



2009 UNIFIED COMMUNICATIONS SOLUTIONS
Voice
PARTNER OF THE YEAR
FINALIST

Unified Messaging Specialists for Microsoft Exchange Server 2007

Microsoft Exchange Server 2007 with Unified Messaging (UM) allows voice and data networks to be consolidated into a unified information repository. This new architecture allows companies to simplify their IT infrastructure and reduce costs through unified administration and maintenance for both telephone and IT administrators.

Unified Messaging benefits your organization:

- **Simplify life for your employees**
Unified Messaging combines voice messaging, faxing, and email into one Inbox that can be accessed from the telephone or the computer.
- **Reduce costs for your voice and data networks**
Unified Messaging consolidates hardware and simplifies administration. It also lowers voice mail licensing cost per user.

Take Advantage of Unified Messaging with Gold Systems

As a UM Specialist, Gold Systems can help you deploy this key feature of Exchange Server 2007. Leveraging 16 years of experience in developing and installing voice-based systems in just about every PBX environment, Gold Systems focuses on helping customers and partners connect Microsoft Exchange Server 2007 Unified Messaging to legacy and IP-based PBX systems.

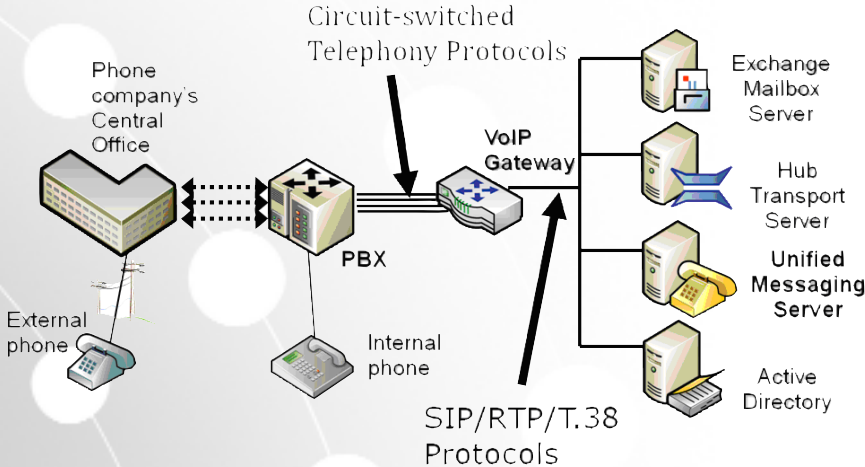
Why Choose Gold Systems

- UM implementation specialists
- Experts at interfacing UM to your existing phone system
- Top Microsoft Speech Server partner

We make UM deployment simple for you!



PBX Connectivity Using VoIP Gateways



Gold Systems, Inc.
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“ With Exchange Server 2007, we can route voice-mail messages anywhere, regardless of the PBX system. Exchange Server 2007 has given us a single, unified voice-messaging system . . . worldwide. – Dave Kirkland, Director of Network Services, Gates Corporation ”

Put Gold Systems Expertise to Work

Gold Systems will analyze your existing voice messaging solution and generate the feature requirements for the Microsoft Unified Messaging solution. Gold Systems will install and configure the IP gateways developed by Microsoft partners (Dialogic or AudioCodes) to provide VoIP capabilities to legacy PBX switches.

The UM solution uses different concepts than traditional voice mail to support many of the same features. The Dial Plan is the overall controlling piece. Gold Systems determines whether one or more Dial Plans will be needed. We determine the number and type of VoIP gateways required to support the quality of service and busy call hours, and where the systems should be installed.

Gold Systems facilitates the deployment of Microsoft Exchange Unified Messaging (UM) by bringing immediate expertise for telephony integration in the PBX environment to the UM server.

The Class of Service (COS) in traditional voice mail now maps into the Mail Policy with UM. The policy is how users are allowed or disallowed functionality which supports the concepts of the traditional COS as well as the email concepts of Microsoft Exchange. We bridge the gap for the customer administrators to understand how this works together.

Call handling, such as Pilot Numbers and Auto Attendants, tie the Dial Plans and VoIP gateways together. A VoIP gateway may have or need multiple Hunt Groups, depending on the system's needs. Auto Attendants are optional, to extend the call handling but are tightly coupled with the Dial Plan and all the policies and restrictions.

All of these objects interact with the UM Server. The UM Server may support multiple different Dial Plans to create redundant systems. We help right size the system based upon the current needs and provide our experience with deploying UM to anticipate possible growth and traffic increases with the features that are provided by UM via the telephone.

Unified Messaging Gold Systems

Gold Systems is a founding member of Microsoft's Unified Messaging Partner Advisory Group. In addition to running Unified Messaging in production in-house for nearly a year prior to product launch, Gold Systems has already completed many successful Unified Messaging customer deployments. Gold Systems' voice software has handled over a billion phone calls, and the company puts this expertise to work for its customers.



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Solutions Powered by Voice

Microsoft Exchange Server 2007 Unified Messaging Architecture

Unified Messaging is an additional role within an existing Microsoft Exchange Server 2007 and Active Directory® environment. Gold Systems' expertise is focused specifically on the deployment of the UM role within this topology. Unified Messaging call management is Session Initiated Protocol (SIP) over TCP for voice and T.38 for fax. Natively, UM connects IP-capable PBXs via SIP such as Cisco CallManager 5.x.

For non-IP capable PBXs, or IP-PBXs that do not support the correct version of SIP, a gateway appliance is added to the network and connected to the PBX. PBX systems such as Alcatel, Avaya, Ericsson, Intecom, Mitel, Nortel, NEC, Toshiba, Siemens, or older Cisco CallManager releases are supported by Exchange Server 2007 Unified Messaging with the addition of a VoIP gateway. Gold Systems can recommend, provide, and install these gateway appliances.

Administrators of Microsoft Unified Messaging

Administration and maintenance of UM relies on using standard procedures for Microsoft Exchange Server 2007. System Administration and User Management is done in the Microsoft Exchange Management Console or Microsoft Exchange Management Shell. With Microsoft Exchange Management Shell, commands can be scripted and automated. Since UM stores system and user data in Active Directory and users' Mailboxes, backups are simplified by allowing administrators to follow standard Exchange Server backup best practices.

Key Benefits of UM for System Administrators:

- Distinct quota limits for voicemail and fax messages
- Built-in compliance for voice and fax
- Built-in journaling and journaling exclusion support
- Built-in customizable Auto Attendant

“We're very focused on the potential benefits of replacing our traditional voice mail infrastructure with a server-based solution: increased productivity through voice mail, e-mail – all messages coming into the same application. – Mark Whitehurst, Director, Applications Engineering, Expedia”

Gold Systems Delivers Additional Automated Voice Solutions:

- Password Reset and Identity Verification
- Enhanced Auto Attendant
- Help Desk
 - FAQ
 - Trouble Ticket Status
- Appointment Reminders by Phone



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**Contact Gold Systems to help you get Unified Messaging installed in your organization.
No one knows it better or is better suited to get you up and running fast!**

End Users of Microsoft Unified Messaging

End users benefit from having a single, unified inbox for voice, fax, and email messages. Unified Messaging provides end users with speech access to their email inboxes, in addition to their calendar appointments, contacts and voicemail.

Key Benefits of UM for End Users:

- Directory access to global address list over the telephone
- Desktop-to-telephone playback for privacy
- End user password management for telephone access
- Missed call notifications
- Speech access to the Exchange mailbox
- Calendar access by telephone

Hardware requirements

- 64 bit hardware (x64) for production (Intel EMT64 and AMD64)
- Memory – 2GB (min) – 512MB per core (recommended)

Infrastructure requirements

- Microsoft Exchange Server 2007

Min. Software requirements

- Microsoft Exchange Server 2007
- Microsoft Windows Server® 2003 with Service Pack 1 (SP1) 64-bit edition
- Microsoft .NET Framework 2.0
- Microsoft Management Console (MMC) 3.0
- Microsoft Windows PowerShell
- Microsoft Windows Media® Encoder 9 Server x64 Edition, plus the fix available for (KB917312)
- Microsoft Core XML Services (MSXML) 6.0
- Microsoft Speech Server embedded version will be installed as part of the install, therefore cannot be co-resident with an existing installation

NOTE: Virtual Server installation is *not supported*

Manufacturer	Model	Supported Protocols
Dialogic	DMG1008DNIW	Digital
Dialogic	DMG1008LSW	Analog with In-Band or SMDI
Dialogic	DMG2030DTIQ DMG2060DTIQ DMG2120DTIQ	T1 with Channel Associated Signaling (CAS) or Q.SIG E1 with Q.SIG
AudioCodes	MediaPack 114/8 FXO	Analog with In-Band or SMDI (4 ports on 114/8 ports 118)
AudioCodes	Mediant 2000	T1 or E1 with: CAS - In-Band or SMDI T1/E1 with Q.SIG

About Gold Systems

Gold Systems' self-service solutions improve profitability and increase customer satisfaction. Using our proven Solutions Discovery Process, Gold Systems helps companies identify processes where efficiency can be optimized with voice automation solutions that implement the latest in IVR, speech recognition and text-to-speech technologies. Named to both the *Inc. 500* and *Deloitte & Touche Fast 50*, Gold Systems has positively impacted bottom line results for companies in the financial, insurance, healthcare, retail and utility industries since 1991.



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