



insta-REACT!: The Difference

insta-REACT! is a SIP-based converged platform for internal instant communications that supplements any existing phone system being used by an enterprise. It provides an all-in-one communications solution. All features are delivered on a single user interface on the user's PC using the existing IP network.

insta-REACT! enables users and groups of users to remain connected for internal communications, regardless of their geographical location. By utilizing the existing IP infrastructure for multimedia communications, users have multiple venues to instantly communicate with their colleagues, without tying up the phone lines. With support for an unlimited number of users within a group, *insta-REACT!* is a completely scalable solution that is bandwidth efficient, even with more than 10,000 users per group. Companies with multiple locations (Branch Offices, Telecommuters, and Remote Offices) can use *insta-REACT!* to facilitate important *internal* communications without disrupting any important *external* communications (e.g., customer support, sales calls, etc.). For companies with a large volume of *internal* conference calls, *insta-REACT!* is a unique solution that enhances user productivity and reduces costs.

insta-REACT! is not intended to replace any existing PBX (TDM or IP-based). It is PBX agnostic; if there is an existing IP-based PBX in place, it will run parallel to the PBX and deliver the supplemental features described below. If only a traditional TDM PBX exists, *insta-REACT!* can still deliver the features described by utilizing the existing infrastructure. Subsequently, if the traditional TDM PBX is replaced by an IP-based PBX, *insta-REACT!* will continue to provide all features in parallel to the IP-based PBX.

Traditional TDM PBX	IP-based PBX	<i>insta-REACT!</i>
<ul style="list-style-type: none"> Reliable Established technology 	<ul style="list-style-type: none"> Cost-effective Buyer owns the system end-to-end 	<ul style="list-style-type: none"> Ability to instantly communicate with colleagues (text and voice) "Always-on" conferencing that does not tie up the phone lines and does not need to be continually setup
<ul style="list-style-type: none"> Simple integration with PSTN 	<ul style="list-style-type: none"> Easy to administer & manage 	<ul style="list-style-type: none"> Multiple conferences at the same time (with Push To Talk capabilities)
<ul style="list-style-type: none"> Many traditional calling features 	<ul style="list-style-type: none"> More than just basic PBX features 	<ul style="list-style-type: none"> Scalable Conferencing
	<ul style="list-style-type: none"> Can easily tie into Internet services and web services and corporate directories 	<ul style="list-style-type: none"> Presence Management: User presence to determine whether other colleagues are immediately available for instant communications
	<ul style="list-style-type: none"> Endpoints can be hardware devices or software applications 	<ul style="list-style-type: none"> Instant Messaging
		<ul style="list-style-type: none"> VPN support (for telecommuters and remote workers)