

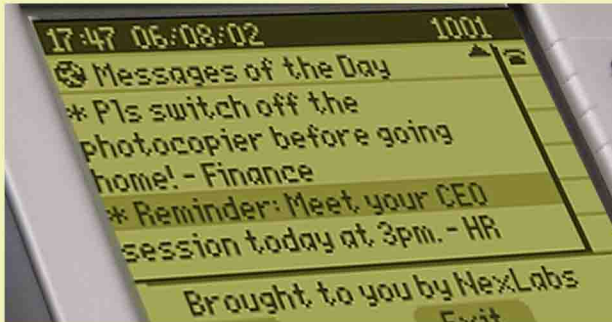
# NexLabs SMARTBroadcast

Broadcast Text Messages to Selected Phones

NexLabs



Product Literature



Convergence devices such as the Cisco IP Phones offer users the ability to integrate voice and data services onto the ubiquitous telephone. Besides making voice calls over IP, users can also conveniently access textual information from the built-in LCD panels. NexLabs' SMARTBroadcast allows administrators to easily send textual messages to all Cisco IP Phones with XML support.

## A Post-It Message on Every Desk

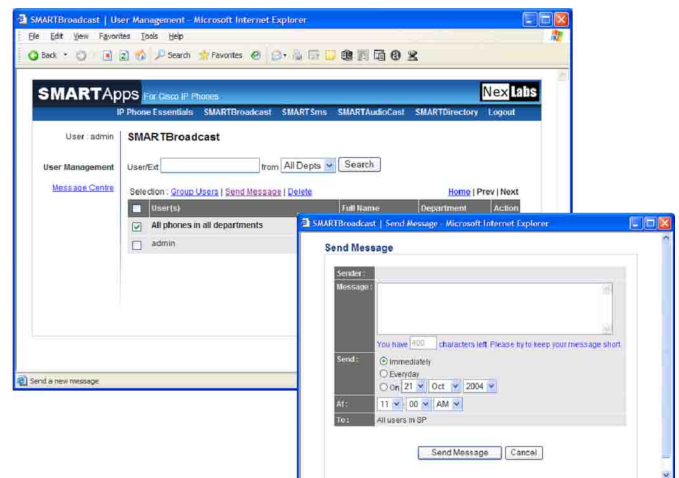
You can be assured that all your phone users will receive and read the messages. The messages appear pervasively on the LCD panels until you interrupt to make a call. If you are at your desk, you will hear a short tune when a message is received and inevitably not miss any key corporate messages. Use SMARTBroadcast as an instant messaging tool or to schedule important announcements. It's even more effective than email, because it stands out on your phone at your desktop.

Send important messages using SMARTBroadcast to all your employees.

- Finance Useful for cost reduction initiatives and reminders
- HR Useful to broadcast corporate news such as policy changes or even motivational messages
- IT Useful for announcing scheduled system downtimes
- Marcom Useful to announce corporate events

## Simple to Administer

SMARTBroadcast provides a web based user interface to allow the administrator to easily manage users and messages.



**User Management:** Setting up the groups is a breeze. SMARTBroadcast will automatically synchronise with Cisco CallManager for the user names and department grouping. You can further create or recategorise your own groups from an easy to use web based interface. Department heads can make voice announcements to their team.

**Send Message:** Use the simple-to-use web interface to compose messages and schedule the broadcast time. You can also schedule a message to be delivered daily or at a specified time in future.

**Message Centre:** Allows administrator to view the status of the message and to delete recurring messages.

## Technical Requirements

- Cisco CallManager 3.3x (or above) MCS.
- Cisco IP Phones with XML support.