



In partnership with



## Enhanced Conferencing Solutions for Business



Learn more and get started by calling

**888-LANLOGIC (526-5644)**

Or email [sales@lanlogic.com](mailto:sales@lanlogic.com)

## Introduction

Ring2 conferencing delivers value to the enterprise through improving conference call efficiency. Ring2 addresses real, everyday conference calling frustrations with innovative, but simple, solutions ensuring more business can be achieved in less time, with a positive impact on image.

Ring2 addresses the common frustrations experienced by users of audio conferencing to deliver real benefits enabling greater efficiency and cost reduction.

## Challenges faced in audio conferencing

Booking and setting up calls, managing access codes, setting up calls on behalf of others and assigning billing codes is predominantly complex and time-consuming. Once a conference has started, the most common frustrations are around visibility, control and security.



When a conference call starts, chaos is often the norm:

- The call leader has to focus on managing the call mechanics rather than setting the business agenda.
- Time is wasted waiting for participants to join.

The Ring2 Service addresses these common issues and frustrations with easy-to-use features which require no investment in IT infrastructure to deliver.

## The Ring2 Conferencing Solution

Our approach is to keep the elements people like about audio conferencing namely; simplicity, ease-of-use and reliability; whilst adding innovation to address the frustrations and issues.

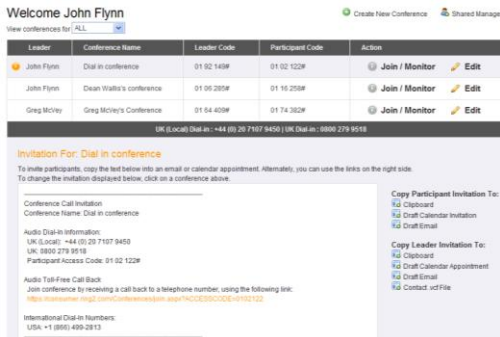
## Enhanced Reservationless Conferencing



Ring2 provides a conferencing service that users are already comfortable with:

- Each user is given a unique reservationless conference facility and a personalised conference card.
- The conference is available to them 24 x 7, 365 days a year.
- There is no need to pre-book the conference.

## Online user account area for call set-up and management



Every user can manage conferences online for themselves and others

- One-click creation of calendar appointments and emails
- Add local and international toll-free dial-in numbers to invitations.
- Create new conference facilities with separate access codes for specific projects or groups.
- View the live call status of participants on the conference and control the each line.
- Assign cost codes to for easy cost management
- Download call recordings in MP3 format and view call history.

## Monitor and control the call from a BlackBerry® (optional)

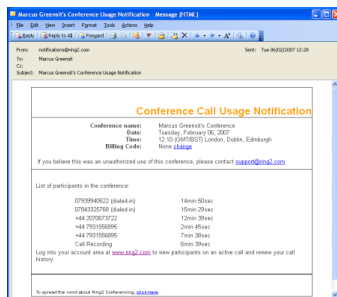
For users with BlackBerry, a fully integrated, simple to use client can be downloaded to their device.



Real time visibility and control from your BlackBerry wherever you are:

- BlackBerry vibrates to alert when the first person joins the call.
- Live display of all participants; see who has joined, who has dropped off.
- Add participants to calls (enter a number, or search the address book)
- Mute or hold individual participants
- Drop any unknown participants
- Record the call (download as an MP3 file after the call).
- Assign a billing code to the call.

## Post call email notifications

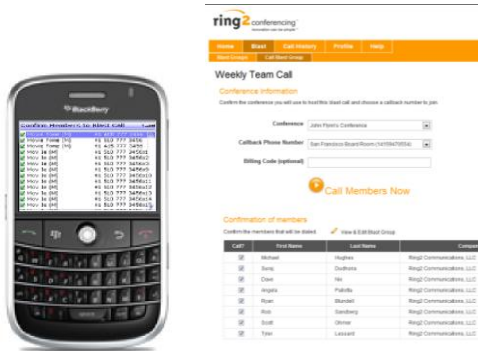


Instant visibility of conference usage supports security and cost management.

- Email notification confirming all the participants on the call
- Assign a billing code to the call
- Notification that a call recording is ready for download

## Ring2 Blast

Ring2 Blast is a unique feature included in the Ring2 Service and available to all users. Ideal for impromptu team calls, getting people on conferences that never start on time and emergencies.



Set-up pre-defined lists of participants via web or BlackBerry

- Simultaneously dial out to all participants
- Kick-off a new conference or bring into a live call
- Control the conference using the Ring2 management tools

## Billing and Invoicing

Ring2 generates electronic invoices in .pdf format and .csv format providing management information in easy to digest format. Call charges are summarised by user, location, group and billing code, together with full details of every conference.

## Set-up and implementation

Set-up is simple, quick to execute and fully documented:

- Basic user information (name, email, phone number, etc) is required for provisioning users with a reservationless conference, personal welcome pack and their online account.
- At roll-out, introductory emails are sent and welcome packs distributed.

The service is intuitive to use and easily adopted, however we can provide training as required.

## BlackBerry users

All users can control their conference calls using standard touch-tone commands or via their online account area. The Ring2 Conference Controller for BlackBerry can be deployed at any stage once the service has been rolled out. The application seamlessly delivers real time visibility and control to any user with an active account and a BlackBerry device.

- Deployed via the BES is very straightforward and requires no specialist knowledge. The Ring2 application is "native" to the device and validated by Research In Motion.
- Ring2 will work with the BES administrator as needed, to ensure that they are comfortable with pushing out the application to devices.

The application is pushed out to each device and is ready to use without any configuration by the user.

## Summary

Ring2 has a different approach to conferencing; we provide a tightly defined enhanced set of features which address real, every day conferencing frustrations. It is our philosophy that ease-of-use is essential to inspire adoption and regular usage, which in turn leads to a valued service and happy customers.

Over 40% of conference calls are conducted away from a user's desk. When the BlackBerry client is deployed, all of the service features are truly mobile, allowing users to monitor and control their conference calls from wherever they are.