



# FONALITY

## Fonality Ultimate Quote



## Fonality Ultimate

### *A Business Phone System That's More Than Just Talk*

Every business needs some kind of phone system and any vendor can sell you phones that ring. Clients choose Fonality because our systems and services are not only reliable and affordable, but they also help business owners and managers sell, service and collaborate with ease. Whether you prefer to deploy an on-premises solution or one that's hosted in the cloud, Fonality makes it easy.

### Business Impact

Fonality Ultimate is designed to have an impact on your business well beyond simple dial tone. Here are just a few of the business impacts that Fonality Ultimate customers enjoy:

**Improved Employee Productivity and Responsiveness** – Simple 4-digit dialing between team members and personalized call routing help employees stay in touch with customers, partners and each other in the most efficient way possible.

**Sell More, Service Better** – With Fonality, managers have the ability to monitor calls in real-time, and even to barge calls and help coach or assist when needed. The built-in contact center features have real bottom-line impact – queuing and delivering calls, recording calls, and real time dashboards and reports.

**Hire the Best, Not Just the Closest** – With Fonality's technology powering your business, many of the problems of hiring and training new employees are solved. Fonality allows employees across multiple physical locations to act and communicate as though they are in a single office, even remote employees working from home.

### Included Features

- Enterprise Phone System Features
- Fonality Heads Up Display
- Contact Center features for all
- Audio Conferencing
- Voicemail Transcription
- HD Video Collaboration
- Screen sharing
- On-Demand Call Recording
- Web Browser Click-To-Dial Plugin
- CRM Integration
- Customizable call routing tools
- Real time business intelligence
- Multiple location management
- Remote worker support
- Free Softphone
- Smart Start Installation
- Technical Support
- No Commitment

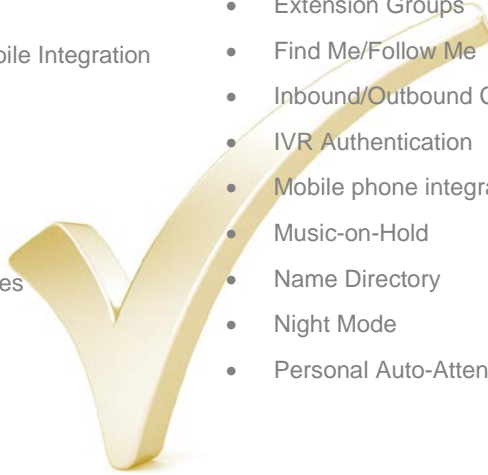
"The phones are an integral part of our business. The Fonality solution has absolutely been right for us. We've seen unexpected benefits, and received excellent support. Other attorneys are blown away when I tell them how affordable and easy to manage it has been for us. I consider Fonality a good call."

♥ Adam Mlynarczyk  
Koontz Mlynarczyk, LLC

## Business Phone System Features

Fonality Ultimate comes complete with all of the features you need from a phone system. Here are just a few of the 50+ features included with the system at no additional charge.

- Advanced Call Forwarding
- Alerts & Notifications
- Auto-Attendant
- Barge Report
- Boomerang® Mobile Integration
- Call Forwarding
- Call Recording
- Call Return
- Call Screening
- Conference Bridges
- Custom Caller ID
- Dial by Name
- Direct Inward Dial (DID)
- Do Not Disturb
- Enhanced 911 Service
- Extension Groups
- Find Me/Follow Me
- Inbound/Outbound Call Reports
- IVR Authentication
- Mobile phone integration
- Music-on-Hold
- Name Directory
- Night Mode
- Personal Auto-Attendant
- Real-Time Reporting
- Redial
- Remote Phone Use
- Report Exporting (.csv)
- Ring-All
- Routing by DIDs
- Shared line Appearances
- Speed Dial
- Transfer
- Upload Voice Prompts
- Voicemail
- Web-based Control Panel



## No Commitment But Our Commitment

We only want happy customers. That's why we don't try to lock customers into big commitments. If you are not satisfied with your Fonality service, just let us know, and give us some time to fix it. If you're still not satisfied, you can return any hardware, phones, or upfront discounts we might have provided, and we'll part as friends. How can we be confident enough to make this commitment? Because over 25,000 businesses choose to stay with us every day, and even with more than 275,000 users worldwide, we have the best retention rate in the industry. Our clients *can* leave us, but they don't.

## Heads Up Display

Fonality's famous "Heads Up Display" makes it easy to manage your calls and connect with your team using built in presence and instant messaging. Our web-based Heads Up Display is your communications dashboard for:

**HD Video Collaboration and Screen Sharing** – Hold high definition video conferences with up to 25 participants from anywhere. Choose your computer, smartphone, or tablet. Collaborate with your team using screen sharing. Eliminate separate, expensive video conferencing and online meeting services.

**Built-in Presence and Chat** – See which team members are on the phone and who is available for a quick chat using the built in presence and IM capabilities.

**Drag and Drop Call Handling** – Quickly and easily put a call on hold or transfer calls to any extension or voicemail box.

**Audio Conference Control** – Start, join, or invite others to a conference call. No reservations are needed.

**Voicemail Management** – Access voicemail via phone, email, SMS, or the desktop. Voicemail transcription clients can read messages within the Heads Up Display interface.

**Integrated Softphone** – Work from anywhere with the integrated softphone and a computer headset.

**Mobile Freedom** – Make and receive calls from your mobile device using your business phone number and enjoy your Heads Up Display wherever you happen to be.

"Fonality was one of the easiest and best choices we've made for our business. I would recommend Fonality to any business regardless of size. The Heads Up Display and overall system is truly cutting edge and without equal."

♥ Bo Freeland, Vice President,  
Cherry & Irwin



## CRM Integration

The two most important technologies in your business are likely your phone system and your CRM system. Fonality brings them together to create a seamless work stream for your staff and powerful analytic data for management. We provide out-of-the-box integration with the most popular CRM systems, such as Salesforce.com, and API integration for other solutions.

## Contact Center Features for All

Not every business has a formal contact center, but most can benefit from contact center functionality. That's why Fonality Ultimate includes these features for all employees:

**Unlimited Queues** – Create queues for different departments; track calls into a specific number to measure marketing ROI.

**On-Demand Call Recording** – Record and store agent calls on-the-fly for training, quality assurance, and review. “Always-on” call recording is also available for an additional fee.

### Enhanced Contact Center Add On

For clients that need more advanced contact center features, we offer an optional enhanced Contact Center License which includes;

**Skills-Based Routing** – Leverage employee skill levels for increased productivity and revenue; send more calls to your experienced agents and fewer calls to those in training. Add an additional prioritization layer based on agent order so you can allow similarly skilled agents to receive calls in round-robin fashion.

**Advanced Agent and Queue Reporting** – Drill down to understand agent call patterns and productivity metrics, or view different parameters by queue.

**Barge, Monitor, and Whisper** – Allow managers to take over trickier calls when required, monitor customer calls for training and quality, or give direction for agent ears only.

**Real-Time Queue Details** – Convenient dashboard view of call volumes and available agents. Know who's available, who's on a call or who's waiting for calls so you can reprioritize in a flash.

### CRM Integration Feature Highlights

**Click-to-Dial** – Simply click on a number in the CRM system to dial your Fonality phone. No more wrong numbers and less wasted time

**Incoming Call Screen Pops** – Deliver outstanding customer service by knowing who is on the line, and scanning their record before you pick up the phone

**Automated Call Logs** – When calls are automatically added to the CRM, you get accurate records of every call so you can assess representative effectiveness, and identify sales and customer service best practices

## Unlimited VoIP Service

Fonality provides both business phone systems as well as phone service. Customers can supply their own phone service, such as a PRI, T1 line, or VoIP service from another carrier, or they can choose unlimited VoIP service from Fonality. Our voice service includes unlimited local calls and unlimited long distance calling to the United States and Canada.

## Voicemail to Email Transcription

Our voicemail to email transcription service makes it easy to read, respond to and archive your voicemail messages. Voicemail transcription makes it easy to be responsive wherever you are. In a noisy conference call or a quiet meeting? No problem. You can read your voicemails without making a sound.

## Paperless Fax\*

Faxing remains an important tool for many businesses. Fonality's paperless faxing service gives it a modern spin by allowing users to send and receive faxes via email. This makes it easy to manage faxes, even when you aren't in the office and eliminates the need for a dedicated piece of equipment.

## Smart Start Installation

When a customer purchases Fonality Ultimate, the installation process is handled by our Customer Care team. Customer Care will guide you through the Smart Start Installation process to ensure a successful installation and transition to Fonality.

Smart Start begins with the Configuration Wizard. The Configuration Wizard will gather information about your configuration preferences and deliver it to our team. We will then configure your solution based on the information gathered from the Configuration Wizard. Your representative will guide you through the installation of the phones and any further configuration. Telephone and online training is available to make your transition to Fonality quick and hassle-free.

\*Available as an additional feature

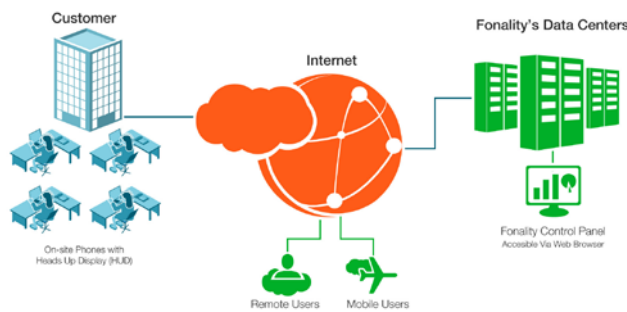
"Fonality has been a fantastic partner to my growing business. I needed a system that I could tailor to meet our specific needs and Fonality answered it. With incredible functions like instant message, emailed voice mail, voice mail text, call reporting, call quality monitoring, etc. It has allowed seamless interaction between locations. In addition to all of this, I saved 50% on my phone bill and have the same dollar amount due each month."

♥ John A Larson III,  
President/CEO, American  
Insurance Agencies, LLC.

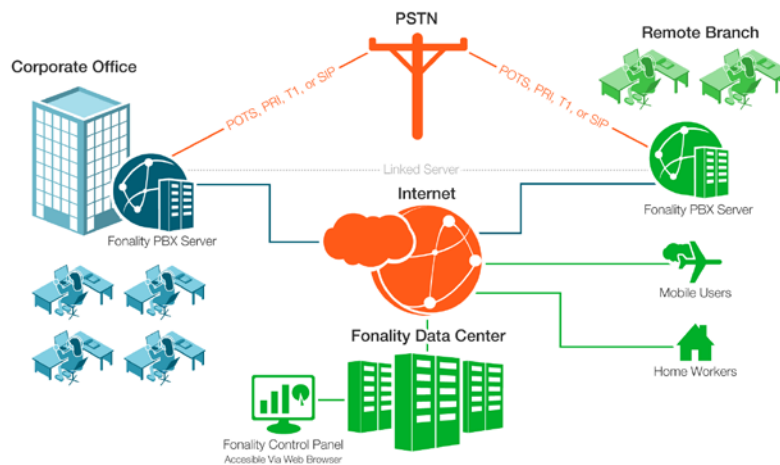
## Deployment Options

The “brains” of the Fonality solution reside in our data centers and are delivered via the cloud. All configuration, moves/adds/changes, and reports are done through a web-based control panel on Fonality.com. Add-on services including video collaboration and voicemail transcription are provided in the cloud. Fonality clients can choose between a cloud-based deployment for voice services, or one where the voice services equipment resides at the client’s location. The diagrams below describe how each option works.

### Cloud-Based Deployment



### On- Premises Deployment



### Switch Deployment Models

With Fonality, you're not locked in to a specific deployment model. You can start in the cloud, and migrate to your own location. Or you can start on premise and migrate to the cloud. Even start with our public cloud and migrate to private cloud. You decide. And for customers with at least 25 seats, we'll pay for your migration up to once per year.

## Packages

Fonality offers several packages to fit the needs of our users. This quote is for the Fonality Ultimate package.

	<b>Fonality Essentials</b>	<b>Fonality Professional</b>	<b>Fonality Ultimate</b>
Business Phone System Features	Included	Included	Included
Choice of Business Phones	Included	Included	Included
Contact Center – Basic Queues	Included	Included	Included
Smart Start Installation	Included	Included	Included
Conference Calling*	Included	Included	Included
Technical Support	Gold	Gold	Gold
Voicemail Transcription	Available	Available	Included
Paperless Fax License	Available	Available	Available
Unlimited VoIP Service	Available	Available	Available
Virtual Extension	Available	Available	Available
Voicemail Only Extension	Available	Available	Available
HUD Web		Included	Included
HUD Softphone		Included	Included
On-Demand Call Recording		Included	Included
CRM Link		Included	Included
Contact Center – Advanced Features		Available	Included
Barge, Monitor & Whisper Coaching Tools		Available	Included
HD Video Collaboration		Available	Included
HUD Mobile		Available	Included
Full time call recording		Available	Available
Cloud Deployment	Included	Available	Available
Premise Deployment		Available	Available
Private Hosted Deployment		Available	Available
Software Deployment		Available	Available



## Available Phones

Fonality offers phones for sale or rental. Clients can also procure supported phones from another source.

### Desktop



Desktop phones are well suited for every day phone users who need crystal clear voice with an intuitive interface. These phones require minimal customization and are extremely easy to set up. Desktop phones become a powerful tool with the addition of our Heads Up Display software. Available desk phones include the Polycom 331, 335, and the Yealink T20P.

### Executive



Executive phones are perfect for management users who wish to support up to four lines. These phones are built with state-of-the-art hardware designed for busy professionals. With additional programmable hard keys and a more advanced user interface, executive phones satisfy the needs of executives and frequent phone users. Available executive phones include the Polycom 550 and the GigE enabled Polycom 560 and Yealink T32G.

### Reception



Reception models are designed to appeal to attendant users, who require advanced features, applications, and multiple line support. These phones come out of the box with up to 16 programmable hard keys so that calls can be routed with ease. If that's not enough, all reception phones can be expanded with multiple sidecars to support even the largest office. Available reception phones include the Polycom 650 and the GigE enabled Yealink T38G.

### Conference



In a world where conference calls with partners, vendors, remote workers and global teams are the norm, crystal-clear conversations are a must for productive meetings. The Polycom 5000 and 6000 deliver superb voice quality, advanced audio processing, and all the features that make conference calls seem as natural as being in the same room. The 6000 has the added benefits of automatic gain control, expandable microphone ports, and added pick-up range for even better call quality.

### Wireless



Wireless models expand beyond the desktop without the need for a separate wireless network. With a range of up to 150 feet indoors, your employees are no longer tethered to their desks. If your employees need even more range with their wireless phone, an RT10 repeater can be added to extend the range. The Yealink W52P boasts a high average battery life, running off of 2 AAA rechargeable batteries and has 6 programmable keys.