

## AMP – Awareness. Messaging. Presence

# Secure. Productive. Diverse.

We just upped the ante on real-time communications.

*Enterprise communications are more complex and faster than ever. The need to generate efficiency in the workplace and manage one's time requires new tools and streamlined systems to support the rapid pace. More direct, responsive and time sensitive dialogue means you need to AMP up your communications arsenal.*

AMP is a multi-channel awareness and presence platform with features that allow users across the enterprise to exchange information and collaborate effectively—from instant messaging and group chat to voice calls and file sharing. AMP's user-based tools are designed to allow consistent presence visibility and communication access to reach the right people across the network in an efficient and effective manner, enabling higher levels of productivity and accessibility.

### BENEFITS

#### Communicate more efficiently.

AMP allows enterprise employees to communicate effectively with one another through a set of unique tools, from one-to-one instant messaging to many-to-many group chat. At any time users can also initiate a phone call to another party via AMP's click-to-call feature. These features streamline the communications process and allow for more time sensitive responses.

#### Collaborate.

With tools designed to enable truly collaborative work sessions, AMP lets users transfer documents, images or any other files to coworkers. Users can also transmit screen capture images to another user for shared visibility. This allows for immediate feedback as employees engage together to complete projects

#### See dual presence.

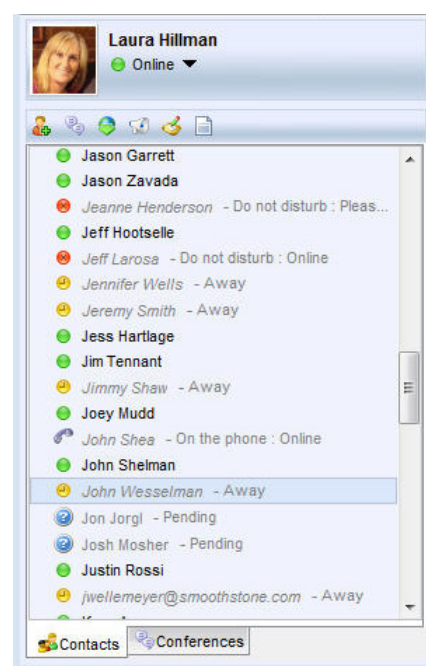
Presence enables users to monitor visual indicators of the status of their co-workers for communication availability such as instant messaging or phone. Users can set their online status to "Free-to-Chat", "Online", "Away", or customize their status message. In addition, the state of their phone is presented via AMP when the user is "On the Phone" or in "Do Not Disturb".

#### Stay in control.

Similar to other West IPC services, AMP provides IT managers with a set of administrative tools to monitor and ensure the proper classification of users are applied and that usage of the application is appropriate. With access controls and company-wide chat logs, administrators have the visibility and control they need and the requirement to route enterprise traffic through centralized firewalls.

#### Protect valuable data.

More than ever, enterprises are moving away from public IM clients like AIM, MSN Messenger and Yahoo Messenger due to security and performance concerns. Since AMP is a cloud-based solution, residing on the Maxxis infrastructure, user communications are handled in a more secure manner. Additionally, AMP is purpose-built for the enterprise, with tools that enhance employee productivity, instead of feeding productivity-robbing content and media.



## A COMMUNICATIONS TOOL THAT MAKES A DIFFERENCE

AMP allows users to more seamlessly communicate and collaborate in the workplace. Providing features and benefits that enhance the communications experience and deliver the following:

AMP FEATURES	FEATURE BENEFITS
<b>Dual Presence<sup>1</sup></b>	Allows users to view both the online status and the phone state of their co-workers, to determine availability.
<b>Secure Instant Messaging</b>	Using the Secure Sockets Layer (SSL) protocol for encrypted communication and connecting to a private server, AMP provides the convenience of instant messaging without the network vulnerabilities introduced by public IM services, like AOL IM, MS Live Messenger and Yahoo Messenger.
<b>Group Chat</b>	Provides for real-time collaborative communication among groups of users.
<b>Broadcast Alerts</b>	Messages can be sent to multiple users at ones, alerting them of important information.
<b>Secure File Transfer</b>	Files can be safely transmitted between users, with SSL encryption
<b>Click-to-Dial<sup>2</sup></b>	Working in conjunction with VoiceMaxx, users can dial other users with a simple mouse click, right from AMP.
<b>Easy-add Company Directory</b>	Users can quickly build their contact list from a full employee directory.
<b>Admin Controls</b>	Administrators can remove specified users from view in the company directory.
<b>Chat Logs</b>	AMP provides each users with personal historical chat logs and administrators with logs for all employees.

<sup>1</sup> Phone state presence is only an available feature for customers of VoiceMaxx hosted service.

<sup>2</sup> Click-to-dial is only available when used in conjunction with Voicemaxx hosted service