



ASRIX IP PBX

It's more than a phone system, It's Better way to communicate.



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1. What is a PBX?

Short for **P**riate **B**ranch exchange, a private telephone network used within an enterprise. Users of the PBX share a certain number of outside lines for making telephone calls external to the PBX.

Most medium-sized and larger companies use a PBX because it's much less expensive than connecting an external telephone line to every telephone in the organization. In addition, it's easier to call someone within a PBX because the number you need to dial is typically just 3 or 4 digits.

A Public Branch Exchange (PBX) is the technology that replaced the manual switchboard: think of the classic imagery attached of operators physically patching lines. VoIP PBX systems are now beginning to replace traditional PBX systems. Yes, technology changes that fast.

Many companies are still using their legacy PBX systems as they made a large investment on it within the last 15 years, but the bulk of PBX systems purchases were about ten years ago. Now, as systems begin to age IT departments are beginning to replace the decaying technology with the more modern VoIP PBX alternative.

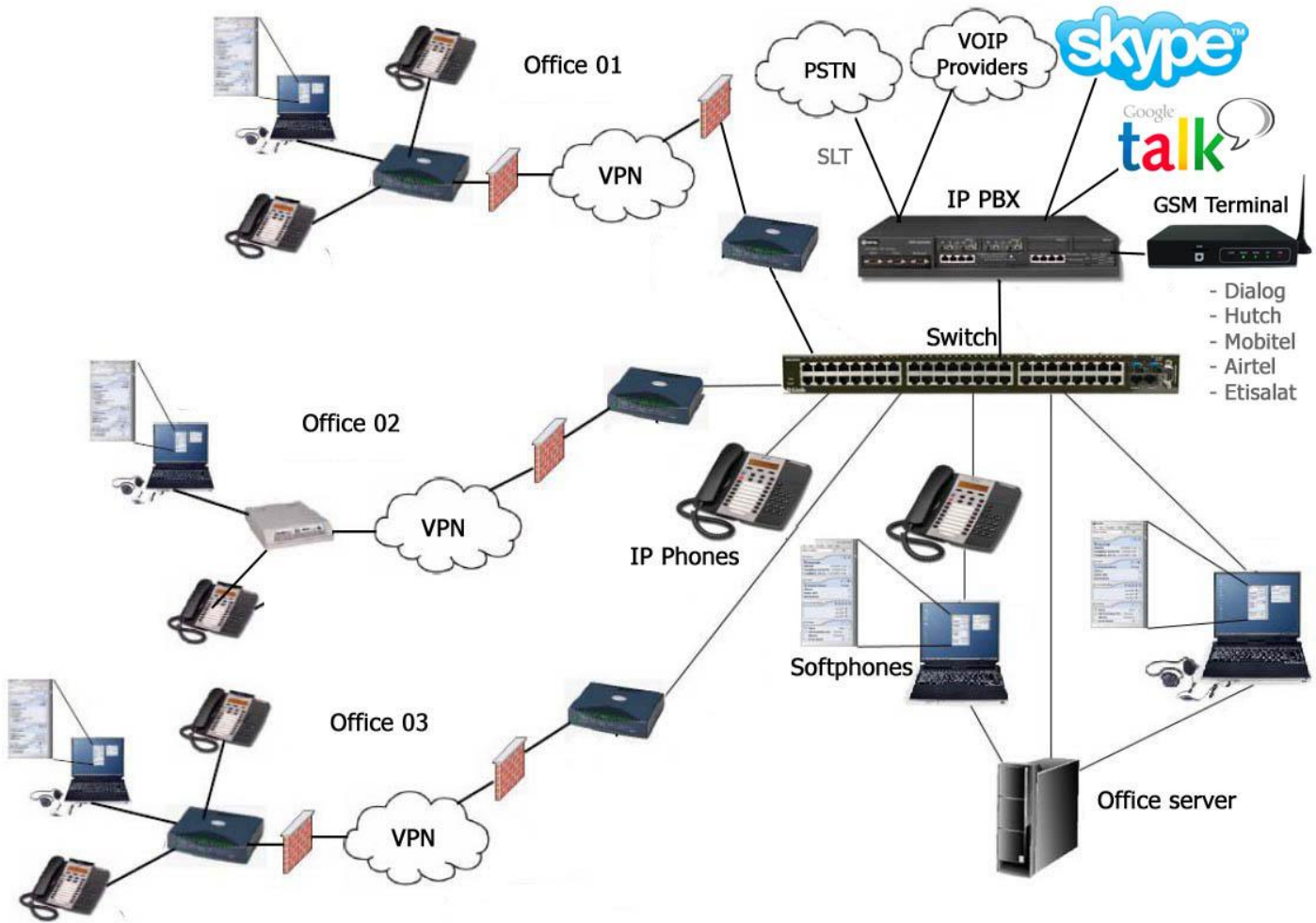
2. ASRIX VoIP PBX Overview

ASRIX IP PBX is designed by ASRIX Solutions with a brilliant set of VoIP solutions engineers. The IP PBX is designed to provide verity of PBX functionality that will help you to get the best out of your voice solutions at office or home. ASRIX IP PBX is designed under world's latest VoIP telephony platforms.

ASRIX IP PBX utilizes Voice over Internet Protocol (VoIP) technology to transmit your phone conversation over the internet as packets of information. With VoIP, your business's phone calls are sent over a broadband Internet connection (DSL, T1) via a data network and then connected to the *Public Switched Telephone Network* (PSTN). It's a much more managed and efficient way to communicate compared to traditional Plain Old Telephone Service (POTS). Because VoIP travels over an IP network it facilitates more custom and complex calling functions. These tools offer greater sets of calling features manageable from a simple web-based interface.

PBX has changed its face & path. You can have you office telephony system running with no complexity. Unlimited extensions, less wire, space, power & many more. PBX is no more serious business. Get your PBX replaced with a simple technology that you understand.

3. How it Works?



An IP PBX system consists of one or more SIP phones, an IP PBX server and optionally a VOIP Gateway to connect to existing PSTN lines. The IP PBX server functions in a similar manner to a proxy server: SIP clients, being either soft phones or hardware-based phones, register with the IP PBX server, and when they wish to make a call they ask the IP PBX to establish the connection. The IP PBX has a directory of all phones/users and their corresponding SIP address and thus is able to connect an internal call or route an external call via either a VOIP gateway or a VOIP service provider.

4. What are the benefits of an IP PBX / VOIP phone system?



01. Much easier to install & configure than a proprietary phone system
02. Easier to manage because of web based configuration interface
03. Eliminate phone wiring
04. Allows users to hot plug their phone anywhere in the office - users simply takes their phone, plug it into the nearest Ethernet port and keep their existing number
05. Allows easy roaming - calls can be diverted anywhere in the world because of the SIP Protocol characteristics
06. Significant cost reduction by leveraging Internet
07. SIP standard eliminates proprietary, expensive phones
08. Scalable
09. Better reporting
10. Better overview of system status and calls
11. Soft phone and FAX functionality
12. Twice the phone system features for half the price

Since an IP PABX is software-based, it is easier for developers to add and improve feature sets. Most VOIP phone systems come with a rich feature set, including auto attendant, voice mail, ring groups, advanced reporting and more. These options are often very expensive in proprietary systems.



5. Features and Functionalities...

| Features | Legacy PBX | Other IP PBX | ASRIX IP PBX |
|--|------------|--------------|--------------|
| Call transfer | Yes | Yes | Yes |
| Music in hold | Yes | Yes | Yes |
| Hunt / Ring groups | Yes | Yes | Yes |
| Support for analog interfaces (E1/T1/J1) | Yes | Yes | Yes |
| Caller ID | Yes | Yes | Yes |
| Multiple trunk support | Yes | Yes | Yes |
| Support for PIN sets | Yes | Yes | Yes |
| Incoming and outgoing routes with dial pattern matching | Yes | Yes | Yes |
| Flexible and configurable IVR (Interactive Voice Response) | No | Yes | Yes |
| Single Network (It uses your LAN) | No | Yes | Yes |
| Call security (Encryption and Authentication) | No | Yes | Yes |
| Remote Maintenance | No | Yes | Yes |
| Remote Office support | No | Yes | Yes |
| Remote Extensions through the Internet/ VPN | No | Yes | Yes |
| Call Parking and call Queuing | No | Yes | Yes |
| Unified Messaging | No | Yes | Yes |
| High quality voice | No | Yes | Yes |
| Conference center with virtual rooms | No | Yes | Yes |
| Support for SIP/ IAX trunks | No | Yes | Yes |
| plug their phone anywhere in the office | No | Yes | Yes |
| Call detail record (CDR) report | No | Yes | Yes |
| Soft phone Functionality | No | Yes | Yes |
| Support for video-phones | No | Optional | Yes |
| Voice Mail | No | Optional | Yes |
| Interactive Directory Listing | No | Optional | Yes |
| Voicemail-to-Email functionality | No | Optional | Yes |
| Call recording | No | Optional | Yes |
| Integrated echo canceller by software | No | No | Yes |
| Voice synthesis support (Text-to-Speech) | No | No | Yes |
| Low cost hardware compatibility | No | No | Yes |
| Easy Administrative Panels | No | No | Yes |
| Unlimited Extensions | No | No | Yes |
| Support for follow-me | No | No | Yes |
| Inbuilt DHCP server for dynamic IP | No | No | Yes |
| Support for other telephony devices | No | No | Yes |
| Web-based operator panels for all users | No | No | Yes |
| Billing and consumption report | No | No | Yes |
| Inbuilt mail server / Database server | No | No | Yes |
| Integrated CRM (Customer relationship management) | No | No | Yes |
| Instant messaging (IM / Chat message) | No | No | Yes |
| Network security system (Inbuilt Firewall system) | No | No | Yes |
| Backups on a remote FTP server | No | No | Yes |

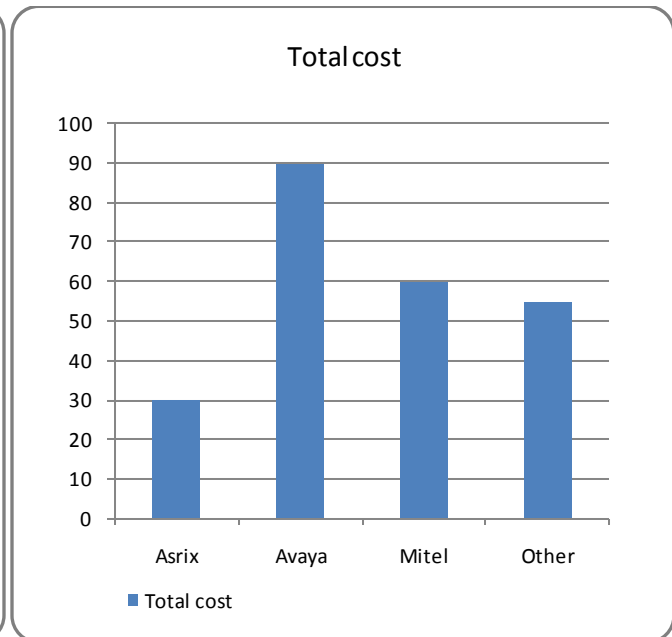
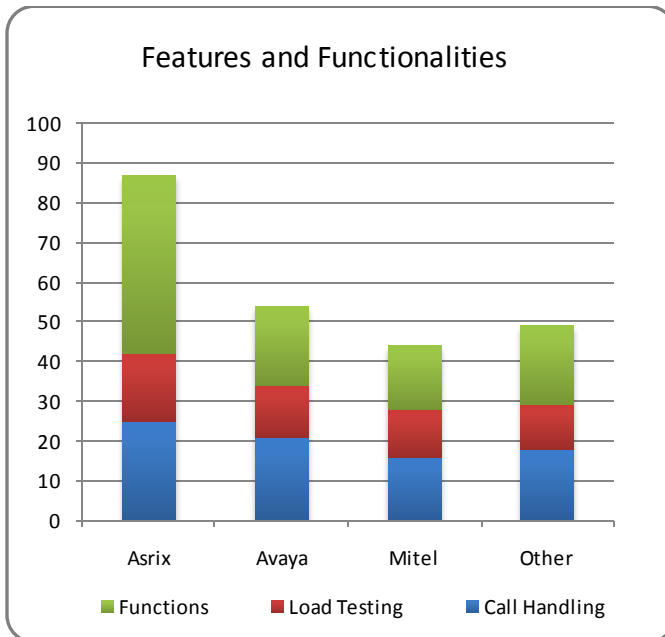
Optional Feature with additional payment

6. Reasons to choose ASRIX IP PBX



1. State of the Art Technology and constantly growing.
2. Unique new features not found in traditional PBX.
3. Flexible and easy scalability, adding or removing users with just a click.
4. Self Healing with automatic firmware management.
5. Class 5 features such as Caller ID, Call Forwarding, Call Transfer, Speed Dial, Three Way Calling and *69, and much more.
6. All group services available including Call Center, Auto-Attendant, Attendant Console, Hunt Groups, Conferencing, and more.
7. System upgrades at no cost and portability for your existing numbers.
8. Connects remote offices or employees seamlessly without extra cost with a simple extension dialing.
9. Secure System, phone service is restored immediately in a disaster recovery event.
10. Savings reduce capital investment and ongoing expenses with a low upfront implementation cost.

Comparison with other IP-PBX Systems



7. Conclusion

An investment in a software based IP PBX makes a lot of sense, not only for new companies buying a phone system, but also for companies who already have a PBX. An IP PBX delivers such significant savings in management, maintenance, and on going call costs, that any company should be looking at upgrading to an IP PBX.

Thank You!

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