

Increase Productivity

Enable employees to spend less time on repetitive tasks, looking for people or information and more time getting work done.

Important Calls Will Always Find You

Busy customers don't want to track you down and frequently travelling employees don't want to miss important calls.

Whether on the road, working at home or even while traveling in a foreign country, the system will automatically look for you wherever you specify including your desk extension, mobile phone, laptop or a remote phone in your home office.

Leverage Data In Existing Applications To Reduce Time

Save employee's time by adding click to call functionality to your CRM and Microsoft Outlook applications. Employee's click on a name and the call is placed automatically.

Manage Your Communications Easier

Save time searching for documentation with a unified inbox for email, voice mail and FAX. Employees can also send and receive FAXes directly on their PC.

Free Your Staff To Do More

Automated Attendant, IVRs and DID's will significantly reduce employee's workload. The browser based Operator Panel allows the receptionist to see the status of other employees before transferring a call.

Make It Easy For People to Reach You And Maintain Your Privacy

Keep your mobile number private and still receive calls when you are out of the office by transforming your mobile phone into an extension of your phone system. People call your office number and the system automatically forwards the calls to your mobile phone.

Start Saving Money On Day One

With a phone system that pays for itself with the monthly cost savings on your phone bill.

Call Between Company Locations At No Cost

Calls to and from your remote offices will automatically be sent, using Voice over IP (VoIP), over your existing broadband Internet connection at no charge.

Virtually Eliminate Global Roaming Charges

From 8 Dollars to 8 Cents Per Minute: Virtually eliminate global roaming charges. Employees travelling overseas can make and receive calls using their mobile phone at local rates using the system's sophisticated call back, call forward and VoIP features.

Enjoy the Best IDD Rates Available Anywhere

VoIP gives you access to telecommunications service companies around the world. When overseas calls are made, the system will automatically choose the Least Cost Route (LCR) to the destination country. Employees don't have to dial a special code. The only change you will notice is a substantially reduced phone bill.

Lower IDD For Mobile Users Too

Employees outside the office can call in to the system and use it to make calls at the same low rates.

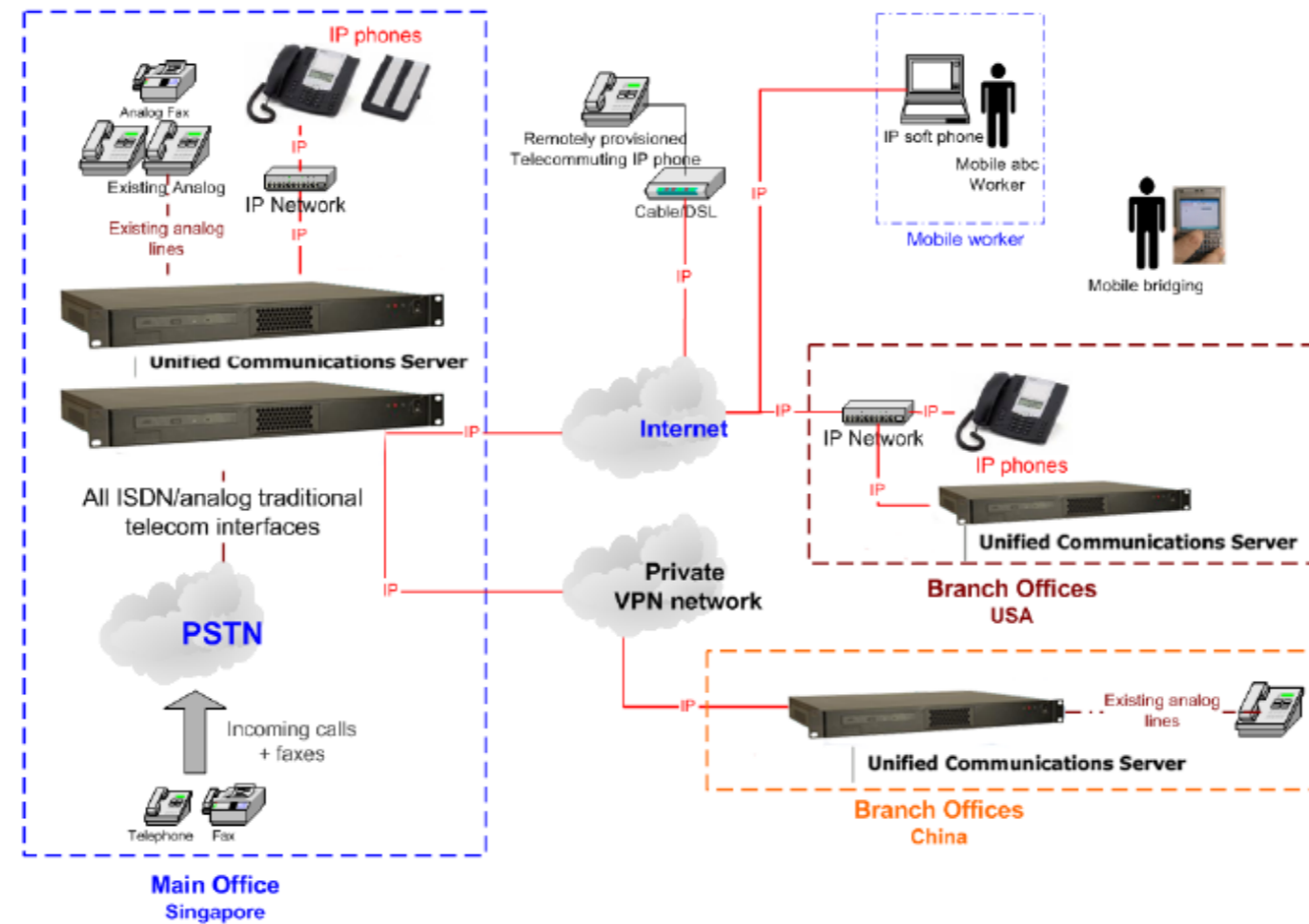


Figure 1 Distributed hybrid TDM VOIP architecture with support for both VOIP and analog handsets across multiple offices through private and public WAN

Enhance Customer Service

Make every customer feel that they are your most important customer and enhance your reputation for customer service.

Speak Your Customer's Language

Customers appreciate when they can communicate in their preferred language. The system makes it easy to offer selections such as 'For Mandarin press 1, for English press 2'.

Speed Up Response Time To Customers

And present a professional image by giving individual employees their own personal phone number. Customers can reach the specific employee or department without going through the receptionist or being forwarded among your staff.

Reduce Hassle For Your Customer And Your Receptionist

Even if the customer only knows your employee's name they can still reach them without going through a receptionist by using the system's Directory Feature. Callers simply dial the first three letters of their last name and are immediately transferred.

Reduce Lost Calls Due to Excessive Hold Times

Give feedback to your customers with real-time information based on actual call volume including the estimated wait time and their position in the queue. Between announcements you can play specific marketing messages depending on whether the customer called the Sales Department or Tech Support.

Handle Difficult Customers With Ease

Allow your sales manager to listen in on sales people in real time

and coach them while handling a difficult customer. Built-in call monitoring allows the manager to speak to your employee, without the caller hearing anything.

Provide Interactive Menus

Allow customers to get automated information. For example, when they enter their customer number their invoice amount is read back to them. Built-in Interactive Voice Menus (IVR) can be as sophisticated as your business needs require.

Use The Best Tool For The Job

Keep your investment on budget when purchasing phones. The flexibility of the system will let you use almost any device.

Pay For IP Phones With The Savings From Infrastructure

Save money on expensive cabling. IP based desk phones use the existing data network by sharing the network with PC workstations.

PCs And Laptop Can Double As A Telephone

Save money in environments where people are desk bound, such as receptionists and contact centers by using software phones to turn existing PCs and laptops into phone extensions.

Let Mobile Phones Work Harder For You

Fewer devices equals lower cost. Your existing mobile phone with WiFi and SIP capabilities can double as your desk phone in the office actually eliminating the need for a separate desk phone.

Leverage Your Existing Equipment

Connect a variety of traditional devices including analog and cordless phones, computer modems, credit card verifiers and FAX machines.

Stay on Top of Business Operations

Quickly Identify Cost Centers

Assign actual communications cost to departments and pinpoint excessive charges using the system's detailed call reports to sort calls by department or individual.

Analyze Employee Interactions

Know what your employees are saying to your customers with built in call recording capabilities.

Restrict Access To Expensive Services

Reduce costs by protecting expensive services from misuse using PIN codes to prevent unauthorized international calling.

Reduce Cost of Maintenance

Eliminate the time delay and expense of on-site support calls. Adding a phone, changing system configuration and even adding new features can be done securely over the Internet.

Explore New Markets and Reach More Customers

VoIP, which is based on the Internet Protocol, is so flexible it can be easily integrated with additional applications.

Setup Shop In A Foreign Market In An Afternoon

With access to the global network of VoIP providers you can have your own phone number in any of 50+ foreign countries. For less than the cost of a local number in your own country, have calls to your foreign phone numbers ring right in your main office. Setup is as simple as a few clicks of the mouse.

Increase the Conversion Rate Of Your Web Site

Make it easier for visitors to your web site to contact you. Click to call sends calls directly from your web site to your phone system.

Integrate Skype With Your Business Phone System

If your company is already using Skype for business, you can now integrate it directly with your phone system.

Stay Ahead of the Competition

Your ability to quickly adapt to changes in market conditions gives you a real business advantage. With no physical limitations, VoIP gives you tremendous flexibility.

Take Advantage of Lower Labor Costs

Suppose a change in business conditions allows you to offshore your workforce to lower costs. Simply move your IP phones to the new office and the offshore employees will begin to receive calls as if they were in the old office.

Migrate To A Mobile Workforce

Lower your office space requirements by enabling hot desk and people working from home. IP phones and software phones that turn employee's PC or laptop into an extension allow them to make and receive calls as if they were physically in the office.

Expand Your Business Without Expanding Your Budget

With no physical limitation to the number of extensions you can connect, adding new phones is as cheap and efficient as the time it takes to type a new extension number in the system's web browser based interface.

Examples of Cost Savings With A Max Cole IP PBX

This is the story of two companies. The first company, Nostalgia Ltd, still uses an old non VoIP phone system. The second company, Brave New World Ltd, chose a Max Cole IP PBX and leverages VoIP for communications. Both companies have offices in Singapore and Thailand.

Scenario 1

The Managing Director of the Bangkok office needs to make an important call to the Sales Manager in Singapore, but the Sales Manager is out of the office on a sales call.

Nostalgia Ltd

- The MD dials IDD from Bangkok to the Singapore office's main number
- The receptionist answers the call and transfers it to the Sales Manager's extension
- The Sales Manager is out of the office so the phone just rings, eventually sent to voice mail
- After searching for the manager's mobile number, the MD now calls, again IDD, to the sales manager's mobile phone
- The Sales Manager answers his mobile phone

Brave New World Ltd

- The MD direct dials the Sales Manager's 4 digit extension in Singapore. The call is sent over VoIP at no charge
- The Sales Manager has configured his Find Me settings to look for him on his mobile phone when he is out of the office
- The IP PBX transparently transfers the call to the manager's mobile. The call is at local rates
- The Sales Manager answers his mobile phone

Number of Calls	2
Number of IDD Calls	2
Total Connection Time	3 minutes
Total Cost	\$2.00

Number of Calls	1
Number of IDD Calls	0
Total Connection Time	20 seconds
Total Cost	\$.02

Scenario 2

A Sales Executive from the Singapore office is traveling to Vietnam. Upon arrival in Hanoi he needs to make two calls. The first call to his customer back in Singapore. The second to a local supplier in Hanoi.

Nostalgia Ltd

- The Sales Executive uses his mobile phone to direct dial his customer in Singapore
- He pays for both mobile roaming charges and for IDD charges from Vietnam to Singapore
- Next he calls his supplier in Hanoi. While he pays local charges for the call, he is still billed for international roaming

Brave New World Ltd

- Upon arrival in Vietnam the Sales Executive buys a prepaid SIM card and updates his Find Me information with the prepaid number
- The Sales Executive uses his mobile phone to call the company's callback number in Singapore
- The system immediately hangs up (no connect charge) and then calls him back, using VoIP
- After he enters his PIN number for authorization, he dials his customer's phone number. The call is at the local rate
- Next he calls his supplier in Hanoi. Because he is using a local SIM he only pays the local rate for the call

Total Time	60 seconds
Total Cost	\$8.00

Total Time	60 seconds
Total Cost	\$.08

The savings of time and money can be extraordinary! Contact us now and find out how a Max Cole IP PBX will save you money, increase productivity and help you stay ahead of the competition. You will never look at your business phone system the same way again!



Max Cole IP PBX With Unified Communications Services

Max Cole offers a revolutionary way to look at your telephone system. Today, Voice over IP (VoIP) is doing to phone calls what email did to the postal service: better, faster and cheaper. And with the Internet becoming the foundation for modern communication systems, businesses everywhere are investing in the equipment necessary to implement VoIP for business advantage.

With Internet communications so simple, productive and cost effective, why isn't your phone system giving you the same benefits?

It can. Max Cole's IP PBX solutions offer seamless integration with all of today's communication technologies, and will enable your business to immediately benefit from:

Increased Productivity And Profitability

- Important calls will always find you
- Leverage data in existing applications to reduce time
- Manage your communications easier
- Free your staff to do more
- Make it easy for people to reach you and maintain your privacy

Reduced Operational Costs

- Make free phone calls between all of your company's locations
- Effectively eliminate global roaming charges
- Substantially reduce your IDD phone bill
- Eliminate the cost of 3rd party conference call providers
- Add additional capacity without additional cost
- Eliminate the need for expensive on-site support calls by technicians

Enhanced Customer Support

- Speak your customer's language
- Speed up response time to customers
- Reduce lost calls due to excessive hold times

Closer Monitoring Of Business Operations

- Quickly identify cost centers
- Analyze employee interactions
- Restrict access to expensive services
- Reduce cost of maintenance

Exploring New Markets

- Setup shop in a foreign market in an afternoon
- Increase the conversion rate of your web site
- Integrate Skype with your business phone system

Staying Ahead of the Competition

- Quickly adapt to market changes
- Migrate to a mobile workforce
- Expand your business without expanding your budget