



## SIP BASED CONFERENCING

### Conferencing Defined:

- ▶ Programs and meetings which may be for the purpose of presenting and exchanging information, comparing views, learning, planning and decision-making. [www.dtic.mil/ieb\\_cctwg/contrib-docs/VTC001/sect3.htm](http://www.dtic.mil/ieb_cctwg/contrib-docs/VTC001/sect3.htm)
- ▶ Real-time, two-way communications. Audio telecommunications support of simultaneous interactions among participants (e.g. involving conference calls or video conferencing). [services.eliteral.com/glossary/decision-support-systems-glossary.php](http://services.eliteral.com/glossary/decision-support-systems-glossary.php)
- ▶ A general term which refers to meetings in which the parties and/or their advocates and third parties discuss issues in dispute. [www.bridgebuilderscs.com/index\\_files/Page611.htm](http://www.bridgebuilderscs.com/index_files/Page611.htm)



## MEET-ME CONFERENCING

*Meet-Me Conferences are conferences where all participants can dial into from the outside, no matter where they happen to be when the conference begins.*

Meet-Me conferences provide superior online meetings wherever and whenever you want to meet. Meet-Me conferencing allows your organization to maximize its meeting effectiveness. They are easy to start and join. Users simply notify the participants of a start time, the conference bridge phone number and the access code—its that simple.

Esnatech’s WeLINK conference server provides you with the same ability to set up a meeting place for people to join in at an appointed time. It is called Meet-Me Conference, and it is as simple as dialing a number at the time agreed. Participants just dial the predefined number of the conference and they are instantly connected. All other parties that may already be in the room will hear a tone indicating that a new party has joined in.

At any given time, the system can support up to a maximum of 24 parties in a single room and up to 48 in a single system, with the ability to configure unlimited private rooms. A Meet-Me Conference is a normal conference call, and as such, any participant can add other parties, up to the maximum of participants allowed.





## IN TODAY'S BUSINESS ENVIRONMENT AND COMPETITIVE CLIMATE BUSINESSES DECISIONS MUST BE MADE FAST!

*WeLINK Conference participants are not required to be located in the same place. They can be miles away, even in different continents. They can be in their office, at home, on the road—simply any place. All they need to do is dial the WeLINK Conference number and they will be connected to the conference call.*

Whether the participants typically find themselves in different parts of the world or no further than the building next door, decisions must be made swiftly. When the time available to make these decisions is too short to have personal meeting in office or abroad, Meet-Me Conferencing is just the right solution.



Telephone subscribers can tailor their own conferences to meet their individual demands and convene Meet-Me telephone conferences on demand, making the tedious dialing-in of conference participants by hand or booking of expensive conferences through external service providers a thing of the past. Esnatech's SIP based Meet-Me Conference server WeLINK, adds a decisive element to the infrastructure of any phone system. The simple SIP based application constitutes an integral component to any organization's infrastructure whether it is VoIP or legacy TDM. Esnatech's SIP based Meet-Me platform is an affordable and easy-to-use communication solution for efficient decision-making processes

The WeLINK SIP based Conference server allows users to have a conference call or a voice meeting over the pre-existing telephone system. Once all the server side configurations have been completed by the system administrator, the person who has the "Moderator" access code will have the ability to control the different rooms in the conference system. Moderator of the conference room is someone who has the ability to invite other participants to the conference. The Moderator may also modify different types of settings that are related to the conference rooms such as the recording functions or the background music.



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## THE VALUE OF WELINK SIP-BASED CONFERRING:

*Communications have come a long way in business, since the traditional way of communicating effectively was to hold a face-to-face meeting, regardless of the distance you had to travel. The latest conferencing technology can change the way your business works, saving you both time and money, while contributing to a cleaner, greener planet.*

No matter what kind of business you're in, all organizations share a common agenda—driving down costs, and maximizing potential for innovation, and speeding up the decision making processes. Everyone needs to invest wisely in technology to save on unnecessary traveling costs and to make the best use of time each and every day.

We must be prepared to respond and recover from emergencies, disasters and other contingencies quickly. To do this, we need to be able to communicate easily and reliably. There is also a common focus and responsibility in minimizing our environmental impacts from our operations. The bottom line is, we all need to communicate in all aspects as quickly and effectively as possible.



The inherent value of adhoc group discussions regardless of physical locations speak for itself. The value of being a complete SIP-based service enables any size organization to deploy conferencing with any infrastructure or phone system they already have. WeLINK works in any environment and delivers true collaboration amongst an organizations' distributed workforce and customers. Having this service enabled on their office phone will increase the usage of this collaborative service and promote constructive group sessions. The ability to access group discussions anywhere, anytime will encourage creativity and enhance real-time decision-making. Access to Meet-Me functionality enables you to get more out of your meeting time, reduce travel costs and speed up the decision making process—all to help your organization to compete and succeed in today's business world.



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## WORKING SMARTER WITH COLLABORATION...

*The “One-hour” meetings can easily take the best part of the day, or even the entire day to attend. Conferencing services have been providing solutions to this problem for many years now—helping executives work smarter, save precious time and reduce costs. Access to Meet-Me conferencing services has increased the kinds of meetings that can be handled in this way. Whether you are talking with two people or twenty, you don’t have to be in the same room to have a successful meeting.*

Time wasted on traveling, sitting on flights, waiting on delays and making your way to the actual location simply makes no sense for consistent on-going group meetings. There is no doubting the necessity and effectiveness of some face-to-face interactions, but there are many occasions where a physical gathering is not necessary.

Today’s flatter, geographically dispersed companies need tools to help make their internal company communications as effective as possible. Esnatech’s WeLINK Conference Server offers an efficient way to reach a large audience simply and immediately, without having to worry about or pay for the logistics of organizing a physical event.

Of course sitting down together will continue to be the best option for new and important business meetings, but it’s increasingly unacceptable for key people to be commonly tied up in redundant travel, especially on internal company matters, both in impact on individual productivity and direct cost to the company.

## WELINK WILL HELP YOUR BOTTOM LINE

*Conferencing can significantly reduce unnecessary business travel costs and boost staff productivity. It’s one part of your communications strategy that you can rely on to deliver the returns you expect.*



A technology investment should be fully justified and we need to extract the maximum possible return for every dollar invested. That means making sure that the technology is fully utilized so that the promised benefits can materialize. Conferencing and meetings are the core fabric of an organizations’ daily agenda. Improving this core process by facilitating easy access to meetings at the lowest possible cost of convening, will not only drive productivity, but will dramatically reduce the organizations core communications costs.

Cost reduction is a key strategy for most businesses and every dollar spent on conferencing will typically save many times that amount in travel costs and the reduction of unproductive executive down-time.



## WELINK WILL STIMULATE YOUR ORGANIZATIONS CREATIVITY

*Innovation has to be a way of life for businesses and public sector organizations. Innovation should be happening at all points in the enterprise and its value chain. The WeLINK conferencing platform provides an instant and interactive environment for people to create and debate, maximizing the time spent innovating as well as helping the drive for clear outcomes.*

### ***WeLINK Will Improve Your Company's Responsiveness***

Reduced time-to-market and more intense competition mean that organizations need to react faster by making speedy, informed decisions. Using WeLINK, your organization can communicate quickly and effectively with dispersed sites and offices, briefing people and getting immediate responses to the latest issues. Managers must be effective without having to spend all their time on the road. WeLINK conferencing speeds up communications and the ability to respond, whatever the situation may be.

### ***WeLINK Enables Global Business Communications***

More and more businesses now have international interests. The expansion of market opportunities in Asia-Pacific, Europe, Latin America and the Middle East, as well as growth by acquisition mean that many more companies now have organization structures with key functions and individuals located in different companies. WeLINK complies with these needs without complicated, expensive infrastructure and without incurring huge travel costs. It's the ideal way to bring people together, wherever they are.

## WELINK WILL DRIVE YOUR GREEN STRATEGIES

*WeLINK conferencing can make a substantial and measurable contribution to your corporate social responsibility strategy. Conferencing can also help employers meet their responsibilities under flexible working legislation and directives, enabling employees to fully participate in meetings while working from home. Is WeLINK a fit for your organization?*

*Ask yourself the following questions:*

1. Does your business have multiple sites?
2. Are you doing business globally?
3. Are you trying to do more with less?
4. Are your executives traveling a lot?
5. Are your business travel costs rising?
6. Is much of your travel for internal business?
7. Does your organization have a work-from-home policy?
8. Do you have many consultants and contractors working in your organization?

If you answered "yes" to at least one of these questions, then you should be considering WeLINK for your business.

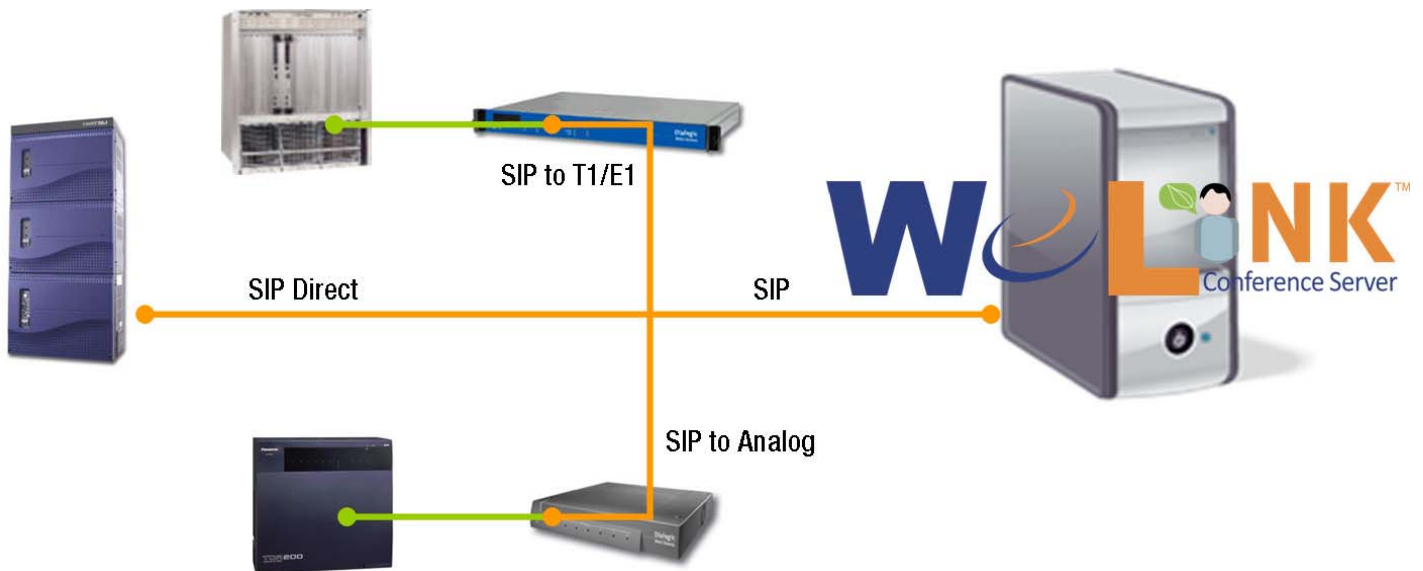


## WHY ESNATECH WELINK CONFERENCING PLATFORM

Esnatech has more than 15 years of unrivalled practical experience, providing and supporting communication technology for global companies and organizations. Our market leadership in Unified Communications illustrates our experience and innovation in the space of communications and collaboration technology.

The architecture of the WeLINK platform does not only allow it to work with any phone system, but the pure openness of its SIP stack enables it to work with the multiple phone systems with different interfaces at the same time. This means that an organization can setup Esnatech's Meet-Me service and configure it to connect to multiple locations, delivering real-time conferencing to ALL locations. The WeLINK platform can connect through multiple interfaces:

- ▶▶ Direct SIP trunking
- ▶▶ Direct SIP extensions
- ▶▶ SIP to analog
- ▶▶ SIP to T1/E1
- ▶▶ SIP to digital set emulation-Legacy Nortel/Avaya/Siemens/Mitel etc.





## RECORDING AND LOGGING OF MEETINGS AND GROUP SESSIONS

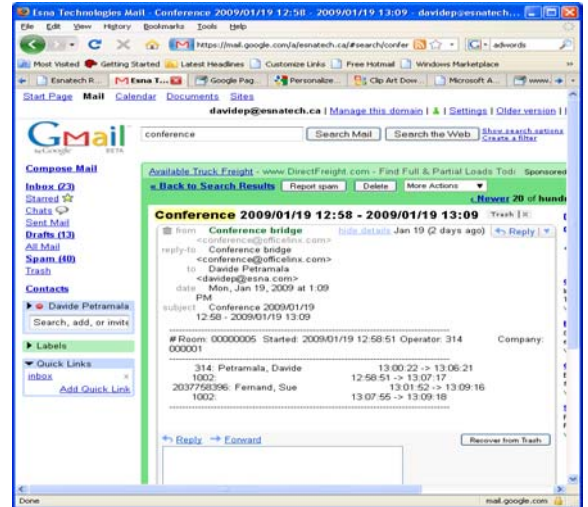
WeLINK not only provides adhoc access to instant collaboration, but it can also record the whole session and provide a detailed record of what was discussed, so the information can be shared amongst participants for review. This is excellent for large group presentations and training sessions where users go back and listen to the meeting notes.

### Unified Communication Integration

When combined with Esnatech's UC platform, WeLINK can also generate detailed meeting statistics that would be provided through e-mail to the moderator. This offers complete logging of the sessions with information on who participated in meeting.

### WeLINK Conferencing Feature Set

The WeLINK service can run stand-alone on any Windows XP/2003 based computer or can be added as a software service to an existing Esnatech UC platform—taking advantage of existing resources and infrastructure to deploy and configure your Meet-Me services.



## STAND-ALONE CONFIGURATION



**RADVISION**  
Delivering the Visual Experience™



## UC CONSOLIDATED CONFIGURATION



Windows XP/2003  
Server



*When deploying a consolidated configuration of WeLINK Conference Server with the Telephony Office-LinX UC platform, there are several enhanced functions available to Unified Communication Users that leverage the conferencing service:*

- ▶ Rich Presence—The users can see the status of other users and their extension to easily add them to a conference using the UC Client Manager software.
- ▶ Contact Integration—Esnatech’s UC server will reference the caller ID information with your contact database for proper identification of the conference participants.
- ▶ Live E-mail Reports and Meeting Notes—UC users will instantly be notified after each conference regarding the status and details of the conference, including who participated, their phone number and duration time of speaking.

Note: Even though both applications are running on the same PC hardware, they will use dedicated SIP resources and not share voice channels. This means that WeLINK will always have dedicated SIP resources, specifically for conferencing. Conference meetings will not tie-up auto attendant and voice mail channels for outside callers and users from checking messages.

**We Link SIP Configuration Tool**

File Help

Total Number of Channels  PBX

PBX 1

Name	Port	Extension No.
<input type="text"/>	1	601
<input type="text"/>	2	602
<input type="text"/>	3	603
<input type="text"/>	4	604
<input type="text"/>	5	605
<input type="text"/>	6	606
<input type="text"/>	7	607
<input type="text"/>	8	608

Channels

IP Address

UDP Port

TCP Port

From Field

Outbound DTMF

Comma Timeout (ms)

Digit Duration (ms)

Interdigit Timeout (ms)

Blind Call Timeout (ms)

Voice Port Alias

Register -> Timeout (sec)

Ignore Disconnect Before Notify

Use TCP

Keep Alive

Immediate RTP

Extension Pool Room OK Cancel



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In either configuration, the WeLINK Conference Server supports the following feature set in the current 1.0 release:

- ▶▶ Unlimited conference rooms—each room supports unique access codes for the participants, listeners and moderators
- ▶▶ Up to 24 participants per conference room
- ▶▶ Up to 48 concurrent participants at any one time
- ▶▶ Configurable music or message during waiting period
- ▶▶ Music on hold can be configured per room
- ▶▶ Support for interactive mode, all callers (participants) can talk for group interactive sessions
  - » Participant features, these features are also available to the moderator:
    - ▶ 78# Un-mute
    - ▶ 88# Mute
    - ▶ 21# Hand-off call to another number—when using this feature there will be no new announcements or chimes made during the hand-off
    - ▶ 41# Participant ID
    - ▶ 42# Caller ID
    - ▶ 43# Current number of parties
    - ▶ 44# Maximum parties for current room
    - ▶ 9# Help
    - ▶ 0# Exit current room and return to the main menu
- ▶▶ Announcements/Presentation Mode—one person or one group talks, others (listeners) only listen
  - » All listeners will only hear the mixed audio of the moderator and the participants.
    - ▶ Listener features
    - ▶ All listeners will enter and exit the conference with no announcements
    - ▶ 21# hand-off call to another number—when using this feature there will be no new announcements or chimes made during the hand-off
- ▶▶ Private rooms—each room can break-off into 4 private rooms for offline discussions
  - » Each conference room may have up to 4 “breakout” rooms where private conferences are being held. The moderator can also jump into a private room, invite a new participant for private briefing before rejoining the main conference.
- ▶▶ Dynamically add callers by inviting them
  - » The WeLINK calls to the desired number—can be done from a private room as a call, and then bring the caller into the main conference.





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The WeLINK feature has multiple rooms active by default. The Administrator can add more rooms and also change the maximum number of participants in each room created. The system Administrator also assigns the access codes.

### Conference Room Navigation

Each conference room has 4 side or private rooms to allow a side conference. The following codes can be used to access each of the private rooms:

- ▶▶ 51# enter side conference room 1
- ▶▶ 52# enter side conference room 2
- ▶▶ 53# enter side conference room 3
- ▶▶ 54# enter side conference room 4
- ▶▶ 50# return to the main conference

### WeLINK Moderator Functions

- ▶▶ The moderator has controls over the conference and manages the flow of the meeting.

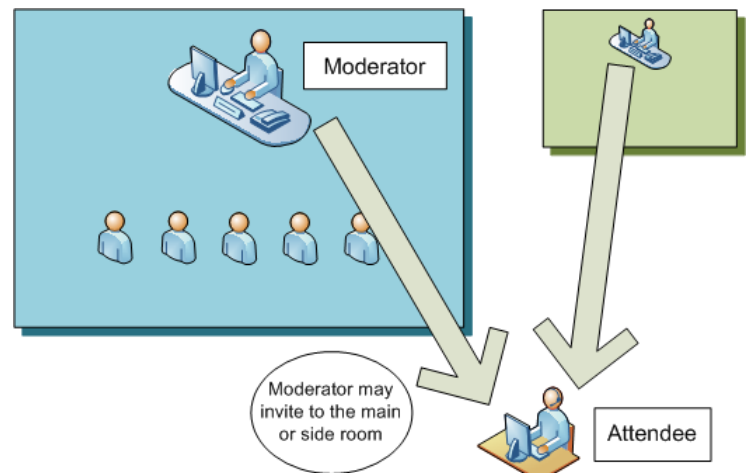
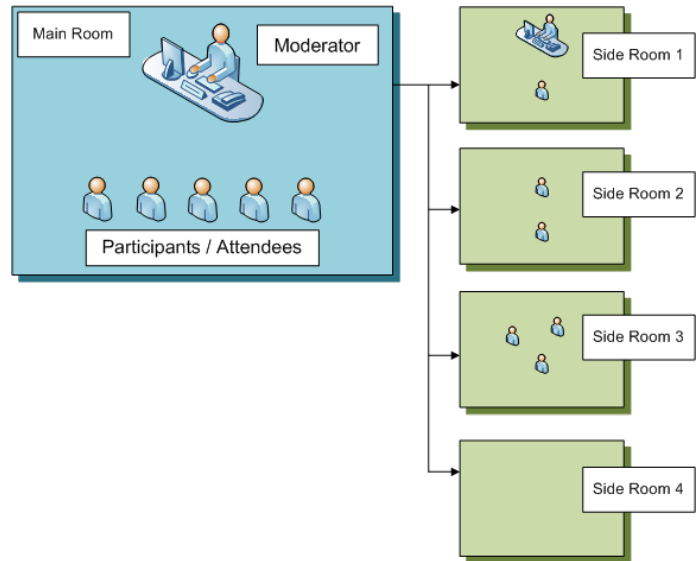
### Invitation

- ▶▶ The moderator can at anytime during the conference invite participants to the session
  - » Press 2# from your telephone—you will be prompted to enter a number
  - » Enter the full number (at this time, there is no dial plan logic or contact integration) including a leading 9, and a call will be placed to the number
  - » If the call is unsuccessful, the chairman will hear a prompt indicating the failure
  - » If the call is successful, the participant will be added to the conference room

*Note: This whole process is silent to the remaining attendees, they will not hear any dialing. You can also enter a side or private room and then invite an attendee if you wish to prep them on the call before joining the meeting. To cancel an invitation call in progress, the moderator can enter 20#.*

### Additional Moderator Functions

- ▶▶ 30# Turn-off background music
- ▶▶ 31-39# Change background music (1-9)
- ▶▶ 71# Recording off
- ▶▶ 81# Recording on
- ▶▶ 72# Announcements off
- ▶▶ 82# Announcements on





## WELINK MEET-ME CONFERENCE SERVER FAQ

### Licensing

*WeLINK is an annual license that expires after 12 months. Customers may simply renew their annual license to continue the Meet-Me Conferencing service. This ensures the latest updates, upgrades and optimal performance of your conferencing platform on a continual basis. 90 days prior to expiration, the WeLINK server will continually notify ALL conference room moderators of the approaching expiration date, so there is sufficient time to renew the annual Meet-Me service.*

WeLINK can run stand-alone on a Windows XP box or in a virtual server environment with your existing server infrastructure. Existing Esnatech users of the Telephony Office-LinX UC platform can integrate the WeLINK Conferencing service directly on the same platform.

#### **Q: Can I use the WeLINK license on multiple servers?**

*A: No. You must obtain multiple licenses for multiple servers.*

#### **Q: Can I move the WeLINK license to another server?**

*A: Yes, but you must obtain a new license for the new server from your dealer. The old license will no longer be valid.*

#### **Q: Can I add more features to the WeLINK license?**

*A: Yes. You may contact your dealer at anytime to upgrade your license with additional features. The license can be upgraded through the License Upgrade tool once you receive authorization from your dealer.*

For more information, please contact Esnatech

1-800-565-3762, say "UC Rocks"

Web: [www.esnatech.com](http://www.esnatech.com)

E-mail: [sales@esna.com](mailto:sales@esna.com)

