

NexLabs **SMART**Apps

For Cisco Unified Communications



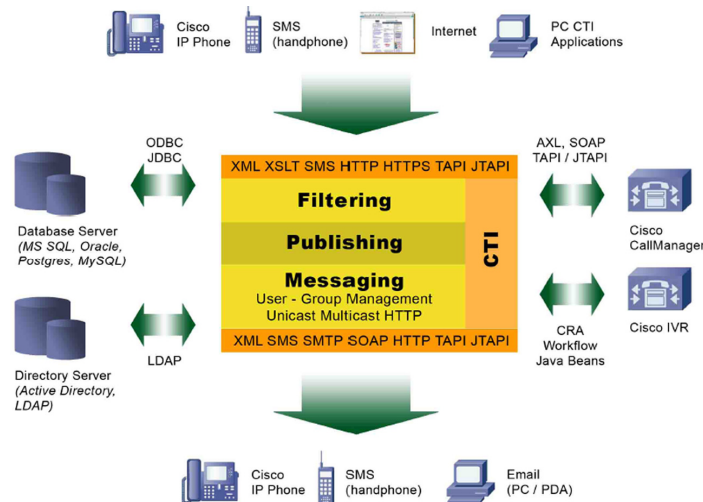
Product Literature



With **SMART**Apps value-added phone applications, users of Cisco IP Phones can reap competitive advantage through increased employee productivity, reduced operating costs and enhanced text/ audio communications.

NexLabs **SMART**Apps is a suite of value added applications for Cisco Unified Communication that enable users of Cisco IP Phones to reap competitive advantage through increased employee productivity and reduced operating costs. As a Cisco developer partner since 2001, **SMART**Apps is built over NexLabs' proven Converged Audio-Data Architecture (CADA), a robust software platform, which allows different devices such as Cisco IP phone, mobile phone, PC and PDA to communicate seamlessly over the Cisco Unified Communications infrastructure.

NexLabs' comprehensive **SMART**Apps suite consists of diverse applications that can enhance an organisation investment in an IP infrastructure:



NexLabs' comprehensive SMARTApps suite consists of diverse applications such as:

- Enhanced unified broadcasting and messaging
- Call accounting and tracking
- Computer telephony integration
- Integrated global directories
- Intelligent digital wallboard for IP Contact Centre
- Content management for Cisco IP Phones
- IP telephony web portal with eTicketing and billing
- Access and security controls for Cisco Connected Real Estate
- Set thresholds with alerts in the form of color change and audible alarm.



NexLabs' customers are Fortune 500 clients across Asia, Middle East and Europe from diverse verticals such as logistics, legal, research, education, oil and gas, pharmaceuticals and hospitality.

SMARTApps – the Smart Choice for your Investment in Cisco Unified Communications!

Enterprise Messaging Applications

- SMARTAudioCast** Public Announcement to IP Phones, IP Speakers and Building PA Systems
- SMARTBroadcast** Send Text Messages to All/ Groups of Phones
- SMARTSms** Send and Receive Short Messages (SMS) between Cisco IP Phones and Mobile Cellular Phones
- SMARTDisplay** Multimedia Slideshow and Billboard with Rotating Images on IP Phones

Enterprise Productivity Applications

- SMARTDirectory** Corporate Phone Book Solutions with Web Click to Dial and T9 Name Search
- SMARTEssentials** Live Information at your Fingertips!
- SMARTControl** Door Unlock, Environmental and Entertainment Controls from Cisco IP Phones
- SMARTDesk** HotDesking with Visual Extension Mobility
- SMARTRoom** Room and Resource Optimization
- SMARTStatus** Display User's Availability Status

Personal Productivity Applications

- SMARTDialler** Quick Dial Any Number from your PC with Hotkey or Mouse click
- SMARTSync** Synchronise Outlook Contacts to a Personal Phone Book Searchable from Cisco IP Phones
- SMARTCallerName** Display Contact Information for External Incoming Calls

Enterprise Security Applications

- SMARTPin** Call Authorisation with Individual Pin Authentication
- SMARTLock** Lock Phones to Prevent Abuse

Call Accounting and Monitoring

- SMARTBill** Call Billing, Tracking and Quality Monitoring. With options for Call Fraud Detection and Call Quality Reporting

Contact Centre Applications

- SMARTWallBoard** Display Real-Time Graphs and Statistics for Cisco Unified IP Contact Centre on TV, PC and IP Phones
- SMARTReport** Generate and Print Management Reports on Contact Centre Performance