

Fixed Mobile Convergence

Overview

In less than a single generation, mobility has fundamentally redefined the telecommunications landscape. Personal and portable, the mobile phone meets the lifestyle needs of many of us far better than the land line.

But mobile phones are not likely to displace wired telephony for business users any time soon. The convenience, quality and low cost of wired telephony make it the obvious choice for office environments, service businesses and call centres. Mobility in business telephony is a complement to the Wired, not a substitute. And many business users are concerned about how best to use mobile phones in combination with their desk phones to improve productivity and maximize the value of their internal and external communications.

Almost all voice applications solutions available from Voiplicity include functions that address some of the key aspects of integrating wireless and wired communications to the benefit of users. For example, the Voiplicity Hosted PBX solution includes Simultaneous Ring and Find Me Follow Me capabilities which allow an incoming call to be presented to both a desk phone and a mobile phone. Likewise, the Voiplicity Voicemail solution supports a unified mailbox that can take voice messages for both a land line and a mobile number, and that can send message waiting notifications by SMS to the mobile phone. These functions are extremely useful, but some businesses are looking for a yet greater degree of convergence between their fixed and mobile telephony assets. That's where the Voiplicity Fixed Mobile Convergence solution comes in.

The Voiplicity FMC solution is an enhanced form of hosted PBX that enables businesses to make and receive calls from their mobile phones while in the office, using their normal Direct Inward Dialling numbers and without using minutes of air time. Leveraging the Wi-Fi network in the office, users benefit from a stronger and more consistent signal while keeping costs down by bypassing the mobile network entirely. Each mobile phone acts like an extension within the hosted PBX environment, and can be twinned with a VoIP desk phone for maximum convenience.

The Voiplicity FMC solution combines the best aspects of hosted PBX and mobile telephony to benefit businesses by greatly improving the reach ability of their employees while keeping costs tightly under control.

Features and Benefits

The Voiplicity FMC solution combines all of the advantages of the Voiplicity Hosted PBX solution with the following additional benefits:

- Mobile phones are fully integrated into the private dial plan, and can make or take internal calls dialled using normal extension numbers – extending the ease of internal calling to mobile users.
- While in the office WiFi environment or any subscribed WiFi hot spot, mobile phones communicate over WiFi – benefitting from improved signal strength and coverage and avoiding the cost of mobile air time.
- Outbound calls from mobile phones present the user’s DID number or office main line number – enabling businesses to present consistent contact points at all times to the outside world.
- Enables users to present an “in office” appearance wherever they may be, increasing the proportion of inbound calls that connect to the right person.
- Extension numbers may be shared between mobile phones and desk phones, so users can take advantage of all of the extra features of business sets while at their desks.

Solution Elements

The Fixed Mobile Convergence solution is based on the Voiplicity Hosted PBX solution, and makes use of all of the same solution elements with the addition of the uMobility server and client software. The uMobility server is co-located with the Voiplicity application servers, and communicates over WiFi or over the mobile network with the uMobility client software installed in the mobile phones. The uMobility client is compatible with a wide range of Smartphone’s including the Apple iPhone, a variety of Windows Mobile phones, and Nokia phones running Symbian S60.