



# sipdesk Communicator Sales Presentation



## Introducing Sipdesk

- Formed in 2013, based in London.
- Over 10.000 desktop licenses sold worldwide.
- Specialising in VoIP and Computer Telephony Integration (CTI).
- Working with communication partners of hosted telephone systems and 3<sup>rd</sup> party CTI, CRM and other software companies.



## sipdesk Communicator

- Designed to help users make optimal use of their Hosted Telephone Systems.
- Features include search and edit of Hosted Telephone Systems directories.
- Provides integration with a wide range of CRMs and other applications.

## Benefits of sipdesk Communicator

- Know who is calling (before the call is answered).
- Get the caller's details quickly on screen.
- Improves call handling and the caller's experience.
- Quick dialing of contacts directly from “recent dial” and “call history” lists.
- A Local Contacts address book in which the user can store their own contacts.
- Locate and dial contacts from CRM databases and other integrated applications.

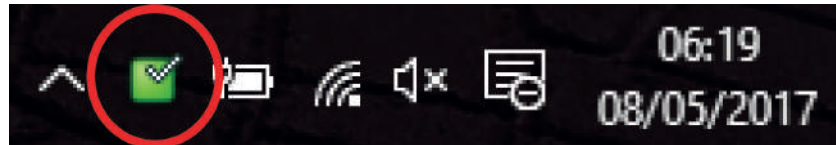


sipdesk Communicator

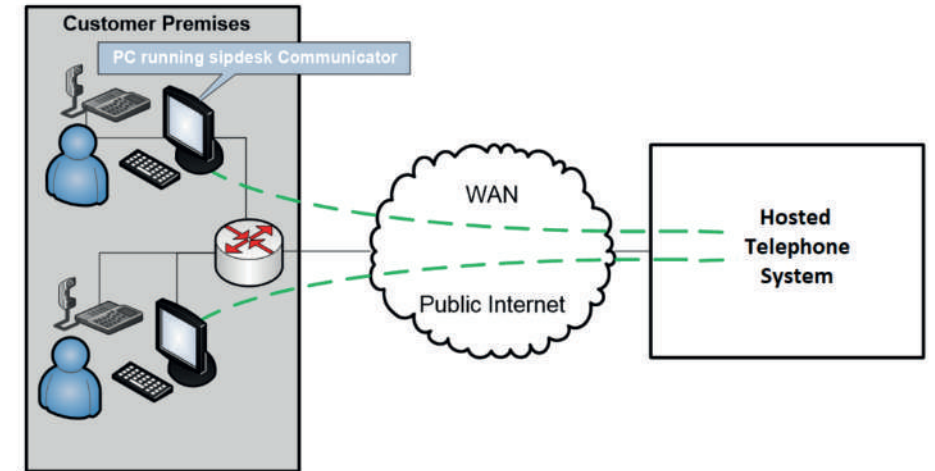
# PRODUCT ARCHITECTURE

## Product Architecture

- sipdesk Communicator is a client application connecting directly to a Hosted Telephone Systems platform via a public or private network.
- The client operates directly from the system tray as a discrete icon.



- The client is able to monitor and control the endpoint (handset) linked to the user's account.



### Supported Operating Systems

- Windows 10
- Windows 8 (Desktop Mode)
- Windows 7
- 32 bit and 64 bit

✓ Terminal Services and Citrix environments supported.

These specifications are subject to change. Please check the product web-site for latest specification.



sipdesk Communicator

**PC CLIENT**

## PC Client

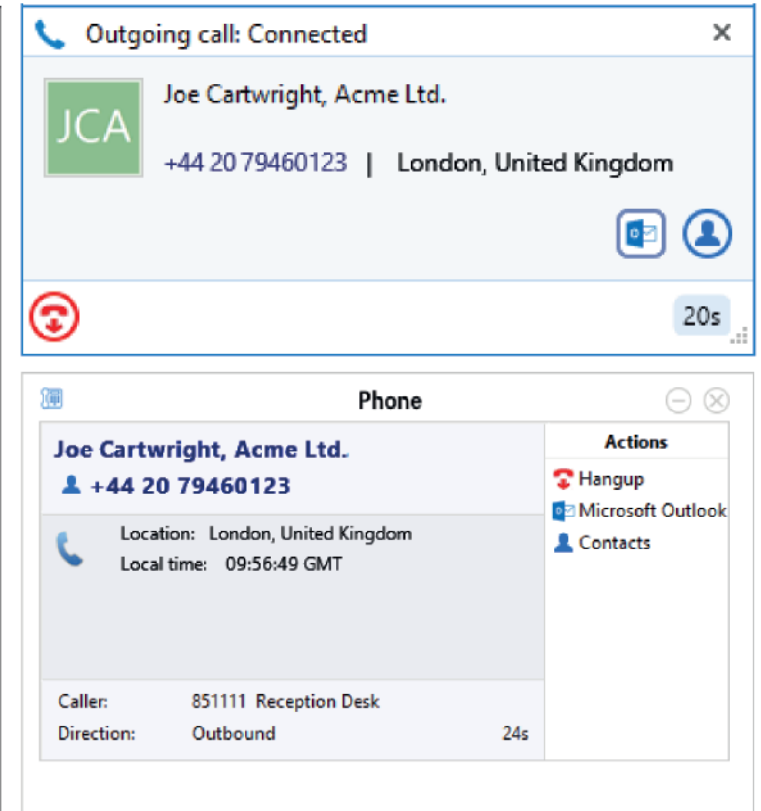
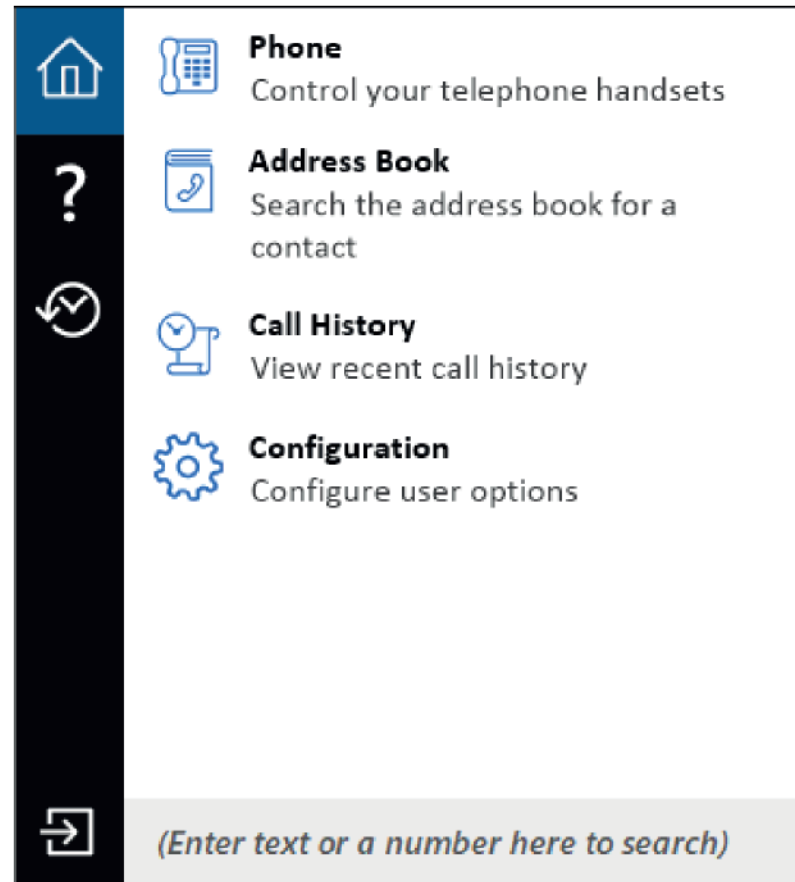
- Available in two versions –
  - sipdesk Communicator “Express”.
  - sipdesk Communicator “CRM”.
- Both versions offer the same basic functionality for call control, address book search etc.
- Both versions provide integration into Microsoft Outlook, Lotus Notes and Google Contacts.
- The “CRM” version offers additional integration into CRMs and other applications.





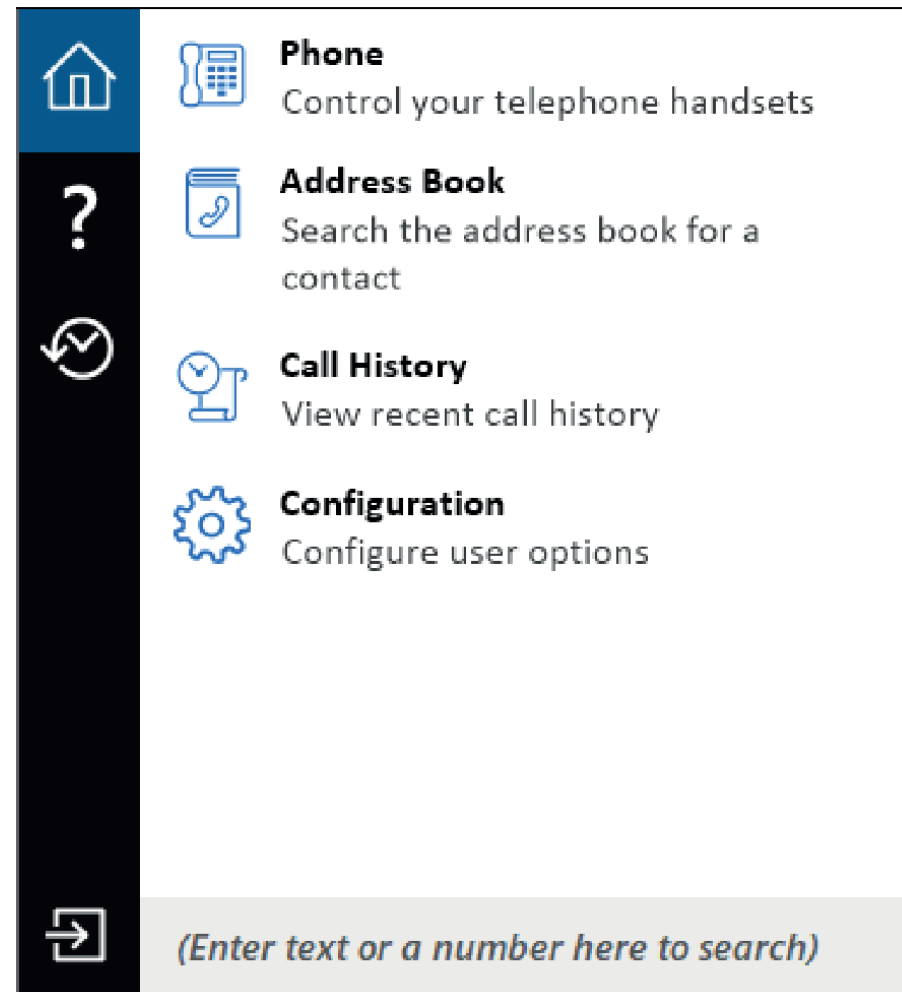
## PC Client

- PC client interfaces -
  - System tray.
  - Preview window.
  - Phone window.








## System Tray

- Right-click on the application icon in the system tray.



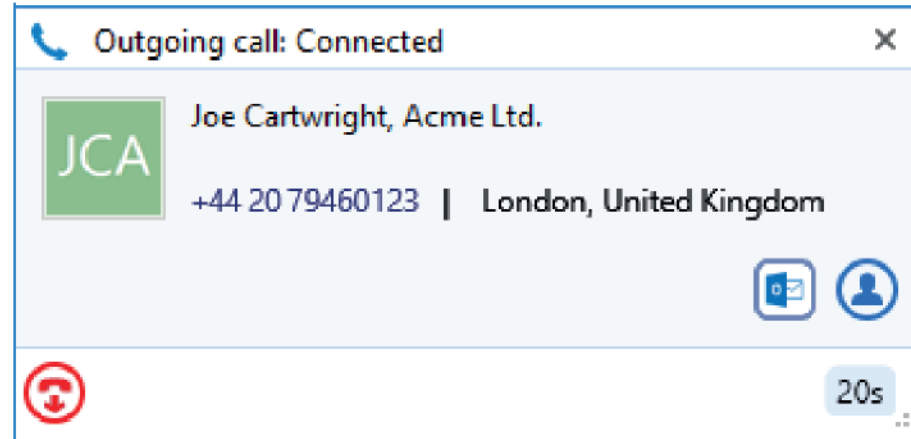
The screenshot shows a vertical system tray menu for Sipdesk Communicator. On the left is a dark vertical bar with five icons: a house (selected), a question mark, a clock with a checkmark, a gear, and a square with an arrow. To the right of this bar are the menu items. The first four items are: 'Phone' (telephone icon), 'Address Book' (address book icon), 'Call History' (clock icon), and 'Configuration' (gear icon). The bottom item is a search bar with a magnifying glass icon and the placeholder text '(Enter text or a number here to search)'.

	<b>Phone</b> Control your telephone handsets
	<b>Address Book</b> Search the address book for a contact
	<b>Call History</b> View recent call history
	<b>Configuration</b> Configure user options
	<i>(Enter text or a number here to search)</i>

## Preview Window

- Appears on inbound/outbound call (disappears shortly after call connects).
- Compact and unobtrusive.

Basic  
Caller  
Details

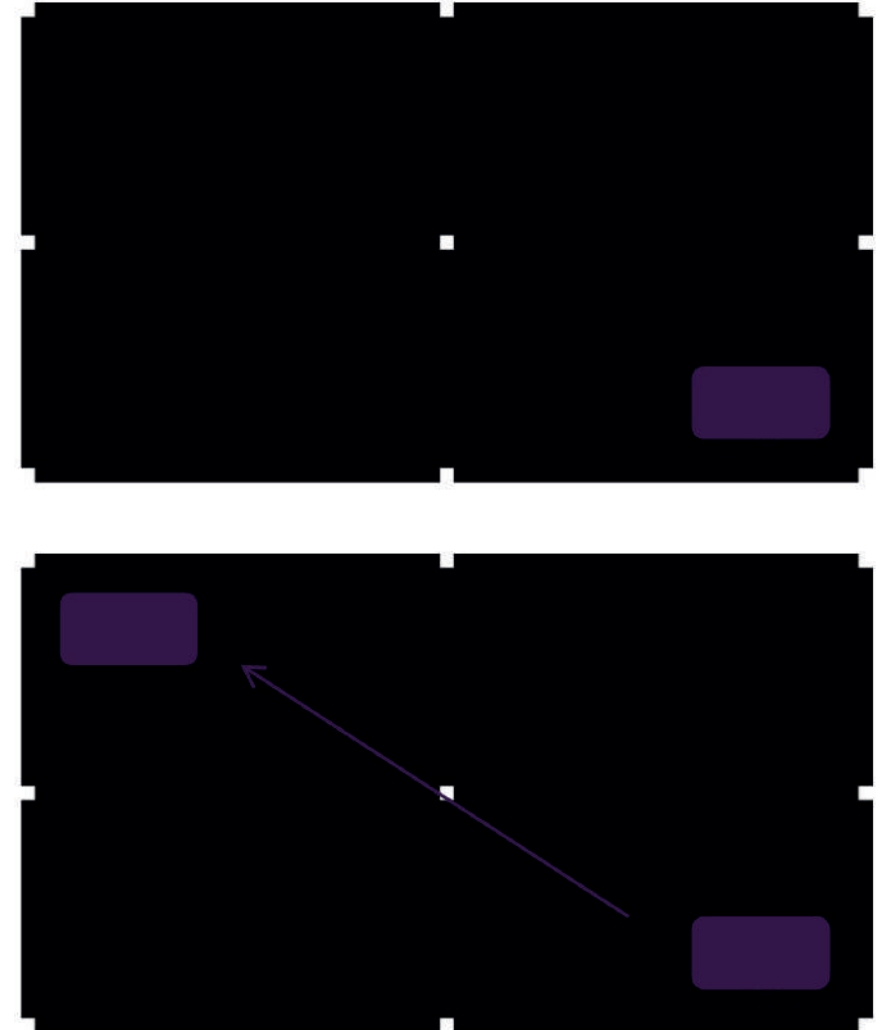


Call Control Actions



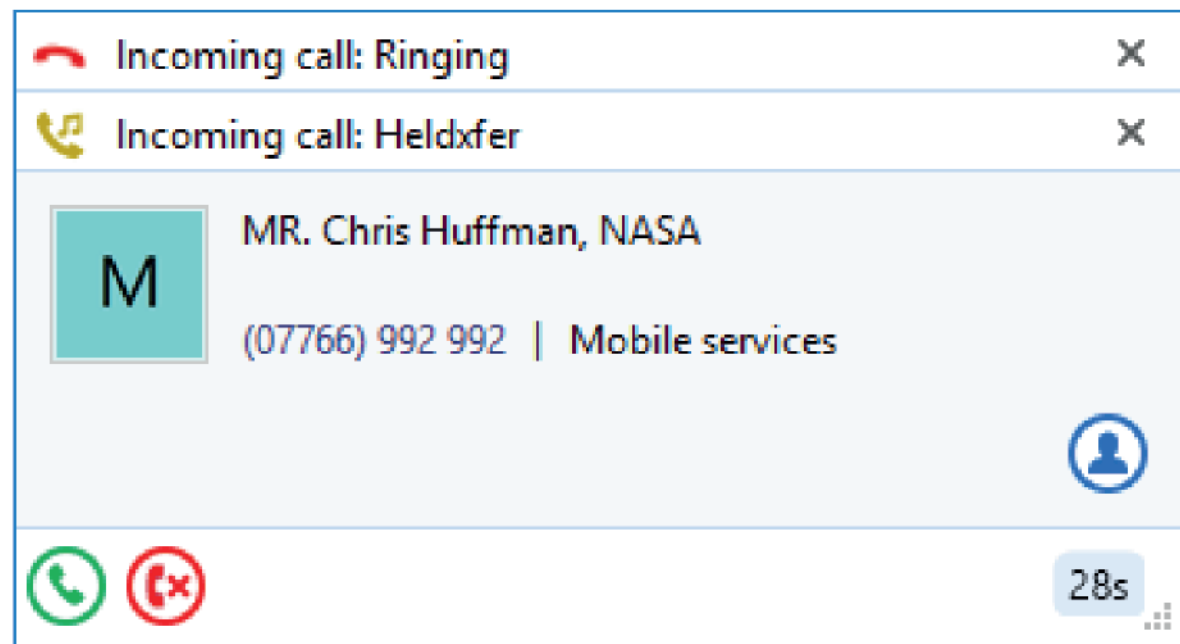
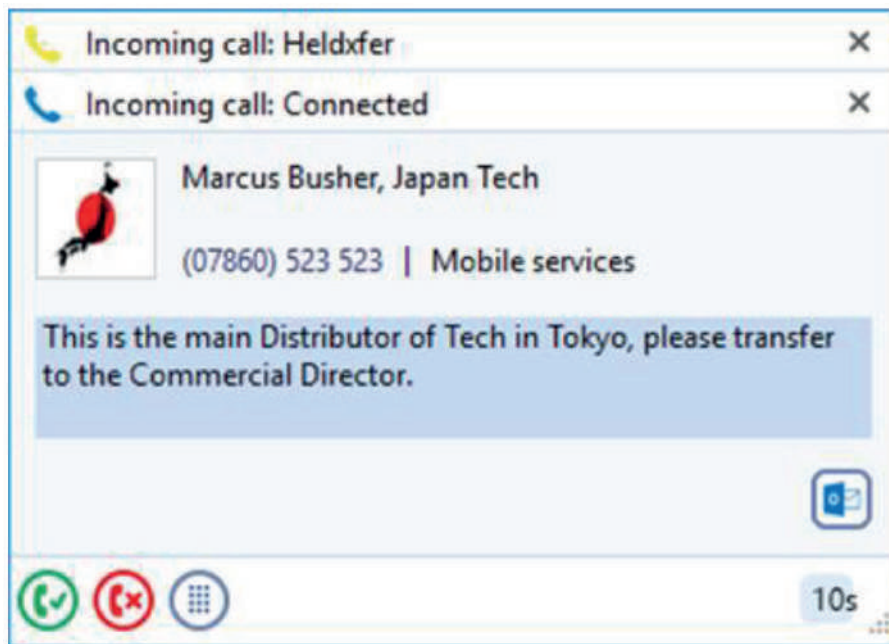
## Preview Window (Positioning)

- Can be re-positioned into any of the four quarters of the screen.
- Simply drag-and-drop into the desired screen quarter and the position will be remembered.
- The eventual positioning will always be in the far extreme corner of the quarter.



## Preview Window (Stacking)

- Multiple calls are stacked to reduce the size of the display



## Preview Window

- Control inbound/outbound calls.
- View caller contact information.

Options Menu →

Caller Details →

Call Direction  
and  
Recipient Details →

Phone	
<b>Joe Cartwright, Acme Ltd.</b> +44 20 79460123	<b>Actions</b> Hangup Microsoft Outlook Contacts
Location: London, United Kingdom Local time: 09:56:49 GMT	
Caller: 851111 Reception Desk Direction: Outbound	24s

← Call Control Options

*Note: Hot keys can also be configured to answer, hang up and make calls*

## Address Book Searching

- The address book search feature in sipdesk Communicator can be used to search the Hosted Telephone Systems directories.
- The “Express” and “CRM” versions can also search MS Outlook, Lotus Notes and Google Contacts.
- The “CRM” version can also search for contacts in any integrated CRM databases or applications.

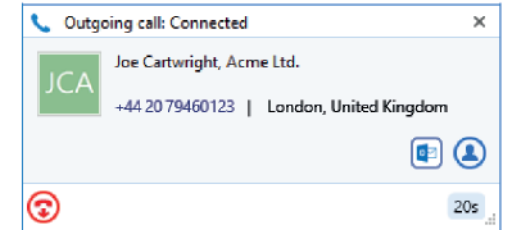
The screenshot shows the 'Address Book' window in sipdesk Communicator. At the top, there is a search bar with the text 'joe' entered. Below the search bar, a hint '(Name, Company name, Telephone number)' is visible. To the right of the search bar is a 'Go' button and a 'New contact' link. Below the search bar is an 'Advanced search' dropdown menu. Underneath, there is a table with three columns: 'Name', 'Telephone', and 'Email'. The table contains two sections of results. The first section, titled 'Contacts', shows a contact with a green icon labeled 'JCA', the name 'Joe Cartwright, Acme Ltd.', and the telephone number '02079460123'. The second section, titled 'Microsoft Outlook', shows a contact with a purple icon labeled 'CJ', the name 'Cartwright, Joe', and the telephone number 'B: +44 (0207) 9460123'. The email address 'joe.cartwright@...' is also visible.

Name	Telephone	Email
<b>Contacts</b>		
JCA Joe Cartwright, Acme Ltd.	02079460123	
<b>Microsoft Outlook</b>		
CJ Cartwright, Joe	B: +44 (0207) 9460123	joe.cartwright@...

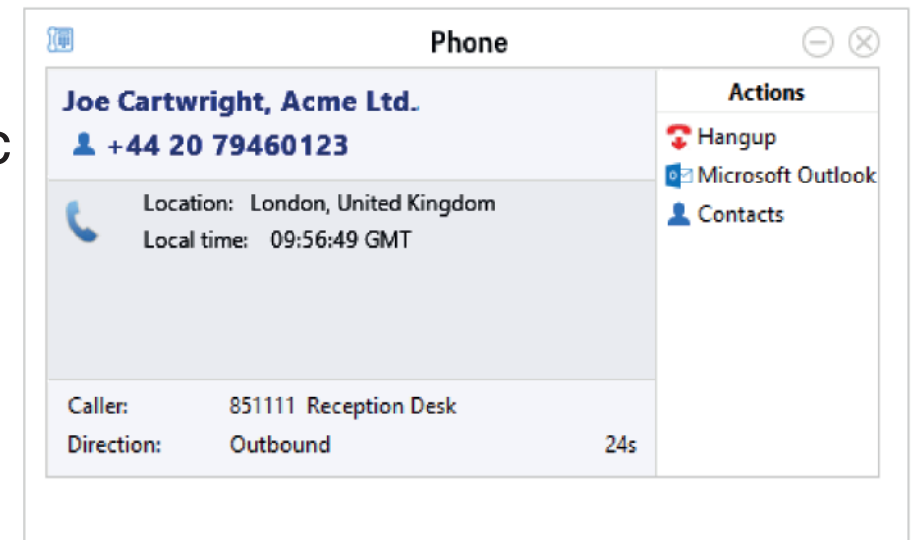
## Inbound Calls

- Basic call control.
  - Hangup
  - Make call
  - Some variants include additional call control options e.g. answer, hold, transfer etc
- Show (“pop”) contact details if they are in the integrated application.

Preview Window



Phone Window










## External LED Integration

[www.busylight.com](http://www.busylight.com)



	sipdesk Communicator	External Led colour
	Available (Not on a call )	<i>Green</i>
	Held	<i>Fast flash yellow (250ms)</i>
	Busy (On a call/Online meeting)	<i>Red</i>
	Ringing	<i>Flashing red (500ms)</i>
	Do Not Disturb / Forward	<i>Blue</i>




Call states available may vary by telephone system








<https://eu.embrava.com/collections/blynclight-series>

## Outbound Calls

- Similar call control options as Inbound.
- Call recipient's details are displayed, including -
  - Telephone number
  - Location

 **Phone**  

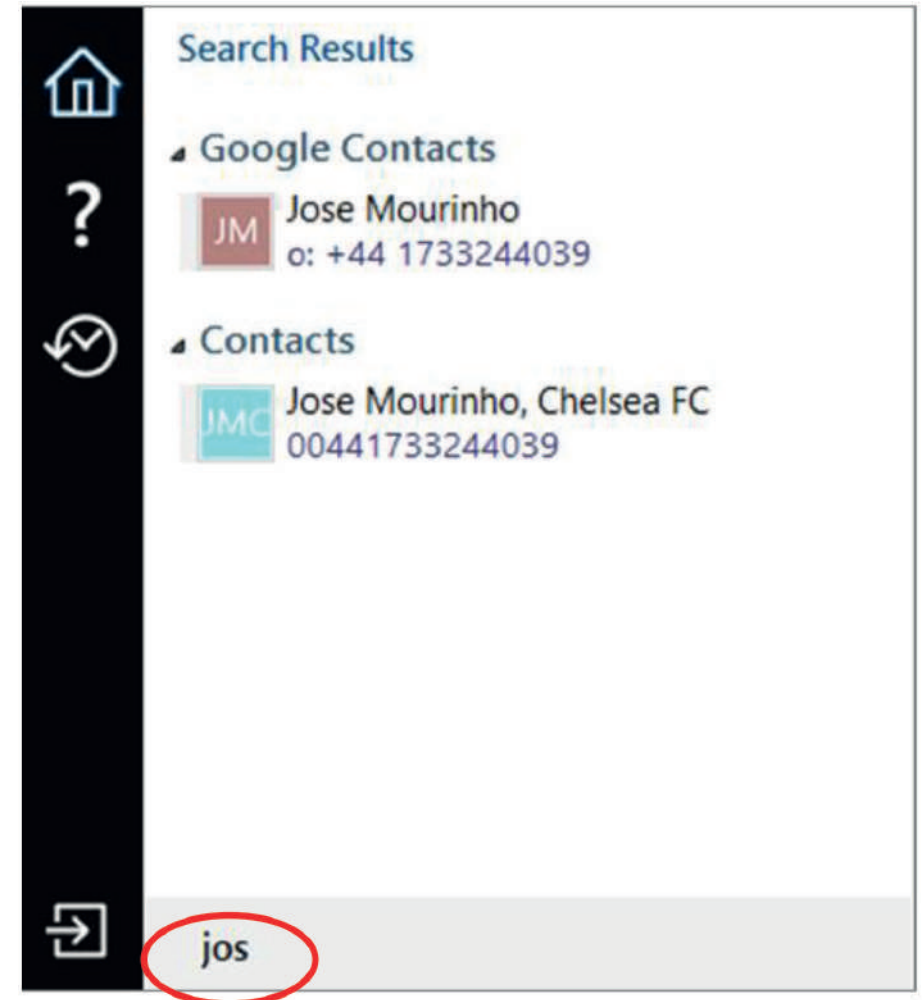
<b>Joe Cartwright, Acme Ltd.</b>  <b>+44 20 79460123</b>	<b>Actions</b>  Hangup  Microsoft Outlook  Contacts
 Location: London, United Kingdom Local time: 09:56:49 GMT	
Caller: 851111 Reception Desk Direction: Outbound	24s

## Click-to-dial

- Full range of “click-to-dial” options available -
  - Quick dial/search
  - Recent Dial
  - Call History
  - Clipboard
  - Web page
  - Focus
  - TAPI
  - Skype for Business

## Quick Dial

















- Various options for quick dialing from the systemtray pop-up -
  - Type the **number** to dial.
  - Type partial **name** and any integrated applications (directories) will be searched.



## Recent Dial

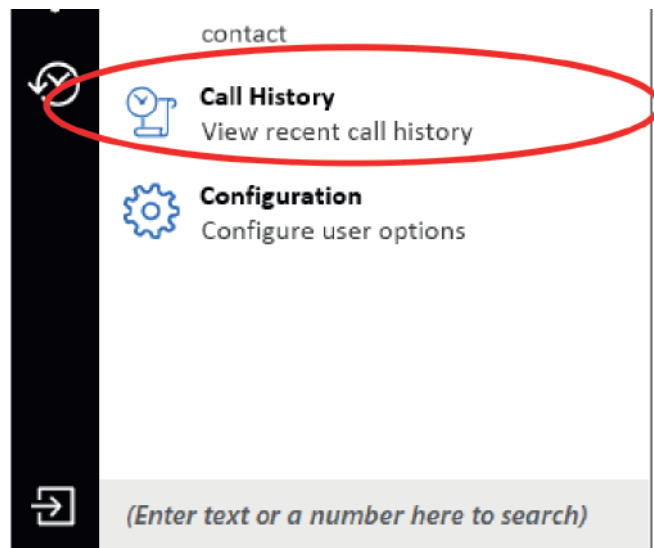
- Overview of recent call activity.
- Click any number to quickly re-dial a contact you recently spoke to.

Reduce the time  
wasted on searching  
for numbers of  
recently dialed  
contacts.

	Recent calls		
		 Jose Mourinho / Jose 00441733244039	08:02
		 Jose Mourinho 01733244039	07:59
		 Barry White 00447730516816	07:41
		 Chris Huffman 00447766992184	07:26
		 Jose Mourinho *447730516816	07:25
		 (Cambridge, United 00441223247542	06:37
	<a href="#">Show call history</a>		
	<i>(Enter text or a number here to search)</i>		

## Call History

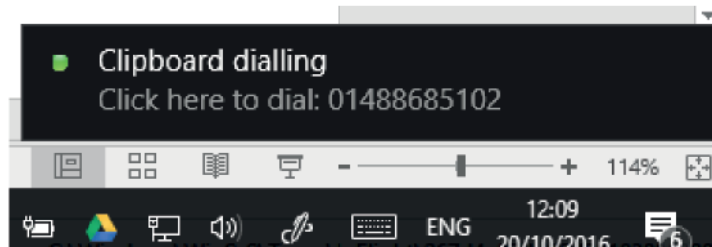
- A log of recent inbound, outbound and missed calls from Hosted Telephone System.
- Dial back straight from history.



Call History		
Today		
	(Cambridge, United Kingdom) 00441223247542	08:13:09
	Howard Melvyn 8513	08:12:30
	Reception Desk 851111	08:12:05
	James Brown 8512	08:11:35
	Jose Mourinho / Jose Mourinho, Chelsea 00441733244039	08:01:49
	Barry White 00447730516816	07:40:43

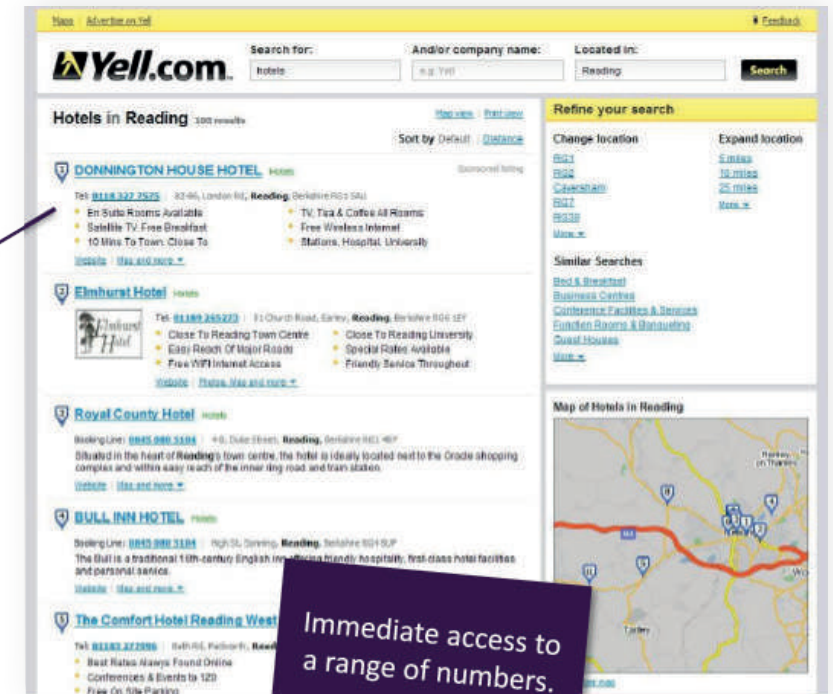
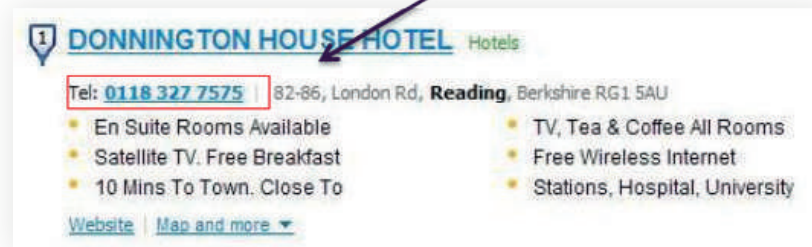
## Clipboard dialing

- The Clipboard is monitored by the sipdesk Communicator client.
- If what appears to be a phone number is copied into the clipboard....  
a bubble is displayed from the tray icon offering the opportunity to dial the number.
- Click the number to dial it.
- Set options for min/max length and prefix digit for probable valid numbers.



## Web Page dialing

- Recognises telephone numbers on web pages.
- The number is displayed as a hyperlink.
- Click on the link to dial it..!

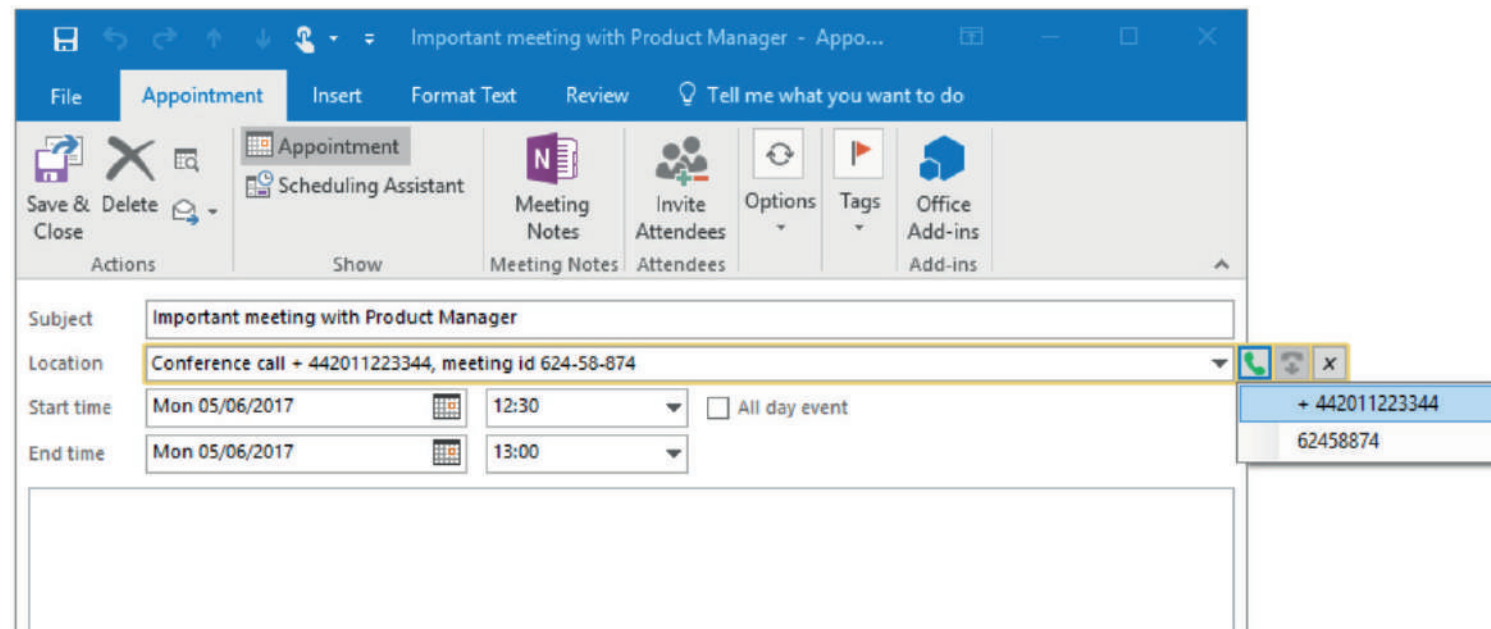


Immediate access to  
a range of numbers.  
All with a single click!



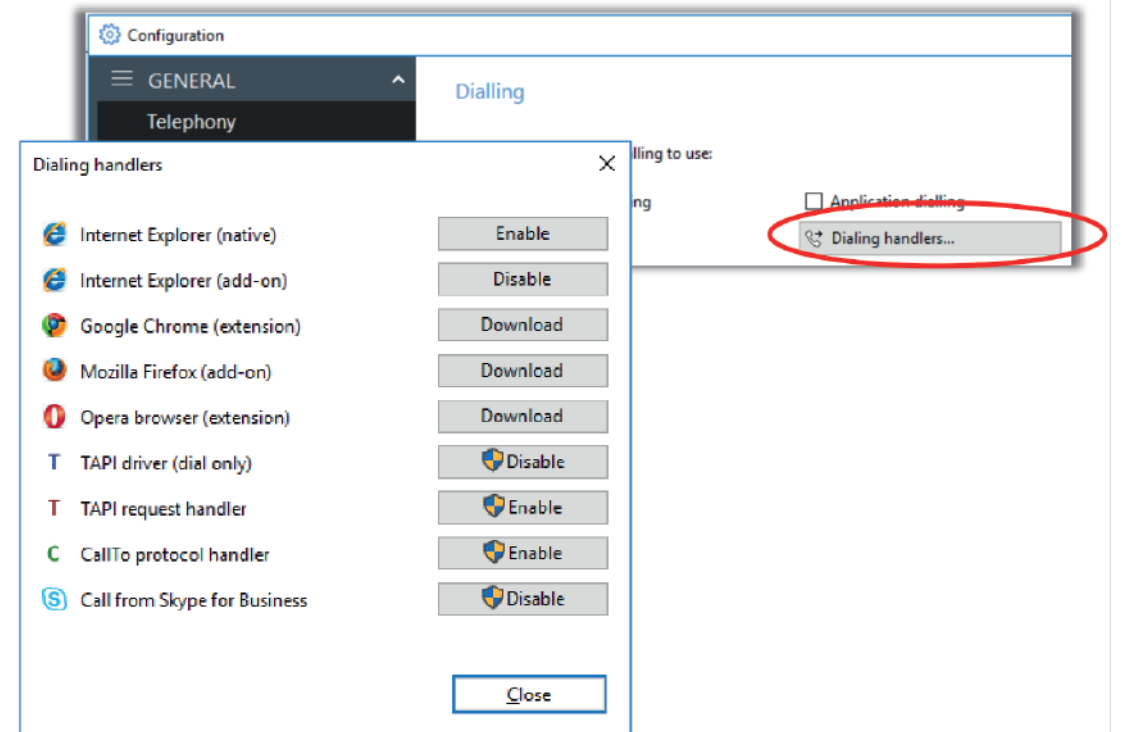
## Focus dialing

- Automatically detects fields which contain a dial-able number and presents a dial button.
- Just click to dial the number.



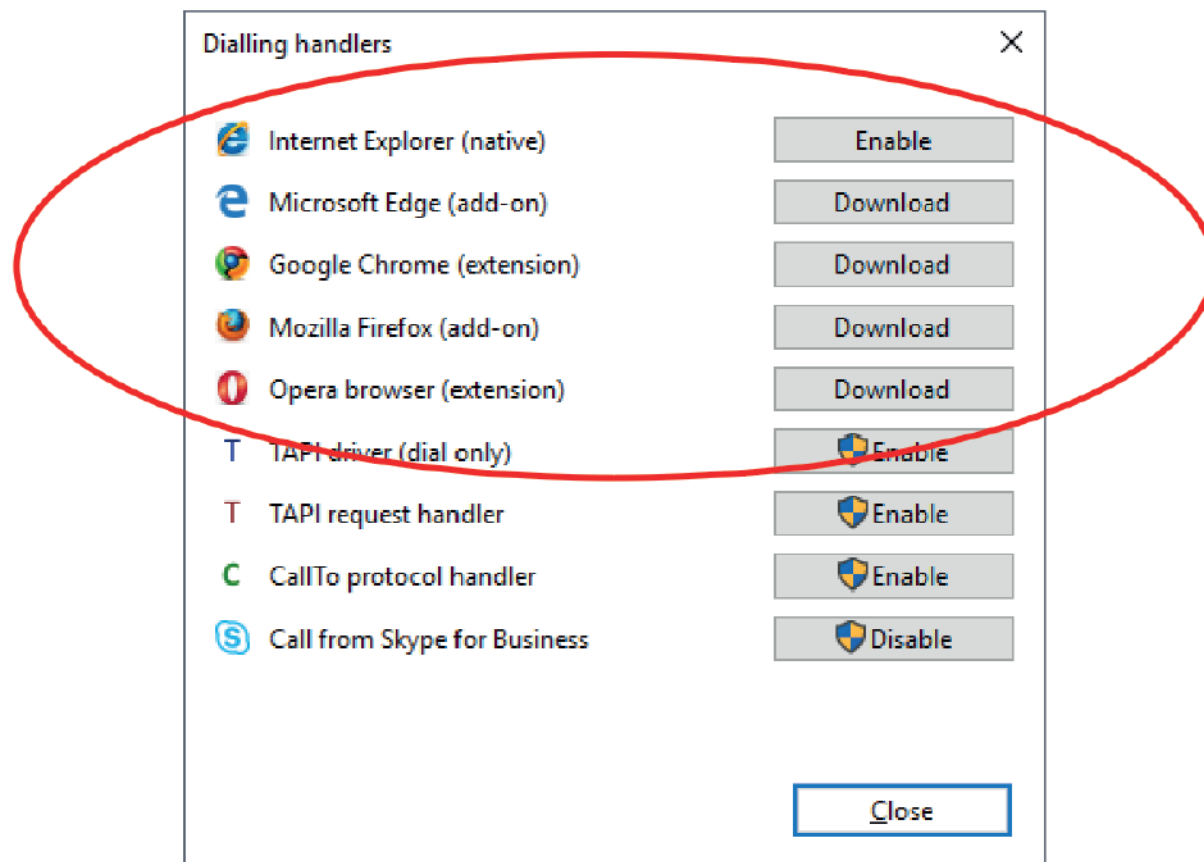
## Dialing Handlers

- The Dialing handlers configuration page is used to configure the following dialing techniques –
  - Web-Page dialing
  - TAPI Driver
  - TAPI Request Module
  - CallTo Protocol handler
  - Call from Skype for Business



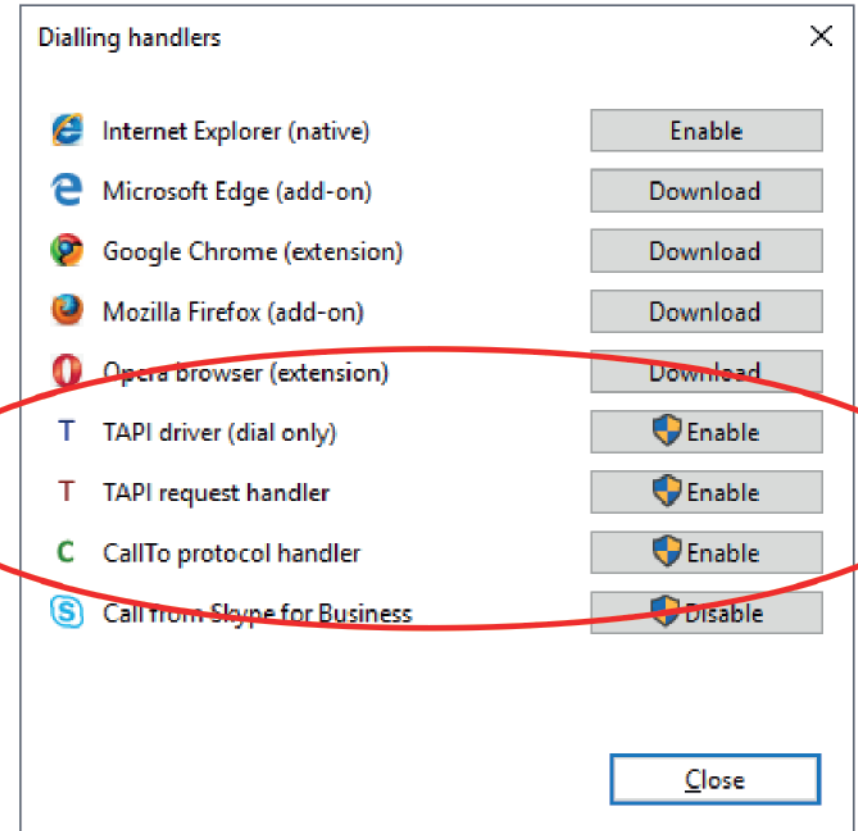
## Web Page Dialing

- Configure web page dialing for –
  - Internet Explorer
  - Microsoft Edge
  - Google Chrome
  - Mozilla Firefox
  - Opera



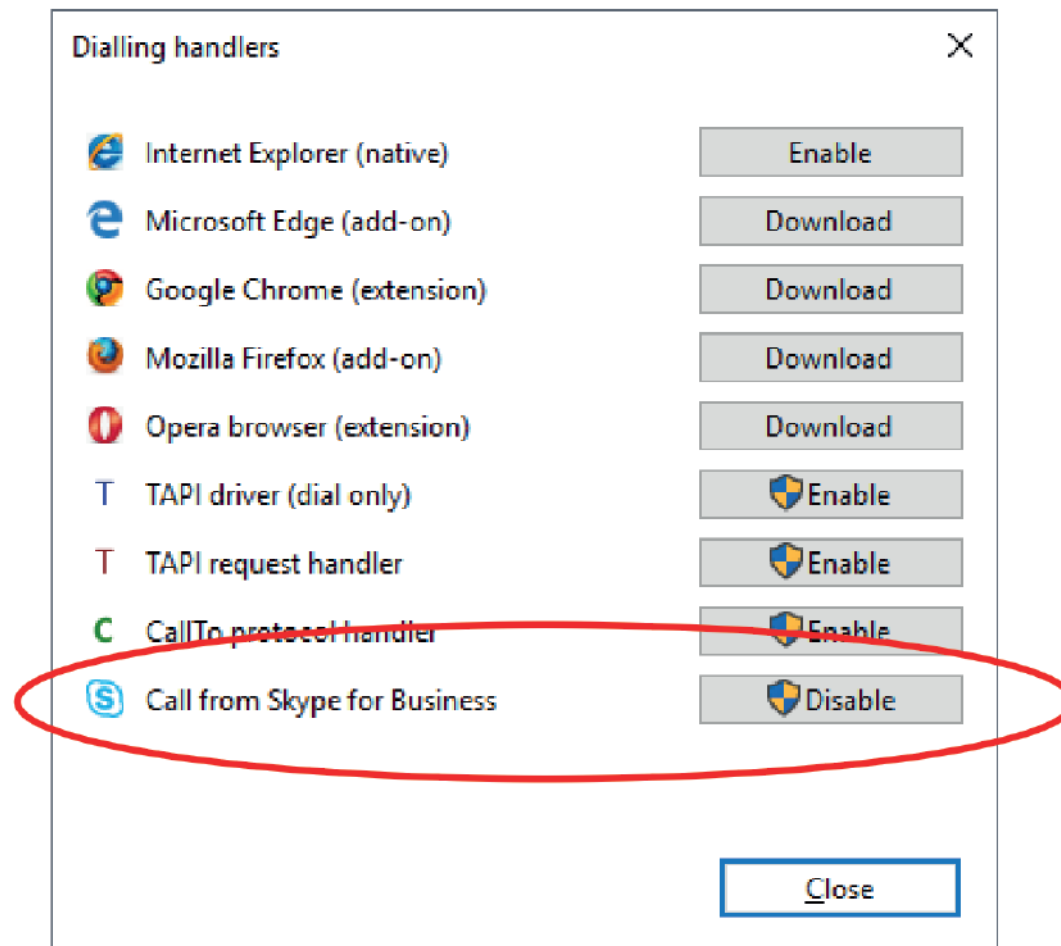
## Other Dialing Techniques

- **TAPI driver.** Enables dialing from applications that are programmed to support dialing through a TAPI driver
- **TAPI request handler.** Enable sipdesk Communicator to handle TAPI dial commands issued directly from the TAPI compliant application (not via a driver)
- **CallTo protocol handler.** CallTo is a popular protocol used by developers to mark up telephone numbers within their application. Any numbers, when marked up in this way and clicked, will cause sipdesk Communicator to dial the number



## Other Dialing Techniques

- Call from Skype for Business.  
To dial a telephone number directly  
from Skype for Business.

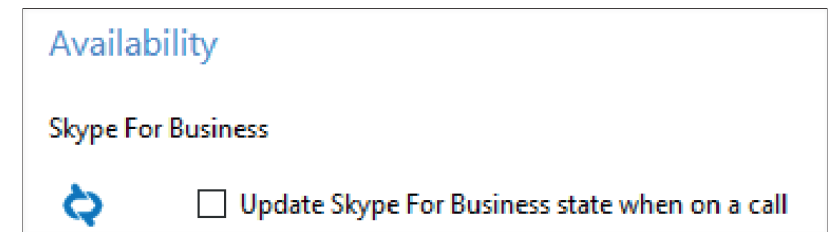
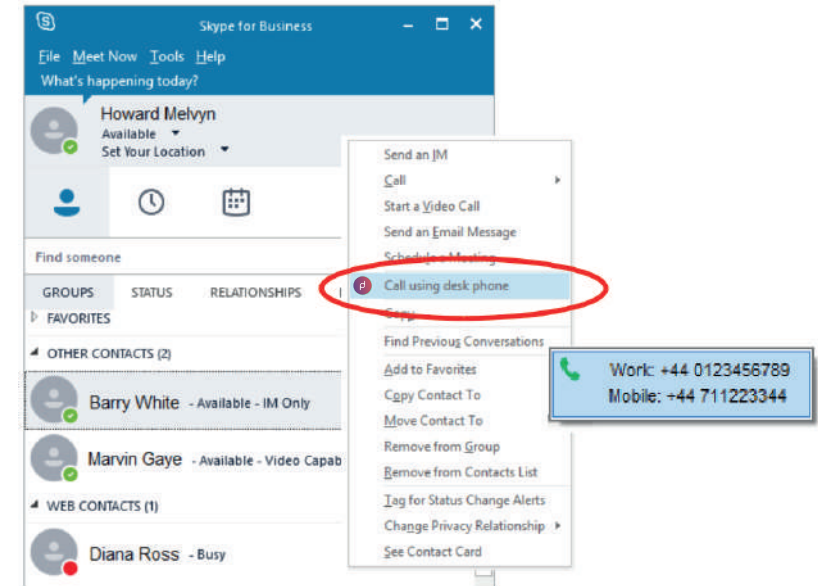


## Skype for Business Dialing

- Users of Skype for Business can make calls on their handset directly from the Skype for Business client via “Call using desk phone”.

## Skype for Business status update

- Update the status of a your Skype for Business client to “In a Call” whenever your handset goes busy or is set to “Do not disturb” when the handset is set to DND.



## Softphone Option\*

- sipdesk Communicator (PC Version) can be licensed to include an embedded softphone.
- No extra software is required.
- No change to the interface.
- Full call control available; answer, hold, transfer, hang-up, make call

\* Not available by default. Requires consultation with Sipdesk before this option is made available

**Customisation option**

# APPLICATION INTEGRATION

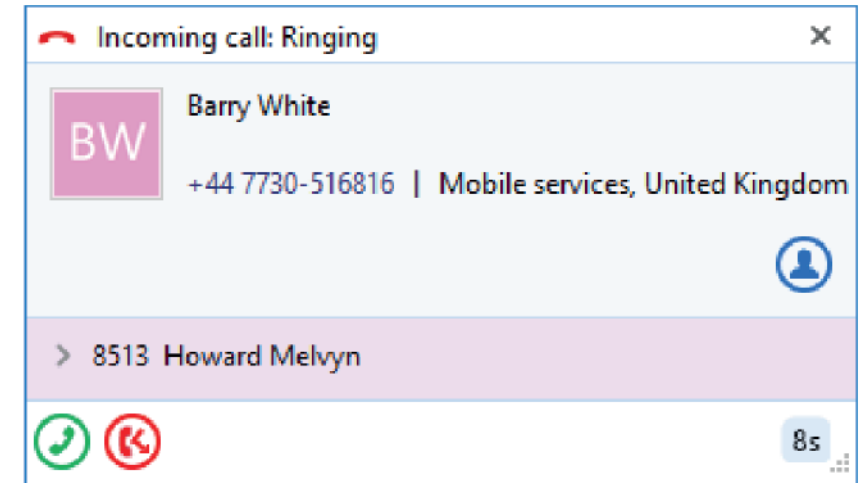


# Application Integration

- Common elements of this integration include:
  - Caller Preview
  - Contact Popping
  - Contact Searching
  - Activity Logging
  - Click-to-dial

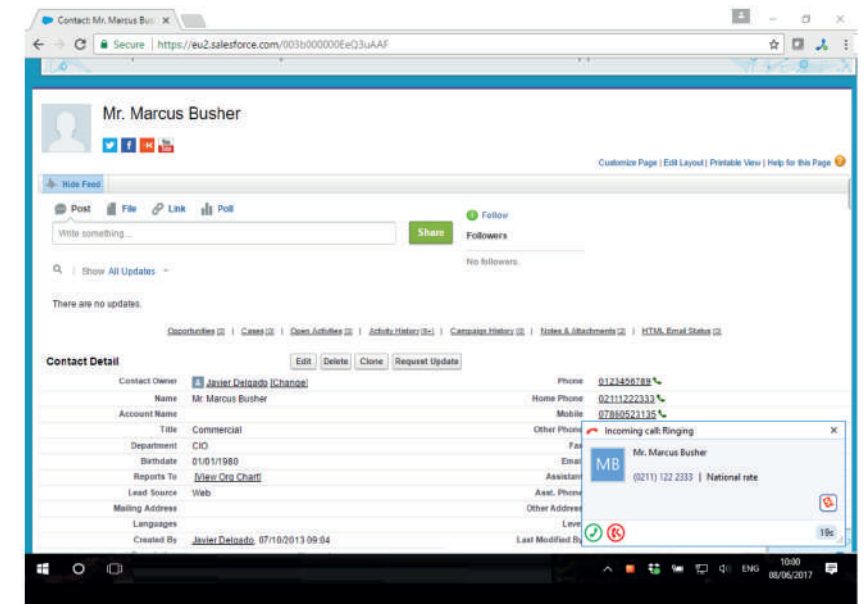
## Caller Preview

- Displays caller (or called party) name in the Preview or Phone window when a match against is found in the directories, or integrate application(s).



## Contact Popping

- Click the integrated application's icon in the Phone or Preview window.
- The caller's contact record is displayed in the integrated application.



## Contact Searching

- Concurrently search the Hosted Telephone System directories, and any integrated applications, then click on the name in the results to dial them.



## Activity Logging

- Manually or Automatically create a history (Activity) log of a call received within the CRM and add notes.
- Only available with a limited range of add-ins. Please check integrations web page


Address Book




Search:   [New contact](#)  
 (Name, Company name, Telephone number)

Advanced search



Name	Telephone	Email	Town
<b>Contacts</b>			
 Jose Mourinho, Chelsea FC	00 44 7730 516816		
<b>Google Contacts</b>			
 Jose Mourinho	o: +44 7730 516816		

**Task**  
 Incoming call: (07766) 992 992 [Mr. Chris Huffman, NASA / Chris Huffman]

Click to add topics: 

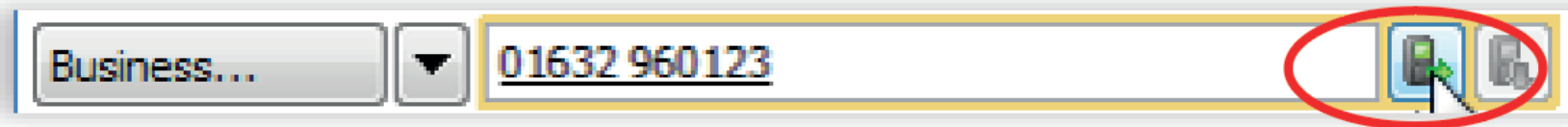
   1 7 31

**Task Detail** Edit Delete Create Follow-Up Task Creat

Assigned To	 Rob Coob
Subject	Incoming call: (07766) 992 184 [Mr. Chris Huffman, NASA / Chris Huffman / Rob Coob]
Due Date	31/05/2018
Phone	07766992184 
Priority	Normal
Created By	Rob Coob 31/05/2018 18:10
Comments	Incoming call: (07766) 992 184 [Mr. Chris Huffman, NASA / Chris Huffman / Rob Coob]

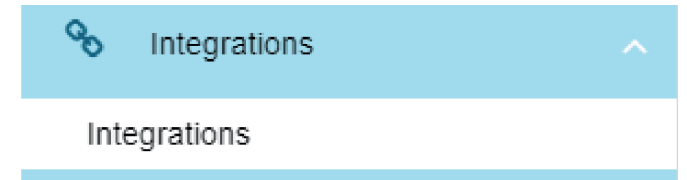
## Click-to-Dial (Within the Application)

- Transposes a “dial” symbol on a number field within an application.
- Other options are also available to achieve click to dial (see earlier section).
- This feature is common across all applications for both Express and CRM license types.



## Integration classification and information

- The “CRM” version of the PC client includes support for a range of widely used applications.
- See the “Integration” section on the sipdesk Communicator website for full details.
- Two types of integration classification: “Standard” and “Controlled”\*



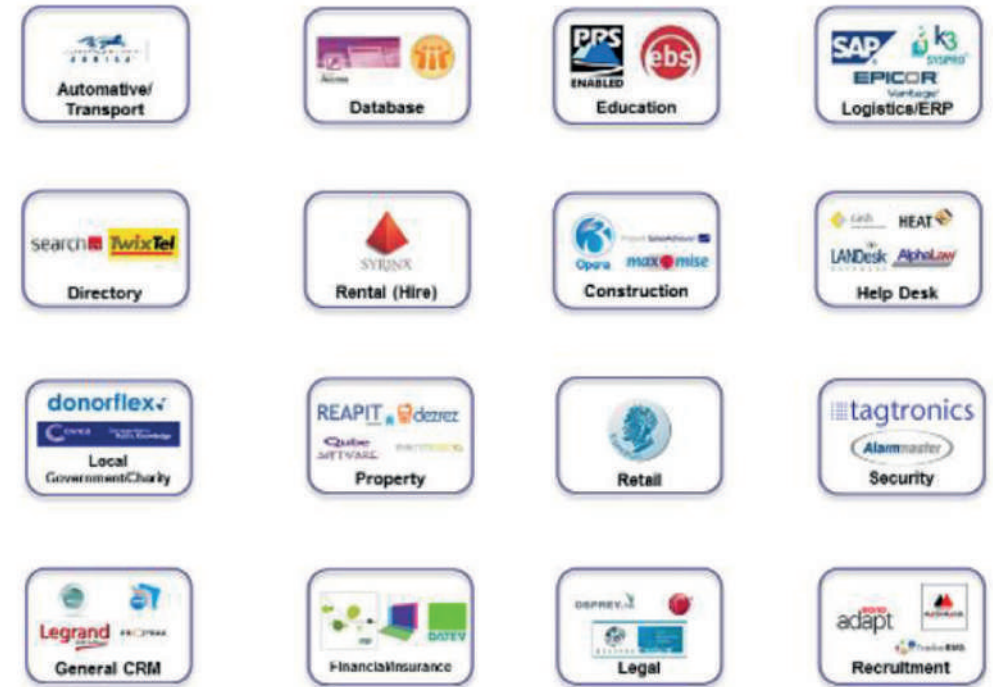
## “Standard” Integration

- Support for Caller Preview, Screen popping, address book searching and click to dial as standard.
- Support for Activity Logging for a selected (but increasing) number.
- Can be easily installed and configured directly by the customer or reseller.



## “Controlled” Integration

- Add-in has been written to meet a specific customer request.
- Not normally visible in the application
- Requires a special code to make visible
- A chargeable project request must be made on Sipdesk to enable and install integration
- Integration features may vary by application and support for future versions might not be available.
- Details are documented on product website
- Always requires a CRM license



Other applications can be investigated on request via the online Application Integration Request Process (AIRP).

## Events & Custom Integration

- Control what automatically happens on inbound or outbound calls, or when call is answered
  - Display Phone window
  - Pop contact details
- Run a program (or go to a web page) on a selected event (e.g. call connected), and based on
  - Direction of call
  - Whether internal or external

Call events

Select the action to take place when calls happen

On ringing: No action

On answer: No action

On outbound: No action

Select the sounds to play when calls are received

On ringing: [text input] [play] [menu]

Call waiting: [text input] [play] [menu]

☐ Mute speaker when call in progress

Use following Event

Event

+ Add

Event: Call: Connected

Direction: In

Calls: External

Program: External

Enter the full path of the program to run. To launch a browser window, leave this box blank.

Parameters: [text input]

Enter the web page (including HTTP://) or parameter to pass to the executable. E.g: -Caller= %Call\CallerContact\Tel%

OK Cancel





sipdesk Communicator

# SUMMARY OF BENEFITS

## The Benefits of sipdesk Communicator

- Increase Customer Satisfaction:
  - ☑ Professional handling/transferring of calls
  - ☑ Identify and return missed calls
- Save Money:
  - ☑ Reduce call times, number of calls, call charges
- Increase Staff Productivity and Collaboration:
  - ☑ Ideal for businesses with high inbound/outbound calls
  - ☑ Integration to CRMs and other business applications
  - ☑ Contact searching and “popping”, click-to-dial





THANK YOU