

SPLICECOM - EXTENDING OUR HORIZONS

John Chapman looks into the basic architecture of the SpliceCom business telephony system which offers the advantages of single point management.

In last months edition of Convergence Business we announced the launch of a new company, SpliceCom, and gave you details of its new IP PBX system. First shipments of the system is expected in August 2002.

According to the company its new system, the SpliceCom Business Telephony System, uses multimedia technology that many of its competitors can only dream about. SpliceCom says that this means the solutions that are deliverable will extend its vision and horizons as far as the capabilities of a modern IP PBX system is concerned.

“Most of our competitors are playing catch up, and deploying 2nd and 3rd generation technology that only matches the basic functionality now expected by business,” said Sean Harding, Managing Director of SpliceCom. “The Internet

and IP are technologies deployed across every business in the UK, this is our starting point. We are using multimedia technology to enable converged business solutions that will revolutionise the way we communicate.”

Last month we discussed the basic architecture of the Business Telephony System and showed how it could scale from 8 to 5000 users across multiple locations with resilience, flexibility and backup services.

Despite this scalability, management can be done simply from one point. The system modules are deployed in a master-slave architecture and each unit contains a replicated copy of the live LDAP System Database so that if the master fails for any particular reason, or there is a network or trunk failure individual units can still function independently.

The Admin 4100 module has many other fea-

Even the company admits that most users will continue to use traditional phones, while using the PC for CTI



tures including trigger inputs for alarms and door phones as well as relays for controlling door access. The voicemail system can be extended using external servers to provide voice recognition and so voice to text and text to speech functionality. There is also an option to record conversations by just pressing a button during the call.

There is no doubt that the SpliceCom Business Telephony System has functionality to spare but it is the ability to be part of a more powerful business solution that is its real strength.

As you would expect it fully supports TAPI standards, and can take advantage of 'off the shelf' CTI products. It also has its own in built contact management system.

Software developer

Software developers, that want to access the system information, will no longer have to rely on the manufacturer giving them the APIs. This is something that differentiates SpliceCom from many of its competitors.

SpliceCom fully conforms to new programming standards such as DHTML and XML and therefore all this information is available in a common format. This is a deliberate stance to encourage developers to include the Business Telephony System into their vertical market applications.

When this open architecture is combined with SpliceCom's revolutionary IP Phone, SplicePhone, you start to see the possibilities of information 'push' technology. In other words, Intranet delivered company information and services.

Using SplicePhone's web based display there is the opportunity for service based revenue from providing details of taxis, sandwiches, solicitors etc. It is also

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Web-based applications can also be delivered

possible to generate advertising revenue say for holidays and consumer products within hotel rooms and reception areas as well as the office.

For more practical purposes it can be used for Emergency Situation Handling so that when a fire alarm sounds, exit directions and alerts are displayed on the SplicePhone's screen. In the same way if an intruder alarm is activated the system can send out an alert and turn on web cameras in the area. Also for

more day to day situations when a door entry phone is used a security monitoring camera can display the visitor on the SplicePhone's display.

It is interesting to hear that, despite all these things that you can achieve using the functionality of the SplicePhone, SpliceCom feel that the majority of users will continue to use traditional phones using the PC for any CTI functionality.

This is based primarily on the cost of the SplicePhone compared to traditional telephones. It sees the adoption of SplicePhone being primarily in the manager's office within an organisation or in vertical market application areas such as hotels and conference centres.

I am sure they are right, but I am convinced that as the software developers get to grips with this system and more and more employers start to see the benefits to their employees and the productivity gains they achieve using SplicePhone we will see a rapid uptake. The timing is now right for this type of device. Organisations of all types are starting to understand how web based applications can revolutionise their business. Bringing in the multimedia element direct to their desktop without the need for a PC is a very powerful story.