

**COUNTERPATH**



# Enterprise Mobility Gateway (EMG)

## Solution Brief

# Enterprise Mobility Gateway

## Mobile Unified Communications for Enterprise

CounterPath Enterprise Mobility Gateway and Bria Mobile Client

CounterPath enables mobile unified communications by extending enterprise telephony, voicemail and corporate directory services—together with presence, instant messaging and conferencing capabilities—to Smartphones and PocketPC devices over Wi-Fi and mobile networks.

### Mobile Operator Agnostic, Unified Communications for the Enterprise

Mobile workers, including road warriors, teleworkers, corridor cruisers and day extenders, can now access the same enterprise calling features and Unified Communications features they use at their desktop via the intuitive Bria Mobile client:

- Enterprise Telephony (transfer, redial, hold, conference)
- Incoming call screening with option to answer on multiple devices
- Corporate Directory
- Access to Enterprise dial plan
- Instant Messaging and Presence
- Group Calling
- Visual Voicemail

Integration of mobile devices with SIP-based PBXs also enables unified mobility features such as:

- Single Enterprise phone number (incoming and outgoing calls)
- One Voice Mailbox for desk phones and mobile devices
- Call Session Mobility (desktop phone to mobile phone handoff)
- Voice Call Continuity (Wi-Fi to Mobile / Mobile to Wi-Fi)\*
- Call Log Synchronization between mobile and deskphones

### Solution Components:

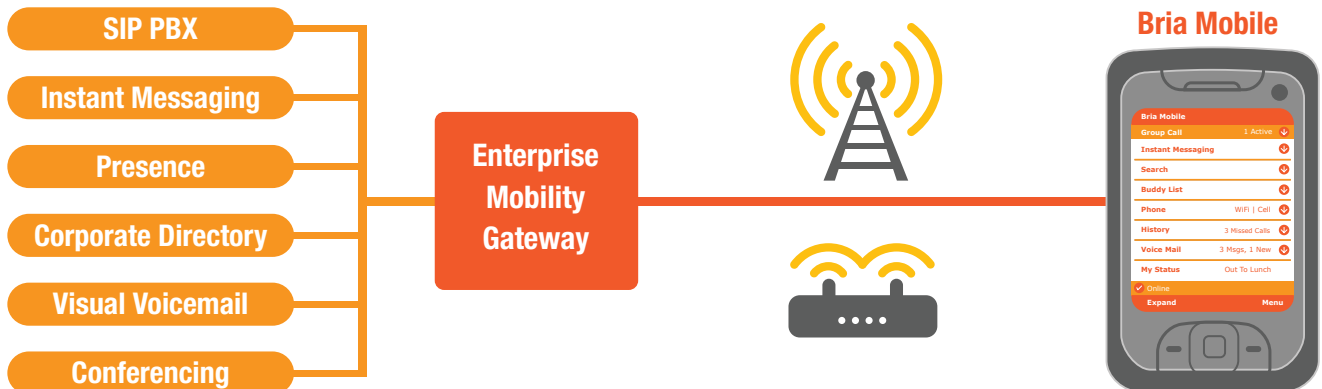
#### Bria Mobile Client

Bria Mobile is a mobile client application for popular models of mobile devices including BlackBerry, Nokia, Windows Mobile Smartphones and PDAs—providing a mobile interface for accessing enterprise VoIP, Unified Communications and corporate directory services. Bria Mobile is available in two editions: Single-mode (GSM and CDMA mobile) and Dual-mode (mobile/Wi-Fi).

#### Enterprise Mobility Gateway

The CounterPath Enterprise Mobility Gateway integrates with common enterprise telephony, directory and messaging platforms and securely extends these services to mobile devices.

The Enterprise Mobility Gateway runs on standard server hardware—serving as the federation point between back-office servers (SIP PBX, Corporate Directory) and Bria Mobile clients running in a mobile network.



# Enterprise Mobility Gateway

## Enhance personal and workgroup effectiveness

The CounterPath Enterprise Mobility Gateway (EMG) enables users to stay connected with colleagues and customers anytime, anywhere. Now, when someone calls you at the office, your mobile device rings. All voicemail can be quickly accessed from one easy-to-use location. When a call is received on a mobile device, the person calling sees your work phone number, not your mobile phone number. All the functionality you use at your office — extension dialing, call hold, transfer, conference, Instant Messaging, Presence status and more — can now be accessed from your mobile device.

## Increase Professional Accessibility and Responsiveness

Significantly reduce the number of missed phone calls and instances of phone tag. Callers will now be able to reach you more effectively because your office phone number is also your mobile device—both ring simultaneously. The mobile user has the choice to accept the call, forward it to voicemail or redirect it to another pre-defined number such as a home number. If they do leave a message, you will be notified immediately on your mobile device, enabling you to respond to their voicemail in a timely fashion.

To help bring issues to a faster resolution, Instant Message a colleague or send a group IM to set up a group conference call. View Presence status for colleagues and access corporate directory contact information. Call colleagues using 4-digit extensions via the enterprise call server (PBX) -- all from your mobile device, revealing your enterprise number (never your mobile number).

## Enable Seamless Mobility Between Fixed and Mobile Networks\*

Voice Call Continuity (VCC) will enable your mobile workforce to reduce on-site mobile communication costs by seamlessly roaming between mobile and Wi-Fi networks. Users will also benefit from call mobility by easily performing a call handoff from the Bria Mobile EMG client to the desktop and vice versa. Both VCC and call mobility enable least cost calling and on-the-fly transitions from fixed to mobile networks.

While talking on your mobile device, transition from inside the office Wi-Fi network to a mobile network without dropping the call. Put the call on hold, and take another call on another line. View the line status of a colleague to know when they are free to take a call, and transfer the first caller when the line becomes available.



### Benefits for Your Mobile Workforce:

- Use only one phone number for all business communications anytime, anywhere
- Retrieve phone messages from one enterprise voice mailbox with one click
- Collaborate with colleagues via Instant Messaging and 1-touch group calling
- Benefit from a consistent set of services whether in the office, at home or on the road; features on the Bria Mobile mirror that of the Unified Communications-enabled PC desktop

# Enterprise Mobility Gateway

## Enable cost-effective and secure mobile Unified Communications

Extend existing investments in IP Telephony equipment, mobile phones, smartphones, and dual-mode devices by securely enabling enterprise calling features on these mobile devices. Leverage enterprise wireless infrastructure to reduce on-site mobile communication costs, and reduce mobile and calling card minutes of your mobile workforce.

## Securely Extend Enterprise Communications to Your Mobile Workforce

The CounterPath Enterprise Mobility Gateway (EMG) complies with industry standards in fixed and mobile security including: TLS signalling for single-mode Bria Mobile clients, and WEP/WPA/WPA2 and Virtual Private Network (VPN) support for dual-mode-enabled Bria Mobile clients operating from Wi-Fi hotspots or home Wi-Fi routers.

## Support Numerous Mobile Devices

The EMG supports a wide variety of mobile devices and platforms. This support reduces up-front rollout costs associated with limited device support, and increases buy-in from road warriors and executives who are not forced to change mobile devices.

The EMG is mobile carrier agnostic and works with CDMA (EV-DO), GSM (EDGE, HSDPA), Wi-Fi communications networks on Windows Mobile, RIM BlackBerry and Symbian operating systems on an extensive range of devices.



## Benefits for Your Enterprise:

- Improve employee and workgroup communication response times
- Leverage enterprise wireless infrastructure to reduce on-site mobile communication costs
- Leverage existing communication equipment investments by extending these features to mobile devices and coverage zones
- Enforce your enterprise mobility policy (keep records of all mobile call activity and voicemails)
- Extend existing investments in mobile phones, smartphones, and dual-mode devices, while gaining greater visibility into the mobile devices in use in the enterprise
- Control mobile device cost by bringing usage into the enterprise

## Enforce Your Enterprise Mobility Policy

The EMG reduces management barriers and costs associated with deploying separate fixed and mobile telephony solutions. Enterprises gain visibility into which devices are running on the network, and can exert greater control over mobile costs through PBX-routing capability.

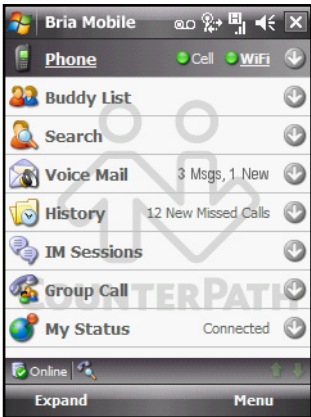
In addition, all call activity, call records, and voicemail are kept on the internal PBX, enabling greater insight into enterprise mobility usage and cost. New personnel can be issued one office phone number (direct or extension)—ensuring, that as they transition from the business, customers will continue to the appropriate office phone number, not the personal, mobile phone number.

Over the Air (OTA) client configuration ensures accurate Bria Mobile set-up, minimizing user frustration and IT resources.

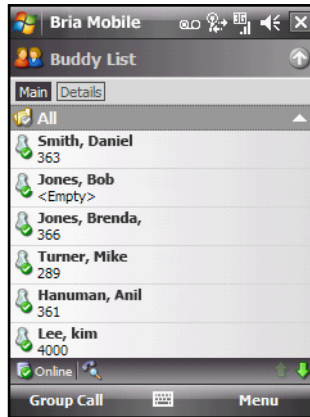
# Enterprise Mobility Gateway

## Enterprise Communications Everywhere

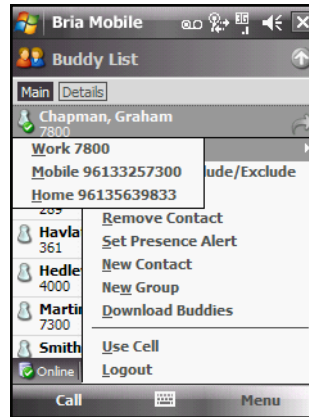
Bria Mobile provides executives, teleworkers, road warriors and corridor cruisers, access to Unified Communications capabilities over mobile and Wi-Fi networks.



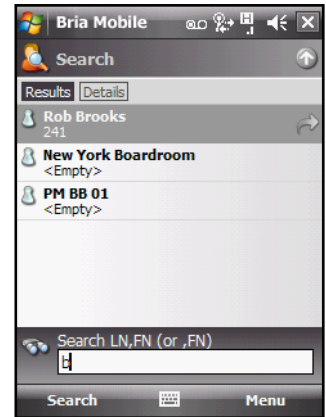
Main interface - top level



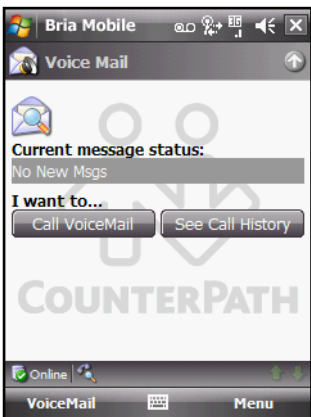
Buddy List - interface



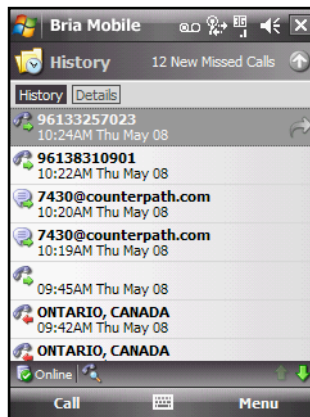
Buddy List - menus



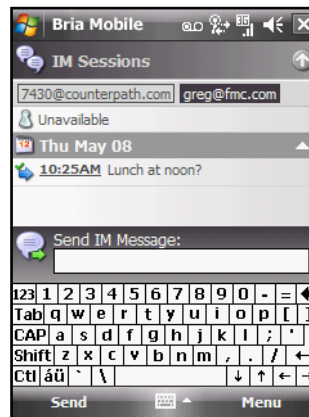
Search - interface



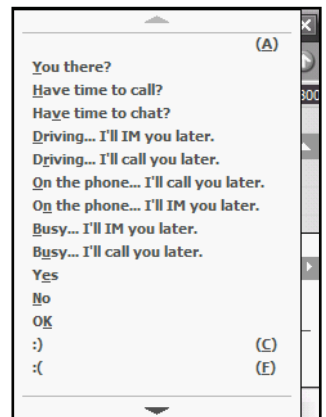
Voicemail - interface



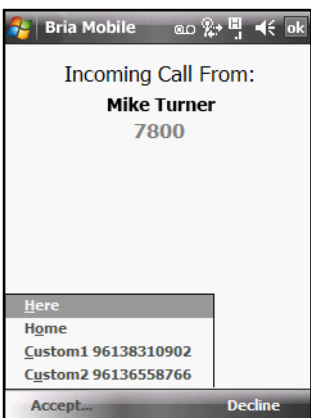
History - interface



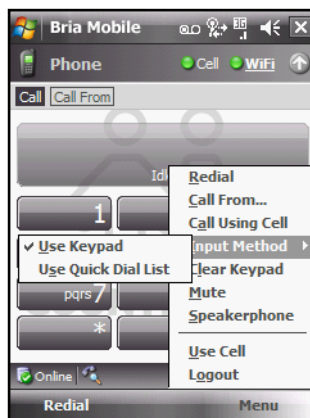
Instant Messaging - interface



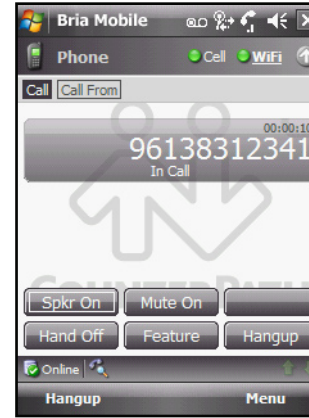
Instant Messaging - message



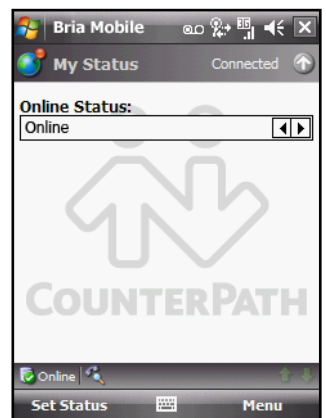
Incoming call screening and redirection



Phone - menus



In call features



My status - interface

# Enterprise Mobility Gateway

## User Features

- Single number reachability
- One voice mailbox
- Simultaneous ring
- Instant Messaging and Presence Updates
- Multi-party conferencing and group calls
- Group management: create groups from buddy list or corporate directory
- Ad-Hoc group call with selected members
- Participants: click to join a group call now / later
- Desk phone/Mobile phone interworking
- Seamless data roaming and handoff between Wi-Fi and mobile networks
- Voice Call Continuity (VCC) between WiFi and cellular networks\*
- Corporate directory lookups
- Call features such as Hold and Call, Transfer, Conference, Swap, Do Not Disturb (DND), Call Mute and more
- Enterprise extension - Caller ID display
- Enterprise dialing (3-,4-,5-digit extension dialing)
- Basic Message Waiting Indicator (MWI) and advanced visual voicemail listing
- Incoming call screening and routing control
- Call logs and call history
- Buddy list
- Unique power-saving mode on device for Cellular and Wi-Fi interface management

\* VoIP and Voice Call Continuity functionality is pre-release and will be generally available soon for Dual-mode devices (cellular/WiFi).

## Administration Features

- Multiple gateways can be deployed in a load sharing arrangement
- Gateway Configuration
- Gateway Server Status
- Visibility into in-progress group calls
- Send system messages and notifications
- User portal for end users to download software
- Support for security certificate
- Bria Mobile client configuration support
- User and device monitoring
- Over the Air (OTA) client software installation and configuration

## Devices Supported

The Bria Mobile client software works on a variety of Smartphones and PocketPC devices:

- HTC
- RIM Blackberry
- HP
- Motorola
- Samsung
- Nokia
- Palm

For a complete list of supported devices, please visit:

<http://www.counterpath.com/enterprise-mobility-gateway>

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