

Creative Server BOX



Creative cloud Server is a feature rich Collaboration platform for integrated voice, video, fax & email services on standard SIP based soft-switch architecture. Based on 2 core as well as 4 core options in processors with clock speed of 2.4 GHz they will handle the traffic requirements of any mid size enterprise.

It offers true Server media gateway architecture with distributed processing, and multiple self surviving remote shelves that can support any SIP standard device. With Two Gigabit Ethernet, duplicated controls, redundant power supply and duplicated fans it can connect on IPv4 as well as IPv6 networks which makes it an ideal choice for environments that can afford no failure. It further offers the unique ability to connect with multiple SIP service providers on one Gigabit Ethernet port as the other port is connected to other servers.

Its powerful bus architecture supports PCIe bus to connect with 5G networks or to connect multiple PRI in future. In-built provision to extend Wi Fi to support limited mobility within the organization. Integrated HDMI to connect display to monitor or program the system along with a camera interface provide additional flexibility.

It is most suited for modern enterprises where different departments or buildings are connected over high speed data links, each having a small cloud server, where all of these

cloud servers collectively work as one integrated enterprise communication network. Such modern architecture minimizes laying of twisted pair copper wires which are expensive and difficult to maintain. Thus the architecture is scalable that can grow with the growing needs of an organization.

Creative cloud server complies with various open standard interfaces like QSIG, H.323, XMPP, SIP and CSTA used for various networking applications. Network resource sharing, NTP synchronization of nodes, Mac binding are standard features supported in the integrated multimedia architecture. Supports offline software upgrade and auto-boot when power is restored to ensure uninterrupted communication.

Network Management System

Creative cloud server comes with its NMS suite capable of archiving of sys log services and is based on industry standards such as SNMP, TCP/IP, Telnet and PPP. NMS provides for quick health and utilization status of various resources of the system and allows setting up of thresholds to trigger alarms. All passwords follow MD5 level encryption. NMS maintains CDRs, provides performance standards of each device in the network & triggers alerts or alarms for each network element that requires attention. Voice guided IVR based fault control module provides immediate status of faults reported by the users. Alerts can be triggered,

monitored & closed using integrated messaging system, over emails, SMS or IVR system. Options exist for Audio alarms or color coded alerts on console. NMS can automatically generate & close the task intelligently.

Unified Communication System

It offers features for video conferencing, Screen sharing, File or Data transfer for enterprise wide collaborative work culture.. Users can receive Fax & Voice mails that can be shared or transferred to other users by click of a button. Creative collaboration tool allows “oneto one” chat messages as well as group chat. Further it facilitates toggling between group chat & audio conference with the same group by click of a button. Creative collaboration allows Presence based services along with desktop sharing, Video conferencing and broadcast of audio or video clips over the network.

Integrated collaboration platform are available for desktop as well as mobile based applications and can be further customized to handle, alerts & alarms, as tasks that can be escalated monitored & closed.

Security Services Suit

It supports SRTP, TLS & secured UDP. Traffic between a remote unit and the call server can be encrypted using SSH or IP sec tunnels for direct command line sessions, HTTPS (SSL) for web sessions, SFTP for file transfers. Security & encryption features remain unaffected even on local survivability.

Further Creative CLOUD solutions can facilitate encrypted VPN voice tunnels for traffic routed in specified directions. Radius authentication, MD5 encryption of passwords, 802.1x based port and mac binding functions can be controlled from the centralized GUI thus ensuring highest level of security in any communication network. “Sys logs” and “intrusion tracking” mechanisms ensure superior forensic analyses if even required.

Rich Telephony Features

- ❖ Auto Attendant & IVR functions
 - Auto Attendant Schedule with configurable multilingual tree support.
 - Customizable voice guided formats.
 - Multiple Auto Attendants receiving in various ACD modes.
- ❖ Automatic Route Selection (ARS)
 - Day mode Night mode call Interval Settings.
 - Customizable Route Selection (priority, session, destination, callee based priority).
 - Cost based / Traffic based / Congestion based / shortest route based routing.
 - Template Rules for ITSPs and GWs including CAC (call admission control) to ensure QoS.
 - Divert to alternate mobile / landline. Multi appearance or Single number for multiple destinations as well as SIP clients for mobile devices that work seamlessly over 3G /4G / LTE. Quality of conversation on mobile clients depends on bandwidth, latency & jitter on PLMN.
- ❖ Call Forwarding
 - Busy/No Answer Call Forwarding
 - Call Forwarding Schedule
 - Unconditional Call Forwarding
- ❖ Music on Hold & Call Hold. Can support customized messages.
- ❖ Call Hunting & hunt groups.
- ❖ Auto detection & line locking.
- ❖ Call Log, CDR, Billing, User formats for billing, Email of bills and integration for payments. User portal to view bills by period cost or destination.
- ❖ Call Transfer
 - Attended Transfer
 - Blind Transfer
 - Intercom Transfer
 - Transfer to Voicemail
- ❖ Call Monitoring
 - Automatic Monitoring
 - Supervising Mode
 - Silent Monitoring
 - Whisper page

- ❖ Quality of call monitoring on Phone / Admin / NMS / CDR
- ❖ Call Park.
 - Private park
 - Public park
- ❖ Call Pick Up
 - Call Pick Up public
 - Call Pick Up specified Group
- ❖ Call Queue monitoring.
- ❖ Call back indication.
- ❖ Redial, Speed dial Abbreviated dial & scheduled dial
- ❖ Auto answer
- ❖ Boss Secretary calling
- ❖ Call Recording.
 - Audio as well conference calls. ❖ Admin monitored or user defined during the call.
 - Specified callers.
 - Malicious call trace & record
- ❖ Call waiting with differentiated RBT
- ❖ Call Schedule.
- ❖ Do not Disturb
- ❖ Codec Support- 128 or more
 - G.711 u-Law, A-Law
 - G.722
 - G.729 (including G.729a, G.729b & G.729ab).
- ❖ IP V6 & IP V4 support
- ❖ Conference (Multi-Way Calling)
 - Convene Conference “Meet me”, Operator assisted, Ad hoc
 - Invite Attendee / Add & drop any party / Mute as well as “barge in”
 - Multiple Conference Rooms
 - Scheduled/Instant Conference
- ❖ Confirm Divert without even receiving or picking the handset.
- ❖ Direct Inward Dialing (DID).
- ❖ Message Waiting Indication (MWI)
- ❖ Music-On-Hold
 - System Default Music-on-Hold
 - Personalized Music-on-Hold
- ❖ NAT ping to discover the hidden clients.
- ❖ Paging (1-way: Unicast & Multicast).

- ❖ Public Announcements.
- ❖ Friendly System programming clicking directly on Accounts to directly select sub-menu
 - Extensions
 - Gateways
 - Phones
 - User Manager
 - XMPP Manager
- ❖ Loop resistance
 - Short loop Analog Extn. 1200 Ohms
 - Long Loop Analog Extn. 2400 Ohms
- TRAFFIC HANDLING
 - BHCA : 500,000
 - BHCC : 300,000

Unified Communication Application Supports friendly Access to,

- Presence based control Online, Offline, Busy, DND, On/Off Hook, Away, Logged off
- LDAP integrated with corporate & public directory to maintain various contacts
- Chat / Messaging
- Call Detail Records
- One Number Service
- Click to Call from the convenience of PC
- Call back services
- Conference set up & controls – mute, invite, barge in & purge features
- Fax send receive & forward options
- Voicemail
- Desktop share, white boarding, Collaborative work
- File sharing
- Video call & Video conference



Dictating the Information Age

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