



Mobile VPBX

Key Operator Benefits

- **Competitive Advantage:**
 - Ability to address multiple corporate customer segments with differentiated services
- **Increases Revenues:**
 - Increases MoU and thus voice revenues
 - Allows for different charging models based on
 - Company size
 - Number of VPBX Lines
 - Minutes used
 - Features enabled
 - Combination of the above
- **Customer Retention:**
 - Increases corporate customer satisfaction by providing services for their customers
- **Ease-of-Use:** Advanced Web GUI for ease of operation

Market Dynamics

With increased competitive and economic pressures that affect positive cash flow to the company, business managers are highly concerned with employee productivity and getting the most out of every resource and team.

One of the best ways to increase employee and company productivity is to ensure efficient external and internal communication and collaboration both while in and out of the office, by providing high quality communications services.

As mobile becomes even more integrated in personal and business communications lifestyles, many enterprises seek to complement or entirely replace their existing fixed-line communication solutions with mobile services. Mobile Virtual Private Branch Exchange (VPBX) is such an innovative service that offers corporations all the benefits of true unified communications.

Product Overview

Defne's **Mobile VPBX** solution enables operators to offer their corporate subscribers all the features of a traditional PBX solution without installing a physical hardware onsite. The Mobile VPBX lets corporate subscribers to set a virtual PBX line that behaves like a local PBX that routes calls and manages office phone extension with enhanced IVR functions and call management features. With high scalability, Mobile VPBX allows corporations to flexibly adapt and scale the service to their business needs.

By enabling mobile operators to integrate all fixed and mobile lines of a corporate customer in a common network with advanced communication features, Defne's Mobile VPBX solution enables employees to make use of productivity increasing functions like auto attendant, call control, direct connectivity, private numbering plan, corporate business group, teleconferencing, call screening (optional), Hunt Group (optional) and Mobile VPN (optional).

Mobile VPBX gives operator's corporate customers better tools for controlling their communications costs and creates an environment for true unified internal and external communications.



Key Subscriber Benefits

- **Improves corporate image:**
 - Enhances external communication capabilities with customers as well as internally
- **Enhances communication experience for all users:**
 - Increases employee accessibility in the company
 - Mobile network Communication-as-a-Service
 - Short code dialing (optional)
- **Reduces operational costs:**
 - Allows businesses to be run from anywhere
 - Increases collaboration and productivity through robust feature set
 - Flexible billing for geographically dispersed work forces
 - Rate plans and restrictions set per group
- **Reduces capital expenditures and improves bottom line:**
 - No need for upfront hardware investment or maintenance
 - Seamless scalability, whether the company has hundreds or thousands of employees
- **Boosts productivity and efficiency:**
 - Enhances enterprise mobility through elimination of office dependency
- **Ease of Use:**
 - Intuitive and easy-to-use Web interfaces and IVR menu

Key Features

- Private Numbering Plan
 - Groups and Subgroup creation
 - Corporate business group
- Auto Attendant
- Smart Divert within company group
- Advanced Web GUI
- Advanced IVR Menu
 - Welcome/Internal Announcement
- Music on Hold
- Multiple Call Handling
 - Call Waiting/Picking
 - Call Recording
 - Call Back
 - Optional:
 - Call Park
 - Call Transfer/Forwarding
 - Call Screening
 - Caller Name Announcement
- Silent Listening
- Call Placement - last number dialed
- Alternate Number Ring/Menu
- Provisioning
- Optional Items:
 - Mobile VPN
 - Short Code – MSISDN matching
 - Caller ID Change
 - Hunt Group
 - IVR-Based Call Screening
 - Call and SMS Blocking
 - Whitelist/Blacklist
 - Conference Call Management
 - Roaming Support
 - SMS Distribution
 - Support for Bulk Messages/Calls
 - Integration with Ringback Tone for corporate melodies

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