



**GOLD SYSTEMS**

Solutions Powered by Voice

## Gold Systems Conference Server

Regardless of your industry, today's trying economy has created new challenges for your business. You are being asked to provide better communications capabilities and yet budgets are tighter than ever before. The Gold Systems Conference Server will give you reservationless conference call capabilities at a fraction of your current costs with your traditional conferencing service provider.

### Slash your costs with a predictable expense

Until now it has not been practical for companies to host their own conference calls with any kind of scale, so conferencing service providers have thrived – and your costs have exploded. Traditional conference companies are paid for every minute that each person is on the call. You can't really judge whether a conference call is important or has too many people on it, so about all you can do is wait for an ever-larger bill to arrive each month. And with increased scrutiny of travel budgets you can be sure that there will be more demand for conference calls, putting even more pressure on your budget.

Gold Systems can help you quickly reverse this trend, giving you back control over this critical expense. You'll be able to immediately cut your conferencing costs and look like a hero because you reduced the budget while improving service to your organization.

### Quick Return on Investment

If you're a heavy user of telephone conference services, Gold Systems Conference Server can pay for itself in just one to two months. Even light users will see a return on their investment in as little as five months. Gold Systems offers the flexibility of three pricing plans to meet your particular needs. With Gold Systems' no-up-front-cost option (Plan 1), your savings start immediately, with your very first call. We'll even provide a local or toll-free phone number to save on long-distance charges.

Experience the  
**Gold Guarantee**  
We Deliver What we  
Promise —  
**Guaranteed!**

At Gold Systems we work closely with our customers to understand and meet their requirements. We are committed to our customer's complete satisfaction with every product and solution we sell.

**Microsoft**  
**GOLD CERTIFIED**

Partner



#### Pricing

Conference Server Plan	Up-Front Cost	SIP Cost Per Minute
<b>Gold Plan 1</b>	None	7¢
<b>Gold Plan 2</b>	\$10,000	5¢
<b>Gold Plan 3</b>	\$25,000	3¢

#### ROI: Examples of Monthly Savings from Conference Server Usage

	30,000 minutes per month	50,000 minutes per month	200,000 minutes per month
<b>Gold Plan 1</b>	\$1,200	\$2,000	\$8,000
<b>Gold Plan 2</b>	\$1,800	\$3,000	\$12,000
<b>Gold Plan 3</b>	\$2,400	\$4,000	\$16,000

**Take control** with a solution built on Microsoft Office Communications Server 2007 R2. It's software running on industry-standard servers rather than propriety hardware – so it's less expensive to acquire and maintain.

**Gain flexibility** with SIP trunks rather than traditional voice trunks. SIP trunks deliver calls over your existing Internet connection, and because they are not based on physical wired connections they can be provisioned only as needed. No need to pay for extra capacity that isn't used most of the time.

**Prepare for the future** by deploying a Unified Communications application that has a clear ROI and actually reduces your costs. Then when you're ready to explore other capabilities such as presence, instant messaging, video and voice, you can build on a system you already know.

Gold Systems, Inc.  
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Gold Systems bridges the gap between the world of telephony/voice (phone calls, voice mail, conferencing, utilizing legacy PBX or IP-based systems) and the world of software/IT (email, IM, calendars, documents) with solutions based on Microsoft Unified Communications framework and technologies.

**Easy to try – Start saving now**

The Gold Systems Conference Server is quickly installed, requiring only power and a network connection. There is no integration needed to the PBX or data network. While you migrate your users, you can continue to make use of your current conferencing provider, so no "flash cut" is required. Just phase them out as the savings add up.

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Benefits	Features
<b>Cost Effective</b>	<ul style="list-style-type: none"> <li>■ Begin saving with your first conference call</li> <li>■ Pay only to license the software on your server, plus SIP charges</li> <li>■ Save on long-distance charges with a local or toll-free phone number</li> <li>■ Total cost is much less than traditional outside conference services</li> </ul>
<b>Secure</b>	<ul style="list-style-type: none"> <li>■ Conference calls are not hosted by a third party</li> <li>■ Servers are located in your data center under your control</li> <li>■ Installed in the DMZ with no integration required to the PBX, Active Directory or other network resources for basic conferencing capabilities</li> </ul>
<b>Familiar</b>	<ul style="list-style-type: none"> <li>■ Users are issued a new phone number, conference ID and leader ID</li> <li>■ Conference leaders simply give the other participants the phone number and ID</li> <li>■ IT can treat the system like a black box or they can self-maintain it like any other Microsoft Windows Server 2008 system</li> </ul>
<b>Easy Migration</b>	<ul style="list-style-type: none"> <li>■ Deploy at your own pace, adding users as you want while continuing to use your existing conference service provider</li> <li>■ Don't cancel your existing conference service provider until you're ready</li> <li>■ Installation is as simple as plugging in the power and the network connection</li> </ul>
<b>High Capacity</b>	<ul style="list-style-type: none"> <li>■ No limits imposed by phone lines</li> <li>■ Up to 320 conference participants per 2U conference unit</li> <li>■ Completely independent of existing PBX limitations</li> </ul>
<b>First Step to Unified Communications</b>	<ul style="list-style-type: none"> <li>■ The Conference Server is a cost-effective stepping stone to a Unified Communications deployment</li> <li>■ Take advantage of basic UC conferencing at minimal initial cost</li> <li>■ UC functions such as presence, instant messaging, video and voice can be added later</li> </ul>

**About Gold Systems**

At Gold Systems we create software that helps people communicate. Our customers are some of the largest companies in the world and they depend on us for many millions of successful calls a year. Our Password Reset product, using speech recognition to free up help desk agents, was the first commercial product for Microsoft Speech Server, which is a part of Office Communications Server 2007. We're known not only for our technology, but for our customer service and for what we call "Human Factors." We work hard to make our applications easy to use and we realize the real test of our success is the happiness of the ultimate users of our software.



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