns**. Proxima will dial the numbers from the database, one after the other (dialler function), and you will be able to monitor the progress of the campaign in the program. You can also send individual or **group text messages** through Proxima and its integrated GSM cards for marketing purposes.

Consultants, in addition to information about the caller, are offered access, among others, to the call history and to information about the engagement status of their colleagues or about queues, as well as the ability to add notes after conducted conversations. They can also use a built-in **softphone** for VoIP calls.

Dispatch Centre

• digitexCZK/IP® Digital Civil Warning and Alert System
• Integrated radio telecommunication
• Telecommunication system management

Nationwide Network for 112 Emergency Call Number

GSM

Telecom operators PSTN, GSM, VoIP

ISDN, VoIP
analogue lines

Calling Line Identification Presentation (CLIP)

Dispatcher system digitexRDS®

Dispatcher terminal digitexCZK/IP®

IP video door phones

IP videophones

LAN network

IP

Emergency Communication Centre 112

Dispatcher

IP phones

IP DECT phones

Proxima IP PBX Server extension lines: proprietary, analogue

digital/analogue radio communication

proprietary phones

phones

Proxima as part of an integrated alert and telecommunication system

Creating scripts for telemarketing campaigns

Consultant's window with call history

Today we connect more   Today we connect more

In good hands

In order to manage Proxima, we have designed the **ProximaWeb** application, accessible from any web browser without the need to install any software. The most convenient connection with the server is the remote one, via Ethernet or modem. It allows you to quickly introduce any changes to the Proxima settings or to the user privileges according to your needs. Using ProximaWeb, you can also carry out the networking of Proxima and Libra servers in various locations. Platan Intelligent Networking (PIN) will greatly facilitate the procedure for creating a single uniform system.
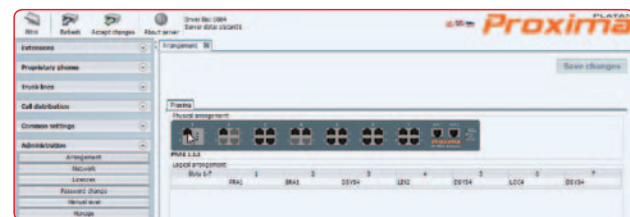
ProximaWeb program – server equipment preview

With remote access, the ability to monitor the status of interfaces and **advanced VoIP diagnostics**, the time for diagnosis and response in case of connectivity problems will be much shorter. Installers can also use an offline version of the control application, to prepare the planned settings first and send a ready config file to the Proxima server. If the server is restarted, technical services may receive automatic service text messages. You can also get information about exceeding the limit of free minutes on the Proxima SIM card in the same way.

We are always close to you. On the foreign markets we are supported by a network of **Platan Partners** and Authorised Installers. Our representatives will propose a system with a wealth of standard equipment, matched to the number of users, existing or planned infrastructure, the specifics of your business and the call traffic.

Installers will provide you with technical support and help you with the changes in the system settings, or when necessary, prepare a list of calls. They will not even have to visit your company since a remote connection can be used.

Do not overpay. When buying Proxima, you do not have to allow for growth. You can expand your device at any time by adding new equipments. You can order Proxima in one of our foreign distributors, while the delivery of a new system or expansion of the existing one will take place in a short time. We value your time and will adjust to your needs.

Features and services

	Proxima
Video calls	+
Embedded call recording	+
DDI/MSN numbers	+
CLIP (Calling Line Identification Presentation)	+
CLIR (Calling Line Identification Restriction)	+
Call Through – automatic connections from mobile phones to VoIP networks	+
MCID (Malicious Call Identification)	+
Time synchronisation with the local exchange (from the NTP server and CLIP)	+
Call registration and billing	+
Individual billing accounts (maximum number)	1000
Networking	+
IVR (Interactive Voice Response)	+
Hunt groups (group numbers)	+
UCD (Uniform Call Distribution)	+
ACD (Automatic Call Distribution - call distribution based on the identified number)	+
Queue – information about the place in the queue and the expected waiting time	+
Voicemail	+
Least Cost Routing (number of tables)	4
Restrictions on outgoing calls	+
Tables of allowed/denied numbers (number of tables)	16
Short numbers	+
Free numbering of extensions (number of digits)	1-16
Call waiting indication (offering)	+
Joining calls in progress	+
Hotlines (trunk/extension)	+
Automatic change of operation modes	+
Extension groups (possibility of limiting extension-to-extension calls)	+
Conference call (max. number of parties)	8
"Circular" conference call – automatically established for a defined group of users (max. number of parties)	8
Putting calls on hold (HOLD)	+
Call forwarding	+
"Do Not Disturb"	+
Call capturing	+
Call transfer to trunk lines	+
Call booking Voice message for booked calls	+ +
Redial	+
Simple callback (CLIP number modification)	+
Alarm dialler (alarm notification)	+
External devices control	+
Wake-up call	+
Service text messages	+
Remote room listening in – "Baby-sitter"	+
Transit call – charging an outside call to the server	+

■ standard   ■ optional

Equipment

	Proxima
Extensions ◻ analogue ◻ digital proprietary ◻ analogue and digital proprietary ◻ VoIP (IP EXT)	up to 28 up to 12 up to 28 up to 100
Trunk lines ◻ analogue (CO) ◻ ISDN (2B+D) ◻ ISDN (30B+D) ◻ VoIP (IP GW) ◻ GSM	up to 14 up to 16 1 up to 64 up to 4
Integrated VoIP card VoIP channels number (simultaneous calls) VoIP protocol: SIP 2.0 Audio codecs: G.711 µLaw, G.711 aLaw, G.726, GSM, G.729a	+ up to 10 + +/+/+/+/+
◻ DISA – Direct Inward System Access ◻ Multi-level IVR system ◻ Number of voice announcements ◻ Total message time	+ + 99 up to 1h
Music on hold	4
Voicemail	+
Music files (.wav) for announcements	+
Automatic fax transfer	+
Billing buffer	100 000
Incoming Call Identification Presentation (CLIP) received from: ISDN / analogue lines / GSM / VoIP	+/+/+/+
Call Identification Presentation (CLIP) sent to: analogue extensions / digital proprietary extensions / VoIP extensions (IP EXT)	+ / + / +
Support of door phones / video door phones	+ / +
Integrated GSM cards	+
Digital Enhanced Cordless Telephony (DECT) / IP DECT	+/+
External devices control - I/O card (up to 8 inputs, up to 8 outputs)	+
Power back-up	UPS
Interfaces Ethernet (LAN) 10/100 Base-T	+
Embedded modems for remote management: analogue V.32/ISDN	+ / +
ProximaWeb - www interface for server management User Zone - www interface for users	+ +
Penny – billing software	+
Agent software for recorded calls management	+
Platan Video Softphone for video calls support Supported codecs: H.263+ / H.264	+ + / +
Platan CTI software (computer system for call traffic support)	+
Hotel interface	+
PCTI protocol	+
Interface supporting external call recorders	+
TAPI protocol	+
Dimensions – universal casing - height [mm] for 19" RACK cabinet - width [mm] or to hang on a wall - depth [mm] - weight [kg]	44 (1U) 483 (19") 287 about 5 kg

Platan is a leading Polish producer of IP PBX Telephone Systems and PBX Servers. Thanks to our comprehensive offer, we are capable of satisfying the most sophisticated requirements of a wide range of customers, from small and medium companies to large enterprises, public offices and institutions, as well as rescue and uniformed services.

We have been ranking among the most innovative players on the Polish electronic market since 1985, offering telecommunication and radio communication solutions. As many as over one million users are already using Platan products.

Systems developed by Platan are fully based on our own technical know-how. Thanks to our own design offices and several dozens highly qualified specialists in telecommunication, IT and electronics, Platan provides solutions employing the latest global trends and technologies. All our products are tailored to market needs and expectations.

Platan is also a producer of digitex Integrated Notification Systems, used by rescue services for warning and alerting.

We have been awarded **ISO 9001:2008 Quality Management System Certificate** for design, manufacture, sale and service of telecommunication equipment, which provides the evidence of our compliance with quality standards.

ISO 9001

DNV
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FIRM

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