

# **Snack FMC+ Proposal**

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# 1. Changes in Communication Environment

Smartphones and high-speed LTE networks have changed lifestyle.



- **More than 30 million** using LTE phones.
- More than 30% using Biz. Apps.
- 89.2% using mobile messengers everyday.
- Average of 1.7 hours per day on the Internet.

The above figures have been quoted from a report written by KCC and KISA, 'Research on the Usage of Smartphones in the second half of 2012', and another report written by CISCO, '2012 Cisco Connected World Technology Report: focus on Korea'

# 1. Changes in Communication Environment

Doing business anywhere at any time!

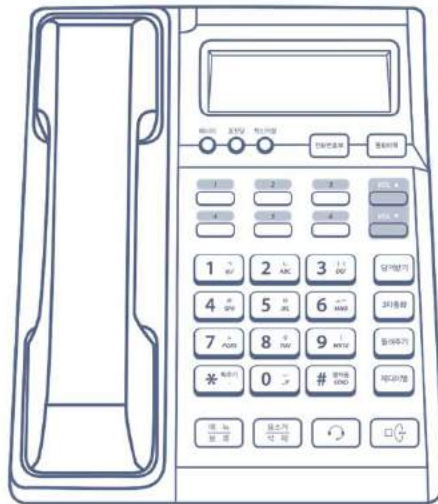
The way companies do business is changing.



## 2. Service Overview

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You can use an office phone anywhere at any time.









Office phone on the desk



Office phone on hand

## 2. Service Overview

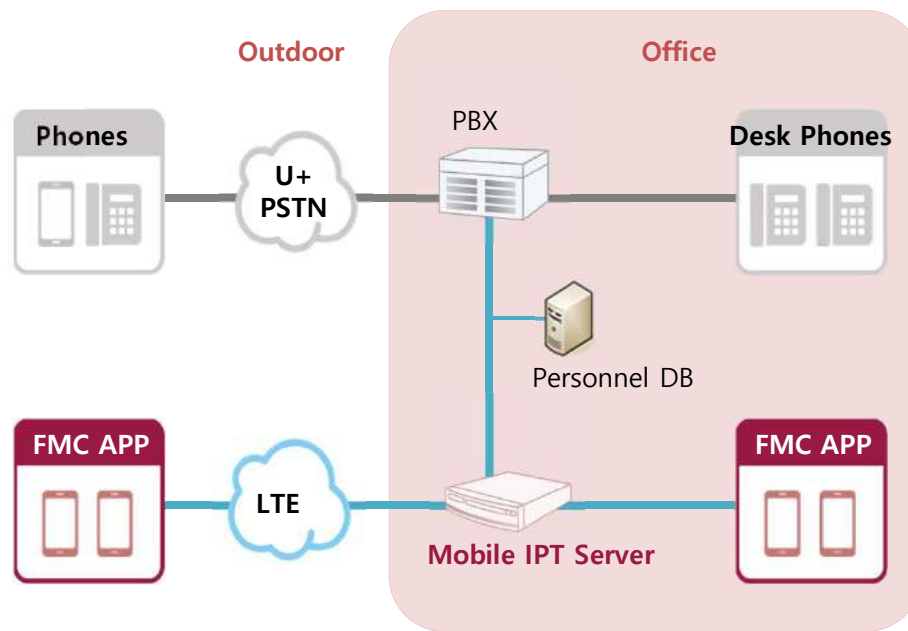
Intuitive UIs make anyone use apps easily.

Keypad	Contacts	Detail Info	Calling	Chats	Settings•Notices
					
PSTN call	Div./Name/Title	Div./Name/Title	Call	1:1 Chats	All
Ext. Call	On-line	PSTN call	Record	Group Chats	By Div.
APP to Desk Phone	Busy	APP2APP call	Mute	File Transfer	SW Update
Emergency Call	Personal Contacts	APP2Desk phone	SPK Mode	Sticker	
Auto Complete		Mobile call/SMS	Hold		
Add to contacts		Email	Transfer		
Favorites			Search		

### 3. Service Deployment Model

#### What is U+ Mobile IPT?

Fixed and mobile converged service providing optimized mobile office environment with features of **no-charge call between desk phones and FMC APP** and **basic mobile UC**. FMC APP is installed in smartphone of employee and has its own extension number.



※ If personnel DB does not exist, a built-in DB in Mobile IPT server is used for office contacts.

- ❖ No-charge ext. calls btw desk phones and FMC phones
- ❖ Basic UC features
  - Multi-media CID (Image/Name)
  - Office Contacts (Search/Contacts/Presence)
  - Mobile Messenger(Chats, File transfer, etc.)
  - Notices
  - Recording/Playback
- ❖ Call Security(sRTP/TLS protocol)
- ❖ Call Control(Group/Time window)
- ❖ Statistics (Call/IM/FT/Resources)

### 3. Service Deployment Model

Comprised of **Mobile IPT Server** and **APP**

#### Mobile IPT APP

Provides rich communication functions of high quality anywhere at any time, without any restriction of model and operation system of smartphones and mobile network operators.

- HD-grade call quality
- rich communication functions based on contacts (Call, Chats, Notices)
- Available in 3G/LTE, WiFi networks
- Seamless heterogeneous handover
- Encrypted communications(security)
- Support for iOS and Android phones



#### Mobile IPT Server

Mobile IPT service can be managed with convenience and ease from small to large capacity.

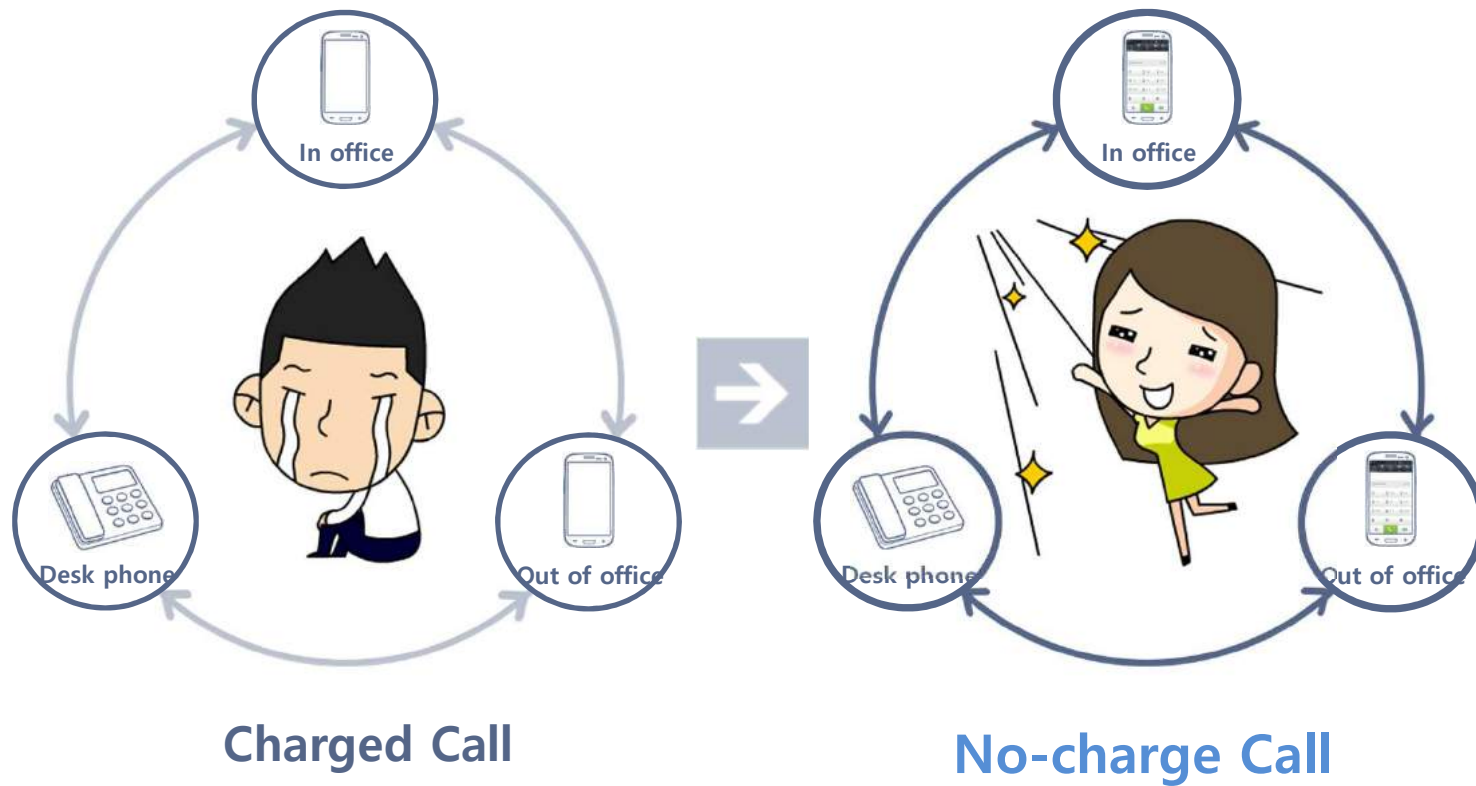
- Integrated management for system and devices
- User/Device Auth. and DB encryption
- EOC management
- Group and Authority management
- Media relay and transcoding
- PBX inter-operation





## 4. Benefits

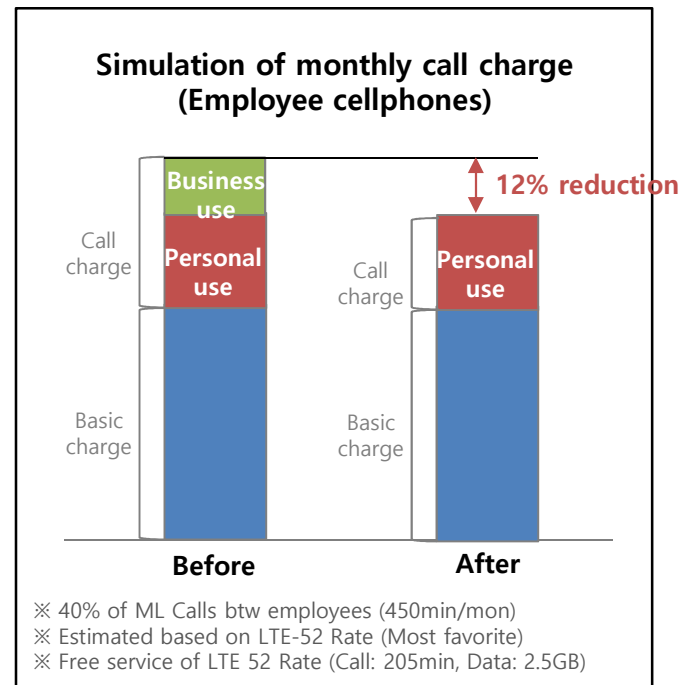
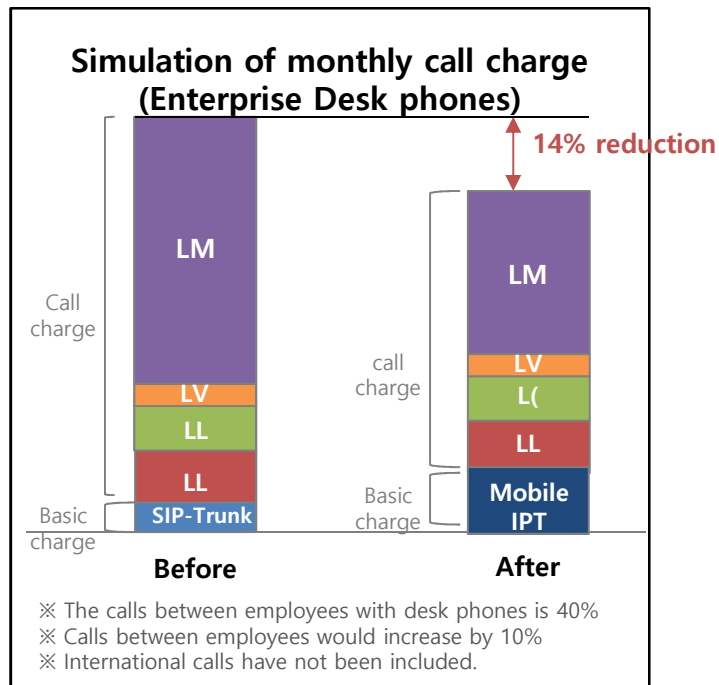
Free extension calls between employees can reduce call charge.



## 4. Benefits

Both companies and employees can reduce cost.

### ■ An example of cost reduction



※ The above results are based on assumption figures and there might be cost adjustment depending on real usage environment .

## 4. Benefits

**Chats and Notices** for enterprise reduce **cost of SMS**.



Charged service



Comm. Cost reduction

## 4. Benefits

One-stop communication with an **intuitive office contacts**.



**Difficult to update  
Personnel information**



**Contacts,  
Details of employees**

※ If personnel DB does not exist, a built-in DB in Mobile IPT server is used for office contacts.  
(Additional development is needed if connected to existing DB)

## 4. Benefits

**Rich communications** through SNS between divisions or employees.



**One-dimensional  
Communication**  
(Desk Phone)

**Rich Communications**  
(Phone, Chat, File transfer, Notice)

## 4. Benefits

**Prompt information** sharing through notices to all or each division



Fixed Bulletin board



Notices to all divisions  
or each division

## 5. Features of U+ Biz Mobile IPT

### Rich Communications



VS



PSTN Call

Ext. Call

Transfer  
/ Pickup

Hold

PSTN Call

Ext. Call

Transfer

Hold

Biz. Contacts

Chats

Notices

Presence

- Provides office contacts, presence, chats, notices in addition to same call features as desk phone

### No limitation enables Convenient deployment



- No limitation on OS(iOS/Android)
- No limitation on device (LG/SEC/Pantech, etc.)
- Available in 3G/LTE, WiFi networks

## 5. Features of U+ Biz Mobile IPT

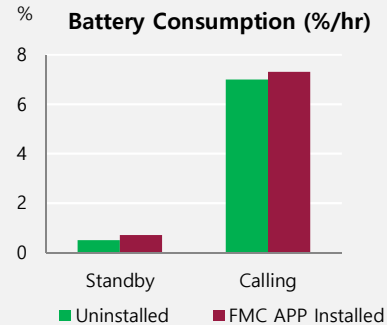
### High quality Solutions

- **Excellent call quality**

- Qualified engine that is used all around the world
- Uniform voice quality tuning technique applying to all smartphones
- Provides stable quality through nationwide LTE networks

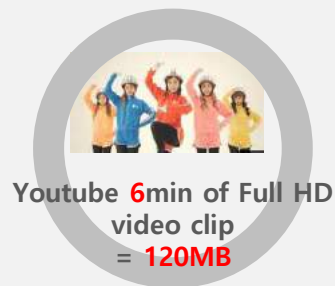
- **Low battery consumption**

- **Less than 1%** per hour



- **Low data consumption**

**370**min of voice calls= **100MB**



- **Handover**

- Seamless handover



- **Security**

- DB encryption
- User and device authentication
- Signaling/Voice/Data encryption (TLS/sRTP[AES/ARIA])
- Unique Codec(Snack) prevents from eavesdropping

- **Prompt connection**

- Short dial to ringing time
- ※ general dial to ringing time of mobile phone : 5~7sec





## 5. Features of U+ Biz Mobile IPT

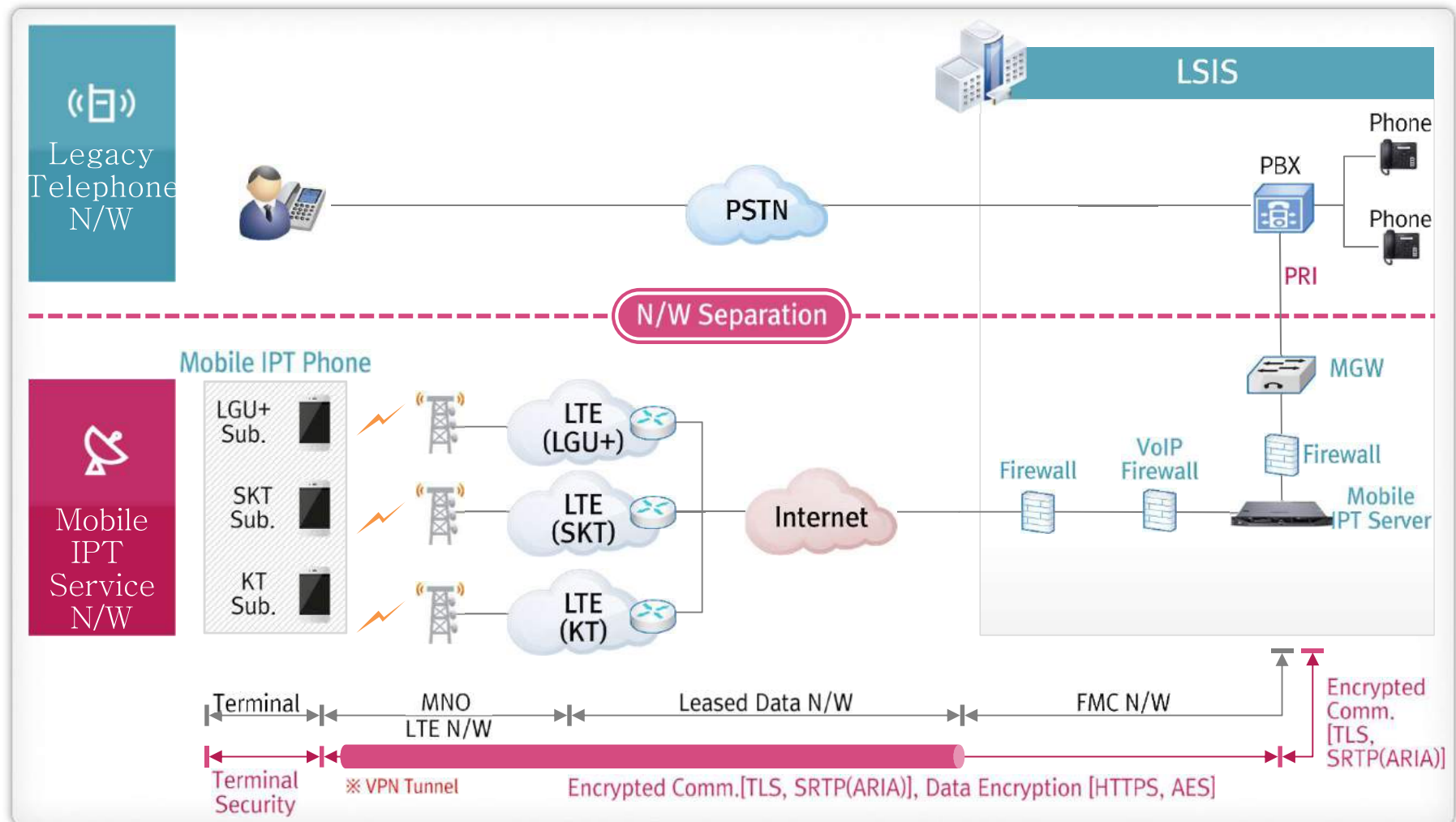
### Selected as an Operator of a FMX Pilot Project for Administrative Agencies ('14.07.02)



1. Objective : Applying FMX (Fixed Mobile Don't care) service and making plans to expand the service to establish smart office environment for Government Agencies
  2. Period : 2014. 08. 22 ~ 11. 30
  3. Tasks
    - Construction of trial service infra
    - FMX telephone service connected to GNS(Government Network Service)
    - Enhances security of FMX networks for each section
    - Makes plans to develop and expands the service
- Draws a model for the operation and use of FMX, and meets security requirement of NIS.

## 5. Features of U+ Biz Mobile IPT

Deployment of **Security enhanced** Mobile IPT for Government Agencies



## 6. References



**Thank you**