



Communication Framework

Patent Pending, Patent Application No. 2009904883



Desktop “Click to Communicate” for US\$10 per user

Why pay for expensive desktop and back office upgrades to Unify Communication your desktop applications when you can simply and cost effectively communication enables your users and associated desktop applications with your existing PBX and CCNA's “Communication Framework” Applications.

Unified Communications reduces the latencies in finding and communicating with individuals both within and outside your organisation.

Unified Communications is achieved by linking your enterprise communication switch (PBX) to your desktop and back office applications and databases which then allows you to click to communicate through your desktop which controls your enterprise PBX and the conversation.

The benefits of integration between your communication and business applications (MS Office, IBM, Google, or browser) are made simple with your PBX and CCNA's “Communicate Framework” Applications.

Unified Communication features enabled, once you integrate your PBX and your business applications, include:

- Search users from your Contacts, History, Favourites & Corporate Directory
- Click to Call, Conference, SMS & Video*
- Click to call via a Hyperlink for automated calling from calendar invites, email signatures, Website Directories and business processes
- Inbound Caller Notification and Caller Intelligence via a desktop window Popup via Google or other Desktop Search Engine
- 2 User Interfaces - CF Client & CF Console
- CF Companion Tools is Business Software, complementing Communication Framework
- CF Gadgets are shortcuts to business and communication functions
- Application Sequencing (e.g. Skype Video)
- Application Linkage (e.g. Presence, CRM)

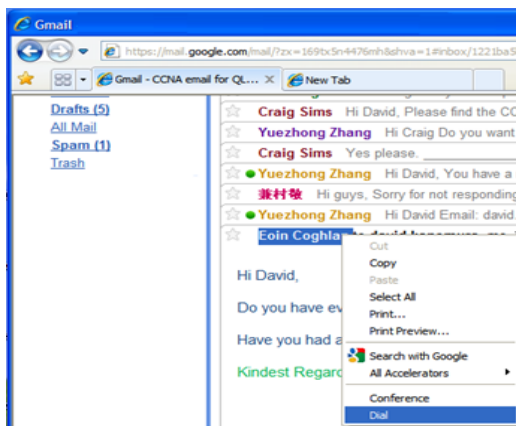
Choose who to Unify Communication enable within your organisation to increase their productivity.

Continued feature enhancements and a yearly subscription ensures investment protection and continued competitive business advantage

Why not try Communication Framework out today and gain the value of Unified Communications.

Email us at: software@ccna.com.au

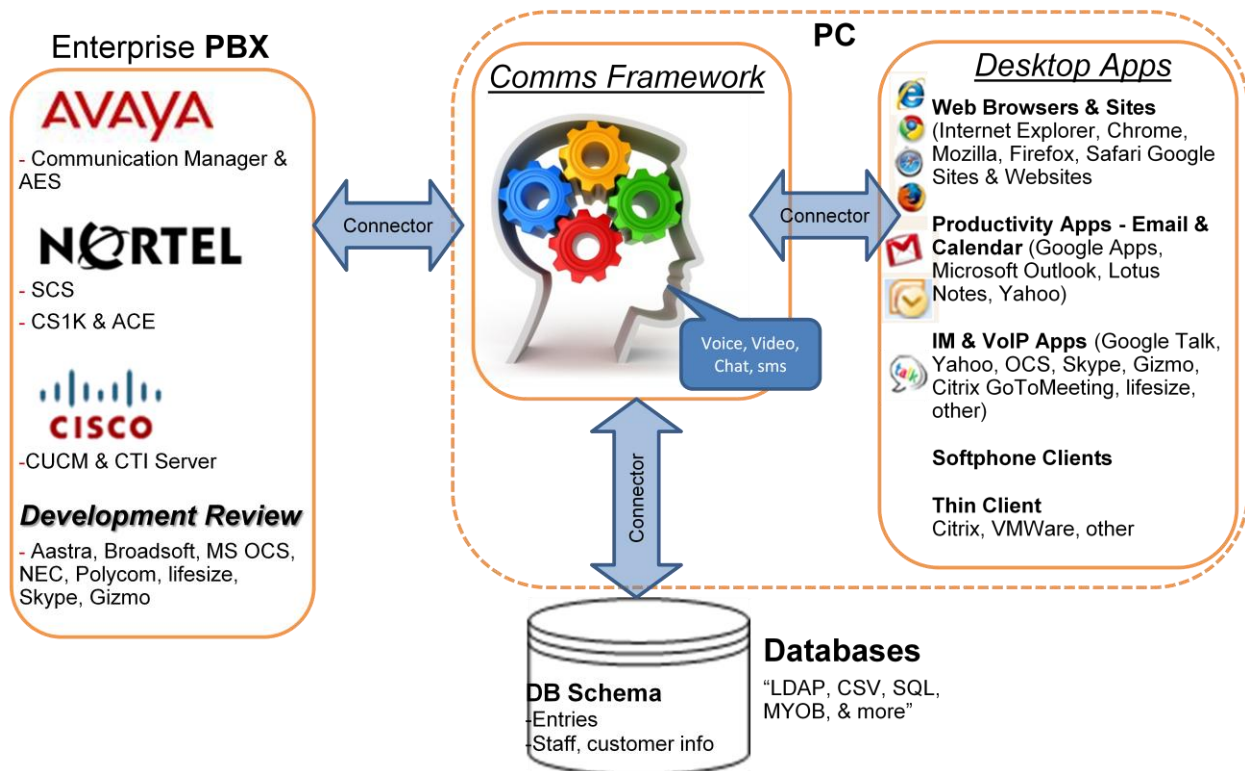
Visit us at: www.ccna.com.au



* Vendor Softphone client integration

Productivity

- Reduce communication latencies
- Click to communicate from any application
- Call, conference, SMS, video, last number redial, access favourites from shortcut keys
- Directory Search and Communicate
- Create your own outbound campaigns
- Caller Notification and Intelligence



Communication Framework Architectural Overview

Communication Framework operates with:

- Avaya (TSAPI and CMAPI)
- Cisco (Web Dialler and CTI Server)
- Nortel (SIP Services, CTI or TR87)
- Microsoft

The functionality of Communication Framework is dependant based upon a users role, and the level of integration with the PBX vendor.

The Communication Framework Suite of Applications includes:

- CF Client
- CF Console
- CF Client Gadgets are shortcuts to customer or prebuilt business and communication functions
- CF Companion Tools are a series of business software tools to enhance the CF experience

The functionality of Communicaiton Frameworks for the CF Client and CF Console user interface is list below.



User Interfaces / Features	Click to Communicate				Call Features				Advanced Features							User Features						
	Dial	SMS	Video	Web-link Calling	Conference	Hold / Un-hold	Release (Hang up)	Transfer	Line Appearances & Info	Login & Out	Directory Search	Advanced Directory Search	Inbound Caller Notification	Inbound Caller Intelligence	Information Sharing	Application Aggregation (e.g. Skype)	Application Linkage (e.g. Presence Status)	Single Sign On & Extension Mobility	Import Contacts	GUI Transparency	Prebuilt GUI Skin	CF Client Gadgets
CF Client (Web service Integration)	X		X	X	X	X	X	X		X					X	X		X	X	X	X	
CF Client (CTI Integration)	X	X	X	X	X	X	X			X		X	X	X	X	X	X	X	X	X	X	
CF Console	X	X		X		X	X	X	X	X	X	X	X			X	X				X	X

About CCNA

Converged Communication Network Applications Pty Ltd (CCNA) is an Australian and Asia Pacific solution and service provider for Enterprise and Government.

CCNA is Services lead company, which specialise in delivering leading technology solutions within the Enterprise, Government, and Carrier market place. The design, development, and implementation of converged communication network applications are the core area of expertise for innovative solutions. Our approach is to provide customers with a flexible technologies outcome lead road map. Convergence design and implementation would initially be focused on ensuring customer network readiness for deploying any converged applications.

Over and above voice and video applications, CCNA focus on ensuring network continuity for such applications as: Unified Communications, Collaboration, Virtualisation, and Mobility real time service offerings. An understanding of all critical business application services ensures that the maximum business returns is achieved across multiple vendors. CCNA customers are developing and deploying multiple vendor technologies throughout a network of locations.

Our Solution Offerings include the following:

- IP Telephony and video
- Networks cabled and wireless
- Contact Centre Applications
- Multi-media offerings including email, web chat, web collaboration and SMS
- Unified Communications
- Desktop Solutions