



BROOKSIDE CLOUD CONSULTING



CLOUD-BASED SOLUTIONS FOR

LAW FIRMS



**VOICE, CHAT, VIDEO, CONTACT CENTER, ANALYTICS,
GUNFIRE DETECTION, FACIAL RECOGNITION, NG911,
EMERGENCY MANAGEMENT & MASS NOTIFICATION**



BROOKSIDE CLOUD CONSULTING



(512) 839-6460



MIKE DANCE

**VENDOR AGNOSTIC
INDEPENDENT
CHANNEL PARTNER**



mdance@  **BROOKSIDEUS.com**



www.  **BROOKSIDE US.com**



NG911 COMPLIANCY



Gartner Magic Quadrant Providers, Major Carriers, & MSP's

SINGLE POINT OF CONTACT WITH DECADES OF EXPERIENCE



Brookside Cloud Consulting wants to be your **vendor agnostic independent channel partner**.

With decades of experience and access of up to **800+ providers**, I can get you the best deal.

Check out this roster of providers that we work with and **get the best pricing** from all of them!

MAGIC QUADRANT PROVIDERS OF UCaaS (VOICE) & CCaaS (CX)



MAJOR CARRIERS FOR FIBER, COAX, TV, & SD WAN SOLUTIONS



EMERGENCY EVENT MANAGEMENT & NOTIFICATION



ENTERPRISE SOFTWARE AND DATA CENTER SOLUTIONS



Brookside helps you design and implement the best solution to meet your needs and budget.

And because the providers pay Brookside for their professional help, it's **FREE** for our clients!



Legislative measures like **Kari's Law**, the **Ray Baum's Act**, and **Alyssa's Law** play a crucial role in enhancing the safety and security of schools and public buildings by addressing important aspects of emergency response and communication.

FCC Federal Communications Commission & NEXT GEN 911 LAWS

KARI'S LAW



Allows **DIRECT ACCESS TO 911** without access codes



Allows **On-site notification** of 911 calls and the **extension**



RAY BAUM'S ACT

Any call to 911 must provide a **dispatchable location** to 911 PSAP

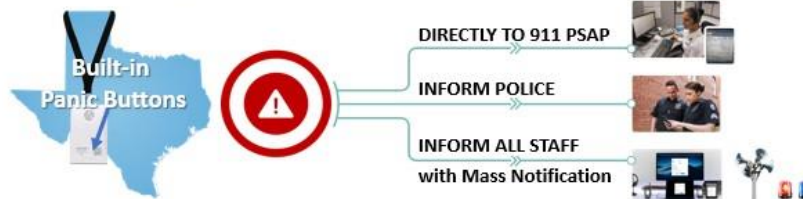


Any call to 911 must provide a **dispatchable location** to **on-site personnel**.



ALYSSA'S LAW

Silent panic alert technology that directly notifies 911 in the classrooms by the **2025-2026** school year.



By ensuring direct access to emergency services, improving location information, and providing rapid alert systems, these laws aim to protect lives and minimize harm in emergency situations.

Panic buttons reflect the growing emphasis on preparedness and response measures to safeguard customers, staff, and the general public when they are in the office.





BE PREPARED WITH THE **911** INFORM COMPLETE SOLUTION FOR **EMERGENCY** EVENT MANAGEMENT



FEATURES & CAPABILITIES

- **Camera Integration** – Integrate existing IP-based camera systems currently being used by the district. Dispatchers and on-site personnel can access live camera feeds from 911inform buildings during emergency events. **When the event is closed all camera access is removed for all parties.**
- **Door Controls** – Integrate existing door locks allowing for remote access capabilities for first responders and on-site personnel.
- **Strobe Lights** – Integrate emergency strobe lights with the ability to set different light patterns based on emergency events.
- **Gun Shot Detection** – Monitor sensors that can detect the sound of a gunshot to initiate lockdown events. The 911inform notification will display the floor plan approximately displaying the area where the gunshot originated.
- Direct room intercom, monitor and paging into the school
- Situational awareness inside the school
- Door and camera control from dispatch or patrol car
- Detailed floor plan mapping with geo-mapping
- Faculty and student location displayed on floor plan
- Missing student indicators and tracking
- Clear Building & report dangerous objects on map
- Tactical Mode to easily view perimeter of the building
- Facial Recognition
- Weapons Detection

PANIC BUTTONS FROM MOBILE DEVICES

- 911 Calling
- Medical Emergency
- Lockdown Building or Entire District
- Silent Alarm
- Active Shooter
- Fire
- Shelter in Place
- Bomb Threat

911 INFORM EMERGENCY EVENT MANAGEMENT

911inform is the only notification & emergency event management solution that is co-located *within* the **911 Public Safety Answering Points (PSAP)** and provides an *interactive* map with bi-directional access to your existing **security systems**.



Only **911 INFORM** delivers **accurate location information** for **911 calls** - including calls from **cell phones** - to your **key personnel**, the **911 Public Service Answering Position (PSAP)** and **first responders**.



911Inform integrates to your *existing* **door security, cameras, and lights** and provides **facial, weapon, & license plate recognition** along with **gunfire detection, panic buttons, mass notification**, and more.



911Inform serves as a single pane of glass for all your existing *and* new safety and security applications.

LICENSE PLATE & FACIAL RECOGNITION



According to the National Center for Education Statistics, almost **80%** of elementary schools have security cameras as part of their security system. This number rises to about **94%** for high schools.

So students are already being surveilled and layering in facial and license plate recognition is all about providing **real-time alerts** to security staff so they can respond to threats quickly.

Facial recognition systems are primarily being used to identify bad actors such as violent ex-students, registered sex offenders, non-custodial parents, or anyone who may have made threats against the students or staff.

GUNFIRE DETECTION

SaveZone is part of a completely *customized* safety solution that provides the best possible solution to address how emergency situations are handled from a communications standpoint when there is **gunfire**.





InformaCast Mass Notifications



InformaCast is a powerful mass notification system that reaches your people on both their mobile and on-premises devices.

InformaCast offers the only mass notification system that reaches people on-site *and* does mobile alerts from the *same* alerting solution.

When you need everyone to receive a message very quickly, and you need it to grab their attention, InformaCast delivers attention-grabbing streaming audio to a wide variety of devices.

LEVERAGE EVERY CHANNEL · Utilizing all your on-premises and mobile devices means it's more likely you'll reach everyone rather than relying solely on **mass SMS text messages**.

- **InformaCast Mass Notifications** can be sent as live and recorded audio to speakers and phones and text can be sent to a desktop computer, desk phone displays, and digital signage.

- Mobile alerts from **InformaCast** can be delivered as SMS text, push notification, email and/or audio.

ALERT BEYOND YOUR ORGANIZATION Connected devices can trigger visual alerts like flashing strobe lights, digital displays and scrolling text. Have visitors self-enroll to receive notifications simply by texting a designated number.

InformaCast Fusion is a leading mass notification solution used in thousands of organizations around the world to enhance safety and communication.

Schools, universities, hospitals, government agencies, manufacturing facilities and businesses ALL use **InformaCast** to prepare for emergency situations, share critical information, and improve daily processes and procedures.

PLAYS WELL WITH OTHER APPS

InformaCast Fusion enables you to send text and audio notifications to your existing devices and adds mobile notifications (SMS text, email, and push notifications) and native integration with collaboration tools like **Microsoft Teams**, **Cisco's Webex**, **ZoomOne**, and most cloud-based solutions.

InformaCast provides the speed and reach you need to ensure **everyone** receives the information they need to stay safe.



Someone in your organization recognizes a potentially dangerous situation that warrants sending a mass notification. In that case, an **InformaCast** alert can be activated directly within the Teams' interface using the **InformaCast** bot. Teams users must download the bot from the Microsoft AppSource store to properly integrate the two tools.

When the bot is activated, it will respond with an adaptive card. The user can fill out the card with additional information about the situation. This can include the location of the incident, a description of a medical emergency, or the characteristics of an intruder.

Once the card is completed, the bot will confirm the submission and send alerts through Microsoft Teams and the rest of your **InformaCast** ecosystem. This can include desk phones, mobile phones, IP speakers, digital signage, and other connected devices and systems.

Of course, alerting people is only half the battle. You also must manage and respond to the situation once you know it is happening. Following the alert distribution, key safety team members will receive a prompt to join a Microsoft

Teams channel where they can collaborate and follow up on the situation.

In the Teams channel, users can view summaries of responses directly from **InformaCast** to see the effectiveness of the alert sent out. Follow-up messages can also be sent directly from Teams.

If you're using **Microsoft Teams** and **InformaCast**, but haven't tied them together, or if you're using one of these solutions and want to learn more about the other, **we need to talk**.



SURVEILLANCE & SECURITY

Brookside Cloud Consulting has a strategic partnership with [Dyezz Surveillance and Security](#) to provide turn-key solution design and implementation of managed **video surveillance, door access, fire, and security solutions** that complement the **911Inform Emergency Event Management Platform**.



Brookside's strategic partnership with **Dyezz Surveillance and Security** allows them to offer **video surveillance, access control, intercom systems, alarm systems, and fire alarm systems** to their clients.

These systems provide **real-time monitoring** to protect your business, home, and family. Choosing the right surveillance system is crucial for ensuring safety.

- **Access Control.** This service involves identifying, designing, and installing access control systems. These systems can range from restricting access to a single door to managing access across multiple points.
- **Alarm Systems.** Reprogramming alarm systems for burglar and fire alarm monitoring can be done for a cost as low as \$0.57 a day. This service ensures that your property is protected from potential threats.
- **Fire Alarm Systems.** Quick response time is crucial in the event of a fire. Installing an effective fire alarm system can be a critical decision for safeguarding your home or business.
- **Intercom Systems.** Intercom systems allow communication with visitors without granting them physical access. This adds an extra layer of security to homes and businesses.



ALARM.COM



Dyezz has been providing the highest quality of installations and service for **video surveillance systems, burglar and fire alarms, access control systems, covert surveillance, intercom systems, and home automation** since 2001.

Texas Department of Public Safety License # B11530 and Fire License # ACR-2713

What started as a local Austin business that has grown to service the metropolitan markets of **San Antonio, El Paso, Dallas, and Houston**.



ENTERPRISE-GRADE INFRASTRUCTURE



Extreme Networks provides **wired and wireless network infrastructure equipment** and develops software for **network management, policy, analytics, security & access controls**.

Future-proof with Wi-Fi 6E. Boost IT efficiency and deliver seamless user experiences with intelligent, cloud-managed wireless.

Universal. Increase agility with latest Wi-Fi 6E technology that also allows new use cases via user-selectable software.

Cloud Management Your Way. Combine industry-leading Wi-Fi with Extreme cloud management that streamlines deployment and monitoring of wired, wireless and SD-WAN devices via a single pane of glass.

Modern Digital Experience. Leverage explainable machine learning for a more proactive IT operations team.

Extreme™ is trusted by over 50,000 Clients Worldwide



BANDWIDTH

Reliable internet connectivity is a **requirement** – not a luxury - in today's cloud-based world. Based on the service address, pricing can be all over the map as the carriers are running **fiber** everywhere it makes sense.



Brookside has **direct** relationships with all the major carriers and is a channel partner who gets great pricing. We order fiber from carriers every day and can help make sure they have what they need to install your services.

BUSINESS CONTINUITY WITH SD WAN

SD-WAN technology has gained popularity for its ability to make WANs more agile, cost-effective, and responsive to the dynamic needs of modern businesses. It is particularly valuable for organizations with **distributed branch offices**, **remote workers**, and a **reliance on cloud-based applications**, as it can optimize connectivity and application performance across the entire WAN infrastructure.



FEATURES & BENEFITS OF SD WAN

- **SD-WAN** ensures **HIGH performance** for web-based apps without sacrificing security.
- **Centralized, cloud-delivered management dashboard** for configuration & management of WAN, cloud, & security.
- **Real-time optimized performance** for Microsoft Office 365, Teams, Salesforce, VoIP, & SaaS.
- **Quality of Service (QoS)** that prioritizes real-time apps over guest and social media use.
- **Secure traffic** across broadband Internet and into the cloud with integrated threat protection enforced at the right places.

CYBERSECURITY

Law firm data security should be a top priority for any practice, and here's why: Clients trust you with their most confidential information.

Since clients entrust lawyers with so much of their sensitive data, law firms make prime targets for cybercrime.

According to the **2022 ABA Cybersecurity Tech Report**, [27% of law firms experienced a form of security breach](#). You don't want your law firm to become part of that statistic.

How do you mitigate your firm's risk of data breaches and keep your clients' data as secure as possible?

Here are a few certifications that are designed to protect agencies from a variety of cyber-attacks.



FEDRAMP. The **Federal Risk and Authorization Management Program** is a United States federal government-wide compliance program established by the **General Services Commission (GSA)** division of the US government that provides cloud-based products and services and their commitment and approach to **authorization, security assessment, and continuous monitoring**.

When a vendor states that their solution is FedRAMP authorized, it means that they have gone through the evaluation process, met the criteria and standards, and will be deploying their cloud-based solutions and services in one or more federal agencies.

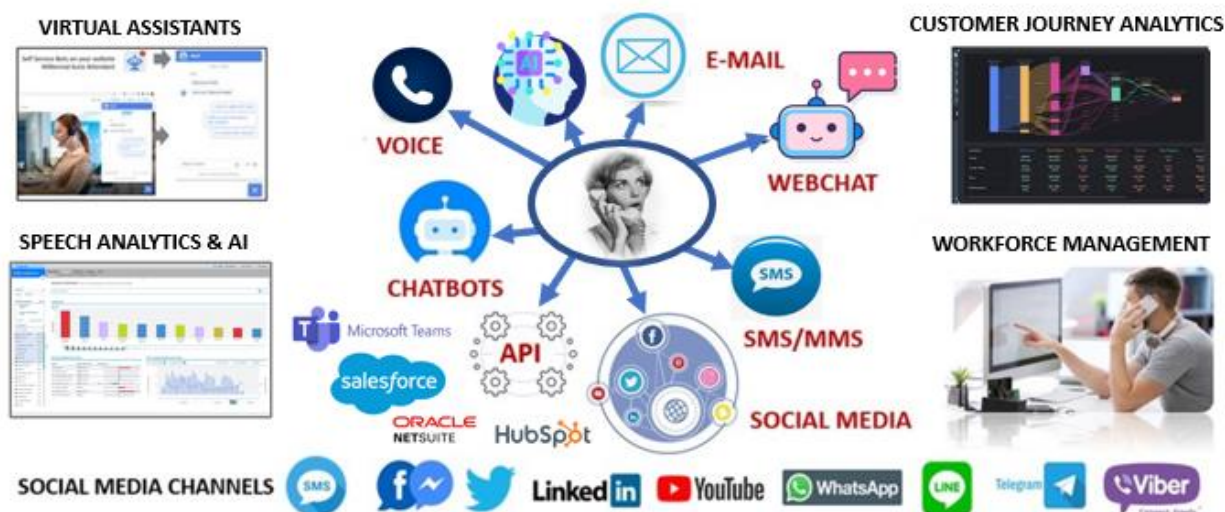
Texas Risk and Authorization Management Program (TX-RAMP) provides a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process, store, or transmit the data of a state agency.

OMNI-CHANNEL CONTACT CENTER

An omnichannel cloud contact center is a customer service function that uses cloud-based contact center software to manage your customer interactions across multiple channels. These channels **include phone, chat, email, text (SMS), and social media**.

Omnichannel involves using multiple channels to give customers a seamless and integrated experience.

Businesses can improve their omnichannel strategies by updating email newsletters, discussing SMS marketing solutions, and using other approaches.



Customer Journey Analytics is the process of understanding the impact of every interaction a customer has with your business. This includes all touchpoints in the customer lifecycle — websites, social media, live chats, follow-up emails, phone calls, and in-person assistance on the sales floor.

Social Media Contact Center Integration. Engage with your customers through an interface they are already comfortable and familiar with. Meet your customers where they already are by adding social media integration and chat messaging as a contact channel option.

Although digital channels continue to grow in popularity, **VOICE** remains the preferred channel for customer service queries. **Natural language processing (NLP)** makes it possible for technology to understand conversations in the everyday language customers use when speaking to your customer service team.

What is speech analytics? Speech analytics uses technology to listen to and analyze conversations. By using AI, rather than people, large amounts of unstructured data can be analyzed effortlessly.

Similar technology can be employed to analyze text and the combination of speech and text analytics gives organizations the ability to uncover deep actionable insights that can be used to improve future interactions or have a positive impact on 1-2-1 customer interactions in real-time.



INTELLIGENT VIRTUAL ASSISTANTS (IVA)

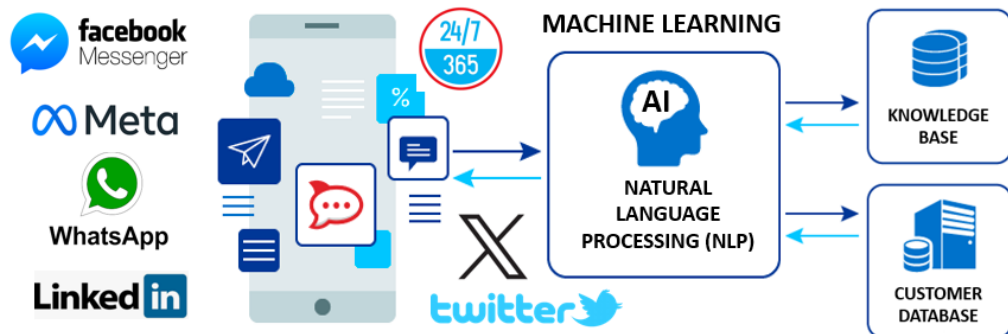
IVA's use **conversational AI** to simulate human conversations and answer questions from a knowledge base and act like a live person that is **available 24/7/365** for students, teachers, etc.



VIRTUAL ASSISTANTS GET SMARTER EVERY DAY!

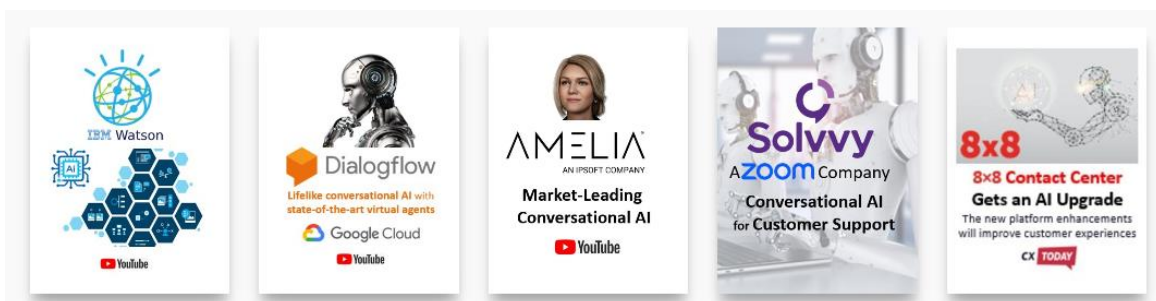
THANKS TO CONVERSATIONAL AI

CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS



IVA's can interpret the user intent, process their requests, and give prompt relevant answers.

MULTIPLE OPTIONS FOR CONVERSATIONAL AI





AUDIO CONFERENCING

The Conference Bridge feature of VoIP allows large groups of people to participate in a phone call. Conventional phone service limits conference calling to a maximum of three people.

This advanced system can accommodate hundreds of participants on a single call, all at the same time.

Conference bridge calling eliminates communications the problem of long-distance travel, hectic schedules, and financial limits as obstacles to scheduling meetings.

Timely and effective interaction between many stakeholders in the larger community is the central requirement for any successful educational institution.

Features and Benefits of Conference Bridging

No Setup Required — The conference bridge is implemented by the VoIP provider. Your firm needs only a dedicated phone line and the proper audio equipment. Participants will be connected by dialing into the conference bridge, using a phone number and PIN provided.

- **Choice of Capacity** — Conference bridging technology supports multiple conference rooms and multiple call participants in each. You select the number of conference room and participants based on the model, hardware, and licensing terms you choose.
- **Graphical User Interface** — Advanced features of better systems include a GUI that enables participants to see who has joined the conference and who is currently speaking. Moderators and call administrators have even more advanced controls providing more information.
- **Convenient Attendance** — Clients can attend many meetings without even leaving their workplaces or homes. Save time that can be used to get more done, by eliminating the need to drive to firm to attend every meeting in person. Attorneys can gain back precious time by meeting anytime, as needed, with clients when important issues come up.
- **Flexible** — Participants can dial into the conference call from landlines, smartphones, computers, tablets or other devices. Unlike face-to-face meetings, this allows meetings to be scheduled around needs instead of schedules.





ON-LINE FAXING

Online fax sends scanned paper documents or digitally created documents in a digital file format from your computer or mobile device via the internet.

The modern online faxing alternative to traditional faxing requires feeding paper documents into a stand-alone fax machine to send and physically removing received paper documents from the fax machine after they are printed.

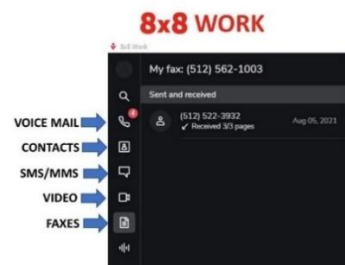
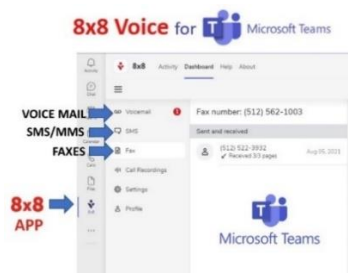
Online faxing lets you fax securely and directly from your office, home, etc. - anywhere with network access.

Features and Benefits of Online Faxing

- **Large File Transfers** — Online faxing lets you send files of more than 100 pages, high-resolution photos, videos, audio files, and large workbooks of spreadsheets. Without this, it can be difficult or impossible to transmit files over a certain size limit.
- **Group Delivery** — The system automatically sends a message to each addressee's inbox. Send paperless faxes to many different lawyers, parents, student groups, or other large groups of recipients simultaneously as needed.
- **Electronic Signatures** — Sign received or sent faxed documents digitally. This is essential in today's standard practice at most cost-conscious institutions. Transmitting forms through electronic channels, saves a lot of time and money for firm, compared to using slow and costly paper mailing or hand-to-hand transfers.
- **Mobile Faxing** — Receive document transfers from anywhere there is internet access. Online fax capability enables busy firm administrators to avoid the processes of having employees back at the office fax items for them while they're out of the office.
- **Increased Privacy** — Faxes sent online can be delivered to your email inbox, instead of to your law firm's office fax machine, for increased delivery speed, convenience, efficiency, and protection of sensitive information.



FAXING FROM DESKTOP, APPS

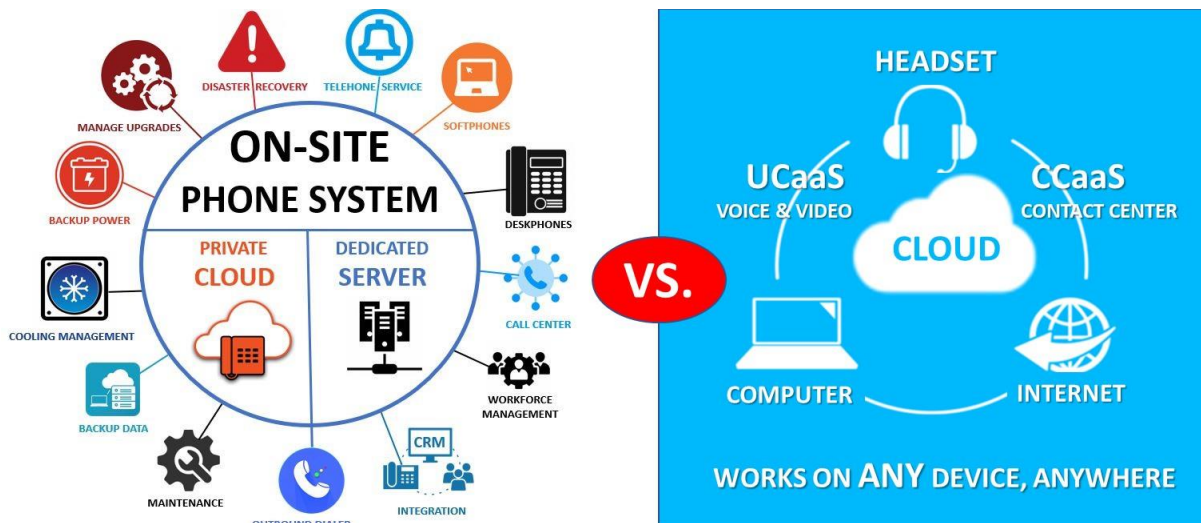




ON-SITE PHONE SYSTEM VS. CLOUD-BASED UCaaS

When comparing the difference between your **on-premises** solution that you own, the results will shock you. On-premise has huge responsibilities for the client are *enormous* compared with **FREE** support 24/7 for cloud.

Cloud-based solutions, as opposed to an on-premise system, make sure you can communicate with staff members, students, and parents inside and *outside* of your building securely using the latest cloud technology.



Key Benefits of Moving Voice & Video to the Cloud-based UCaaS

- Know exactly what you are going to spend on a cost per user basis for the next 3-5 years
- **Minimal upfront cost** and pays for itself through savings when comparing the **total cost/user**.
- Reduces complexity & responsibility for IT by getting rid of legacy server hardware & circuits.
- **Consolidate collaboration tools** to reduce the number of apps, logins, & passwords for users & IT.
- Pay for what you need on a per user basis and always have the **latest features & capabilities**.
- Meets business continuity & security goals with enterprise connectivity using fiber & SD WAN.
- Cloud-based solutions install easily, are always up to date, and come with **24/7/365 support**.
- They integrate with applications like **Google Workspace for Education & Microsoft 365/Teams**.
- Consolidation and integration of key apps to deliver the **best possible user experience**.

Gartner Magic Quadrant Providers - Unified Communications & Contact Center as a Service





Gartner Magic Quadrant Providers

There are a LOT of cloud-based solutions available but not all of them are perfect for your business.

Gartner's Magic Quadrant is a culmination of extensive research in a specific market, giving you a **wide-angle** view of the relative positions of the market's competitors – including basic financial info.

Go to www.BrooksideUS.com for access to the latest **Gartner Magic Quadrant** white papers.

UNIFIED COMM. as a SERVICE (UCaaS)



SD WAN SOLUTIONS



CONTACT CENTER as a SERVICE (CCaaS)



ENTERPRISE CONVERSATIONAL AI





Move **VOICE** to Microsoft Teams and use it as your **Phone System**

Microsoft Teams Monthly Active Users (MAU) has surged to literally everyone in the business world.

Teams allows your staff to effortlessly meet, work together, create content, and share resources in **Office 365** — featuring the simple, intuitive power of **Microsoft Teams**.

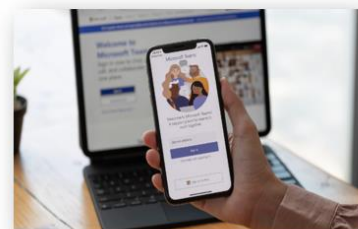
Microsoft Teams offers instant chat, file sharing and screen sharing, access to shared calendars for planning meetings, and integration with a range of productivity management tools.

Microsoft Teams makes sense as your go-to collaboration and communication tool if you already have a lot of investment in Microsoft tools and productivity apps. The integrations with the Microsoft ecosystem are excellent.

Microsoft Teams' flexible UCaaS Features include:

- Built-in Softphone for Work Number
- SMS Chat
- Direct routing to carriers or Microsoft phone plans (not recommended)
- Messaging and file sharing
- Video and audio conferencing
- Access to all Microsoft 365 productivity tools

Employees are already familiar with **Microsoft Teams** can help to drive adoption for businesses of all sizes.



USERS ALREADY KNOW IT

WHY NOT ADD VOICE?

Reduce complexity for users & IT
and just use  **Microsoft Teams** for
voice, chat, video, screen sharing,
task management, file sharing and more.





Of course, other features make Microsoft Teams a great tool for business communications, including:

- **Meetings and conferencing:** Microsoft Teams offers several tools for hosting meetings and conferences across your practice. You can take advantage of online meetings, video conferencing, screen sharing, and even webinars. Easily schedule meetings, share meeting notes, invite guests, record meetings, and more all while benefiting from one-touch join and live chat.
- **Calling:** Teams enable voice and video calling on your computer, tablet, mobile device, or even desk phone if you still have one. Microsoft offers voice-over-IP (VoIP) and traditional PBX to fit your firm's needs. Calling features include conferencing, call management, direct routing, call queues, contact center integration, and an auto attendant for when you can't pick up. That means that Teams can double as your law firm's phone system, if implemented in its entirety.
- **Chat:** Inside Microsoft Teams, you can send messages to individuals or groups, join a video call, or share your screen. Plus, you can message those within your law firm from anywhere using the easy mobile app. Teams also integrates with the other Microsoft 365 apps seamlessly, so you can chat while working on documents and files.
- **File sharing:** Law firms generate a lot of files. With Teams, you and the rest of your firm can collaborate on projects in real-time. Instant and automatic sync with version tracking also eliminates the mess that is multiple versions of a single document. Files, including those inside Word and PowerPoint, can be edited without ever leaving Teams and you can set permissions to protect your files from wandering eyes.
- **Calendar:** Teams includes a ton of calendaring features so you can easily track your meetings, calls, and more. For example, you and others in your firm can add meetings to calendars while inside Teams. Those meetings can then be synced across each meeting guest's calendar without any additional effort.
- **Tasks:** Not only can you view your tasks from inside Teams, but you can also create new tasks from chat messages via Tasks Bot. For example, when your assistant sends you a message regarding a client call, you can easily create a task as a reminder for later.
- **External collaboration tools:** Via the guest access feature, Teams allows you to bring others from outside organizations into your channels easily, so they too can collaborate via chat, calling, and conferencing.
- **Third-party integrations:** Although Teams has all the tools necessary to be the hub of your firm, it also seamlessly integrates with other apps and software such as Asana and Clio Manage.

Your users are already familiar with, Microsoft Teams can help to drive adoption for businesses of all sizes. And just like the other apps inside **Microsoft 365**, Teams is **cloud-based** and available in-browser, with an installable desktop application, and via mobile devices.



Microsoft Teams

This is only a sampling of what Teams has to offer for your organization. It's also quite affordable when compared to other options out there when compare apples and apples.

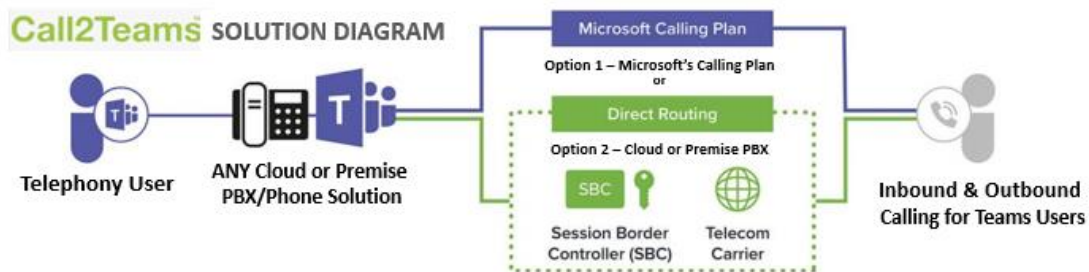
Microsoft charges \$8.00 a user for a Phone System License regardless of provider plus a UCaaS license.



Microsoft Teams does not provide an **applications programming interface**, or “**API**” like everyone else.

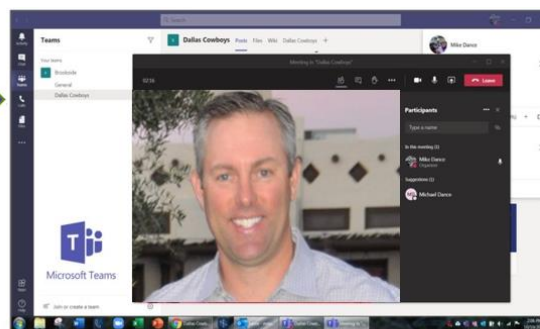
An API is programming code that enables data integration between one software product and another.

Because there is no API, providers use the same *workaround* from cloud-based provider [Call2Teams](#).



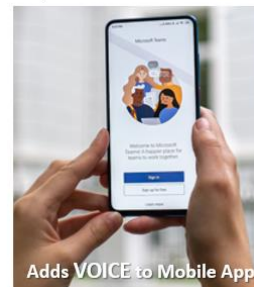
Many organizations trust their IT people who convinced them Microsoft can deliver quality voice – but they can't.

INBOUND & OUTBOUND CALLS COME RIGHT IN TO



Make & Receive calls within the **Teams** app using **Calls**

Outbound Caller ID shows your work number for phone calls & SMS texts.



Adds **VOICE** to Mobile App



Zoom takes a **video-first approach** to collaboration, enabling quick and easy meetings at the touch of a button. It's very user friendly to set up audio and video meetings and teams can share files and screens, create breakout rooms, and change their backgrounds and it's easy to host webinars and events.

You can access a range of speaker views, including something like the **Together Mode** like MS Teams.

Supporting your administrators and providing flexible learning modalities for students has never been easier. Now you can manage your communication procedures and policies as well as emergency protocols all within **one platform**.

UCaaS & CCaaS. While you can enjoy simple and effective video meetings through the Zoom platform, you can also unlock UCaaS with **Zoom Phone** for calling, and even send messages to team members through **Zoom Chat**.

Ranging from a simple **Zoom app** where you can access all the features you need to connect with teams, to call transferring and management functionality; Zoom is a comprehensive platform that includes:

- Access to mobile and desktop apps
- Call transfer and routing capability
- Call forwarding and voicemail
- Salesforce, Microsoft, and Slack
- Elevate to meeting functionality
- Omni-channel contact center
- Monitoring for supervisors
- In-depth analytics and reporting

Zoom Contact Center helps businesses deliver prompt, accurate, and highly personalized customer experiences that drive loyalty. Reduce cost and complexity with ONE easy-to-use administration portal for contact center (CCaaS) and all those collaboration tools (UCaaS).

Provide intelligent self-service with Zoom Virtual Agent

- Boost your CSAT score. Our chatbot AI accurately understands what your customers are asking, regardless of how it's worded
- Improve first-contact resolution. Provide highly specific responses by integrating with your CRM, e-commerce systems, and all your company's source of truth
- Drive faster resolution. Seamless handoff with chat history so agents can efficiently take over where the AI chatbot left off

Zoom is perfect for organizations that really like the Zoom experience and just want to add voice to video as well as the latest omni-channel contact center using intelligent virtual assistants (IVA), etc.

Most if not all of your users already have Zoom installed on their devices for whatever reason so it makes sense to add voice and consolidate into **one Unified Communication and Collaboration Platform**.

Zoom's goal is to help you provide the best possible customer experience (CX) and for your users & IT.



8x8 erases boundaries between **UCaaS** (voice & video) and **CCaaS** (contact center) with a **one platform** approach. **8x8** combines **UCaaS** and **CCaaS** into a single solution that is easy to manage on a secure and compliant cloud-based platform that has the industry's only **platform-wide 99.999% uptime SLA**.

Some of the leading features included in **8x8** UCaaS offering are:

- Integrations with **Microsoft Teams, Salesforce, G-Suite**, and others
- Audio and video conferencing functionality
- Self-service Interactive Voice Response (IVR) and Intelligent Virtual Assistants (IVA)
- Sophisticated Multi-level Auto-attendant functionality
- Messaging over SMS, voicemail, email, and apps from your work number
- Collaboration features and Employee presence
- Support for compliance requirements

The UCaaS solution from **8x8** ensures that companies have all the components they need in a **single platform**, from video conferencing and SMS, to voice and chat technology.


8x8 makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights.

You get **built-in redundancy** to protect against downtime, and you can access a wide range of solutions for omni-channel communications too.

8x8 provides unified administration capabilities that allow you to provision, configure, manage, and monitor all your communications with one administration console for UCaaS and CCaaS users.


8x8 supports **unlimited global calling** and **SMS**, and it's well suited to companies who have specific compliance requirements, thanks to a HIPAA compliant approach to conversations.

8x8 X Series provides a range of service plans that include **unlimited calling** to specific countries, for no additional cost, with up to **48 unmetered destinations** as you can see from this chart based on their **X1-X4** licensing.



8x8 Work App


Works on ANY device, ANYWHERE



MOBILE PHONES **TABLETS** **DESK PHONES**

Make & Receive Phone Calls & Texts from App
Uses their business number – not their mobile

Download Options



Available on the **App Store**
available at **amazon appstore**
Download **Desktop App**
GET IT ON Google Play



8x8 Voice for Microsoft Teams

8x8 has deep native integration to **Teams** via **8x8 Voice for Microsoft Teams** which provides enterprise-level telephony *and* contact center with global inbound and outbound PSTN calling across to more than 46 countries.

8x8 Voice for  Microsoft Teams is a **cloud-based PBX-to-PBX integration to Microsoft's Phone System**.



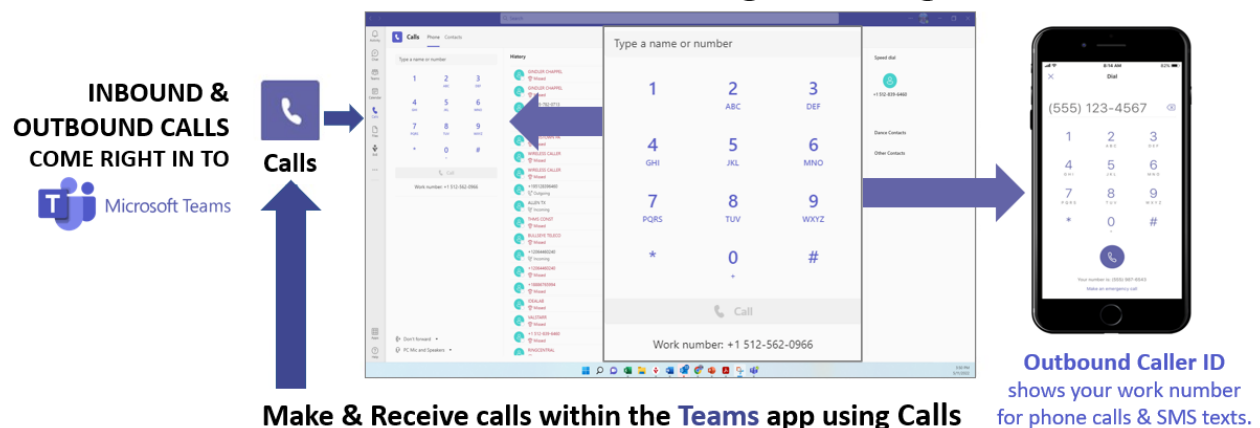
8x8 Voice for  Microsoft Teams provides **enterprise-grade global PSTN connectivity** to  Microsoft Teams.

Most use **Teams** for **internal** with **external** calls on separate phone system & lines to manage like this:



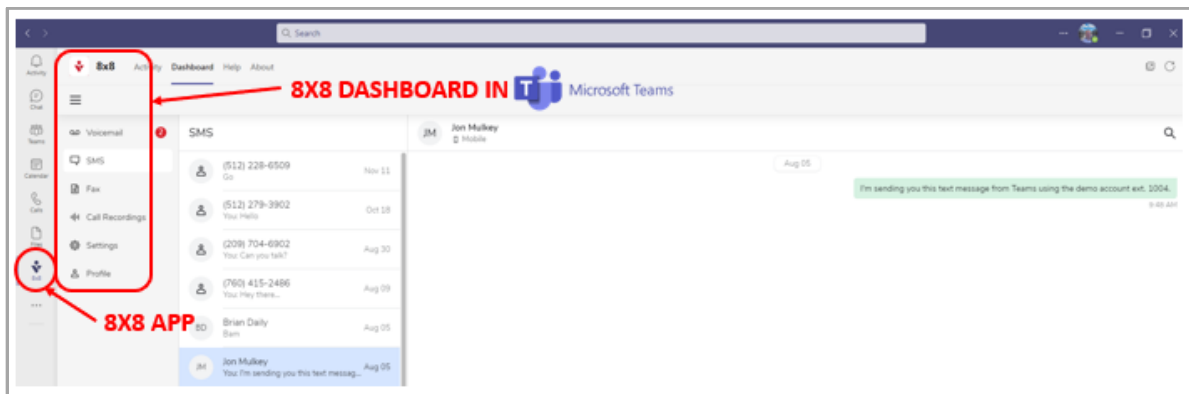
Why not make it easier and use **Teams** for both inbound & outbound calling and use **ONE APP** for everything?

Add Inbound & Outbound Calling to Existing Teams



8x8 Voice for Microsoft Teams

8x8 Voice for Microsoft Teams comes with a **dashboard** as part of an **8x8** app that operates within **Teams**.



It's super easy to install and provides the best overall experience for your users and IT with **ONE APP**. 8x8 techs will work with your IT people to set up Active Directory ONE-TIME that allows them to talk.

It all starts with a **USER TEMPLATE (.CSV File)** that has all the pertinent user information - name, direct number, e-mail, phone ext.

And the best part is once both 8x8 & Microsoft Teams have been set up with the right permissions, adding up the Teams users in 8x8 is as easy as 1-2-3. Flip the switch in the bottom right corner that says "Enable MS Teams Integration" when you add users.

Extension List in .csv Format

Line Extension	User Last Name	User Email	User Phone Number
1	Texas	office	952.809.1000
2	London	Crumpton	952.809.1000
3	Meredith	Mark	952.809.1000
4	Rene	Grumpton	952.809.1000
5	Ross	Albani	952.809.1000
6	Henry	Crumpton	952.809.1000
7	Austin Conference	Room	952.809.1000
8	Clear	Marina	952.809.1000
9	Future	Marina	952.809.1000
10	Future	Marina	952.809.1000
11	Future	Marina	952.809.1000



Services and permissions

Configure and modify license assignments

Assign a profile policy

Set Master User Template

Assign one or more services to user

X Series - X1 VOIP0218-01-05

Enable MS Teams integration

8x8 Application Panel



BOTTOM LINE. Microsoft is one of the only companies that doesn't provide an Application Programming Interface (API) that would allow other companies to fully integrate their products with Microsoft Teams. **8x8** is a global company that was the first to develop the best overall workaround for using voice in Teams.



8x8 Frontdesk empowers receptionists & operators to represent your business better from anywhere. With advanced call handling, shared directory and presence, and one-click away-from-desk call diverting, route calls to the right person faster, every time. **All without installing a separate app.**

Answer and manage calls from anywhere. Optimized for high-volume call-handling and simply enabled in any environment with the **8x8 Work for Desktop**. Check out [Frontdesk YouTube](#)

Extends the receptionist role to any user. The Frontdesk interface can be activated for any user with an X Series X4 license, enabling you to front your business with your best people.

Unified operator experience for UC and Contact Center. As part of the **8x8 XCaaS** integrated solution, **Frontdesk** provides all-encompassing visibility and onward call connectivity to contact center agents, UC extensions and **Microsoft Teams** clients.

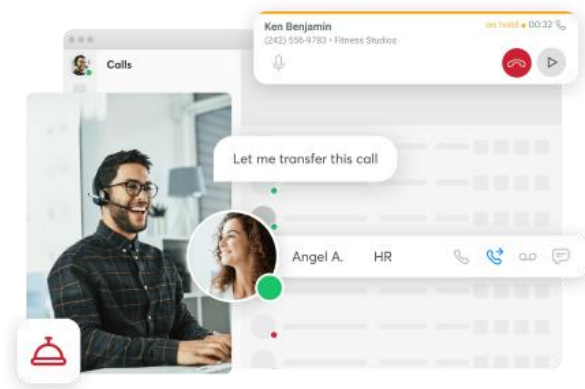
Simple to deploy for instant impact. There's no additional software to install and administrators can assign Frontdesk with a *single click activation* in Admin Console.

Answer and manage calls from anywhere. Optimized for high-volume call-handling and simply enabled in any environment where the 8x8 Work for Desktop app is being used.

Extends the receptionist role to any user. The Frontdesk interface can be activated for any user with an X Series X4 license, enabling you to front your business with your best people.

Unified operator experience for UC and Contact Center. As part of the 8x8 XCaaS integrated solution, Frontdesk provides all-encompassing visibility and onward call connectivity to contact center agents, UC extensions and Microsoft Teams clients.

Simple to deploy for instant impact. There's no additional software to install and administrators can assign Frontdesk with a **single click activation** in Admin Console.





With everything moving to the cloud and a UCaaS model, Cisco acquired cloud-based **Broadsoft** in 2018. This design was more in-line with the latest technology in this space and would use WebEx as the client.



Webex Calling, the call control and infrastructure are hosted and managed by Cisco in the cloud, and it is a subscription-based service. Webex provides a highly secure and easy-to-use solution that offers the best possible user and customer experience along with **omni-channel contact center**, and more.

With Webex Calling, maintenance and updates are handled by Cisco in the **cloud**, including voice services. Organizations don't need to worry about SIP trunk charges, hardware upgrades, software patches, or software updates as new features and enhancements are rolled out automatically.

Webex Calling is designed to integrate with other Webex collaboration tools, such as **Webex Meetings**, Webex Teams, and **Webex Contact Center**, enabling a unified collaboration experience.

With **Webex Calling**, the call control and infrastructure are hosted and managed by Cisco in the **cloud**, and is a subscription-based service that includes phone lines, long-distance charges, and all maintenance.



Cisco Unified Communications Manager (Unified CM) is a call control solution that requires hardware and software deployment within an organization's data center to provide telephony, high-definition video, unified messaging, Instant Messaging and Presence in a reliable, secure, scalable, and manageable call control and session management. You are responsible for the **voice circuits** which are usually SIP trunks along with multiple virtual instances.

Why webex?

Calling, meetings, messaging, and events in the cloud for teams of all sizes.

Working better, together. Trusted by 95% of Fortune 500 companies.

The future of work is hybrid. Webex powers a new way of collaborating that's centered around the work you do, not where you do it—whether it's in the office, at home, or anywhere in between.

Call from any device. Cloud calling made easy. Keep colleagues and customers close with a complete cloud phone system built to make and receive business calls on any device.

Meet from anywhere. Experience it with immersive share. Virtual presentations become as good as in-person meetings when you layer yourself over the content you're sharing.

Message instantly. Collaborate with anyone. Create a more efficient workflow with team messaging and file sharing for both internal and external teams—all in the same space.

Engage everyone. Instant audience engagement. Encourage more active participation in meetings and events with easy interactive audience tools for polling and Q&A.

Engaging webinar and event experiences made easy. Host interactive webinars and events for virtual and in-person audiences. Host large virtual events with up to **100,000 attendees** to reach more users.



This solution is perfect for firms that are currently using Cisco's premise-based private voice solution.

Between what you are spending on Cisco SmartNET and/or SIP trunks, it *pays for itself through savings*.



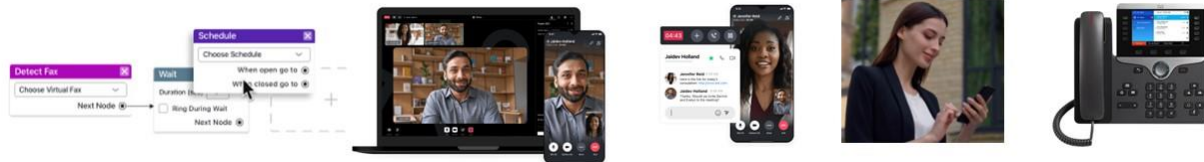
GoTo

Positive, secure interactions. Law firms need the ability to conduct secure calls, video meetings, and messaging from anywhere – while automatically keeping track of it all.

Focus on profitability. Your bottom line depends on your firm's ability to adapt to the needs of the modern, work-from-anywhere workplace.

Modernize your law firm. Your clients, associates, and staff are your firm. Attract and retain them with modern law firm software that lets you securely and confidentially communicate from anywhere. Manage billable leakages.

Time is money. Automatically track billable hours across meetings, phone calls, and messages.



Enhanced safety and notifications. Protect your users from the unexpected. Users can trust GoTo to keep users safe while online using:

- **Easy setup and configuration.** You don't have time to waste on getting up to speed. Quickly configure all your call routing in a drag and drop visual editor.
- **Work from anywhere.** Easily access client conversations all in one place. Access GoTo Connect on your desk phone, computer, or mobile device.
- **Trackable video calls.** Seamlessly switch between calls, HD video conferencing, and messaging. Track everything in one place.
- **TLS encryption and 256-bit AES encryption** at rest protects sensitive chat, recording, notes, and more.
- **Secure video conferencing** features for meeting hosts include password protection and meeting locks.
- **Full-control over attendees** (to monitor, mute, or remove someone)

Maintain a safe learning environment for attorneys and their staff leveraging GoTo's integrations with **SIP-based safety devices** and **mass notification software**.

- Phone system integration with on-premises paging and safety equipment including door locks, alarm system, and more
- Easily configure bells, paging and phones to broadcast announcements and alerts during an emergency
- Full integration with **InformaCast** and **CatapultEMS** mass notification systems to keep everyone safe, connected and informed
- Reliable cloud-based solution that keeps running even during outages with prioritized calling to emergency services.



Talk. Message. Meet. Support. One workspace for team & customer communications.

Dialpad provides *truly* unified communications, with advanced features all in one place—including call waiting, caller ID, and **built-in Ai technology**. Dialpad isn't just an ordinary business phone system. It gives you video meetings, SMS/MMS + team messages, and of course, phone calls—all from one *beautiful app*.

It's flexible and scalable, allowing you to add (or remove) users whenever you need to.

Truly unified communications. Phone calls, instant messaging, and SMS/MMS messaging, all on one place. Dialpad has both a desktop app and mobile app (and works on browsers too). Whichever business communication channel you prefer, you can do it all right from Dialpad without having to switch between different tabs.

An integrated contact center. If your business has a contact center or support team, Dialpad also has a fully integrated CCaaS product. One user interface, one login—which means your agents and supervisors can make phone calls and message each other from the same place where they'd handle customer calls.

Safe and secure. Dialpad is **SOC2® Type II compliant** and can help you meet your **GDPR compliance requirements**. From personally identifiable information to actual phone calls, Dialpad ensures that your data is encrypted and secure no matter where you are and what device you're using.

Voicemail transcriptions. Don't have time to listen to all your voicemails? No problem. What if your business phone service could transcribe your voicemail messages so that if you're stuck in meetings all day, you can still read transcripts of important calls you might've missed?

Fully integrated contact center with built-in Ai tools. Build better agent and customer experiences with live coaching, sentiment analysis, predictive CSAT scoring, and more—all in the same communications platform where you send messages and host meetings.

Sales dialer with live Ai-enabled coaching. Give your sales teams the tools to close deals faster. Dialpad's Ai tracks action items and even automatically surfaces scripts when tricky questions come up on prospect calls.



Vonage Business Communications (VBC), and it offers telephony, SMS, messaging and meetings. It integrates with Vonage's CPaaS & CCaaS on the **Vonage Communications Platform (VCP)**.

Vonage develops and operates its entire technology stack and sells mainly to the midmarket - but can and will support larger enterprises.

More than **90%** of its users reside in North America, although service to Latin America, the U.K., Europe and the Asia/Pacific region continues to expand.

Key changes in 2022 include enhancements to **Virtual Receptionist (IVR)**, **AI Virtual Assistant** and *automated integration* with **Microsoft Teams**.

Vonage Meetings has increased the scalability to 200 participants, an Integrated Whiteboard, Mute All, and the ability to escalate to video from **SMS, Team Messaging** and any web-based app.

VBC is *tightly* integrated with the **Vonage Contact Center**. Organizations with Contact Center as a Service (CCaaS) and UCaaS capabilities benefit from a consistent user interface, **single sign-on**, common call controls and a common directory.

The cloud contact center software that brings it all together. When you boost the agent experience, you help them to deliver an all-around better customer experience. And that can positively influence your sales and service delivery.

There is no question that the **Vonage Contact Center (VCC)** can positively impact your:

- Team productivity and satisfaction.
- Controlled costs.
- Customer first-call resolutions.
- Integrated CRM.

Cloud phone system integration with top business applications. Done better.

A cutting-edge phone system integrations platform that seamlessly connects to the key business productivity tools you depend on while helping you better manage your communications data.

The **Vonage® Integration Suite**, powered by **gUnify**, platform reimagines the way business communications are initiated and captured for better productivity, reporting, and business intelligence.

This integration can be extended to seamlessly bring together both voice and data into your key sales, customer service and business productivity applications, including **Salesforce** and **Bullhorn**.

Ericsson completed its acquisition of **Vonage** in **July 2022**.

CONFERENCE ROOM SPEAKERPHONES & SOUNDBARS

Every conference room is different, and no one knows conference room speakerphones like **Poly**.



Trio 8800



Trio 8300



Trio C60



Expansion Microphones

If using **Microsoft Teams**, there are multiple products that come *pre-loaded* with software *ready to go*.



Trio C60



Trio 8800



Studio Soundbar



**CCX
Phones**

HARDWARE SIP PHONE OPTIONS

SIP phones all are similar in how they work but there are some advantages to some of them over others.



With **Microsoft Teams**, you have *multiple* options for a deskphone that will do what you need it to do.





Desktop Phones & Accessories

poly CCX 500



From the Microsoft Website

poly CCX 400



From the Microsoft Website

poly CCX 600



From the Microsoft Website

poly CCX 700



From the Microsoft Website



poly Edge 550



poly Edge 400



poly Edge 300



poly Expansion Module
for E400 & E500



poly Edge B30



poly Edge B20



poly Edge E220



poly Edge E100



poly VVX 150



poly VVX 250



poly VVX 350



poly VVX 450



poly VVX 401



poly VVX 601



poly Speakerphones



poly Headsets