



# Converge your Mobile Phone and Desk Phone Environments

The world is moving towards a mobile-enabled environment with many customers wanting to merge to a single device. Telstra has changed the game in the way you handle communications within your business with Liberate which offers:

**The ability to combine the best features of your desk phone and mobile – delivered natively onto your mobile.**

We have integrated our world-class mobile network with our carrier-grade Unified Communications network service to bring you true mobility for your business telephony requirements.

A Telstra Liberated mobile phone can now:

- Maintain your corporate identity by presenting your landline caller-ID for outbound calls from the mobile that's integrated into your daily schedule
- Show you are "on a call" back to the reception and other users. (E.g. Busy lamp field)
- Be part of hunt groups and call centre queues
- Access corporate music/messages on hold

All this done via the standard interface on your mobile and all calls are normal mobile voice calls (Not VoIP). Telstra has integrated this capability deep within our core networks ensuring you have the optimal voice quality for your calls as you experience today.

A complementary settings app will allow you to:

- Schedule and manage which outbound caller ID you present from the mobile – landline or mobile
- Transfer calls – transfer is not possible on a normal mobile but is enabled with Liberate.
- "Shift" calls to and from mobile, desk phone / soft clients with a simple touch
- Access to the Liberate phone directory
- Manage your setting DND or Call Forward options



## How the workforce take advantage of Liberate

### The information worker

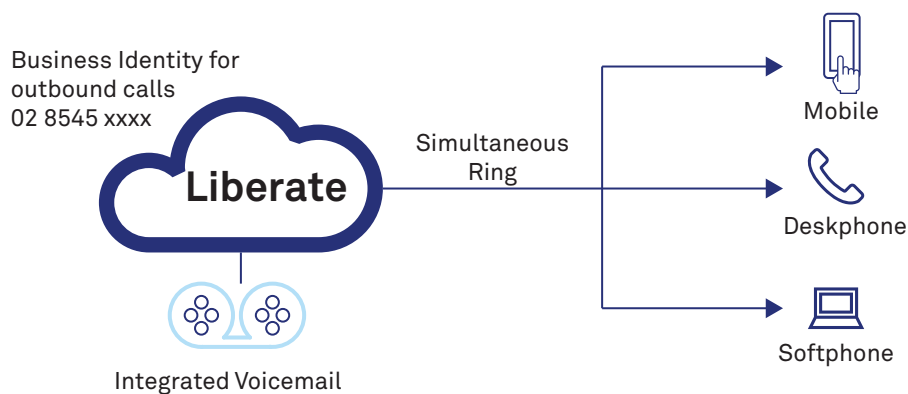
Put the business number, your corporate identity on the mobile. Mobile phone numbers often leave with your staff: don't lose your calls and business when they leave.

#### Answer your phone calls on the device you choose

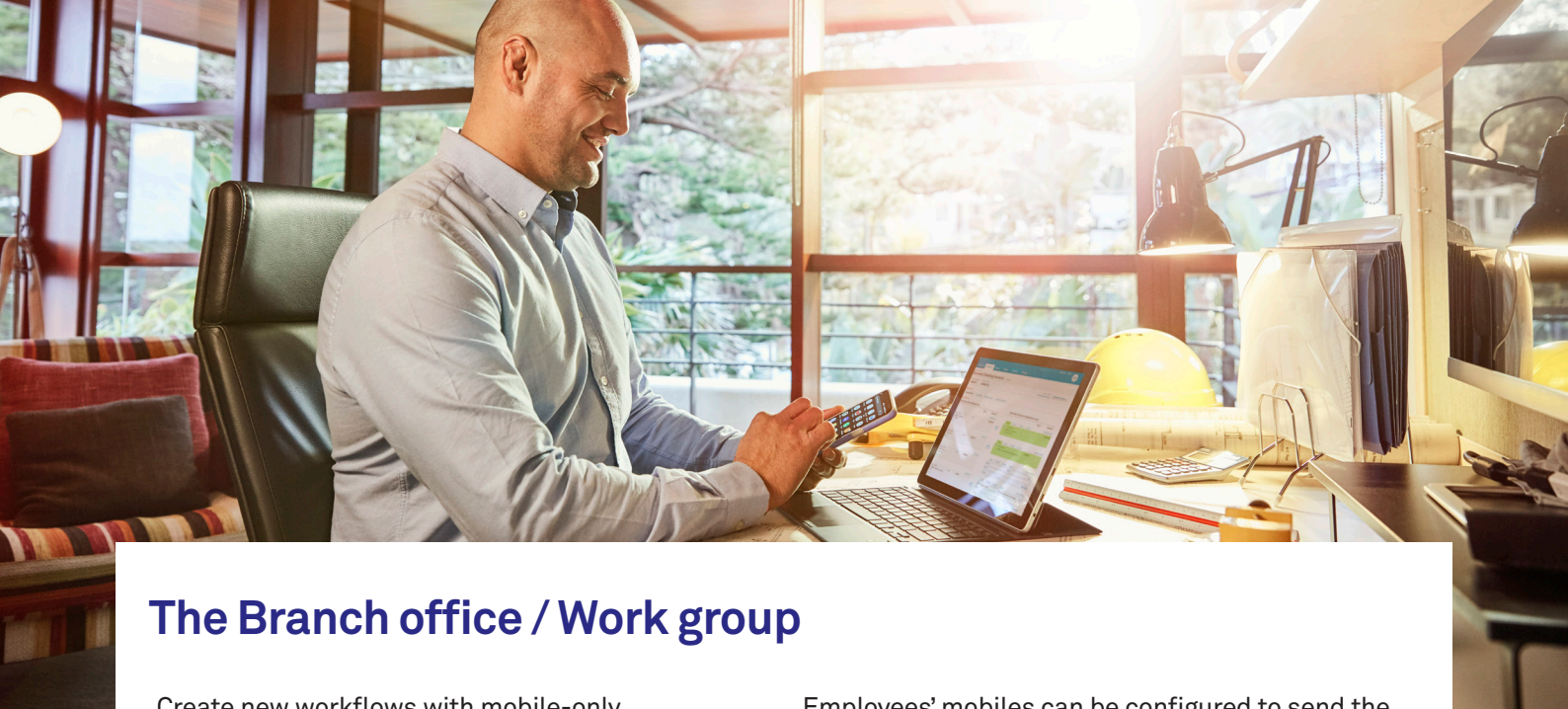
- Simultaneous ring on all your communication devices including your desk phone/mobile/softphone – regardless of which number you are called on, desk phone or mobile.
- Schedule your business identity as your caller ID during the day and your mobile number after hours.
- Click to call from your desktop PC to the mobile using simple desktop applications.
- Integrated voicemail across desk phone and mobile with call presence information now available whether you are on the desk phone or the mobile – single telephony identity.

#### Control your calls

- Schedule calls to your desk phone to go straight to voicemail after hours.







## The Branch office / Work group

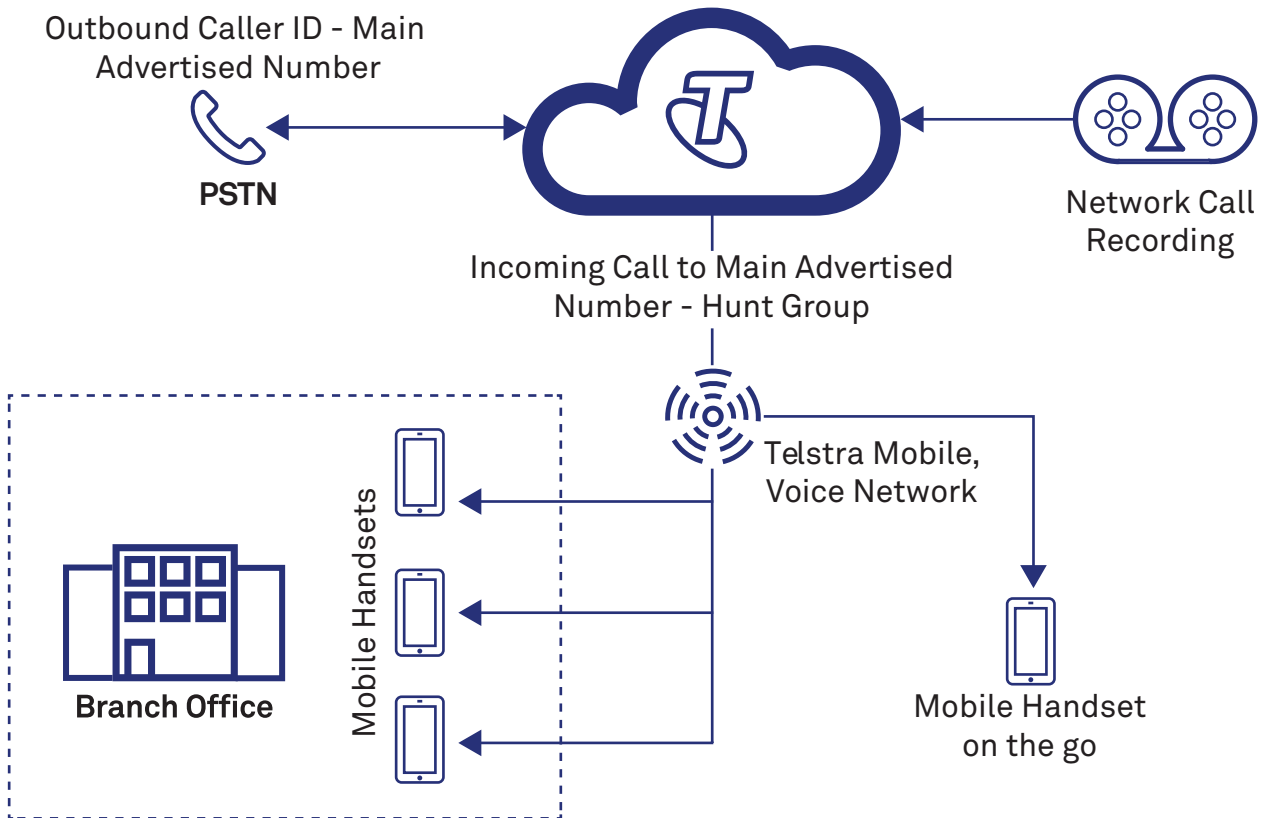
Create new workflows with mobile-only deployments or a mix of handsets and mobiles. Liberate enables you to distribute calls from a main advertised number directly to a group of mobiles in a more seamless professional manner.

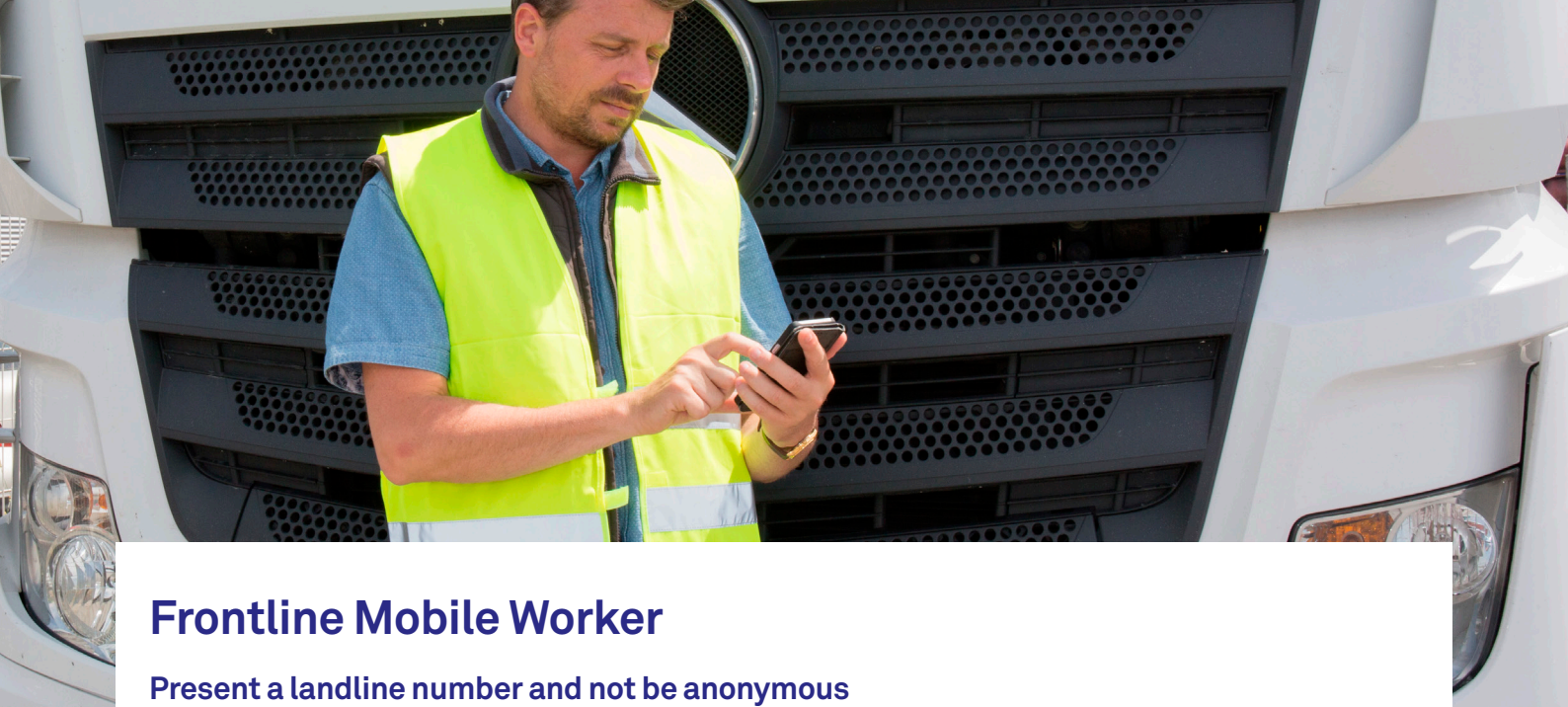
Liberate's name-based caller ID allows staff within the hunt group to identify that the call has come through a main advertised number to their mobile. Liberate's unique call handling allows staff to transfer calls off their mobile to other staff/locations.

Employees' mobiles can be configured to send the main advertised business landline number when they make outbound calls – ensuring any returned missed calls are directed to the main business landline number and not back to mobile.

Liberate also ensures your customers listen to corporate messaging when they are placed on hold – even from a mobile.

Network call recording can record calls to/from the desk phone and calls made direct to/from mobile.





## Frontline Mobile Worker

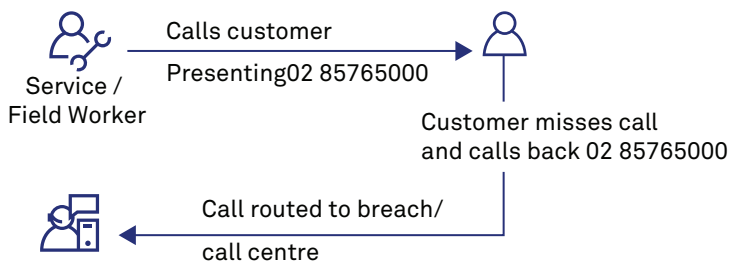
Present a landline number and not be anonymous

**Do your workers need to hide their mobile identity when calling customers? If you present an anonymous number, most people will reject the call.**

Liberate allows you to hide the mobile number and present the landline number you want your customers to call back. Liberate enables a frontline mobile worker to present a single caller identity when making calls. If you have a workflow in which you would prefer calls to be returned to a call centre or branch, then Liberate can assist.

Scenarios include:

- Policing – officers on the go want their number presented to be the local station – or the centralised call centre and not their mobile number
- Technical/service field force – incoming calls from customers need to go to the dispatch centre – not directly to the service field staff
- Medical/ homecare industry – where calls with patients need to be centralised and not direct to staff in the field straight to voicemail after hours.







# Why Telstra Liberate?

Increasingly your employees expect to communicate anytime, anywhere, and on their choice of device.

That has both benefits — it can increase employee effectiveness and productivity; and drawbacks — they can break a few things, like non-compliance, internal protocols and processes.

**The key is to ‘liberate’ the employees to work the way that they want:**



They can work more productively.



You retain the necessary control of their corporate identity.



They adhere to corporate processes and workflows.

Unlike other converged solutions, all calls on the mobile are native mobile voice calls on the Telstra mobile network, which is optimised for the best possible mobile voice experience.

**No ‘App’ is required to make or receive calls so:**



No change in user behaviour.



Much longer battery life.



Better call reliability and quality (especially when the user is moving).



Any mobile device will work - it is independent of iOS, Android or Windows operating system.

The user has full control of their identity – they can choose to present their Fixed Line (Work) number or their Mobile (Personal) number, and easily toggle between them. Facilitates separating business and personal calling.

Contact your Telstra account representative for more details.

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