

## Frequently Asked Questions



### General Questions

#### What is a PBX and Why Do I Need One?

The term PBX spawns from the original term PABX, which is an acronym for Private Automatic Branch Exchange. Essentially a PBX is a private telephony switch that allows a business to have more employees than telephone lines – taking advantage of the natural economies of scale that begin to occur as headcount rises.

Over time, the PBX has grown to incorporate all sorts of advanced features such as voicemail, unified messaging, auto attendant (Interactive Voice Response), automatic call distribution (ACD), call queuing, telecommuters, softphones, Computer Telephony Integration (CTI), and more. These features allow companies to receive incoming calls efficiently, employees to interact more effectively, and sales or call center organizations to manage calls professionally. PBX features allow smaller companies and teams to sound and function like large enterprises.

Fonality PBXtra is an enterprise-class PBX system designed with the small and medium-sized business in mind. PBXtra is turnkey, scalable, fully supported, and costs 40 to 80 percent less than comparable systems.

#### Why is a Fonality PBXtra System Better Than My Current Key System?

Many small companies use Key telephone systems. Large manufacturers sometimes offer these products but, for simplicity, think of them as the inexpensive phone systems you would find at your neighborhood retailer. Key systems are feature-lean, not scalable, and make small companies sound small. PBXtra Standard Edition, on the other hand, gives small and medium-sized businesses true PBX features such as voicemail, auto attendant, telecommuter support, VoIP and/or PSTN capability, and more. If a company needs call center capabilities, PBXtra Call Center Edition provides robust ACD reporting with unlimited queues and skills-based routing, call recording, call barging, monitoring, detailed reporting and more. PBXtra gives small and medium-sized businesses these capabilities at prices comparable to key systems.

#### What Else Do I Need to Get My System Up and Running?

The only thing you'll need besides your PBXtra server and phones that you purchase from Fonality is a dial tone. PBXtra provides you the most flexibility to choose your telephone service type and service provider. You can choose your existing PSTN (Public Switched Telephone Network) line, an Integrated Access T1, or a VoIP service. If you use your existing PSTN line, you will need to order a server that includes a Base Analog Expansion Card and as many Analog Line Ports (FXO ports) as you want PSTN-lines to connect. If you want to connect to a T1/PRI line, you will need to order a system with a T1 interface card. If you choose to use a VoIP service, Fonality's system provides you with the ability to use VoIP-only or a combination VoIP and PSTN service with our unique PSTN-Fallback feature. Fonality recommends that all of our customers keep at least one PSTN line active so that their main office stays operational in the event of an Internet outage.



## How Do I Save Money Without Using a VoIP Service Provider?

PBXtra saves you money on installation, maintenance, and support. Traditional PBX systems require third-party installers to come onsite, which can cost you thousands in labor fees. PBXtra is essentially plug-and-play, which makes set up easy. To get started, you plug in the server and phones, and make a call to Fonality support.

The notorious MACs (moves, adds and changes) that all phone systems need from time to time are so easy with Fonality PBXtra that you can do them yourself and avoid additional third-party labor charges. Fonality PBXtra also offers you the flexibility to make certain calls with a VoIP service provider and others using a PSTN line. You can save thousands every month using VoIP for local, long distance, and international calls.

## Do I Need a PBX Technician to Configure My PBXtra?

No. PBXtra is designed as a turnkey telephony solution for small and medium-sized businesses that don't have telephony professionals in-house. PBXtra automatically perform basic configuration once activated. When your PBXtra arrives, all you need to do is connect it to the Internet via an Ethernet cable, and follow our PBXtra Installation Manual to activate your server to work on your network. Additional customization typically includes assigning your server a static IP address, plugging in your phones, and entering your user information for each phone extension.

After that, you can configure your PBXtra to handle your incoming calls through the web-based Administrative Panel. These last two steps, adding user information for each phone, and configuring your queues and call treatments, will require access to a PC on the Internet with a web-browser. That's it! If you have any issues with your installation, our Installation Support Team is an email or a phone call away! With each shipment, we schedule a post installation appointment to ensure that your server is set up correctly, to answer any remaining installation questions, and to show you how to use the most common features of your new phone system.

Customers sometimes require a highly customized deployment due to complex network configurations or specialized application needs. In these cases, a Fonality Certified Professional Installer can help. They provide a wide range of services from site surveys and deployment to on-site training and application customization.

## Does PBXtra Integrate With a CRM System?

PBXtra Call Center Edition with HUD Agent offers the ability to integrate with web-based CRM systems such as SugarCRM and Salesforce.com. When an agent receives a call, HUD does a quick query of the CRM system and displays the profile of the customer who is calling, so that agents can view their history before they answer the call. HUD integration with a CRM system is a powerful way for businesses to better manage customer and partner relationships.

## Detailed Product & Technical Questions

### What is a Hybrid-Hosted System and What Does This Mean for Me?

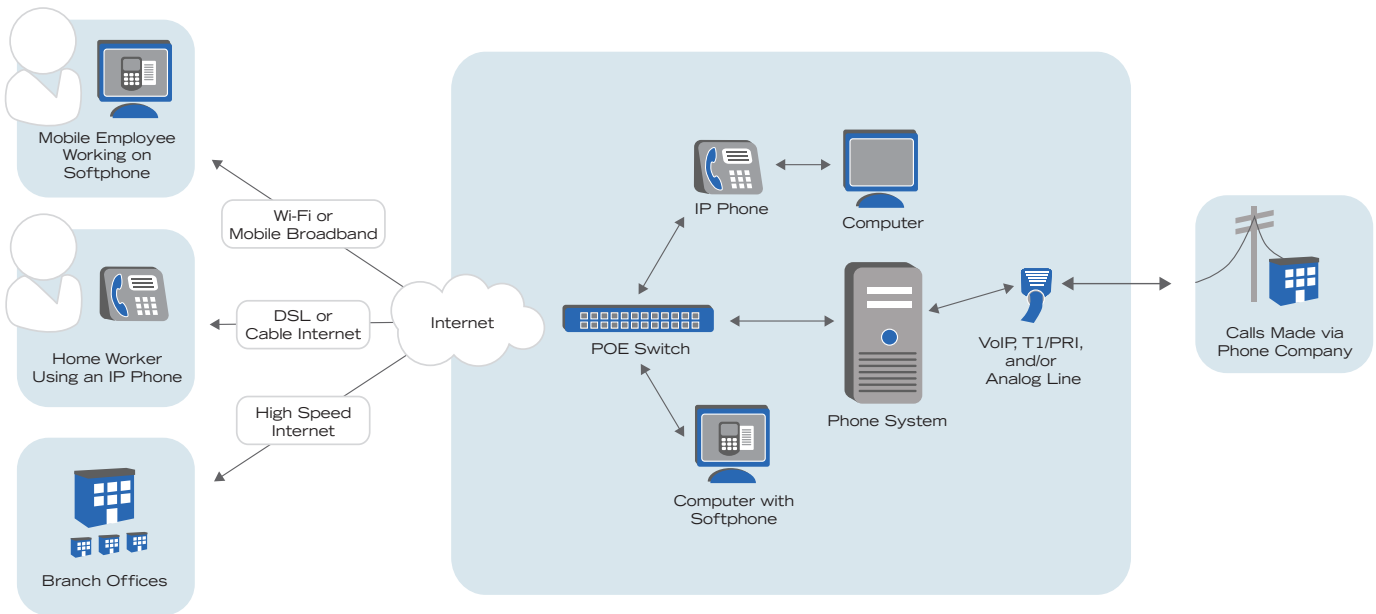
Fonality's unique hybrid-hosted technology is a part-hosted, part-premise architecture that has the reliability of an on-premise system with the ease of maintenance and management of a hosted system. Some of the system functionality is handled by the server at your office, and some by the servers at our central data center.

Our hybrid-hosted architecture make sure that your system always runs optimally. Our servers continuously monitor your system for a wide range of error conditions, any of which will automatically generate a support ticket to Fonality's 24-hour support center for immediate action.

When Fonality engineers release patches and new versions of PBXtra's software, they are automatically pushed to your system so that you always have the latest functionality. And, if you ever suffer a serious hardware problem or natural disaster, your system is easily restored because your configuration files are always backed up. Think of it as disaster recovery without the price and complexity. Our patented hybrid-hosted technology means that your phone system is always secure, monitored, and updated.

### How Does PBXtra Work in My Network?

PBXtra fits seamlessly into your network. Plug the system into your office router and plug your IP phones into your network anywhere. (Certain configuration settings may apply. Talk to your sales representative for specifics.)



### Are Fonality's Systems Secure?

Yes. Fonality takes great care in ensuring that our customer systems are secure and private. The data that is sent from the on-premise equipment to the data centers is encrypted. Your phone conversations are private, and all your voicemails and audio files are stored on your premise server so only you have access to them.



## Can Fonality Listen to my Calls?

No. Your phone conversations are private, point-to-point, and do not traverse our network at any time. Please reference our privacy policy for more information.

## Are Voicemails and Recordings Private Too?

Yes. Audio files are only stored on your premise server. Even when you use the Fonality Web User Panel to listen to audio files, you are actually listening to them on your on-premise PBXtra server.

## Does PBXtra Provide Me Off-Site Redundancy?

Yes. Fonality's data centers provide a variety of services for Fonality customers. For starters, every configuration change that is made to your system initiates a configuration backup in the data center. This means that if problems occur, your system can be "rolled back" to a previous configuration state. Copies of your call detail reports (CDR) can optionally be stored in our data center so that reports can be run at our data center and not slow your premise server.

## If My Internet, or Fonality's Internet, Goes Down, What Happens?

Your system, including calls, voicemail, and conferencing will continue to function as normal. However, during the outage you will not be able to make moves, additions, or changes via the web-based Administrative Panel. If the outage is on your end, you will not be able to make VoIP calls. In addition telecommuters will not be able to connect to the system during an Internet outage.

## If My Server Crashes or Unplugs Will My Phone System Still Work?

No. Just like you can't read your e-mail without turning on your computer, you will not be able to place or receive phone calls without your operational Fonality phone system.

## Support Questions

### What are Your Support Hours?

For normal (non-critical) support issues, North American customers can call Fonality from 8:00 AM - 5:00 PM in local time zones. This means we have morning coverage for US East Coast. For customers in Europe, the tech support team is available from 08:00 - 17:00 GMT. Critical (system-down) support is available 24/7.

### How Do I Access Support?

If you have a paid Support Subscription or have purchased hourly support you can contact us online via our "Supportal" at <http://support.fonality.com> or by phone at **1-310-861-4300**, option 2.