

## IPT Office

### Smart Businesses Embrace IP Telephony

The business world has seen a growing trend toward the convergence of data, voice, and video onto a single, packet-based infrastructure. Companies of all sizes are discovering firsthand how these converged Internet Protocol (IP)-based infrastructures can improve business. IP telephony can help lower the total cost of doing business while introducing a range of new capabilities that help companies stay competitive.

Cisco Systems, the world's leading provider of Internet communications equipment, supports this integrated architecture through an advanced and highly intelligent product suite. This platform replaces the traditional private branch exchange (PBX) system with an IP system that runs over a data network, offering a more flexible and inexpensive technology for voice. The Cisco CallManager platform provides a seamless and totally programmable hardware and software infrastructure, enabling users to create integrated, highly valuable communications applications.



### A New Workplace Paradigm

One such application is Nevotek IPT Office™. This sophisticated software works with Cisco IP Phones and the CallManager platform to provide a comprehensive, end-to-end IP telephony solution for office communications. IPT Office gives end users fast, efficient access to frequently used business information, helping employees work more effectively.

Using the blank canvas of the Cisco IP phone screen, IPT Office creates an easy-to-use interface equipped with a wide range of features and capabilities. The IPT Office suite of services enables companies to:

- Reduce capital and operational expenditures (CapEx and OpEx).
- Increase workplace productivity
- Improve business responsiveness
- Create a more satisfying experience for end users

## Reduce CapEx and OpEx

Many businesses are already enjoying the benefits of a single, streamlined infrastructure. Foremost among these benefits is lower CapEx and OpEx. IPT Office can further reduce a company's cost of doing business in a variety of ways. For example:

- IPT Office simplifies management tasks by providing a single, easy-to-manage platform for a wealth of services.
- IPT Office can transform a Cisco IP Phone into a powerful appliance that can replace the desktop PC for many employees, lowering hardware and maintenance costs.
- With its building management system (BMS) integration, IPT Office provides an easy-to-use, remotely accessible control panel for lights, air conditioning, and other energy-consuming elements. This feature can help companies reduce energy spending considerably.



## Increase Workplace Productivity

The flexible, diverse range of services provided by IPT Office saves employees time in a variety of ways. IPT Office uses a structured directory to provide fast look-ups for employees, partners, customers, and personal contacts. Users can click to dial, too, so the total time to perform a lookup and make a call is several seconds.

From the phone, employees can also check or send e-mail and voicemail, and access a variety of useful services, such as airline times, weather forecasts, city guides, and currency conversion tools. The application can be customized so that frequently used services, such as ordering business forms, can be performed with just a few clicks.

All of these capabilities are designed to be quick and easy, leveraging the ease-of-use of the touchscreen interface. By cutting the time it takes to perform regular tasks and access frequently used business information, IPT Office helps employees pack more activities into each workday—boosting overall corporate productivity.



## Improve Business Responsiveness

The degree of employees' ability to communicate—internally and externally—defines a company's ability to respond to customers in a swift, effective, and loyalty-inspiring manner. IPT Office simplifies and speeds the more traditional avenues of business communications, such as e-mail and voicemail, while incorporating valuable new services.

For example, a retail business might integrate a product catalog into the IPT Office menu, so that employees could look up products right on their phones while talking to customers, and then provide product information instantly. A manufacturing firm might provide a product locator as part of its IPT Office menu, so that workers could quickly look up a needed item, and either locate it on site or order it quickly to keep production moving.

The IPT Office Instant Cast feature allows users to create, and control IP multicast announcement, either from one to one or one to many. Instant Cast can be used for targeted or public announcements. For example, with Cisco IP Phones in the classroom, a school might use this feature to broadcast messages all over campus, or to specific groups. This same feature can also be deployed as an emergency notification system, using ad hoc or prerecorded messages.

## Create a More Satisfying User Experience

For IT staff, IPT Office provides a highly visible way to showcase the benefits of IP convergence and the Cisco IP Communications product platform. With the vivid, graphic interface that IPT Office brings to the otherwise blank Cisco IP Phone screen, IP telephony's rich capabilities are immediately apparent. IT managers—particularly those who have difficulty communicating the manifold rewards of IP convergence to financial decision makers—can benefit from a highly visual application that demonstrates these benefits with clarity and impact. In this way, IPT Office provides an excellent resource for helping IT managers cost-justify their IP telephony expenditures.

Because IPT Office is intuitive and requires no training time, employees can begin taking advantage of its applications from the moment the product is installed. Its information-rich services give staff members the power to perform at their best, and that in turn leads to greater job satisfaction for employees—and higher employee retention for companies. IPT Office can be a pivotal element in creating a progressive, innovative workplace.

## IPT Office Architecture

The CallManager platform is based on the Cisco Unified Communications architecture—which allows voice, video, and data to be integrated at the user level. The Unified Communications foundation makes Cisco CallManager a sophisticated, open standards-based voice and data call-handling system that allows third-party developers such as Nevotek to create advanced, industry-focused applications. Building on the Cisco standards base, Nevotek developed IPT Office using the latest open application programming interface (API).

The flexible IPT Office design makes it easy for companies to customize the product's standardized application modules. Every business has a unique set of needs, and Nevotek can address these needs by providing customized service profiles to closely align the IPT Office applications with a company's business objectives.

### IPT Office Features

#### Directory services

- Corporate directory
- Corporate contacts
- Personal contacts

#### Messaging services

- Audio broadcast/paging (instant or prerecorded)
- Exchange inbox access
- Send e-mail

#### Information services

- Weather
- Guides
- Airline information
- Currency rates
- News headlines (CNN, Reuters, Bloomberg)

#### Miscellaneous services

- IP camera
- Alarm clock
- Calendar
- Meeting-room booking
- Employee clock-in/clock-out
- Media player
- Games



## A Better Way of Doing Business

Today, the most forward-thinking companies are investing in Cisco-based converged IP networks. Nevotek's IPT Office extends the benefits of IP convergence to the end user, bringing unprecedented utility to IP phones. Based on proven software technology developed by industry veterans, IPT Office makes an excellent IP communications investment for companies in all vertical markets.

## Why Nevotek?

Businesses that invest in Nevotek products can count on IP convergence technology that combines innovation with ease of use, and highly dependable responsiveness—anywhere in the world. Standards-based Nevotek technology is driven by customers' needs and designed to solve real-world problems in creative new ways. The company's development expertise enables it to customize its applications to meet specific customer requirements while utilizing the underpinnings of a standard equipment and application base. Nevotek markets and sells its product portfolio through international resellers, all of which are Cisco Systems IP telephony channels.



## Contact Information

**NEVOTEK** was founded in 2001 as a dynamic high-tech company focusing on the development of industry specific IP applications. As a Strategic Software Development Partner of Cisco Systems, Nevotek develops state of the art convergence applications for vertical markets. For more information about Nevotek Services and products:

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