IPECS IN THE MEDIA

With Ericsson-LG Enterprise

SIMPLE UNIFIED COMMUNICATIONS

Unified Communications Platform, iPECS UCP

iPECS UCP is Ericsson-LG Enterprise's unified communications platform designed to help the media industry communicate and collaborate with all of their stakeholders. In an increasingly connected world, your telephony system needs to be as inter-connected as your social media presence. By keeping employees connected, team communication becomes more responsive allowing you to meet deadlines and stay a beat ahead of the competition.

iPECS Unified Communications enables people across your organisation to be more productive and efficient, regardless of their location or chosen device. Keep costs down by reducing the need for unnecessary travel expenses and expensive mobile charges.

The iPECS range covers small to large media organisations with a range of platforms that can scale to meet the needs of between 2-2000 users. Each platform utilises the same core features and software ensuring the media industry can benefit from the power of iPECS.

Simple Unified Communications

iPECS Unified Communications capability is built in to UCP. Users can use voice, video, instant messaging, conference calls and visual voicemail all on one simple and easy to use platform. UC is designed to be intuitive and provide your team easy to use tools and features.

Reliable and Resilient

Total reliability is the only option for your communications. iPECS UC is designed to deliver complete resilience through geographic redundancy and inherent modular architecture.

Anytime & Anywhere Connectivity

Access the power of your iPECS unified communications platform your way regardless of your device or location using smartphone, tablet or PC applications.

Integrated applications tailored to your needs

iPECS is designed to offer a range of enhanced applications from Ericsson-LG Enterprise and other specialist application providers. Integration into standard office applications such as Microsoft Outlook or Lync as well as other applications means your communications are truly integrated.

Leverage the latest standards based technologies

iPECS UCP helps you to make the most of the latest network technologies such as SIP, optimise call costs using WiFi or use in built voice conferencing to save on external conference services.

Scale with your growth

iPECS is designed to deliver the flexibility you need as your organisation grows. Your communications can easily adapt to meet changing needs.

Call Server

Mobility

Collaboration

Building blocks for your Unified Communications strategy

Conference	Mobile Access	Video	Presence & Messaging	Application Integration
Your teams can communicate more easily and collaborate using voice conferencing calls all managed within iPECS.	Access the power of iPECS UC wherever you are, whether in the UK or abroad, with the intuitive iPECS UC mobile client.	Bring interactions alive with video calls from your handset, PC client or smartphone application.	Stay connected: see if colleagues are available and quickly communicate using instant messaging	Easy integration into Outlook or click to call from any application.

UNIFIED COMMUNICATIONS FOR ALL OF YOUR TEAM

iPECS UCP tailored to the needs of your users

EDITOR-IN-CHIEF

"Communication and collaboration are at the heart of everything we do. Using Ericsson-LG Enterprise iPECS I can be completely confident my staff have the very best tools they need to collaborate across desks, offices and even time zones."

PRODUCTION MANAGER

"iPECS unified communications means I know when my team are available and can work with them regardless of their location. Quick reviews and meetings on video help me provide support to the team without expensive travel costs."

RESEARCHER

"In a fast-paced role with quick turnaround times, being able to quickly collaborate on tasks and projects can make the crucial difference, and the iPECS enables me to do this."

ASSISTANT

"iPECS UCP helps me to manage all of the incoming calls even during busy periods. I can use tools such as instant messaging to ask quick questions and get the support I need."

PRODUCTION TEAM

"Travelling abroad or being on location used to mean lots of expensive calls to the office and restricting calls home to my family, but with iPECS UC technology on my smartphone and laptop I can easily call at local rates wherever I am in the world."

HOME WORKER

"I use my phone just the same at home as if I was in the office. Being able to see the status ("presence") of my colleagues and instant message quick questions makes me feel just like I am sitting next to my team."

RECEPTIONIST

"I can easily see what everyone is doing and transfer calls with a single button or mouse click. It's never been easier."

IT MANAGER

"With an intuitive web interface I can make simple changes myself and complete handset moves quickly and easily."

iPECS UC Overview

iPECS UC delivers the tools and features to support your team

iPECS UC Features

Evolving to your needs
iPECS UC can scale with your organisation as your needs and requirements develop from UCS Standard to Premium.

Mobile Client (Android/iOS)
Enhance your mobile communications with all of the power of your iPECS UC solutions using a simple to set up application.

Video Conferencing
Six party video conference, sharing document, desktop, and application.

Presence & IM
Easily connect with colleagues over phone, video, instant messaging or web collaboration.

Outlook Integration
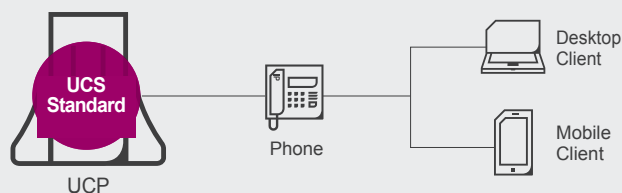Integrate Microsoft Outlook into your iPECS with simple integrations of schedule, contacts and click to call.

※ UCS features depend on standard and premium version.

iPECS UCS server types

Type 1
UCS Standard (Built-in)

Built in UC Server for iPECS UCP
Cost effective and easy to deploy

UCS Standard

UCP

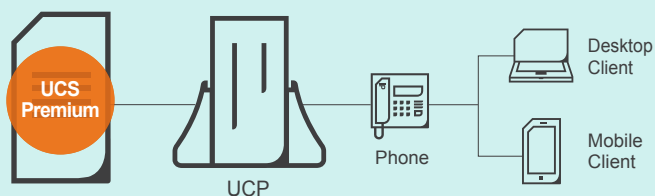Phone

Desktop Client

Mobile Client

Type 2
UCS Premium (External)

External Windows UC server*
Advanced features, collaboration tools and capacity

*For PC spec see datasheet

UCS Premium

UCP

Phone

Desktop Client

Mobile Client

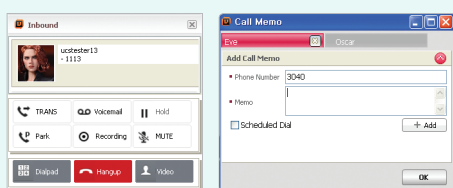## iPECS UCS main features

- **Call control:** Control all of your calls and telephony from your desktop or mobile client
- **ClickCall:** A simple mouse click to dial numbers from your screen
- **Chat Instant Messaging:** Chat to colleagues and collaborate on simple questions and information exchange
- **Call Through/Call Back:** Call through your main office system and secure reliable and cost effective call rates
- **Outlook integration:** Outlook contact and schedule synchronisation
- **Audio Conference Manager:** Voice conference (Ad-hoc, Room, and Group), easily invite attendees using drag & drop
- **Video Conference & Collaboration:** Video conference up to six colleagues on UCS Premium including screen sharing, white board and web push functions
- **Visual Voicemail:** Manage all of your voicemail on your PC, smartphone or tablet
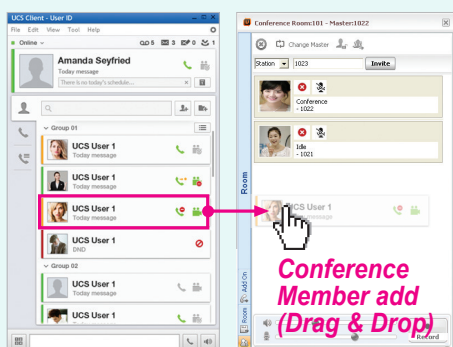
◦ Desktop Client

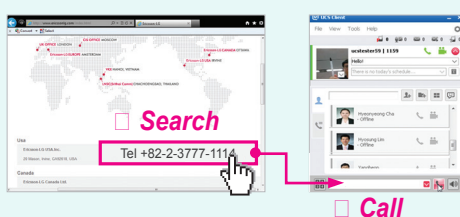◦ UCS Mobile Client (Android & iOS)
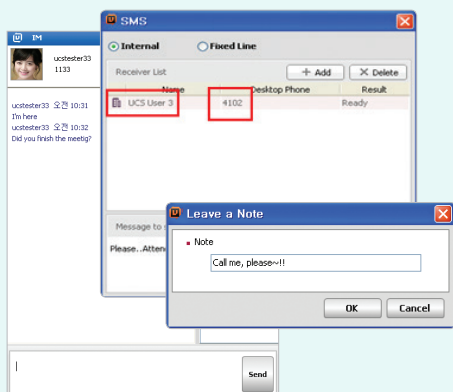
Instant Message/SMS/Note

Call Popup & Memo

Conference Member add (Drag & Drop)

Audio Call & Conference

Video Call & Conference

□ Search

Tel +82-2-3777-1114

□ Call

Click call

Integrated Presence

• Instant access to colleagues availability
• Quickly find colleagues who are available and save time
  and money with more efficient first time contact
• Integrated "do not disturb" presence setting is available across
  UCS and Phone

Instant Messaging, SMS and Note

• Simply invite others with drag & drop
• Send and receive text messages to other internal iPECS systems
• Leave notes for offline UCS users so they can contact you as soon
  as they come online

Audio Call

• Call popup shows caller's information
• Outlook popup shows caller's contact information in
  Microsoft Outlook
• Make quick memos on call within a pop up window

Audio Conference

• Simple to use Audio Conference Manager
• Use built-in audio conference system and increase capacity with
  MCIM conferencing module
• Easy conference organisation through PC application
  with drag & drop
• Features for conference control
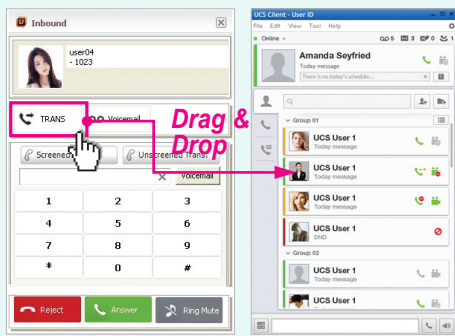 (Invite / Master change / Mute / Lock / Record)

Video Call

• One-to-one video calls from UCS Desktop and Mobile client
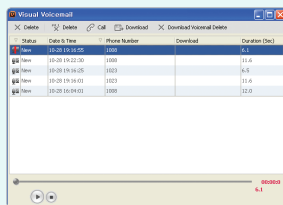• QCIF, CIF, 4CIF video resolution

Video Conference

• Face to face conferences with colleagues
• Max. six party, and eight group video conference
  (Support only 1:1 on Mobile)
• QCIF, CIF, 4CIF video resolution
• Quick ad-hoc conference set up
• Meet-me conference and email notification
• Application sharing during conference
• Remote monitoring, Still shot, Recording
• Presentation mode (1:32)

Click call

• Integrate iPECS telephony into your desktop and PC applications
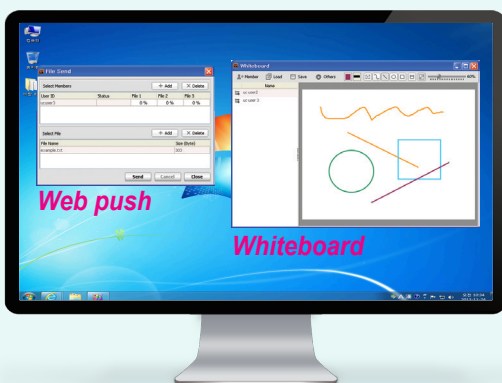• Easy dialling from web browser or Microsoft Windows applications

Call Transfer

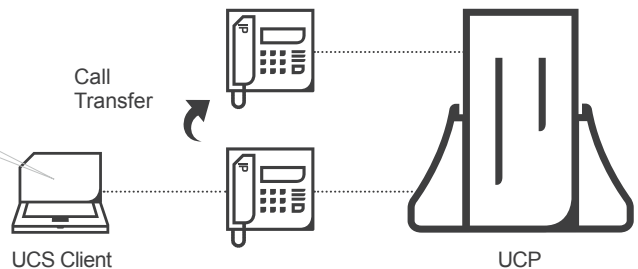## Call Control

• Manage your calls from the desktop with iPECS UCS
• Call control with simple one click or drag & drop
• Answer / Disconnect / Deny / Transfer / Hold / Park

▶ *Example :* Call Transfer by drag & drop

Call Transfer

UCS Client   UCP

Visual Voice Mail

Visual Voicemail

• Easy retrieval of voicemail through iPECS Visual Voicemail
   application
• Supporting desktop client and mobile client

Outlook Synchronization

Outlook Synchronisation

• Synchronisation with Microsoft Outlook contacts and schedule
• Contacts registered to Microsoft Outlook are synchronised to
   iPECS UCS users' Private Directory
• If Private option is activated, the schedule is not opened to the shared
   users from the iPECS UCS
• Easy dialling from Microsoft Outlook contact

Microsoft Exchange Server Integration

• More precise schedule synchronisation with Exchange Server
• Outlook schedule synchronisation with or without UCS login
• Option 1: Integration with local Microsoft Outlook client
• Option 2: Synchronisation between Exchange server and UCS Server

Collaboration

Collaboration

• File Send
• Program sharing
   - Application: Share documents, spreadsheets, presentations,
      and drawings in real time
   - Desktop: Share desktop screen with other UCS users
• Web push: Share web page address with other UCS users
• Whiteboard: Share drawings and free-form text

iPECS Enhanced Applications

Every business has different communications needs and iPECS is designed to be tailored to your specific market sector and organisation. Ericsson-LG Enterprise offers various applications to help you build a unified communications strategy that meets the needs of every part of your business.
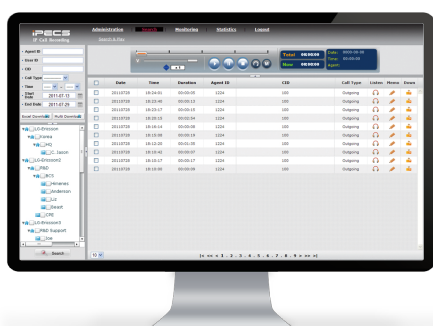

iPECS Attendant (Office & Hotel)

iPECS Attendant

An operator console which helps your receptionist or front desk staff handle high call volume.

- Operating without an external phone
- Call recording / Call statistics / Call history
- Presence, short cuts and on screen call control

iPECS IPCR

iPECS IPCR

A call recording and monitoring solution tightly integrated with iPECS Call platforms and contact centres.

- Centralised or distributed call recording
- Encryption enabled call recording
- Multi party conference call recording up to 13 party access
- Trunk-based recording
- Announcement file play during call
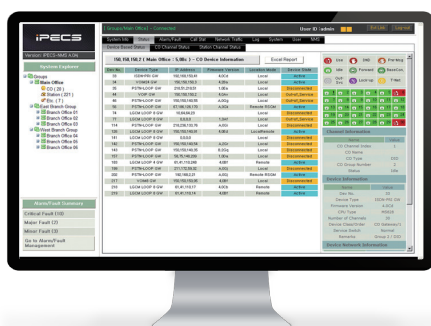
iPECS NMS

iPECS NMS

A powerful web based Network Management tool designed to permit rapid response to system alarms, remote access, analyse system statistics and provide issue alarm notification.

- Fault management and real time system monitoring
- Web based client access
- Traffic statistics

Integrated Applications

The iPECS open architecture means that integrated third party applications are able to leverage the full power of the iPECS platform and ensure you can build a complete solution around the platform.

icall report dashboard

icall record

PHONE-LINK Desktop Call Control

icall suite

Productivity Through Intelligence

icall is designed to integrate into the iPECS platform and use the data and system functionality to deliver you greater insight and control of your communications platform. Five modules cover call reporting, recording, desktop call control, contact centre management and outbound dialling.

report
Log and analyse your communications
• Customised and scheduled call reports and analysis
• Real time dashboard and wallboard displays

record
Record your calls for training, compliance and assurance
• Simple retrieval, play back and call evaluation
• Easily record ISDN2, ISDN 30, Analogue or SIP trunks

connect
Bring your telephony to your desktop
• Screen pop and click to call from your favourite applications
• See colleagues presence and share a company wide address book

dial
Outbound dialler - more talking, less time dialling
• Progressive and predictive dialling
• Increase agent productivity and job satisfaction

contact
Contact centre management module
• Real time contact centre reporting and demand modelling
• Manage SLA's and monitor agent performance

PHONE-LINK

Integrated telephony from your desktop delivering call control and full integration into CRM, ERP and specialist applications

• Screen popping of key applications
• Integration into Microsoft Outlook and other legal software, including SOS and LEX
• Share presence busy status and internal messaging
• Click to dial from websites or applications
• Operator console to help receptionists and client facing staff handle high call volumes

Terminals

iPECS UCP supports an extensive range of terminals such as digital and IP phones, SIP phones, DECT, Mobile Client, and IP Conference Phone. These terminals are designed for business users such as those in the media industry who require a range of feature-rich telephony devices to match their constantly changing business needs.

IP Phones

LIP-9002

- Designed for users across your school to access the full power and functionality of the iPECS platform
- HD Voice

LIP-9010

- Mid-range phone designed for users across your school requiring access to the full range of iPECS features and functions
- HD Voice

LIP-9020

- Mid-range phone designed for users across your school requiring access to the full range of iPECS features and functions
- HD Voice
- 10 Programmable feature keys with 3 colour LED

LIP-9030

- High call volume or management phone with 24 LCD programmable buttons to quickly access features and see colleagues presence across three pages
- Integrated presence indication helping users see colleagues availability
- Gigabit support
- HD Voice

LIP-9040

- Reception attendant handset with 36 LCD programmable flexible keys viewable over three pages Integrated presence indication helping users see colleagues availability
- Gigabit support
- HD Voice

LIP-9071

- Top-of-the-range handset delivering an immersive telephony and video experience
- Full touchscreen interface
- Full support for apps and web browsing
- Wireless & Bluetooth support via dongle
- Gigabit support
- HD Voice
- HDMI output

Optional DSS / LSS Consoles

Expand the capacity of your LIP handset by adding a console, providing 12, 24 or 48 additional programmable buttons with paper or LCD screens. Compatible consoles with handsets only.

Mobility Options

DECT Phones

GDC-480H / 500H

- DECT handset for roaming access to iPECS in your office or warehouse
- Bluetooth connectivity for headset use (GDC-500H only)
- Speakerphone function

WiFi Phone

WIT-400HE

- WiFi handset for roaming access to iPECS across the school campus
- Seamless handover between voice-enabled WiFi access points

IP DECT

GDC-800H(IP DECT)

- IP based DECT solution designed to leverage the power of your network
- Configure cost effective coverage across your building with IP base stations and repeaters
- Simple to use and intuitive handset designed to support users across your school or college

PACKAGED AND SCALABLE UC

Choose which version suits your business by identifying the options below that suit your users needs.

Please note that features are non-transferable between the Standard and Premium options.

FEATURES	IPECS UCP STANDARD*	UCP PREMIUM*
Presence	●	●
Presence registration	50	200
IM	One to One	One to Many
Audio Call	●	●
Video Call	●	●
Click to call	●	●
Call Control	●	●
Visual Voicemail	●	●
Audio Conference Manager	●	●
Supporting Active Directory		●
Outlook Synchronisation	●	●
MS Exchange Integration		●
Organisation Chart		●
6-Party Video Conference		●
Collaboration		●
Mobile Client (Android, iPhone)**	●	●

*IPECS UCP Standard clients and UCP Premium clients cannot be operated in parallel. IPECS UC migration to UC Suite is possible.

**A separate licence is required for support on both platforms.

Each software client can be embedded with a softphone enabling you to make calls directly from your PC. Alternatively, choose the "without voice" option to continue using your desktop handset alongside the application.

ABOUT ERICSSON–LG ENTERPRISE

Ericsson-LG Enterprise is a joint venture company between Ericsson and LG Electronics, founded in July 2010. The combination of two of the world's largest technology companies delivers market leading communications solutions to enterprises of all sizes.

Ericsson-LG Enterprise empowers customers and telecommunications operators around the world, with a full range of cutting-edge wired, wireless and optical telecommunications and networking technologies.

Ericsson-LG Enterprise has 1,200 employees including 700 R&D manpower and is head-quartered in Seoul, Korea, with its R&D center in Anyang, Korea.

Ericsson-LG Enterprise Solutions (ES) division has 250 employees including R&D resources with a prime strength in designing, developing, manufacturing and marketing voice solutions.

Ericsson-LG Enterprise operates in over 60 countries around the globe and has been in the communications market for over 40 years. This heritage and market presence mean they truly understand enterprise communications and what it takes to provide reliable, resilient and highly featured communication platforms that help you win.

Authorised Reseller

iPECS

AN ERICSSON-LG BRAND