



# Unified Managed Cloud Telecommunications: Simple, Affordable, Secure

SOCOM's Managed unified communications offers you the best of breed in service, business continuity, security & simplicity.

Most businesses today don't want to or have the time to manage their communications platform; they simply desire better service, security, affordability and simplicity. SOCOM offers an alternative where all you need is an internet connection and we take care of the rest. Our pride resides in our **customer service, integrability, affordability, customizability and security, in all of our products and services.**

With competitive pricing at a savings of up to 70% off traditional telephone bills, the choice is simple. We offer a wide range of plans for all types of entities: businesses large and small, home and virtual 'on-the-go' offices. SOCOM can **guarantee the lowest rates**, with a simple review of your current usage.

Does your business have international locations? Our service plans include unlimited calling in the US and Canada plus over 20 countries. With SOCOM, **experience zero toll charges calling intercontinentally** from one office to another, with the option of secure encrypted communications.

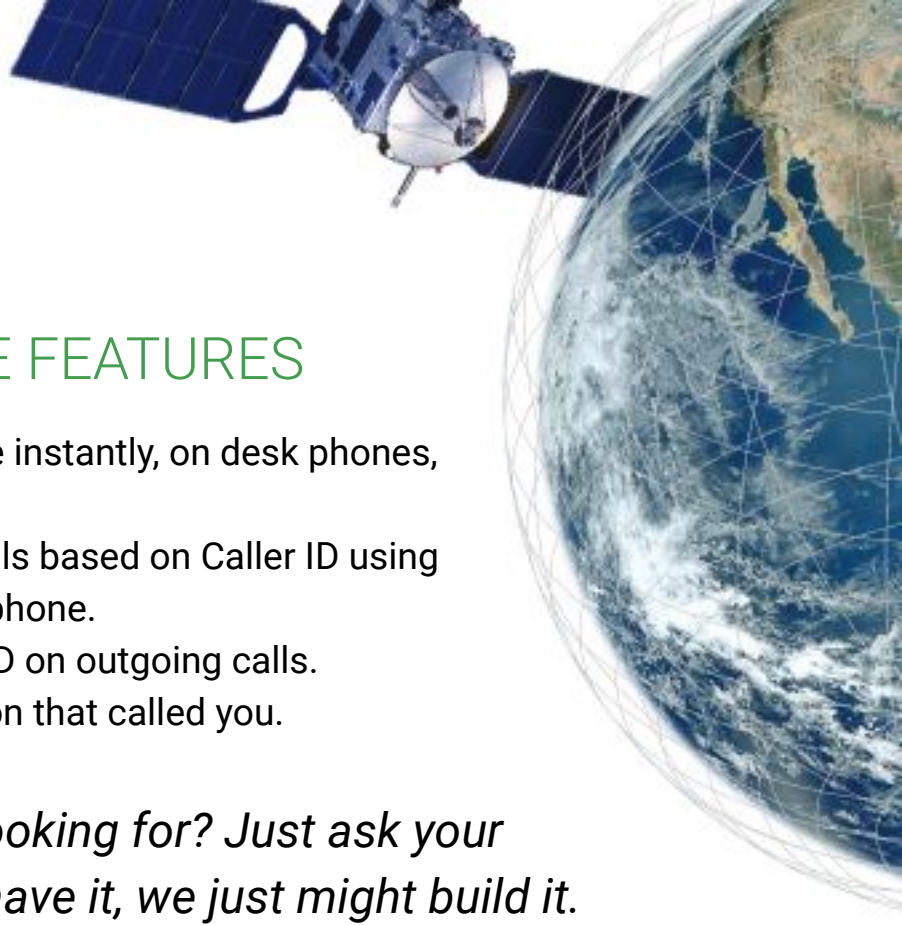


## SOCOM'S PBX MANAGEMENT FOR YOU

**[#] Dial Plan:** We help you define how you want your PBX communications to behave, provide consulting and share recommended best practices, and apply your Dial Plan for you. This includes but is not limited to: configuring your phones, extensions, directories, virtual receptionist, dial menus, call groups and ring strategies. Want to be hands off? In fact, we can manage every aspect of your platform for you.

## SOCOM'S PBX AVAILABLE FEATURES

- [#] Client Web Portal:** Pay your bill, view call records and more.
- [#] Number Porting:** Migrate your business numbers on over.
- [#] Caller ID:** Know exactly who's calling. CNAM database lookups too.
- [#] Connect Offices:** Eliminate interoffice toll charges, even globally.
- [#] Call Forwarding\*:** Wherever you are, you can receive calls on any phone.
- [#] Call Transfer:** Get your caller to the person they need to talk to.
- [#] Attended Call Transfer:** Get approval before call is transferred.
- [#] Hold Calls:** Play background music, ads and/or information.
- [#] Virtual Receptionist\*:** Create custom greetings, dial menus and route calls.
- [#] Call Groups:** Ring multiple phones using up to five different ring strategies, including first available, ordered call distribution and more.
- [#] Multiple Device Calling:** Send calls to multiple devices with elected ring strategy.
- [#] Dial by Name Directory:** Help customers locate specific persons by name.
- [#] Company Directory:** List extensions, departments and names.
- [#] Party Calling:** Join calls and plan meetings with remote parties.



## AND MORE AVAILABLE FEATURES

- [#] **Paging:** Use extensions to page instantly, on desk phones, cell phones and more.
- [#] **Call Block:** Selectively block calls based on Caller ID using a simple feature code on your phone.
- [#] **Call Privacy:** Block your caller ID on outgoing calls.
- [#] **Call Return:** Calls the last person that called you.

*Don't see a feature you're looking for? Just ask your representative. If we don't have it, we just might build it.*

## ENHANCED FEATURES

- [#] **Eavesdrop or Whisper:** Listen in on a conversation for quality assurance and/or training.
- [#] **Call Parking:** Let's you pick up a call on any phone extension in the office.
- [#] **Call Broadcast Messaging:** Call a defined phone list and play a recorded Message for advertising and/or training purposes.
- [#] **Multilingual Communications:** Use your dial plan and IVR to offer multiple language options to your customers.
- [#] **Call Queue:** Place callers in a wait queue for the next available associate.
- [#] **Call Recording:** Record and archive calls for training or other purposes.
- [#] **Voicemail to Email:** Receive playable voicemails embedded in emails.
- [#] **Conference Calling:** Host meetings with PIN code entry and announcements.
- [#] **Call Metrics:** Analyze extension traffic, call times, routes and more.
- [#] **Device Paging:** Warehouse loudspeaker, intercom and overhead paging.
- [#] **Translations:** Convert SMS messages to speech and speech to SMS.





## AND MORE ENHANCED FEATURES

- [#] **Cloud Fax Server:** Never miss a fax! Receive and send faxes using email.
- [#] **Video Conferencing:** Real time experience on a secure network.
- [#] **800 #'s:** Let your clients call you on your dime.
- [#] **Virtual Numbers:** Virtual local and international numbers: give your business a local presence anywhere and/or use them to track advertising and marketing campaign metrics. Using SOCOM'S hosted CRM Solutions? Automatically track your metrics in your CRM based on Virtual Number Caller IDs with SOCOM's CRM & PBX integration module.
- [#] **Vanity #?:** Want your phone # to spell out your business? 'Opt-In' for daily local results based on keywords or phrases.
- [#] **Custom On-Hold Messages:** Professional voice overs for great marketing.
- [#] **Security Features:** Above-standard security features always included for more peace of mind. Have a need for strong end-to-end encrypted communications? SOCOM specializes in Data Security, having staff with decades of Data Security and Internet Intrusion Prevention Systems.
- [#] **Voicemail to Text:** Have your voicemail translated to text and sent to your cell phone via SMS! SOCOM'S PBX is integrated with Google's Cloud Speech Recognition--one of the most accurate audio transcribing engines available today.

*Don't see a feature you're looking for on the enhanced list? Just ask your representative; if we don't have it, we can build it just for you.*

# Enrich Collaboration, Improve Productivity

## Yealink T4S series IP Phones

Yealink's T4S series is the upgraded IP phone line of Yealink's former T4 series. Designed for today's busy executives and managers, the T4S series features an elegant appearance, Optima high-definition audio quality and a remarkable phone experience. Integrating cutting-edge features like Wi-Fi and Bluetooth connectivity, the T4S series enriches business users' daily collaboration. It also protects business users' investment with its effortless deployment and broad interoperability with UC platforms and IP PBX systems.



## Optima HD Audio



With Yealink's Optima HD audio technologies, industry-leading acoustic clarity and newly-added support for Opus\* to its broad audio codec list, the Yealink T4S guarantees a lifelike collaboration experience.

\*By supporting Opus, Yealink T4S series delivers better audio quality in both high-bandwidth and poor network conditions, comparing to other wideband or narrowband codecs.



## Elegant Industrial Design

The cutting-edge design of the Yealink T4S series includes telephony superiority as well as an elegant appearance. The use of premium materials testifies to its manufacturing excellence.



# Remarkable User Experience



The Yealink T4S series delivers excellent stability and performance with its latest advanced components. The phones feature an optimized interface for a smartphone-like user experience. Its rich one-touch soft keys allow for customization, bringing additional convenience and increasing productivity.

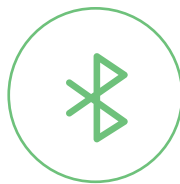


## Additional Convenience and Flexibility

In addition to the T46S and the T48S, the new T41S and T42S are equipped with a built-in USB port, meaning the entire T4S series supports extended functions such as USB call recording, Bluetooth and Wi-Fi connectivity for more flexibility and functionalities.



USB Recording



Bluetooth



Wi-Fi

## Effortless Configuration and Upgrade

The Yealink T4S supports efficient provision and effortless mass deployment with Yealink's free Redirection and Provisioning Service (RPS). Furthermore, the T4S features a unified firmware and an auto-p template that apply to all phone models (T41S, T42S, T46S and T48S), saving even more time and IT costs for businesses.



Yealink RPS Server

Firmware Unified



T41S

T46S



T42S

Auto-P Template Unified

T48S



# Yealink T4S Series Ultra-elegant IP Phone

Feature	Phone	SIP - T48S	SIP - T46S	SIP - T42S	SIP - T41S
LCD	 7" 800x480-pixel touch screen	 4.3" 480x272-pixel color display	 2.7" 192x64-pixel graphic display	 2.7" 192x64-pixel graphic display	
HD Voice	HD Codec HD Handset HD Speaker	HD Codec HD Handset HD Speaker	HD Codec HD Handset HD Speaker	HD Codec HD Handset HD Speaker	
Speakerphone	Full-duplex	Full-duplex	Full-duplex	Full-duplex	
HAC	✓	✓	✓	✓	
Wideband Codec	Opus*, G.722	Opus*, G.722	Opus*, G.722	Opus*, G.722	
Narrowband Codec	Opus*, G.711, G.729A/B, G.726, G.723.1	Opus*, G.711, G.729A/B, G.726, G.723.1	Opus*, G.711, G.729A/B, G.726, G.723.1	Opus*, G.711, G.729A/B, G.726, G.723.1	
SIP Accounts	16	16	12	6	
USB 2.0	✓	✓	✓	✓	
Bluetooth Earphone via BT40	✓	✓	✓	✓	
USB Recording	✓	✓	✓	✓	
Wi-Fi via WF40	✓	✓	✓	✓	
Call hold/Call transfer/Call forward	✓	✓	✓	✓	
3-way Conferencing	✓	✓	✓	✓	
Smart Dialing	✓	✓	✓	✓	
Remote Phonebook	✓	✓	✓	✓	
LDAP Phonebook	✓	✓	✓	✓	
Hot-desking	✓	✓	✓	✓	
BLF/BLA	✓	✓	✓	✓	
Power Saving	✓	✓	✓	✓	
Screen Saving	✓	X	X	X	
Memory Keys	27 (3 pages of 9 keys)	29 touch keys	15 (3 pages of 5 keys)	15 (3 pages of 5 keys)	
Gigabit	✓	✓	✓	X	
PoE	✓	✓	✓	✓	
Expansion Module	✓	✓	X	X	
Open-VPN	✓	✓	✓	✓	
Auto Provision	TFTP/FTP/HTTP/HTTPS/PnP	TFTP/FTP/HTTP/HTTPS/PnP	TFTP/FTP/HTTP/HTTPS/PnP	TFTP/FTP/HTTP/HTTPS/PnP	

\*Opus: Support 8 kHz (narrowband) and 16 kHz (wideband) sampling rate

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# CounterPath Bria Stretto Solution

## Solution Brief

## CounterPath Bria Stretto Solution

Bria Stretto™ clients makes it easy to get your people talking



### Introduction

Bria Stretto™ is CounterPath's off-the-shelf softphone solution for enterprise customers, to complement the enterprise's existing VoIP service. Bria Stretto combines CounterPath's award-winning Bria softphones for Windows, Mac, iOS and Android platforms with CounterPath's cloud-based Stretto platform, offering services such as centralized provisioning, push notifications and advanced analytics.

Bria Stretto increases employee productivity and responsiveness, by transforming each employee's desktop, tablet and smart phone devices into an enterprise-grade softphone associated with their business number. Employees gain full access to voice, video, presence-enabled corporate directory, messaging and screen sharing, no matter where they happen to be (in the office, at home, on the road).

Bria Stretto softphones are centrally managed, which means that employees simply need to download the free Bria Stretto app and log in with their corporate credentials, at which point they can immediately start communicating via voice, video or messaging.

As a rule of thumb, for any business with 10 or more employees, softphones should be centrally managed by the IT administrator via the cloud; forcing every employee to manually configure their apps with SIP credentials, firewall settings and codec preferences results in a less than optimal user experience and makes it challenging for IT administrators to rollout configuration changes across the user base.

The Stretto platform provides control over hundreds of softphone settings, to tailor Bria Stretto to operate in any corporate environment – while keeping the network complexity hidden from employees. Bria Stretto is certified to interoperate with a broad range of VoIP platforms, including Cisco, Avaya, Mitel, BroadSoft and Asterisk – and includes enhanced feature support for BroadSoft and Asterisk environments.

Bria Stretto softphones are enterprise-grade, with a hard-earned reputation for offering the highest quality of any softphones on the market.



### Core Features

All Bria Stretto softphones share the same unified User Interface (UI) regardless of platform (Windows, Mac, iOS, Android), with a common set of features, to allow employees to seamlessly transition between devices for all their communications needs.

In addition to standard telephony features such as Call Hold, Call Transfer and Messaging Waiting Indicator, Bria Stretto supports advanced business features such as Call Monitoring, Call Recording and Address Book integration. Other valuable features include Auto Answer / Remote Call Control (for Contact Centre environments), Microsoft Office integration (allows Windows users to initiate audio, video and messaging sessions from within Microsoft apps such as Outlook) and SMS integration (facilitates sending & receiving text messages to/from mobile networks).

All Bria Stretto mobile users are provided with access to CounterPath's Push Notification service, which is critical for reducing battery usage when the Bria Stretto app is in the background. CounterPath's Push service ensures that the user is always reachable for incoming calls and messages, over any network, by leveraging Google and Apple's global Push Notification infrastructure. Furthermore, Bria Stretto mobile softphones include support for active call handoff to/from WiFi and 3G/4G networks.

## CounterPath Bria Stretto Solution

Bria Stretto™ clients makes it easy to get your people talking



### Core Features Continued

Bria Stretto also provides IT administrators with the ability to configure customized web tabs, to seamlessly display web-based content within the softphone app, giving the appearance that the app has been purpose-built for that enterprise.

All Bria Stretto softphones include advanced wideband audio codecs including G.722 and Opus, in addition to narrowband codecs such as G.711, G.729 and SILK. High Definition (HD) video codecs such as H.264 and VP8 are also included in the base offering, at no extra charge.

All Bria Stretto softphones are supported in multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese.

And finally, all Bria Stretto softphones support Single Sign On (SSO) to enable employees to use their corporate password when launching Bria Stretto for the first time. When Single Sign On is enabled, CounterPath's hosted Stretto platform sends a LDAP query to the enterprise's directory server, to validate the employee's credentials.

### Advanced Cloud Services

While CounterPath does not provide the VoIP service itself (this is typically provided via the enterprise's PBX or by a hosted VoIP provider), Bria Stretto offers a number of cloud-based services such as corporate directory, presence, messaging and screen sharing to complement the core VoIP service. These services are hosted by CounterPath and as such, do not incur any operational expenses, nor do they require any additional configuration effort, as they are enabled through the use of preconfigured provisioning templates & profiles.

Many businesses rely on an ad-hoc mix of consumer messaging systems, such as WhatsApp, Facebook Messenger, iMessage, WeChat, and Skype, with different apps used depending on the contact. With Bria Stretto, every employee automatically appears in a single corporate roster, with full Presence status (including available, busy, on the phone and idle states) and secure 1:1 and group Instant Messaging (IM), synchronized across all of the user's devices. If an employee starts a messaging session on their iPhone, that same IM session can continued on their desktop softphone; the employee's message history is instantly replicated across all their devices.

### Operational Excellence

Bria Stretto has been developed for enterprise customers, both small and large. CounterPath's customer base includes small businesses with only a few employees, scaling up to global enterprises with thousands of users.

IT administrators can be confident that their employees are using the latest software release; this is especially important for Android and iOS users, as new operating system releases can have unintended impacts on the user's existing applications, often requiring immediate updates to their apps. Bria Stretto apps are always up-to-date, as CounterPath is responsible for pushing out new releases through multiple distribution channels, including Apple's App Store and Google Play.

Bria Stretto also allows IT Administrators to instantly deploy new features to all employees or can target changes to a specific subset of the employee population. For example, if an enterprise decides to rollout IPv6 within their corporate network, Stretto can be used to flash cut all employees to the new network addressing scheme.

All Bria Stretto users are configured with Client Logging, allowing administrators to quickly pinpoint end user issues. For example, if an employee is experiencing a firewall connectivity issue when working from home, the employee can easily send a troubleshooting log from within the Bria Stretto app. The IT administrator will immediately receive a detailed report that captures the user's softphone settings, network configuration and recent signaling flows.

Available

 Away

Busy

On The Phone

Do Not Disturb

Appear Offline

Lisa **Corazon**  
Available

Jessica **Evans**  
Away

Bryan **Greene**  
On the Phone

Sydney **Harris**  
Available

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### Operational Excellence Continued

Another powerful operational feature is User Experience Metrics (UEM), which provides management with valuable insights into how the softphone app is performing in the field. Voice quality estimates are collected after each call and summarized into standard reports, along with consolidated user data such as device type, operating system version, USB headset model and statistics related to voice, video and messaging usage. For businesses where voice quality is critical, Bria Stretto analytics is a must-have feature.

And finally, Bria Stretto includes Help Desk Assistant, an optional feature that allows the IT administrator to remotely access the employee's mobile softphone, to remotely update specific settings and place test calls. This feature can only be enabled in real time with the user's consent.

### Product Comparison

There are significant differences between Bria Stretto and the Bria Retail desktop and mobile products sold via the CounterPath eStore and the Apple and Google app stores.

Bria Stretto is a centrally managed, enterprise-grade solution that has been purpose-built for CounterPath's channel partners, offering a fully partitioned environment that can be tailored to the needs of each individual enterprise. For example, each business is provided with their own unique domain name, regardless of their size.

Bria Stretto also includes a number of capabilities not available with CounterPath's Retail products, including advanced telephony features such as SMS interworking, Message Sync and Call Monitoring, sophisticated operational tools such as Client Logging, User Experience Metrics and Help Desk Assistant, and access to CounterPath's priority trouble ticketing system.

Bria Stretto also includes enhanced features for integrating with BroadSoft and Asterisk environments. For example, Bria Stretto includes support for BroadSoft's Network-based Call History, Network-based Contacts and integration with BroadSoft's Device Management System (DMS).



### Licensing Options

Bria Stretto is offered as a subscription product that is renewable on an annual basis. While CounterPath's Software-as-a-Service (SaaS) approach is aligned with industry best practices (for example, Microsoft Office 365), it also recognizes that Bria Stretto is a cloud-based service that includes centralized provisioning and push notifications, as well as optional hosted services such as presence, messaging and screen sharing.

While Bria Stretto can be licensed on a Per Device basis (for example, a medium sized enterprise can order 75 desktop licenses and 75 mobile licenses), most enterprises prefer Per User licenses that entitle each employee to use softphones on all their devices. Per User licenses are easier to manage and provide more value by extending the enterprise's communications infrastructure to every employee, across any device and over any network.

Per User licensing options include Basic Bundle (entitles each employee to use up to 4 devices per day), Business Bundle (up to 4 devices per day, as well as cloud-based corporate roster, presence, messaging and screen sharing) and Collaboration Bundle (includes multi-party audio / video conferencing, with advanced screen sharing and messaging capabilities).



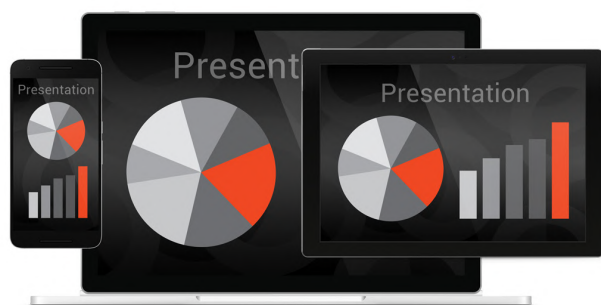
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### Highlights

- CounterPath's Bria Stretto solution extends voice, video and secure messaging to all employees, across any device (Windows, Mac, iOS and Android) and over any network (WiFi, 3G, 4G).
- Based on CounterPath's enterprise-grade Bria Stretto softphones, delivering the highest quality of any softphone on the market.
- Centralized cloud-based management allows IT administrators to tailor Bria Stretto for any VoIP environment and to instantly deploy new features to all users.
- Compatible with VoIP infrastructure from the broadest range of vendors, including Cisco, Avaya, Mitel, BroadSoft and Asterisk. Includes enhanced features for integrating with BroadSoft and Asterisk environments.
- Includes standard telephony features such as Call Hold, Call Transfer and Voice Mail / Messaging Waiting Indicator, as well as business features such as Call Monitoring, Call Recording, Message Sync and Address Book integration.
- Consistent feature set and unified User Interface (UI) across multiple platforms (Windows, Mac, iOS, Android), to allow employees to seamlessly transition between devices.
- Other advanced features include Microsoft Office integration (Windows), Auto Answer / Remote Call Control for Contact Centres, and SMS integration for sending & receiving text messages to/from mobile networks.
- Includes CounterPath's Push Notification service, to reduce mobile battery usage and decrease missed calls and messages. Also includes active call handoff to/from WiFi and 3G/4G networks.
- Single Sign On (SSO) to allow employees to use their corporate password when launching the Bria Stretto app for the first time.
- Optional cloud-based services such as corporate directory, presence, messaging and screen sharing; these services are hosted by CounterPath and thus do not incur any operational expenses.
- Automatic distribution of new software updates through multiple distribution channels, including Apple's App Store and Google Play.
- Advanced operational tools such as Client Logging, User Experience Metrics (UEM) and Help Desk Assistance, to allow Operations teams to measure voice quality and quickly resolve issues.
- Access to CounterPath's priority trouble ticketing system.
- Support for multiple languages, including English, French, German, Spanish, Portuguese, Dutch, Italian, Japanese, Russian and Chinese.
- Enhanced security with signaling and media encryption via TLS and SRTP.
- Firewall traversal and compliance with the latest standards (ICE, STUN, & TURN).



### Where to Buy

For additional information on Bria Stretto, please contact your telephony reseller or visit the CounterPath website at [counterpath.com/channel-partner-program](https://counterpath.com/channel-partner-program)