

NAME Save by Migrating your Telephony to the Cloud.

DATE September 3, 2020

DURATION 54m 44s

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START OF TRANSCRIPT

[00:01:02] Juan Carlos Castaneda

Good afternoon everyone and we welcome you to this TELONLINE webinar every Thursday about technology and telecommunications. Like every Thursday, we are here to look at current issues, technology, and telecommunications. And most importantly, we will be addressing all the questions, concerns that you make through the social networks of Facebook or YouTube that we are life at this time. And also always in the themes we have, we have special guests who will be with us on this very interesting topic. But what is today's topic? Today's topic is all about the telephony part, but what exactly about telephony? We're going in. The name we have given it is Save by migrating your telephony to the cloud. Save by migrating your telephony? Before we get into today's topic, I would like us to go into a little bit more detail about what a PBX is, what is the concept of the cloud PBX and what is a little bit about the history of PBXs that we suddenly remember from a few years ago that any company found the telephony part in a special place, in a room or a small room, or in a place where there was a rack or a cabinet that included everything, a lot, a series of innumerable cables that received the telephone lines and from there went out to the company's telephone sets.

[00:02:40] Juan Carlos Castaneda

These phone lines, as we all remember, were analogous lines. The vast majority of lines where they were twelvethreaded, two-threaded pairs. And as the subject of telecommunications and telephony evolved with the big telecoms, we entered into everything that was a digital line. That's all the lines were, huh, BRI? In some countries, the PRI or primary lines for Latin America were the E1s and for Europe and the United States were the E1s. All of this telephony part came to that room, to that room where we received all of the telephony information with our phone numbers.

[00:03:16] Juan Carlos Castaneda

But that's why we were able to connect the extensions or the people who were in the company to be able to attend both the reception, the sales part, the customer service part. And it was that famous box that we found there, which was the PBX, which for everybody was a black box where suddenly we didn't know what or it was something like a little bit confusing because it wasn't a computer, it was a box that was reserved and from there came the cables that went to the company in some buildings or in some offices. We could see a lot of cables, and even in large companies we saw rooms full of cables where they sent out extensions because there were not ten or twenty, but one thousand, two thousand, or even more ten thousand extensions in the volume of cables was quite large. Now, what we have here is what we also know a lot in Latin America, like a telephone switch, everything that is going to switch the internal calls of the company and is going to allow me to connect to the trunks or the telephone lines that I was connecting to be able to locate my clients or my suppliers or vice versa. I got the call. Already having this concept, we see that as technology and all the advances in research evolve, we see that the telephony part was very, very isolated from the reality of what the whole computer part was evolving.

[00:04:39] Juan Carlos Castaneda

So we were saying how is it possible that the PBX part is not integrated into the same network? Then we arrived at a moment in which based on that necessity and those advances, the idea began to be created of why we did not integrate all that the part of telephony also with the computers and to be able to have cards or boards and entered in a computer that handled the telephony to me and thus to be able to change from the traditional telephony to what was the network telephony. But what was the name we gave him back then? At that time I don't know if you remember many, uh, that we have been in that, in the evolution of the industry, as it was Computer and Telephony, then they called it as Computer Telephony Integration, it was the integration, it was that marriage, that

match that existed between telephony and computing. When we started with that topic, obviously telephony opens a great way for us because before we had the PBX, stand-alone, but if we wanted to have today an automatic system to answer calls, an automatic operator, what we know as auto-agenda we had to mount a computer or a parallel system that was integrated to the PBX to be able to do that function. Now, if we suddenly needed a voicemail system for the voice mails we needed another system, another computer to be integrated into that PBX, and so on. If we suddenly need to be in control of the calls we can know, for example, the. The cost of how much the national and international call is costing me. We had to create a software that is known as a call accounting there also parallel, receiving the data from this PBX or this box and there were multiple manufacturers who obviously had their boxes. But of course, by making this kind of combination it was not the same factory, or if it was the same factory it was very expensive and I would have to start unifying all those services, different suppliers that would work for me. But not only that, but the price was going up and up, but with the income of what we told about Computer Telephony. The idea is that if I had telephony controlled on a server, that same server was already connected to databases, with information. And why couldn't I create something where I could unify all this and lower the costs because I would already have only one server. Initially, we worked with card themes that were specialized cards to handle telephony and those cards were embedded in the servers, but those cards were a bit expensive. Why? Because they already included, we were already on the subject of computer telephony, but the cards already included what we call a DSP or dial and speak, the digital signal processor to do all the voice processing and to be able to work it to route it at the computer level.

[00:07:36] Juan Carlos Castaneda

But obviously those cards having those DSPs, the price was also increasing. Then the solutions were expensive. It solved what we were seeing before, but I was still paying, not the same price as before, a low price, but a higher price. And with all this evolution we no longer had traditional telephony, but now telephony in computer telephony. But already seeing with the advance of the CPU computers, the same industry started to see how it is possible for me to use these same CPUs that are more powerful and can do all the voice processing through the same system. And through software, I will enter not only the computer, but through the network, and that is where we begin to evolve all that we know as Network Telephony, which is the same telephone equipment that was previously in stand alone. Now it will be not only on a server but through a network. And that's where it comes in that those company LANs are going to be directly integrated with telephony equipment that is part of the network where I can control it, manage it, administer it, and have all the information directly through my company.

[00:08:54] Juan Carlos Castaneda

And obviously, as we are in the Internet era, it was not possible for us to keep a computer or a telephony server in one office, but we could already take it to another dimension, which was to be able to have multiple offices connected through WANs to be able to have different voice communications and obviously to be able to reduce the monthly costs on my telephony not only in one city but globally, internationally, multiple countries. To be able to have different and telephony servers connected with this same growth is when the need arrives that if I have to invest in a server, in an office, or invest in another one, obviously I will start to increase in costs for my company, although I know that I am saving, that is to say, that I am unifying everything. But where the whole cloud issue comes in, all the cloud solutions are, which are the servers that are in the cloud and that's where the whole issue we're going to work on today comes in. That's why I have the experts here. Why? Because we are going to see that this server is already a telephony server, it is not going to be located in my office, but it is going to be located in the cloud.

[00:10:01] Juan Carlos Castaneda

It can be the same server that I have, I can take it to the cloud and all the people, the extensions that we were talking about before, where we mentioned all the cables, no more cables, but everything through IP, through the Internet. I have my extension and more today where companies have seen the need to expand their work, their offices, at home, or anywhere their employees are working and supporting growth and development. The company allows and makes the Cloud PBX telecommunication solution easy so that we can all be connected no matter where we are. They can be connected through a physical phone. An IP phone can be through a computer with a softphone, or it can be today that we all have a smartphone through a smartphone, but with my softphone. But to not go into too much detail, let's get down to business. And I would like to introduce you before we start talking to them, to introduce you to two experts who are with me, an expert, an engineer. Quite knowledgeable on the subject, in everything that the part of telephony and commercial and project level and an expert at the engineering level in everything that is the management and implementation and development of solutions, is with me the engineer Nahily. How are you?

[00:11:19] Nahily Vera

Good afternoon, Mr. Juan Carlos, thank you very much for the invitation. I hope I can be of help.

[00:11:25] Juan Carlos Castaneda

Excellent. Engineer Jairo is also with us. Engineer Jairo Garcia. How are you?

[00:11:34] Jairo Garcia

Good afternoon. Well, thank you all very much for your welcome.

[00:11:38] Juan Carlos Castaneda

Oh, excellent Jairo. Well, thank you very much Nahily and Jairo for being here with us. I remind you that you can ask us any questions online. We will be live to clarify all the doubts with this little introduction that I do a little bit of history and to understand well why or what is a PBX and all the advantages that it has features, which is what we will see today and get into it. I'd like to have Nahily the engineer. Engineer, why don't you tell us a little bit about all the features that I include in a cloud PBX today? How are all these benefits that this technology is offering us?

[00:12:17] Nahily Vera

Well, uh. With TELONLINE the service still offers the same characteristics of a PBX and physical, but adding, uh. The issue of mobility and high availability, since the service is in the cloud, eh? This can be accessed from any geographic location as long as the devices have the Internet. Huh? How am I doing then? Or show them the main features, eh? What I can mention that offers the TELONLINE in this service is that they can configure it on different devices, either on a softphone, on the mobile phone or the softphone on the computer or on a hard phone. IP phones can be of any brand as long as they comply with the SIP protocol. Another feature is that you can configure the automatic operator, hours of operation, follow me, voice mail, you can make conference calls, unlimited calls between extensions and calls nationally and internationally. Another feature it offers, very special for Call Centers are the call queues. Music on hold, monitoring, and intervention, along with a web portal where call reports can be viewed. So, to sum up, all these characteristics. On the right. Basically they are what we call the basic extension, the basic service, which generally for Boabdil offices from point 1 to point 3 and for Call Centers if all four go.

[00:14:19] Nahily Vera

In addition to these features, we also provide optional services, because not all companies have the same needs, so we leave it open to those who require call recording, DID to more than 160 countries, and TFN according to the availability in certain countries. And one quite characteristic of us is the issue of development and particular integrations. Not only do we offer the service of the telephone exchange, but we also have a team of engineers who can study the particular cases and various unique needs that companies have and make the developments and integrations.

[00:15:10] Juan Carlos Castaneda

Pretty interesting, Nahily. Now I would like to ok I already have these general characteristics. How is the process or what are the requirements that I as a company need to make an implementation Engineer Jairo?

[00:15:24] Jairo Garcia

Well, basically it's up to the client or company who wants to require a service. First of all, having a good Internet connection should validate the response times. It is recommended that the remaining ping response, which is the time it takes for a packet to go back and forth to the PBX, be approximately 100 milliseconds.

[00:15:50] Jairo Garcia

If the time is around 150 milliseconds, you can hide problems in voice quality or overlap between the person speaking and the person listening. It is advisable to give priority to voice if you are going to use the internet service. In addition, for other types of services, such as streaming or data transmission. Today, a few years ago, devices are already coming to prioritize this type of service and give greater priority to IP voice. To access Internet service there are three types of media that can be network wiring through wi-fi or cellular network. In these three cases, it must be guaranteed that there is a low latency or ping response and that there is no micro-cutting or loss of packets. Another one. Another important point is that SIP communication uses certain ports for signaling and for the media part. We must ensure in the firewall, inside the company, that these ports are open, that they are accessible from the outside and from the inside out. Specifically, the 5060 in UDP is used for SIP signaling and the 10000 to 20000 are the standard used to transmit media or voice transmission. The Internet provider must also ensure that the service it provides will not have this type of blocking on the ports. Bandwidth is also important, and codecs play an important role. What codecs do is compress the voice to be sent over the internet. If the client or company does not require or have good bandwidth, it is recommended to use a codec that is the G.729, for example, which uses low bandwidth. There are certain tools that help us to check these parameters that I have just explained, such as the ping, the bandwidth, downstream and upstream. And according to this, the customer can already size how many simultaneous calls to support their internal network depending on the internet service they have.

[00:18:18] Jairo Garcia

Basically it is these parameters that you would like to consider before purchasing the VoIP or CloudPBX service.

[00:18:26] Juan Carlos Castaneda

Interesting Jairo very important the whole issue of how we are talking about, which are services that go to the Internet, that is, as I have my Internet service.

[00:18:35] Juan Carlos Castaneda

Now I'd like to ask Engineer Nahily a few questions because we talked about me getting the extension. My extension can obviously be connected to a hardphone, like the one I have back here. Suddenly you see here on the screen, next to me, right or left or I can also have in a my laptop certain my laptop I can have the softphone where I can operate my phone calls put that I am with a customer, I am traveling or even in my smartphone.

[00:19:02] Juan Carlos Castaneda

So the question for Engineer Nahily when should I use my Hardphone or Softphone in Engineering?

[00:19:07] Nahily Vera

Actually this is already the user's decision because the platform and offers the softphone both in the computer and on the mobile phone and you can acquire the Hardphone as I always indicated when handling the SIP protocol and configure it to work and adapt to your needs. What do I recommend, huh? For example, when using a softphone on the computer. For the Call Center users, I am generally not only using this tool but uh other uh additional programs that they have on the computer and then they are in one place and can e during the call be using the other tools to have the software on the cell phone. I recommend it for users who do not keep any fixed place the people who go to the office only in the morning. Then they go out to visit clients in different places or they spend it traveling. Then these people would think that it is better to have the softphone, in the cell phone, in the smartphone and the Hardphone in is recommended for people that if they keep in a fixed place as for example eh, at least use it in the reception, because this extension always must guarantee that the calls are going to pass first through it and then it is going to divert them or transfer them to the rest of the users pressing only one button. So, uh, in conclusion, you can use all three and go with it. It is configured according to the need. The important thing to remember here is that the solution is accessible from anywhere and any device, as long as it has an internet connection. Okay.

[00:21:23] Juan Carlos Castaneda

Perfect. Very good. Now one question you talk about is that I can be in the office, or I can be traveling, or I can be on my phone. In that case, let's use, for example, the three extensions on all three devices. Engineer Jairo I would have three different extensions or just one extension. How's that setup part?

[00:21:46] Jairo Garcia

It is possible to use the same extension on all three devices, both on a smartphone and on the IP phone, and internally the PBX can recognize which type of device is associated with the extension and the customer decides which device he wants to use as a primary, secondary or tertiary. So let's say you want to get the call first on the IP phone. And if it's not there or available, the call jumps to the cell phone later or finally, or if they are, if you want, another extension.

[00:22:22] Juan Carlos Castaneda

Okay, perfect. Now, what's going on? Obviously we are talking about Cloud PBX that we are in the cloud that I need the Internet to connect these devices. What's going on, engineer? If I drop the internet from my office or home, what will happen to the call?

[00:22:38] Jairo Garcia

Well, there are different possibilities. The most basic one is that it goes in the mailbox. This mailbox also has the option to have the message go to the customer's or company's email. Another option is to forward to a phone, a standard or conventional phone, or a cell phone. In this case, you do not need the Internet and the call will not be lost, so you can also be redirected to another extension. If you wish.

[00:23:08] Juan Carlos Castaneda

Okay, excellent. So I have no problem with you missing the call. It's always going to be able to be routed. Now there's an interesting part because you're talking about the soon-to-be routed calls. Obviously you can go to voice mail. But Nahily was talking about the auto-attendant I might have at the company level. An automatic operator. I figure I'm gonna have options that I do want. If I am, for example, the United States for English or for Spanish or to be able to handle the different options. Nahily, the question I have about the automatic is these automatic operators. If I have a special application that I want to do, would an IVR allow me to develop something about a database integration or some interaction part as its name indicates of IVR?

[00:23:55] Nahily Vera

Yeah, sure you do, huh? That would fall under our development and integration services. For the basic service we deliver is the operator that is usually only the recording, welcoming the name of the company and the menu of options. But if you already need something more transactional like consulting databases or processing payments, that's it. Then it can be evaluated in a development and integration .

[00:24:26] Juan Carlos Castaneda

Okay, excellent. Well, I find Nahily interesting now.

[00:24:29] Juan Carlos Castaneda

What happens for example today that we are in the world that we are all working in the house or anywhere? It can really be anywhere, but uh, office hours, for example, people will say well, I have my office hours, what about the calls that are going to keep coming in? How did you set up those kinds of office hours? Can I work it?

[00:24:50] Nahily Vera

Well, uh, that's what the IVR is for, right, that by setting up the office hours feature, he's going to be up and running on the schedule that you, uh? indicate that if it is work and already when this schedule ends, then it can

usually be scheduled and go to voice mail another prefer eh eh use in the follow-me or come and transfer the call to another IVR or a particular number. The company's decision on how they want to handle the schedules is already made in conjunction with the IVR.

[00:25:40] Juan Carlos Castaneda

Okay, perfect. Now Jairo a question. Let's think I got a voicemail, that voicemail I can hear only on my office phone in the text or if I have three devices I can see on any of these?

[00:25:51] Jairo Garcia

That's right, it can be on any device and uses a special dialing *# and you can listen to them from any device without any problem.

[00:26:05] Juan Carlos Castaneda

Okay, now, but there's a way for that me to hear that voicemail, but it also gets into my email account.

[00:26:14] Jairo Garcia

Yes, sir, that's right. The client has the option to configure it so that when the voicemail arrives. No, don't just listen to it on your extension, but you can also receive it anywhere you are in the mail.

[00:26:30] Juan Carlos Castaneda

Ok, excellent that seems to me very interesting because very easy, the email we are consulting every moment to be able to work.

[00:26:36] Juan Carlos Castaneda

Now, how does it work? If I'm not in the office? But what Nahily was talking about, the follow-me. How exactly does it work? How do I set it up? How much can I do with that follow me?

[00:26:49] Jairo Garcia

Well, follow me technically works as follows when the call comes into the extension and the customer for some reason is not available, he has the option to let it ring or to ring for a certain time. If up to a certain time the call does not answer, it will ring in another extension if the customer wants it in a conventional phone or in a cell phone any of these three options can be configured, they can be in cascade or individual.

[00:27:20] Juan Carlos Castaneda

Okay, interesting now, huh?

[00:27:23] Juan Carlos Castaneda

If I'm in the office, I mean that the Follow will allow me to locate basically where you said or what he said, also Nahily can pass an extension where I want.

[00:27:32] Juan Carlos Castaneda

The subject of the topic that Nahily told me about the conferences as I can do them eh? How much capacity do I have with those conferences Nahily can I call internally, externally? How does this service work?

[00:27:49] Nahily Vera

Well, with conferencing you can dial an extension and then connect to an external, mobile, or local number and the call would then connect to these three locations, yours, the co-worker who dialed the extension, and the customer who dialed out. It can also be an internal three-way conference or a y conference, that is, its extension plus two other extensions or external, that is, from its extension and dialing two external numbers.

[00:28:30] Juan Carlos Castaneda

Okay, if I want to. But if I want to do more conferences, I want to connect to how many conferences I can organize through my extension, Nahily.

[00:28:38] Nahily Vera

Well, actually, conferences are limited by the final device, huh? Usually, you will find either the phone or the softphone that handles three ways, but there are high-end devices that allow you to have five and even more. Ok, now, if you don't want to be limited by the device, we also have a feature that is configured directly on the PBX called conference room.

[00:29:09] Nahily Vera

This feature will allow you to manage conferences with more people. If for example you have limited your phone to three and you need a conference with five, then you will create a conference room and you will be able to meet with five people in that room. Where is the limitation in this case? It will depend on the number of extensions you have enabled or the communication channels, i.e. the SIP trunks.

[00:29:43] Juan Carlos Castaneda

Okay, perfect. Interesting. Well, I like that conference room that I can have multiple calls in. If I want to hold a conference for ten, twenty people could be going in there directly.

[00:29:53] Nahily Vera

As long as I have the capacity. For example, if you have a 5-channel trunk and 5 extensions, it means that you can have a conference room for ten people, five internal and five external.

[00:30:08] Juan Carlos Castaneda

Okay, okay, interesting. Perfect. Now eh em the solution if I want to make calls, you talk to me about the solution, is there a solution? If I am going to do that kind of conference including minutes, can I have unlimited direct call capacity? For example, am I in America or how does that part of the minutes work?

[00:30:28] Nahily Vera

Well, with the service on TELONLINE it's going to depend on which plan you activate. Ok, uh for these internal calls between extensions the service is unlimited because here we do not use a SIP trunk, but for external calls, as we saw in a previous webinar, the SIP trunk is required, that is, the minutes. For example, a new voucher for the United States includes the trunk plus the numbering for the United States, and in other cases we have plans that are already handled by recharging. This means that you make the recharge 50 dollars and the calls are discounted by the minute you use them.

[00:31:16] Juan Carlos Castaneda

Okay. When I'm speaking internationally, something a perfect year. Okay, now I'd like us to look at the subject a little bit, huh? Regarding what you were talking about about the call queues, I imagine that this call school used them a lot when I go to the sales department or in the part of a call center or I say it suddenly the customer service department in order to transfer the calls. Engineer Jairo with when I have these queues, uh, I can have different languages in the queues.

[00:31:48] Jairo Garcia

If it's possible, of course, it is. It depends. It depends on the client and the location or where the focus is. Let's say, the service offered by the company that hires us is usually in Spanish or English, but if it is the client in Asia. For example, they can send the recording and it can be put in the queue while the call comes in and the person waits to be answered by an agent or an extension that is available.

[00:32:18] Juan Carlos Castaneda

Okay, perfect. Now if I'm on a call and I can put a person on hold, I can put in that as some company advertising some Jingle with timely information about it. When I put the person on hold.

[00:32:33] Jairo Garcia

If possible, many companies even use it as a marketing tool to make customers listen to their services. And these audios can be random or can have an order, depending on how the customer requires it. But if it is possible.

[00:32:50] Juan Carlos Castaneda

Okay, excellent. Now, when we're talking about call queues, huh? But let's think about a call center. Now, what kind of me can monitor my agents' calls to see how they're handling live care? How does that monitoring part work?

[00:33:10] Jairo Garcia

Well, uh. The monitoring has basically three types of monitoring: I prepared some slides where I am going to show you the three types of monitoring engine that there are. One of them is the monitor, monitor mode: where the supervisor can enter the communication channel between the agent and the customer and can listen to the conversation, he can monitor it. That's the most conventional. There is another way which is the Whisper, where the supervisor enters the communication channel between the people and the client. In this case, the supervisor can communicate with the agent, but it is in one direction only. The agent cannot communicate with the supervisor may suddenly give ordinary people suggestions on how to treat the client depending on the situation. Then it's a one-off case. Then, where that type of monitoring is used, there is another one which is the Barge, where the supervisor can communicate with either of the two, both with the client and the agent.

[00:34:29] Juan Carlos Castaneda

That's not AS3, but interesting. Now, when we talk about this type of solution and in the Contact Center there is a lot of talk about the subject of reports. What kind of report can I generate in the system?

[00:34:46] Jairo Garcia

Well, uh, all kinds of calls go through the PBX, so any kind of report can be generated. They look like reports of incoming calls, outgoing calls, DIDs, extensions, practically whatever the customer needs and according to the reports he can take as a consolidated during the month, during the week, during the day of whatever he wants to measure.

[00:35:15] Juan Carlos Castaneda

Interesting. So of course, all the information that crosses at the PBX level an extension, a call, the duration. Now you say that all that information is in the system. Can it be generated? Nahily I might have some kind of custom

report I need for my company.

[00:35:32] Nahily Vera

Yeah, I'd be happy to, uh. We deal with the issue from the development or integration side. It is common to find that we are asked, hear about integrating the CRM and then see the consolidated report of information about both the subject matter of the calls. But once linked to the CRM to what the client's information is being handled, then what we do is see the requirement that needs to be met on time, how they want to see the reports, what graphs they need to see what variables they want to measure. And then there is a development along with an integration.

[00:36:21] Juan Carlos Castaneda

Perfect, interesting, because nowadays there is a lot of business intelligence, so I would need to know how to take this information in order to process it. I find that part interesting.

[00:36:31] Juan Carlos Castaneda

Now you mentioned something about the CRM because I would like to take the information from the system and cross reference it or save it with my C RM. How's that part? I can integrate into a CRM or the development of my application that I have created for myself that is web format.

[00:36:46] Nahily Vera

Yes, they can be integrated. What we have proven is Salesforce, Sugar, Soho and there is an API that handles the solution that would allow evaluation of other CRM platforms.

[00:37:05] Juan Carlos Castaneda

Interesting, Engineer Jairo. How would this integration be?

[00:37:07] Juan Carlos Castaneda

That is, how do you require or how do you integrate my web application or my CRM. Like what Nahily mentioned to the system.

[00:37:19] Jairo Garcia

Well, technically the PBX inside has a connector to the databases.

[00:37:26] Jairo Garcia

These databases can be of any type. The client should tell us what type of databases he uses to make the connection or integration with the CRM that his company already manages.

[00:37:39] Juan Carlos Castaneda

Okay, excellent. Now Nahily mentioned a subject earlier that I'd like Trib. I imagine that you can also take it to the CRM, but she mentioned something about the recordings and Nahily told me the recordings that the system has are full recordings for recording all the time what is happening in the extension or I can decide not to record this call, this conversation that I have at this time as a service, that punch line has the system at recording level has both options.

[00:38:07] Nahily Vera

You can decide if we record all calls or if you only need to record a particular group of extensions. This happens a lot with call centers, huh? Nothing else, He needs to record, are the extensions that are dedicated to the Call Center. Then we record full, only these extensions and already the office part of the administrative and decide to leave to the lawsuit. So the user decides which call to record, and then press the button on his phone to record and record only on demand.

[00:38:48] Juan Carlos Castaneda

Okay, interesting, so I can ask you for 100 extensions in the cloud, but I can only record 20 or 30 that I do not meet that want on demand, on demand and those who do not want to record anything. All right, that's enough. Now when I record these calls I'm a call center. Engineer Jairo, what is the format of this? That is, what format can I call it, listening to my computer or what kind of information does the recording system have?

[00:39:14] Jairo Garcia

If it's right. In this case the service we offer is in MP3 format at 16Kb/sec this means that it is more or less one hour of recording is equivalent to 7MB in total recording.

[00:39:31] Juan Carlos Castaneda

Okay.

[00:39:33] Jairo Garcia

The MP3 was chosen so it is the most compressed and the customer can have more recording time in less file space.

[00:39:42] Juan Carlos Castaneda

Ok, perfect, so I could have in MP3 says to me, because maybe I have the server where I can access the information, download them, and what happens if I reach a limit Nahily and those recordings are coming out or I

[00:39:59] Nahily Vera

Well, the service includes by extension 50 hours of recording. When you reach this limit, the oldest recordings start to be deleted. Now, if you tell me no, look, I need to keep those recordings for a year. Then we already offer you an additional okay space, eh? To then pass these recordings to this storage that will keep it longer.

[00:40:30] Juan Carlos Castaneda

Excellent. Okay, that's good, huh? These features are very good. Now I thought smart. I'm ready to work with the Cloud PBX is the cloud service of TELONLINE, but I already have a PBX cloud system that I want to change from that to you as I can migrate the numbers I have today to the pair to TELONLINE?

[00:40:55] Juan Carlos Castaneda

How can I do that, Jairo?

[00:40:58] Jairo Garcia

If possible, if the customer already has his own PBX and wants to migrate to our service. Numbers that are already available can be ported depending on the geographical location of the country because there are certain regulations and it is not always possible to port them. But in most cases it is possible and portability takes about a week at most.

[00:41:23] Juan Carlos Castaneda

Okay. So I would be able to port my number directly to the company within a week and I would have no problem missing calls or running out of my phone numbers, which are the ones already on my website or known to my customers.

[00:41:38] Juan Carlos Castaneda

Now what's going on? Engineer Jairo if I am, for example. Well, you tell me in the United States I can carry in Canada, in some other Latin American countries or what happens if I am, for example, in a Latin American country where I cannot carry those numbers?

[00:41:53] Juan Carlos Castaneda

What do I have to do?

[00:41:54] Juan Carlos Castaneda

That is, how can I do it if those are analog lines, analog power or lines like we talked about before E1 that still more there are places still that not only everything is SIP, if there are no analogs or E1. How can I do that integration part if I want to have the Cloud PBX service in TELONLINE's cloud.

[00:42:14] Jairo Garcia

Well, there are certain solutions to integrate the type of services that the customer already has if it is analog or digital, there are devices that are gateways, what they do is to link this type of technology with SIP technology. Then they will not lose their current lines, they will keep their service or contact with customers by keeping the same number, but taking advantage of the functionality of the SIP part of the Internet that provides the PBX in the cloud.

[00:42:44] Juan Carlos Castaneda

Okay, excellent. So I could be fine. I can migrate. I can have my numbers that I can't port. For some reason, and more than I can contribute and integrate. And everyone would be working without any problems. Right. Okay. Well, since we generally have the key points of what Nahily mentions initially I would like Nahily to tell us, based on his experience and from his customers, that he has satisfied customers operating with the solution today. What are the advantages? What advantages? I have Nahily migrate my solution to the cloud with you. I mean, which one is that? Those great advantages you offer me?

[00:43:23] Nahily Vera

Well, I could summarize the advantages in 3: The main one is that it reduces the high initial investment costs since you no longer have to buy that expensive hardware and/or those software licenses that I mentioned at the beginning in the introduction. No, huh? Another is that it reduces the time of implementation because it is easier and the administration as we have it, then it is faster and put the service to work and do well the configuration that your client needs. And finally, it is that you will pay only what you will use here you do not have to be worrying about the future, that if I am going to grow, then I have to buy a team that is going to endure that growth. Not only does it contract here, what it needs at the moment and when it grows, but it contracts the users who have grown the service that NCE needs at that moment and who have already seen the need.

[00:44:32] Juan Carlos Castaneda

Interesting, because as you said in the beginning, when we see what we lived before, if we wanted to have something, we had to buy the equipment and we had to make this great investment which is something interesting

with the savings I have. The Cloud PBX part is now based on that. I wanted to ask you a question. What's the least I can do to start working with you? I mean, how many extensions is the minimum that I allow to have a solution like the one they tell me in the cloud with all those fichers and all those features that you tell us?

[00:45:03] Nahily Vera

Well, uh, you can start by acquiring from an extension unless you want to access a promotion we have active where there is already one and if we can establish a minimum user and contract time. But outside of what promotions are and we can really evaluate the need and that starts with a waiver without a permanence contract.

[00:45:31] Juan Carlos Castaneda

Oh, interesting.

[00:45:32] Juan Carlos Castaneda

So if I am a company or a person who is opening a business and more now than many people also want to open their business, can I start with a solution like this in a company?

[00:45:41] Juan Carlos Castaneda

That is, to have the corporate image and be my extension and be working anywhere, from my home or anywhere? That interesting part and capacity for growth, the one Nahily wants, the one he wants.

[00:45:52] Nahily Vera

Exactly, it applies more than anything else. Right now, companies with the pandemic were forced to send their staff home. So this is for some people to say eventual, for others not. Something we already have to change. Then we give them that flexibility to not have a contract of permanence and start testing the service and the time has come. Make your decision. If you leave a few people working from home with their phone system in the cloud or return to their offices with a physical system already in place.

[00:46:30] Juan Carlos Castaneda

Good old Nahily. So maybe I can also grow if I am a call center that has 500 extensions. You are in the capacity or a thousand extensions to be able to give me the solution in the cloud.

[00:46:39] Nahily Vera

Yes, of course, we can start with the cloud solution and then move on to a physical solution because uh, sometimes they are fine, they start small, they start growing and say hey, I really have the ability to acquire equipment or I already need the robustness to stop something, eh? Let me control more starting with the cloud service and then we can move to physical or vice versa. You have something physical and go to the cloud.

[00:47:08] Juan Carlos Castaneda

I mean, I can buy what you're saying about the team. I can buy the solution in the cloud, I can even have a team that is mine and I can take it to the cloud for you to manage.

[00:47:19] Nahily Vera

It is also possible to do that.

[00:47:21] Juan Carlos Castaneda

Okay.

[00:47:22] Nahily Vera

We'll be talking about virtualization there. But basically they can do it too.

[00:47:29] Juan Carlos Castaneda

Working all in the cloud .

[00:47:32] Juan Carlos Castaneda

Assemble the cloud software, move everything to the cloud, and you're on your way.

[00:47:39] Juan Carlos Castaneda

Okay, all right. Now, engineer Jairo, how long would it take to implement a solution? Can it be so to have as an idea of how much I will be ready to be able to have my solution in the PBX cloud?

[00:47:52] Jairo Garcia

Well, the average according to the customers we have implemented is between 24 hours and 72 hours and sometimes. That is, you can have the implementation ready, but sometimes when there is portability you have to remember that it can take up to 5 days more or less, depending on how long the number or number portability lasts.

[00:48:13] Juan Carlos Castaneda

Okay, interesting, it's a quickie, it's really a solution. You already have all the equipment, you have all the solution. It's simply a matter of setting it up, getting it ready for service.

[00:48:24] Juan Carlos Castaneda

That part's pretty interesting now. Jairo Hey, you're in the service part, in the engineering part of NOC. That's it, I'm already a customer with you guys implemented me. How's that part? That's the koinonia. It is the constant, continuous support that is happening at the TELONLINE level. How is that part of communication? As I communicate if I need, for example, to ask for another extension or make a configuration or I do not know how to make a follow me you help. How's that part?

[00:48:53] Jairo Garcia

Well, the means by which we can be contacted are different. These included chat and via Skype, for example, via telephone or email. When the customer contacts us, he will basically ask Well, I made a series of items with more technical problems that have been presented are the voice quality that can be associated with the Internet service, which has to have the customer. Calls that do not connect can be Inbound or Outbound. Inbound, for example, when the call, when they have a DID the calls, enter this DID, and for some reason, either on the client-side or on the provider side, are reviewed and either scaled or resolved to the client. Depending on the problem.

[00:49:46] Jairo Garcia

We have different security systems and sometimes the customer when using a static IP, we put this static IP on a white list. Sometimes the customer changes his internet provider and does not notify us. Then we have to add that policy so that the IP, the new client's IP, is enabled again and the service is available again. That's what he does. It's very occasionally that it happens. The other thing is the access to the portals that they forget, the credentials to enter, for example, the call portal, downloading recordings, for example.

[00:50:25] Jairo Garcia

It is very common the configuration of IP devices, new phones that acquire contact us, and the expansion to the edition of services are also the most common types of problems or requirements that give us customers.

[00:50:43] Juan Carlos Castaneda

Interesting. So they are always ready to serve and support our customers. Right. Well, engineers, I think it's been excellent, and thank you very much for these questions. Sorry if it's a lot of questions, but I think they are very important for all those who are watching us, any concern, any doubt, however, I did not interrupt them in those questions we had some online questions that soon you have already solved the rules. One of those was basically what Nahily asked her about the issue of the hard-phone and softphone, the advantages of which I think were also very well explained by the engineer Nahily. We were also asked about the issue of the minimum number of extensions as well, which Nahily also explained very well, that you can start from one extension on. And the same thing Jairo told us about exporting or migrating or carrying the numbers directly into the system. Pretty interesting question. Thank you very much to all of you who are following us. Thank you to Nahily and Jairo for your support in the questions. We will also be willing and open again for any doubts, questions, concerns on the subject. I don't know if engineer Nahily or engineer Jairo wants to do something additional for us or if we are ready because I think it has been a theme. The time has passed very quickly, but I don't know if they have anything additional.

[00:52:02] Nahily Vera

I think we solved the most common doubts that arise when they want to acquire this type of solution.

[00:52:12] Juan Carlos Castaneda

Excellent, very good, excellent. I think it's great.

[00:52:16] Juan Carlos Castaneda

I wanted, before saying goodbye, obviously to remind you that you can follow us on our social networks through the YouTube channel. You can register directly with us. They can also do it through Facebook and Twitter and the different social networks such as Instagram and LinkedIn. Before saying goodbye, I first wanted to thank you for being with us, for joining us in this webinar and also to invite you for the next webinar and all of us who are working on technology and telecommunications. If you haven't seen one, you can check it out on our YouTube channel. It's from TELONLINE test and you can see it before we go. As we were talking about CloudPBX, our marketing department made a video that we wanted to share with you and introduce you to this webinar. Thank you all very much. We hope you have a great day and see you soon in the next webinar. We'll leave you with the video. Bye.

[00:53:14] Juan Carlos Castaneda

Use the PBX in the TELONLINE cloud.

[00:53:23] Juan Carlos Castaneda

It's very easy. Contract the service according to your needs with our advisors.

[00:53:29] Juan Carlos Castaneda

Multiple extensions, on-demand calls, or unlimited calls to the United States. Configure the device you have purchased to use your service: smartphone, computer, or IP phone. Start saving on your phone bills. Enable teleworking for all employees or connect different geographic areas without missing a single call. Forget about expensive bills and poor service quality. With our solution, you get Savings, Mobility, Automated Attention, and additional features such as call recording, virtual numbers, toll-free numbers, and more.

[00:54:18] Juan Carlos Castaneda

Don't miss any more calls because you don't have a cloud phone system. Contact us and increase your company's business.

