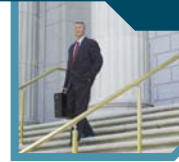




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Citrix's Voice Office application suite delivers the benefits of IP telephony to users by providing prepackaged, converged voice and data applications designed to increase user productivity, simplify user interaction, and enhance organizational communications.

Citrix Solution

Citrix Voice Office, a new breed of converged applications, includes Zone Paging, Visual Voicemail, Broadcast Alerts, and Express Directory—all accessible from the screens and speakers of IP telephones. Figure 1 shows the Voice Office Menu screen.



Figure 1 Voice Office Menu Screen

Citrix Zone Paging

Zone Paging: Using IP Telephony for Enhanced Communications

Using Citrix Zone Paging, an organization can make systemwide announcements or page users without the expense of installing dedicated overhead paging systems. By using the IP telephony network, paging is enabled through existing infrastructure using devices that are already on the desks of most users—IP phones. Paging is now as easy as using the phone.

Product Overview

To send a page, simply select the Zone Paging application from the menu of applications, choose the appropriate zone from the list of available zones, press the "Page" soft key, and begin speaking. The audio stream is sent immediately to the speakers of all the IP telephones in that zone. Phones in the zone also receive text notification of the incoming page. When finished, select the "End" soft key. Paging zones are managed using a browser-based administrative interface. Administrators assign specific phones to specific zones. Each phone can be assigned to multiple zones. A zone can be one phone or hundreds. Paging speakers are now anywhere where there is an IP phone. No more crawling in the ceiling to move speakers or change zones.

Features

- **Use IP phones to send and receive pages**—Use IP telephony network for more than just telephone calls.
- **Have flexible speaker location**—No more crawling through ceilings to install new speakers or rewire zones. Any Ethernet drop can now support audio paging and telephony.



- **Use visual paging interface**—Minimal training required. Visual instructions guide even untrained users.
- **Use browser-based administration**—Create and manage zones easily using browser-based administration. Add phones by directory number to one or more zones to deliver audio paging to specific phones.
- **Simplify voice network**—Eliminate redundant key systems required for paging.
- **Use named zones**—Up to 512 named zones can be created and displayed on the screen of the phone, helping to ensure that pages get sent to the right area.

Benefits

- New emergency broadcast capability
- Improved office communication
- Inexpensive—uses IP telephony investment
- Simple to configure and use

Organizations can now deploy a cost-effective means to deliver emergency announcements, make general broadcast announcements, and improve overall communications. Citrix Zone Paging enables organizations to use their IP telephony investment as a paging solution. Figure 2 shows one example of the areas that can be paged with Zone Paging.

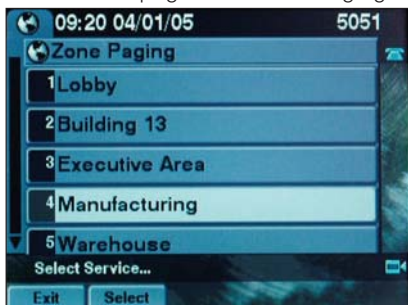


Figure 2 Zone Paging Screen

Citrix Express Directory

Simplifying Directory Access

One of the most desired features of any phone system is the ability to quickly and easily dial any person in that enterprise, organization, or business right from the screen of the phone.

Product Overview

Express Directory from Citrix enables organizationwide lookup and dial capability across any number of disparate telephone switches right from the screen of an IP telephone. In most cases, this keystroke-by-keystroke entry combined with the combination of algorithms identifies the desired called party in one-fourth of the time of a regular directory. The user selects “Express Directory” from the Voice Office menu of services and then types the number key (only once) on the dial pad that corresponds to the first letter in the name, the number key (only once) that corresponds to the second letter in the name, and so on. There is no need to type a number key multiple times to select a letter. Figure 3 illustrates the three key touches it takes to locate the name “Oscar.”

Benefits

- Save employees time—lookup in one-fourth the time of a regular directory
- Organizationwide visibility
- Soft dialing of the selected telephone number



Figure 3 Express Directory Locates the Name “Oscar”



Citrix Visual Voicemail
Simplifying Voice Mail Access
Product Overview

Visual Voicemail enables voice-mail users to have a visual indication of the number of voice-mail messages in the mailbox and the senders, times, and lengths of these messages. Visual Voicemail enables users to take a quick glance at their list of voice-mail messages to check for important ones—without the need to listen to all their messages. In addition to the visual listing of the messages and the associated envelope information, Visual Voicemail also provides intuitive, videocassette recorder–like playback control of the selected message using the soft keys of the IP phone. Users do not have to remember cryptic message playback controls for commands such as pause and rewind—they simply push the key that has the appropriate label for the desired control. There is also a visual indication of the playback progress of each message. Visual Voicemail is a key-coded module of the Citrix application interfaces with Cisco Unity regular voice mail or unified messaging through the Internet Mail Access Protocol (IMAP). Users select “Visual Voicemail” from the Voice Office menu using their regular Unity logon credentials. Visual Voicemail converts the .WAV files from Cisco Unity voice mail into the proper format for playback on Cisco IP telephones. Figure 4 shows the practicality of Visual Voicemail.

Benefits

- Browse mailbox at a glance
- Soft-key playback control reduces
 - Training
 - Support calls
- Visual indication of number of messages



Figure 4 Visual Voicemail

Citrix Broadcast Server

Alerting Users with IP Telephone Screens and Speakers

The Citrix Broadcast Server helps organizations with homeland security, severe weather, disasters, and nonemergency situations by delivering priority messages to the screens and/or speakers of Cisco IP telephones using any combination

of text, graphics, and audio. Additionally, the Broadcast Server enables your organization to use the screens of Cisco IP telephones to display a rotating set of messages to the phones such as advertisements, employee billboards, and management billboards.

Product Overview

With the Citrix Broadcast Server you can:

- Broadcast crucial information such as emergency announcements
- Deliver scheduled information such as lunch menus at specific times on weekdays only
- Display your company logo and visitor welcome messages on public area phones
- Display contact and organizational information in conference rooms
- Display advertising from local businesses to generate revenue

Broadcast Server Features

- **Billboard messages**—Display rotating information such as company logos, news, or advertising
- **Audio alerts**—Send mixed-content messages to phones with an audio notification to attract end users’ attention
- **Distribution lists**—Target based on department, geographic location, teams, and so on
- **Scheduling**—Control over a predefined time and date when a message is delivered
- **Web-based interface**—No software to install and accessible from anywhere on the company intranet or even from the Internet
- **SSL support**—Additional level of security when accessing the system from unsecured locations.
- And many more great features

Figure 5 shows the transfer of the Broadcast Server alert from the source computer to the end-users’ IP screen.

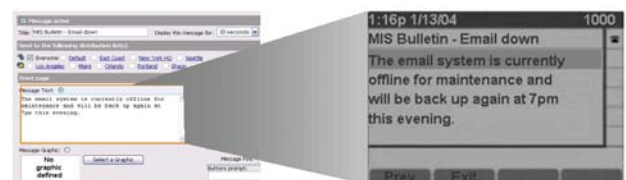


Figure 5 Broadcast Server



Citrix Click-to-Call

Dial Your Phone with the Click of a Mouse

Citrix Click-to-Call enables users to initiate telephone calls from their desk phone by simply clicking telephone numbers that appear in Web applications in Internet Explorer or in the signature block of e-mail from specific messaging programs. Click-to-Call scans Web applications and e-mail messages, identifies telephone numbers within applications, and turns telephone numbers into hypertext links that users can click to initiate telephone calls. Example Web applications include Web-based sales force automation (SFA), customer relationship management (CRM), enterprise resource planning (ERP), and other applications that are used to manage customer, partner, or employee data. There is no need to install, maintain, upgrade, and use a soft phone client. Click-to-Call significantly improves employee productivity by saving the time used to mentally transfer and dial telephone numbers from e-mail and Web applications without the complications of maintaining and using soft phone clients.

Figure 6 demor through an e-m

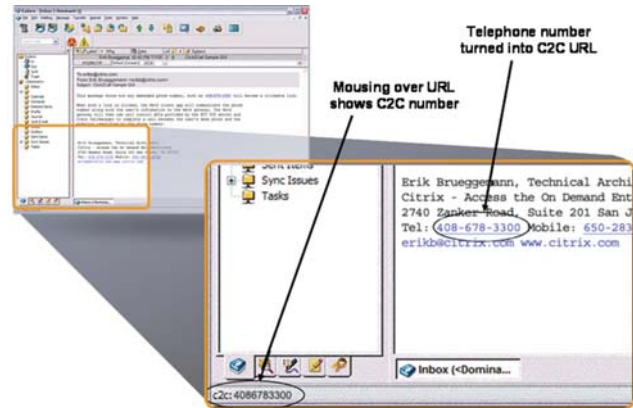


Figure 6 Click-to-Call



Citrix Voice Office Application Suite, version 5.3 has tested compatible with Cisco CallManager, version 3.3, 4.0+ and Cisco Unity software, version 4.0+. The Cisco Compatible logo signifies that Citrix Systems has undergone interoperability testing by Citrix with Cisco and a third-party test house based on testing criteria set by Cisco. Citrix Systems is solely responsible for the support and warranty of its product. Cisco makes no warranties, express or implied, with respect to Citrix Systems products or its interoperation with the listed Cisco product(s) and disclaims any implied warranties of merchantability, fitness for a particular use, or against infringement.

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