APMax Enhanced Voice Services

Innovative Systems

# Application Server

Designed for Telcos

- Hundreds of systems deployed in North America
- Redundant Carrier Grade system
- Built-In Web Servers
- Delivers Enhanced Voice

Enhanced Voice Platform That Just Works!

From Alaska to New York and everywhere in between, APMax has been blocking Robocalls, delivering Caller ID, managing SIP phones, and bringing emergency responders together on a redundant fail-safe platform.

Mobile Apps for Android and iOS Devices

It's an App-centric world now, and APMax has many Apps for popular voice services like Unified Messaging, Notify Plus, Robocall screening, and more.
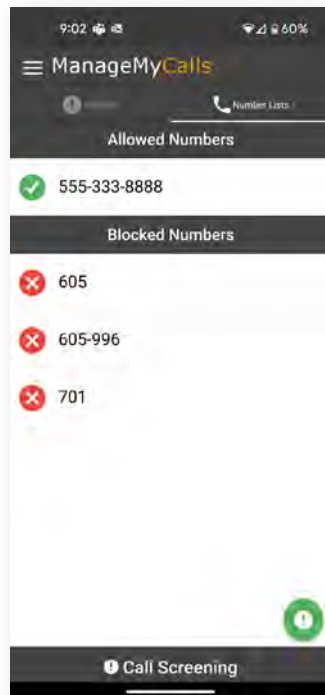
TDM and IP Interfaces

A single APMax system can interface with legacy switches using TDM, AIN, and ISUP while simultaneously interfacing to next generation switches using SIP, RTP, UDP, TCP, HTTP, and HTTPS.

16 DS-1 (384 DS-0s)	SIP, FTP
Two DS-3 (1344 DS-0s)	TFTP, RTP
Four RS 232/449/V.35	HTTP, HTTPS
MF and DTMF	SOAP...
SS7 (ISUP,TCAP,AIN)	8 Ports

Your Hosted Voice Partner

With IP connectivity, APMAX provides a host of services that are a perfect fit for your Hosted Voice Bundles. Mass Notification, Unified Messaging, Conferencing, SIP Device Management, and Call Center Software can be efficiently managed from a single Windows-based Graphical User Interface.

Pre-Staged Packages

To improve efficiency of the software update process, service and platform packages are automatically downloaded to the APMax in pre-stage mode. Administrators can then complete the install process at their convenience.

Notify Plus

Automated Message Delivery Service

- Notifies thousands of people by phone, text, or e-mail
- Schedules message deliveries months in advance
- Receives reports after completed Notification Jobs

The Swiss Army Knife of Notification Services

Let Notify Plus efficiently and quickly deliver texts, e-mail, and voice notification messages in a single job. After a notification job is completed, the service will generate an e-mail report that details the response information. The e-mail also includes an attached spreadsheet with job details.


Integrates with eLation Billing Software

eLation sends a non-pay notification list to the service, and it makes the calls for the scheduled time. An activity log entry will then be created on the customer's account regarding the status of the message.

Unlimited Applications

- Meeting Notifications
- Expiration Notices
- Prescription Renewals
- Scheduled Maintenance Reminders

E-mail Job Reports

E-mail reports with an attached spreadsheet status report are available for every entry in a completed job.
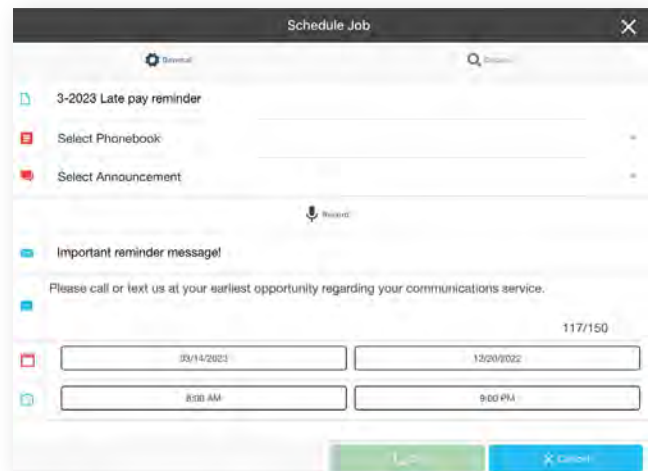
Automated Text Gateway Option

Subscribers can get direct SMS support using Twilio.

Notify Mobile App

The optional mobile app feature lets subscribers manage the service with their mobile devices.

Compliance Enhancement

FCC regulations require specific features for subscribers using automated calling services for advertising. Notify Plus can be configured to meet these regulatory requirements.

SIP ACS Server

ACS software benefits service providers that are offering hosted SIP phone services by moving device management to the UI. This service allows fast response for customer change requests with mouse clicks instead of truck rolls!
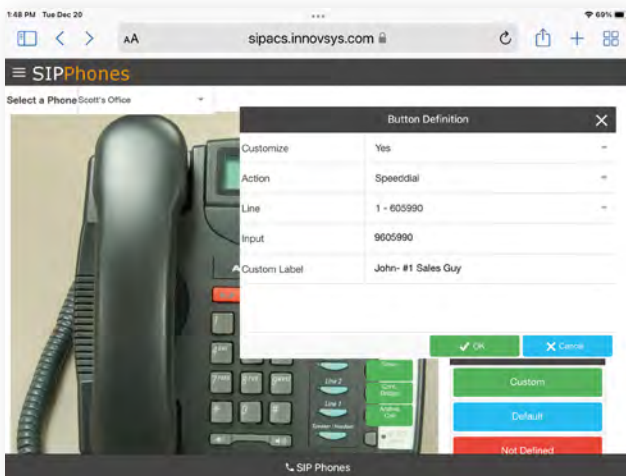
Control at the service provider level can minimize the support issues associated with the complexities of implementing intelligent SIP user agents, improving the overall quality of service while managing costs and reducing on-site service calls.

SIP ACS Handles Firmware Upgrades

If any of your ACS supported SIP phones need important firmware updates, those updates will be pre-staged and ready for you to install. Once installed, SIP ACS will push the updated firmware to these phones.

Web Portal Management

Customers can change key phone settings from the APMax Web Portal.

Key Features

- Automatic provisioning of new subscriber devices
- Re-provisioning of existing subscriber devices
- Device specific firmware management
- Central Reporting option delivers scheduled reports and integrates with MS Power BI
- Sidecar Support
- Ribbon C15 MADN Support

One-Button Provisioning

Bench provisioned phones can be programmed with a provisioning button, making it easy for customers and techs to plug and play the phones from the customer premise.

Supported Phones

ACS supports 9 different brands and over 60 models from Soft Phones to Video SIP Phones.

Automated Call Distribution

ACD is designed to reduce the time callers are on hold before reaching a CSR. Businesses that want easy access to recordings from their agents will also benefit from this service.
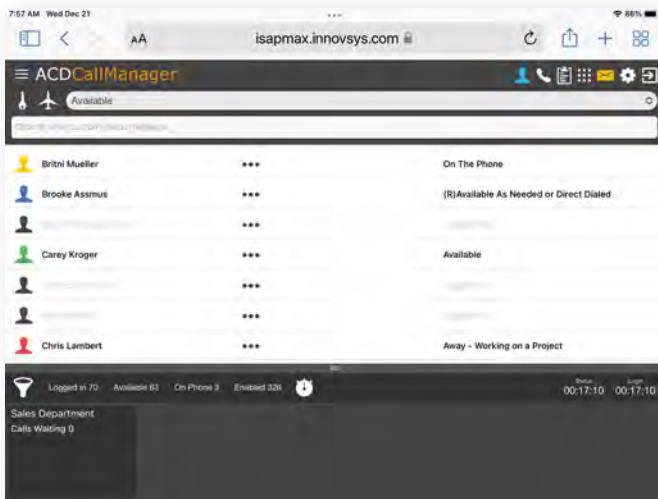
How It Works

When calls are routed to ACD from the network switch, ACD answers the call and interacts with the caller. It determines how to route the caller and provides the conferencing and recording functionality. The APMax Web Server delivers the Agent Call Manager and Supervisory Summary Screen through IP.

Key Features of ACD

- Agents and supervisors can work remotely.
- Supervisors can monitor in-progress calls.
- You can send recordings to a secure FTP site for historical access.
- Integration with APMax Unified Messaging and Auto Attendant services is available.
- Agents and Supervisors can download recordings for up to 28 days.
- Central Reporting option delivers scheduled reports and integrates with MS Power BI.

Agent Console

The agent console indicates availability, interacts with the supervisor, and provides information on incoming calls including Call Group and Caller ID Display which could include the caller's name.

Agents have multiple transfer and hold options to efficiently handle the inbound call traffic.

Unified Messaging

Unified Communications for Business and Residential

- Auto Attendant feature enhances your Hosted PBX
- Voicemail to E-mail mobilizes Messaging
- Voice to Text Messaging option

Scalable, Reliable, Compatible Service

APMax provides a central office upgrade platform providing 384 SIP or DS-0 channels and up to 29,000 hours of redundant message storage. Unified Messaging is scalable, allowing you to have from 100 to 125,000 mailboxes.

Insert your brand or your customer's brand into the Voicemail to E-Mail message

Built-In Automated Attendant Functions

Subscribers can define unlimited menu levels with Automated Attendant, which can be set to play a message, forward a call to a specific telephone number, implement a dial by name directory, and activate the service for operation on specific time of day and day of week configuration.

Integrates with Other APMax Services

- Single Number Service
- Telemarketer Call Screening
- Auto Attendant
- Notify Plus
- Automated Call Distribution

Mailbox Features

- Sub Mailboxes
- Greeting Only Mailboxes
- Up to 100 Custom Greetings
- Spanish Language Settings
- Record Name
- Routing Mailbox
- Associated Numbers for Wireless phones
- Out Dial (Transfer to Number)
- Main Menu Out Dial Number
- Message Delivery to Non-Subscribers
- Voicemail to Text transcription option

Unified Messaging Automated Attendant

Professional Business Call Routing

- Automated Receptionist
- Finds Employees by Name or Extension
- Use to route calls after hours and weekends
- Integrates with other APMax services

Component for Hosted Business Offerings

The versatility of APMax Auto Attendant is a good fit for your demanding business customers. Time of day routing can send afterhours calls to a multi-layered menu for your customer's support or immediate response teams. If an Automated Attendant is needed to transfer callers into a call center, this service can save the expense of a live operator.
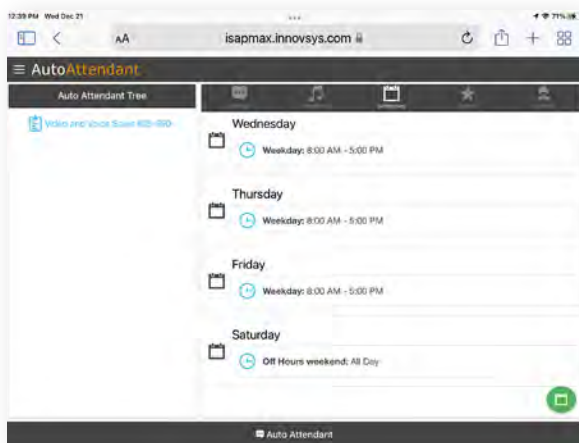
Integrates with Other APMax Services

Automated Attendant can be used in conjunction with other APMax services such as Single Number service for easy location of essential or on-call staff who are at times only reachable with wireless devices.

Time of Day Routing

Routing calls to destination number or mailboxes based on time or day of the week gives subscribers options about how calls will flow through the Automated Attendant. The Auto Attendant can also be the first response to callers.

Time and Greeting Specific

The service may be configured to be active only at specific times of the day and may have separate settings for each day of the week.

Time-Out Selection

You can configure Auto Attendant to direct a call to a different number if no action is taken.

Statistical Reporting

APMax Report Viewer tracks all Auto Attendant counts, and optional Central Reporting provides automated delivery and MS Power BI integration.

Single Number Service UCM

One Number Locator Service

- Unattended Number can reach up to 9 unique numbers
- Activate or Deactivate the service from the phone, Web Portal, or mobile app
- Verification Feature identifies whom the callers are trying to reach

How it Works

When a caller reaches a Single Number Service subscriber, the service can alert the caller that it is attempting to locate the subscriber by announcing, "Attempting to locate (Subscriber's Name).* Please stay on the line." The subscriber defines how long to wait to play this announcement for the caller.

Reaching the Right Person

The service offers a call verification option so when a call is answered, the Single Number Service can announce, "I have a call for (Subscriber's Name). If that person is available at this number, press '1'; otherwise, hang up."

Mobile and Web Portal Management

With the Web Portal or a Mobile device, subscribers can turn on and turn off the service. They can temporarily deactivate specific configured numbers from the call sequence without losing the data settings. Subscribers can also call an administrative number to turn the service on and off.

Use Existing Number

This service allows for protection of employee mobile numbers that can "hide" behind their published office number.

Allows Conference Functionality

Up to 9 numbers in the calling configuration can be part of a conference call. For example, a business manager could have a wireless number in the business line's calling sequence. Using the transfer digit feature, this number can be added into a conference call if desired.

Integrates with Other Services

Subscribers with APMax Unified Messaging can allow callers to be forwarded to voicemail if no one is located. The service can also be a part of the APMax Auto Attendant service as a way to locate department employees who are frequently out of the office.

Originating Call Manager / Account Code Plus

Three Services in One!

- Blocks outbound Long Distance Calls without a Pass Code
- Sets minute restrictions for your Budget Phone service offerings
- Accounting service for client call times

Customer Care

Customers can use PCs or mobile devices to manage their allowed / blocked lists and set up Account Code credentials.

Budget Toll Lets You Offer a Basic Phone Service

A subscriber is allotted a specific number of minutes per month. When more than 100 minutes of time remain, the feature is transparent to the user. An announcement will be provided to the caller when calls are originated with less than 100 minutes of time remaining. Once the allotted time has been depleted, a subscriber attempting to place a non-911 call will receive an announcement stating that their time has expired and they will be unable to place the call.

The OCM

- Controls the type of calls that are place from a subscriber's phone.
- Restricts access to specific phone numbers.
- "Blocks" or "Allows" call types, including International, 10-10-X, Operator, Long Distance, and Local.

Account Code Plus

- Providers can require an Account Code before placing calls.
- Account codes are verified against a predefined list of codes that are valid for that subscriber.
- Blocking of international calls can be set up.
- Blocking for any type of non-911 outbound calls for residential and commercial accounts can be configured.
- Time limitations on calls to specific numbers can be initiated.
- This feature could be used to monitor call minute usage for efficiency or employee abuse.
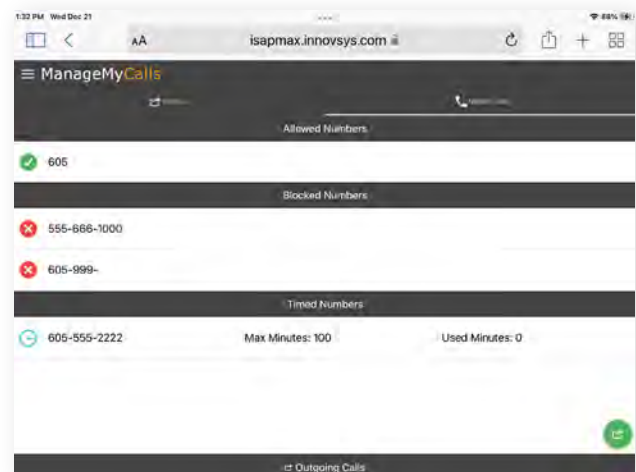
Conferencing

Conference Calls for up to 128 People at a Time

- Conference Calls can be Recorded and Saved to your PC
- Administrators can instantly add new people from a Web Portal
- A Quiet Mode mutes all attendees except the Administrator

APMax Conferencing provides customers a secure conferencing service with local billing. Let your local reputation for good customer service stand out over the web-based conference providers.

Basic Conferencing

- Callers dial a designated number.
- Callers are prompted for unique 5 digit PIN # of their choice.
- Conference proceeds until the last caller hangs up.
- Service provider generates revenue from terminating minutes.

On-Demand Conferencing

- EMI and XML billing record options
- Web Portal administration
- Recording option
- Flexible billing options
  - Flat rate • Monthly charge • Usage
  - Attendee charges • Direct-dial minutes
  - Toll-free minutes
- Advisory message for recorded conference calls
- All or individual attendee muting options
- The administrator can use the Call Manager to add attendees during an in-progress call without a conference ID #.

Quality Control for Conference Administrators

Background noise and volume levels of attendees can be controlled by the conference administrator with the Web Portal option. The On-Demand Conferencing service also allows administrators to carry on private conversations with any of the attendees during the conference.

Conference Recording

An accurate account of what was said during a conference can be vital for certain users. With On-Demand Conferencing, subscribers can listen to the conference recording with the Web Portal option, or they can download the recorded conference to their computer for a permanent record.
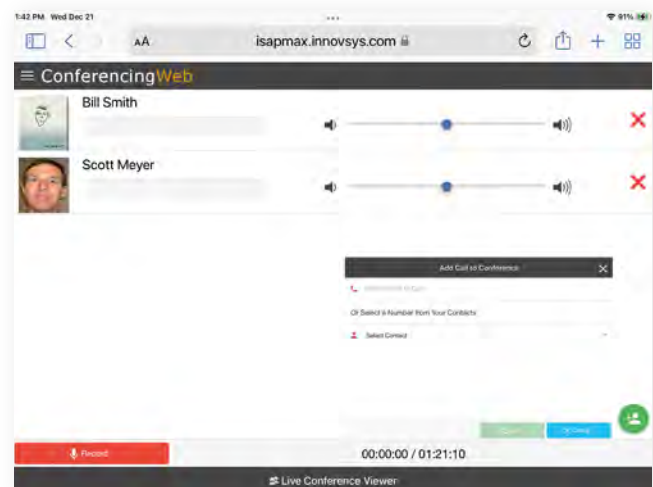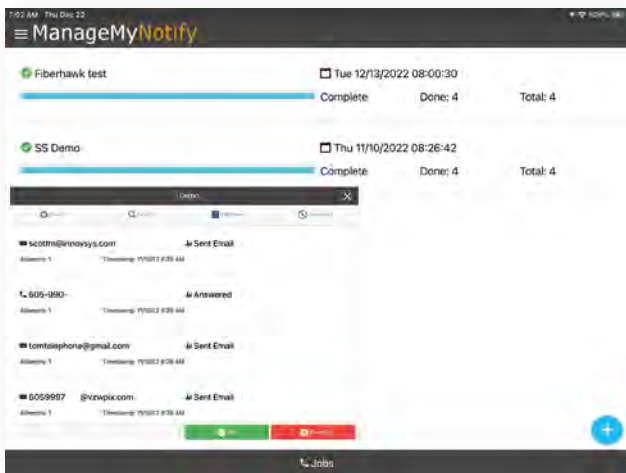
Web Portal and Mobile Apps

Customer Care

- Subscribers have control over their enhanced services 24/7
- Reduce support calls for service settings
- Service Centric URLs

The APMax provides Web Portal and Mobile support to give your customers control of their voice services whether they are in the office or on the go.


Supported Services

- Unified Messaging
- On-Demand Conferencing
- Single Number
- Notify Plus
- ACS SIP Phone Provisioning
- TCM Call Screening
- OCM and Account Code Management
- ACD Automated Call Distribution
- Auto Attendant

Key Administrative Features

- Enable and disable services
- Allow SIP Phone Management with ACS Service
- Play, transfer, and delete voice messages
- Listen to archive of recorded On-Demand Conference calls
- Set up and administer Notify Plus notification jobs
- Change Find Me phone numbers in your Single Number service
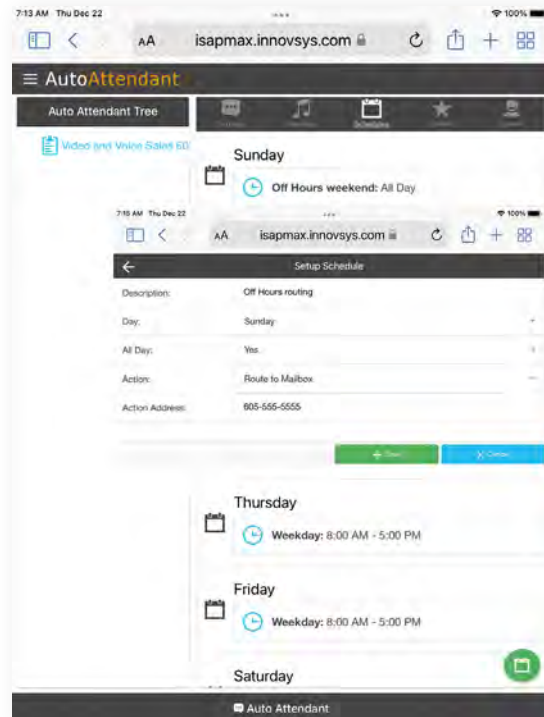
Firebar

Firebar is used to reach predesignated responders simultaneously when a call is placed to an emergency phone number.

Firebar provides your community with a reliable, efficient, and highly adaptable way of connecting all your emergency responders to a call so they can quickly implement an action plan.

Customizable DN Settings

Each responder can have his or her own settings related to call forwarding, ring settings, barge-in, and verification.

Recording Capability

Emergency personnel will receive an e-mail with a recording of calls initiated through the Firebar.

How it Works

When a call is placed to the designated emergency response number, the call is routed to the APMax which activates the Firebar service. This in turn places the outgoing calls to the specified DNs (responders). As soon as a responder answers the call, he/she is immediately conferenced into the Firebar call. The conference remains in progress until everyone leaves the call.

Backdoor DN

Allows responders to join a Firebar Conference if they miss the initial call.

Barge-In Option

Allows Firebar to interrupt or 'barge-in' on a call already in progress to let a responder know of an emergency.

SIP and TDM

Works with most major switch types and is compatible with both SIP and TDM channels.

Capacity

Supports up to 64 Firebars with up to 128 responder DNs per conference and a maximum of 256 responder DNs in simultaneous conferences.

Firebar Report Generator

Can automatically generate details and then e-mail reports. Log files, showing the participant activity and color-coded reporting on who responded to the Firebar call, are available.

TCM Call Screener

Intelligent Call Screening

- Defeats RoboCalls
- Remembers your friends from Out of Area
- Includes Do Not Disturb service
- Service Provider can add Blocked and Allowed numbers for Subscribers

Let the company with nearly 20 years of experience in Call Screening rid your customers of these telemarketers!

How Does It Work?

TCM allows local calls to complete without intercepting them. When telemarketers do call, they hear the announcement, "The number you have reached does not accept calls from Telemarketers. If you are a Telemarketer, please add this number to your Do Not Call list and hang up now. Otherwise, please press '1' or stay on the line." Regular long distance callers will hear the announcement the first time they call, and then the service 'learns' that they are an accepted caller.
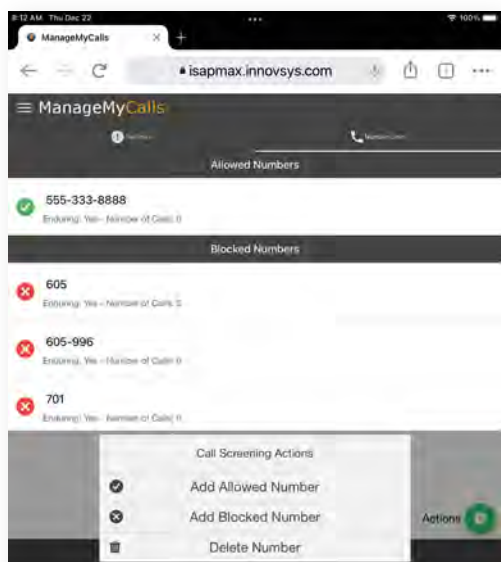
Subscribers Can Manage Allowed List

Once a caller's number has been allowed, TCM will recognize that number, and it will not be challenged again.

Trunk Group Screening Support

TCM can be configured to block Caller ID spoofing of local numbers that originate outside the local network.

Other Screening Options

- Route to Voicemail
- Private Caller Acceptance option
- Since live telemarketing callers need to press "1" to complete the call, automated dialers will merely timeout without ever ringing the subscriber's phone.
- The Global Blocking list, when enabled, automatically updates from other subscribers' Blocked Lists so that everyone who subscribes can benefit.
- Supports business call screening

Web Portal Customer Care

Subscribers can manage their allowed/blocked lists and set up Do Not Disturb schedules.

Weather Plus

Call In Weather Line Service

- Callers hear time, temp, winds, and humidity
- Add promotional/business announcements
- With MG-TV Video from Innovative Systems, see weather conditions, forecasts, and radar

People will always be interested in the weather, and Weather Plus promotes quick access to current weather conditions from their phones.

How it Works

1. Caller dials weather # such as xxx-temp.
2. Service plays promotional message (if utilized).
3. Service voices current condition.
4. Service plays promotional message (if configured).

Flexibility for Multiple Exchanges

The Weather Plus Service will support multiple weather station locations.
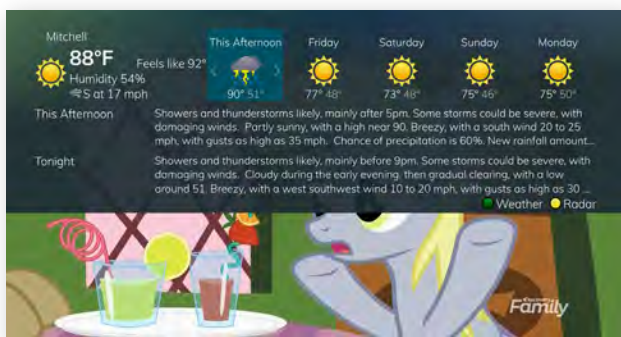
Announcement Insert Capability

Up to 10 announcements can be rotated before and/or after the weather announcement.

Two Weather Info Options

Davis Weather Pro 2 Plus

This sensor suite is set up on location. Purchase this equipment separately from a Davis Weather distributor.

Data from NOAA XML Feeds

Weather Plus retrieves conditions for the configured NOAA weather station and stores the results. This option eliminates the need to purchase weather monitoring equipment.

Integrates with MG-TV Video

Weather Plus in conjunction with MG-TV Video Solution from Innovative Systems allows various local weather display options on a subscriber's TV, including animated radar, 5-day forecast, and current conditions.

Calling Name Database

Calling Name Database

- Supports up to 12,000,000 calling names
- Supports multiple options for Out-of-Area names that are not included
- Allows for easy sharing between switches

APMax Calling Name Database is serving over a million consumers with Caller ID, one of the oldest and still most popular calling features.

Global Title Translation

The GTT feature is standard in the APMax. Used for Calling Name and CLASS, APMax can perform GTT based on 3, 6, or 10 digits.
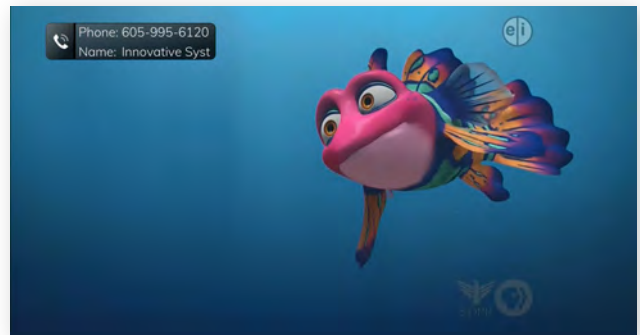
Multiple Methods to Retrieve Calling-Name Data

APMax supports multiple options for Out-of-Area names that are not included in your Calling Name Database.

- Returns the city/state of the calling party
- Sends the request to a national database using SS7
- Returns a failure to the switch and lets the switch query a national database

Works with All Switch Types in Your Network

The Calling Name architecture allows for easy sharing between switches so that Calling Name information is moved seamlessly between multiple switch types. Caller ID Screenpop works with most major IPTV middleware providers.

Innovative Systems