



ECT Wins Tender for Cloud-Based Virtual PBX from Leading Communication Services Company

New Virtual PBX (VPBX) Service with highly cost-effective fixed-mobile convergence to be offered as Software as a Service (SaaS)

Munich, March 19, 2013: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, today announced that it has been awarded a VPBX tender by a major former European incumbent now offering fixed-line, mobile and broadband services in over 165 countries worldwide.

The retail business division of this international network operator currently supplies next-generation PBX and telephone equipment to SME and was looking to supplement its current offering with a Virtual PBX Service. An enterprise with the new service receives complete PBX functionality in the cloud without having to own and maintain a telephone system. It also replaces its separate fixed and mobile contracts with one converged solution using mobile terminals and, if so desired, also SIP terminals and softphones. This all reduces costs while improving the quality of communications.

After competing with all leading vendors of solutions for Centrex and VPBX Services, ECT was awarded this tender at the end of 2012 and has already delivered and integrated the complete solution. The new service is scheduled to be launched in the near future.

ECT's **INtelLECT**[®] family of products enables carriers to offer their corporate customers cloud-based VPBX, Virtual Private Networks (VPN) and/or Mobile Extension (MEX) Services. These services can supplement or even replace the PBX equipment operated by most SME at their premises. The Virtual PBX Service is available in the cloud and provides SME with a full range of features, including for instance attendant or operator workplaces. The corporate user can access and configure his/her features in most leading browsers from any PC in the cloud –



without installing any special software. Thus, it is a true cloud-based service.

The **INtelLECT**[®] Virtual PBX, as all of ECT's leading edge applications for value-added services, runs on the company's **INtelLECT**[®] Application Server directly in the operator's network. It interfaces with any type of network architecture: legacy, next-generation softswitches and/or IMS. This allows operators to offer the service seamlessly in heterogeneous network environments.

"We are particularly happy to have yet another success for this product line in such a short period of time," comments Marshall E. Kavesh, Chief Executive Officer at ECT. Recently the German ITC publication COMPUTERWOCHE (engl Computer Week) awarded OnePhone Deutschland its highly coveted Best-in-Cloud Award for their Virtual PBX Service powered by ECT. In addition, the company's long-standing Swedish customer Tele2 has recently been highly successful with their Mobile Extension Service based on the same application. Currently, ECT is also conducting a proof of concept with another former European incumbent who is looking to migrate a VPBX solution which has been discontinued by the original vendor.

About *INtelLECT*[®] Virtual PBX

ECT's **INtelLECT**[®] Virtual PBX helps network operators and service providers to enable true fixed-mobile convergence for their corporate customers and tailor an elaborate feature set according to their needs. Customers get fixed and mobile telephony in just one device with a fixed line number, a mobile number and an extension as well as one phonebook and one voicemail.

With extensive features like pick up groups, hunting groups and automatic call distribution (ACD) ECT Virtual PBX offers the same functionalities as legacy, premise-based PBX. Further features include attendants' workplace, assistant workplace and an alert client.

ECT offers complete end-to-end solutions based on service node, intelligent network and IMS architecture as well as open interfaces for third-party integration. ECT also has wide experience in migrating IN solutions from legacy systems to next-generation intelligent networks.



About ECT (European Computer Telecoms AG):

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.

www.ect-telecoms.com

www.effective-contactcenters.com

www.ect-ringback.com

www.ect-virtualpbx.com

###