



For immediate release: 15th September 2011

One Phone, Many Features: ECT Virtual PBX Offers True Fixed-Mobile Convergence

Leading solution provider for managed network-based communication services selects ECT Virtual PBX technology to expand Communication-as-a-Service offering to further European countries

Munich, 15th September, 2011: ECT (European Computer Telecoms AG) provides the technology at the heart of the OnePhone® Virtual PBX solution, a commercially successful service already well established on the German market. Building upon this success, OnePhone plans to expand the service to other regions.

The OnePhone® service replaces traditional business telephone systems by equipping corporate customers with their own dedicated mobile network on their premises. This cloud-based PBX combines the intelligent features of both fixed-line telephone systems and mobile technology in one solution and allows for unlimited access, independent of the user's location.

Nomen est omen with the OnePhone® service. In contrast to many other solutions, it uses just one mobile phone with one bill from one service provider. Similar offerings on the market don't give you all these benefits. Some still require you to keep your mobile subscriptions and only offer the possibility to 'connect' mobile phones to a virtual telephone system. This means clients keep two phones and two bills: one for the monthly fees for their mobile phones and one from the carrier supplying the virtual PBX. There are even solutions for which you still need to use enterprise equipment to realize fixed-mobile convergence. Such services do not significantly decrease the hardware investment costs as you also have to invest in enterprise equipment, including PBX equipment, a separate phone for use in the office and a mobile for use elsewhere. If you're lucky, both services will be from the same carrier. OnePhone provides true fixed-mobile convergence out of the cloud.



Businesses can substantially reduce their telephone costs by using optimized plans tailored to suit any size of enterprise and which include advantages such as free internal calls even when users are not in the office. The service helps to reduce capital expenditures (CAPEX) by removing the need for costly telecom equipment and multiple handsets in the workplace in favor of an end-to-end one phone system.

The reductions in operating expenditures (OPEX) are another significant benefit. Customers using the OnePhone system have only one contract when they purchase this “Communication as a Service (CaaS)”. When compared with the multiple contracts needed for other services, each with recurring monthly fees unrelated to the actual use, this represents a major cost saving. Additionally, the costly maintenance and administration required for a traditional PBX system are no longer necessary, freeing up support and administrative staff for their core tasks in the company IT.

Administration is done via an intuitive web-based portal. New users and even additional sites can easily be added. Users can also log-in to change their own settings such as presence status, group or routing settings and blacklists.

Numerous customers already profit from the tangible benefits the service can provide and OnePhone now plans to duplicate this success by introducing the service in further European markets. Their aim is to provide a solution which offers the scalability to grow as customers do themselves and which also significantly improves telecommunications processes as a whole. This in turn helps to refine operations and greatly enhance productivity.

ECT Virtual PBX is a flexible solution which fulfils the communication needs of small, medium and large enterprises. In addition to proving a comprehensive set of communication features, this bespoke solution can include functionality commonly used in the contact center segment such as Automatic Call Distribution (ACD) for skill-based routing and advanced Interactive Voice Response (IVR). There are also conferencing and statistics modules available, bringing intelligent communications direct to the enterprise workplace.



With the **INteIIECT**[®] platform, this and other services can be provided in both legacy and next-generation networks. ECT has supplied multiple services in Ericsson and Alcatel-Lucent IMS core networks including virtual PBX. The next-generation solution offers efficient call routing making it a service which not only cost effective but also an improvement to business communication as a whole.

About OnePhone Deutschland GmbH

With a unique communication solution that integrates fixed line, mobiles and the PBX in one solution, OnePhone Deutschland finishes the experience of missed calls. The company, based in Erkrath near Düsseldorf, offers enterprise customers service and support on their level. OnePhone caters for satisfied customers and makes sure that business customers can concentrate on their core business.

Learn more on www.onephone.de

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfill market demands.

Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including AT&T, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcel, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

<http://www.ect-telecoms.com>

<http://www.effective-contactcenters.com>

<http://www.ect-ringback.com>

###

For more information on this topic, or to schedule an interview with one of our board members, please send an e-mail to communications@ect-telecoms.de

European Computer Telecoms AG

Westendstr. 160
D-80339 Munich
Germany
www.ect-telecoms.com

Barbara Hudson
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-620
Barbara.Hudson@ect-telecoms.de

Sebastian Weinstock
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-836
Sebastian.Weinstock@ect-telecoms.de