

Instance Conferencing Solution

An embeddable solution to communication-enable applications



ICS – GS Lab’s Instant Conferencing Solution – is developed for enhanced enterprise collaboration. ICS addresses limitations of existing form of audio/phone conference to bring in usability innovations. The solution leverages benefits emerging form convergence of communication media, modes and devices to create a rich and comprehensive experience for enterprise users. The service is delivered from a highly reliable on demand hosted environment so there is no upfront CAPEX procurement cost, and a user is charged based on the actual usage. Because of the hosted nature, the system is available to all users of any enterprise no matter where they are or which mode of communication they choose. The ease of use and reliability of an on-demand solution such as ICS encourage better and more effective collaboration within enterprises boosting productivity and saving costs.

Differentiators	Enabling Features	Business Benefits
Multiple access mode	<ul style="list-style-type: none"> ▪ Any PSTN / Mobile device integration by providing a fixed DID for Group. ▪ VOIP call handling, standard PC based soft phone compliant. ▪ SMS and web driven initiation 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Can join into a conversation from anywhere even from an internet connected PC saving telephony cost. <input checked="" type="checkbox"/> Make a single phone call, send a SMS or click a web link to have everybody connected instantaneously.
Web 2.0 style provisioning and monitoring	<ul style="list-style-type: none"> ▪ Create and configure user, conference, group form web page 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Quickly form a group out of people within the company and talk to them. No need for planning and scheduling. <input checked="" type="checkbox"/> Take control of your conference using a rich web UI.
Easily integrated with cooperate productivity tools like email and outlook	<ul style="list-style-type: none"> ▪ Outlook address book can be imported to create roster of user. ▪ Email integration for scheduling a conference call. ▪ Uses existing reminder systems 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Easily migrate to new form of communication. <input checked="" type="checkbox"/> Get notified as per schedule both on PC and Mobile phone. <input checked="" type="checkbox"/> You mail – we call.
Hosted solution with hooks to user directory	<ul style="list-style-type: none"> ▪ Web service integration with company directory. ▪ Reliable hosted solution with internet and phone connectivity. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Pay per use, no procurement cost. <input checked="" type="checkbox"/> Rich service experience with company directory integration.
Platform API for programming	<ul style="list-style-type: none"> ▪ ICS API to build custom application 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Customize your ICS experience to adopt your enterprise work flow.

To learn more about GS Lab’s software assets and services, please write to us at services@gs-lab.com or visit www.gs-lab.com.