



Genesis

A system that gives you premium features as standard

Introducing Genesis

Genesis is a complete telephony service for business. It provides a comprehensive range of facilities and features that allow businesses to link their fixed and mobile telephony easily and efficiently, helping to improve productivity and corporate image.

What is Genesis?

Genesis is a hosted, cloud telephony service that is easy to use and simple to configure - a virtual PBX. Calls are made and received over a voice-over-internet broadband connection, and you configure and monitor your phones through a very straightforward web portal.

A system that gives you premium features as standard

Genesis is packed with clever features to help businesses make the most of their communications:

- Easy access to contacts, voicemail and faxes, and clever features that make it easy to monitor and take calls - even when you're out and about.
- Call pick-up groups and easy ways to share and transfer calls, contacts and voicemails to support efficient team-working.
- Music on Hold and smart features that mean callers don't have to be left hanging on the line.
- And built-in security and fail-safe business continuity features.

A system that's easy for everyone

Using Genesis phones is just like using a traditional telephone, and you don't need any specialist knowledge or skills to make the most of all the features the system provides.

A system that makes the most of all your telecommunications

Genesis is ideal for small and medium-sized businesses, whether they operate from one location or multiple sites. Genesis also allows businesses to link their office phones to mobiles, making it perfect for companies whose employees are regularly on the move.

A system that can grow with your business

No matter how often your business may go through changes, Genesis can change with you. Changing or adding new users, adding extra phones to the network, updating any of your system preferences - you have complete control of the way your phone network is configured.

A system that is affordable, as well as efficient

With Genesis there are no hidden extras. Genesis comes as a fully featured system with administrative features that make it easy to manage your system, and monitor your usage, performance and costs.

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Genesis Features

Genesis is packed with clever features to help your users make the most of their telephone communications. You can easily configure preferences both for individual phones and for your phone network through the web portal. You can also set many of the most common features direct from the handsets.

Never miss a call

- **Divert** calls to another number or **Voicemail** when you're on the phone or away from your desk.
- Use **Call Forwarding** to set other numbers on your network to ring when your phone rings, or **twin** your phone with your mobile.
- Know when another caller is waiting to get through with **Call Waiting**, and use **Call Park** to put a caller on hold while you answer another call.

Never lose a contact

- Know when you have a **message waiting** with on-screen pop-ups, SMS text messages and email alerts.
- Respond immediately with **Last Number Redial** and **Click-2-Talk**.
- Easily manage all your contact lists with your personal and company **Address Books**.
- Never forget those important calls – use **Events Diary** to set reminders against your **Address Book** entries.

Work efficiently

- Set **Quick dial Short Codes** for your everyday numbers.
- Have all your internal and external telephone numbers quickly to hand with **Address Book** – see who's calling and **Click-2-Talk** straight from your contacts.

- See when colleagues are free with **Line Monitoring**, and **transfer** calls to any internal or external number easily.
- Protect your precious time with **Do Not Disturb** and **Block Anonymous Calls**.
- Bring a colleague in on a phone conversation with **Three-way Call** and forward important **Voicemail** messages easily to handsets or emails.
- Monitor critical call routes with **Wallboards** displaying real-time call metrics.

Don't feel tied to your desk

- **Forward** your calls to any internal phone, your mobile or external phone.
- Access **Voicemail** from any internal phone, your mobile or external phone, or on-line.
- Access your contacts from anywhere with your on-line **Address Book**.
- Let the whole team know with messages on **Shared Voicemail**.
- Access your **Fax** messages on-line or by email.

Promote your image

- Automatically schedule call routing patterns and greetings for different times of the day or week with **Time-based Routing**.
- Use **Call Groups** to help your customers' calls get through.
- Set **Music on Hold** to let your callers know they're connected.
- Use **Auto Attendant** and **Call Queues** to route your callers to the right people (Gold package options).
- Use **Call Recording** to review and perfect your telephone responses (Gold package option).

Work securely

- Secure your phones, voicemail and web-portal from unauthorised access with **passwords** and **pin numbers**.
- Set external or mobile **Failover** numbers to keep communications open in the event of a power-cut, or local network failure.

Typical Costs

Genesis is a premium system available in two packages: Silver and

Gold Base Costs: monthly charges

| | Silver | Gold |
|---|----------------|-----------------|
| Monthly license fee - first 5 users per location | £9.95 per user | £10.95 per user |
| Monthly license fee - additional users above 5 per location | £6.95 per user | £7.95 per user |
| Note: Gold subscriptions count towards the 5 subscriptions required for discounted Silver licenses if at the same location. | | |
| Additional Costs | | |
| Wall Boards | £18 per month | £18 per month |
| Call recording storage costs | N/A | See table below |

Silver Package

Silver might be our “standard” package but there’s nothing standard about it. It comes fully equipped with all the great Genesis features, except Call Recording, Auto Attendant and Call Queues. And unlike other providers, our pricing features discounts for sites with larger numbers of users.

Call Recording Storage: monthly charges

| Band | Charge | Band | Charge |
|--|--------|--------------------|--------|
| Band 1 (upto 50MB) | £9.50 | Band 5 (upto 5GB) | £77 |
| Band 2 (upto 500 MB) | £17 | Band 6 (upto 10GB) | £132 |
| Band 3 (upto 1GB) | £29 | Band 7 (upto 20GB) | £227 |
| Band 4 (upto 2GB) | £47 | Band 8 (upto 50GB) | £377 |
| Charges are based on the maximum amount of data stored at any point during the month. Any stored data from the previous month forms part of the calculation of charges. 1 minute of stored calls = 0.14MB. Charge Band 1 = 357 minutes of stored calls. | | | |

Gold Package

Our Gold package offers excellent value for money for customers who want the additional facilities of Call Recording, Auto Attendant and Call Queues. The package comes with all three features at only a small additional monthly cost.

Terms

- No subscription set-up or termination charges.
- No system set-up or “training” fees.
- No minimum volume commitment.
- All costs shown exclude VAT.
- Charging is based on the most number of active subscriptions during the month.
- Packages do not include the provision or costs of SIP trunks or call minutes.

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● **GPS**telecoms

Genesis Hardware Options

Panasonic

Panasonic HDV130
Panasonic HDV230
Panasonic HDV330
Panasonic HDV430
Panasonic TGP500 Dect
Panasonic TGP550 Desk + Dect
Panasonic TGP600 Dect
Panasonic HDV20 DSS Console

Yealink T42G
Yealink T46G
Yealink T48G
Yealink T49G
Yealink VC110
Yealink VC120
Yealink VP530P
Yealink W52P

Yealink

Yealink EXP20
Yealink EXP39
Yealink EXP40
Yealink CP860
Yealink T19P
Yealink T19P_E2
Yealink T20P
Yealink T21P
Yealink T21P_E2
Yealink T22P
Yealink T23G
Yealink T26P
Yealink T27P
Yealink T28P
Yealink T29G
Yealink T32G
Yealink T38G
Yealink T40P
Yealink T41P

Cisco

SPA500DS
SPA500S
SPA 112
SPA 122
SPA301
SPA303
SPA502G
SPA504G
SPA508G
SPA512G
SPA514G
SPA525G
SPA525G2
Cisco CP7811
Cisco CP7821
Cisco CP7841
Cisco CP7861
Cisco CP8811
Cisco CP8841
Cisco CP8851
Cisco CP8861

Linksys

SPA 2000
SPA 2100
SPA 2102
SPA 3000
SPA 3102
SPA 8000
SPA922
SPA941
SPA942
SPA961
SPA962

Polycom

Polycom VVX Color Expansion
Polycom VVX Expansion
Polycom Duo
Polycom IP 331
Polycom IP 335
Polycom IP 450
Polycom IP 5000
Polycom IP 550
Polycom IP 6000
Polycom IP 650
Polycom IP 7000
Polycom VVX 201
Polycom VVX 300
Polycom VVX 310
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System Administration

The Genesis web portal makes configuring and customising the telephone system an easy task.

The Administrator control panel allows you to manage your system, including:

- Create user accounts and assign numbers to users
- Create corporate telephone directories
- Create Call Groups
- Upload music files for Music on Hold
- Activate Call Queuing (Gold subscription)
- Set up Call Recording (Gold subscription)
- Set up Auto Attendant (Gold subscription)
- Activate Time-based Routing
- Set any call barring policies
- Set different presentation numbers
- Monitor telephone usage and performance
- View and print performance reports

Company Address Book

The Company Address Book feature allows administrators to create two telephone directories that are automatically available to all users on the system.

The Internal Directory provides contact details for all the users on your telephone network. The Shared Contacts List is an optional directory that can be used for other telephone numbers or contacts that users might find useful.

Contacts can be entered individually or uploaded from a CSV file. They can also

be exported as a CSV file, Microsoft Excel spreadsheet or as an XML or pdf file.

Call Groups

Call Groups can be used to create either a group of users that can pick up each other's calls (Call Pickup) or a group of users that will have calls to a specific number distributed between them (Call Forwarding). Up to 250 Call Groups can be specified.

Music on Hold

This feature allows you to provide Music on Hold for all or just specified phones. Administrators can choose from a list of music files available from the portal or can upload their own approved tracks.

Time-based Routing

Time-based Routing enables administrators to configure individual phones and voicemail messages for different times of the day or week. The schedule will automatically route inbound calls in specific ways for particular periods, e.g. lunchtimes, out-of-hours, weekends, holidays etc.

Administrators can use the feature to route calls to specific internal or external phones, call groups or voicemail boxes for each designated period in the schedule, and to create a library of voicemail messages to suit those occasions.

The feature can cope easily with quite complex and sophisticated

company schedules, which means that administrators can configure different operating hours for different days of the week and a specific response for each individual routing period.

Call barring

Administrators can set Call Barring criteria for individual phones or for all phones on the company network. Options include:

- Bar all calls from being received or made
- Bar calls to international numbers
- Bar calls to premium rate numbers
- Bar calls to 118, 0844 or 0871 numbers

Presentation numbers

This feature allows administrators to set an alternative (i.e. corporate) telephone number that members of the public will see when they receive a call from a phone on the company network.

Performance reports

The system's automatic call metric reports help administrators to monitor their call management policies. The reports cover outcomes (calls answered, missed or forwarded to voicemail); performance (time to answer) and volume of calls across days or weeks. Reports can be printed or saved as pdf files.

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Gold Subscription Features

Auto Attendant, Call Recording and Call Queuing features are all available with the Genesis Gold subscription.

Auto Attendant

Auto Attendant allows callers to be automatically transferred to an extension without the intervention of an operator or receptionist.

You can create a library of recorded greetings and / instructions, and up to 100 individual menus and sub- menus which can be applied to Gold subscription telephones.

Greetings can be recorded separately and uploaded to Genesis; they can be recorded from a network telephone, or through Genesis's state of the art text-to-speech module, which generates a Scottish female voice.

The Auto Attendant Menu Wizard guides new users through the process of creating new menu templates.

Call Recording

Call Recording allows the Administrator to set up and monitor the recording of external and/or internal calls on all or specific company phones that have a Gold subscription.

For each phone number you may choose to record all calls or a specified percentage of calls, and whether you want to record just external or both internal and external calls. A search facility allows the Administrator to retrieve any calls that need to be reviewed or downloaded.

Call recordings are stored securely online for six months. After this period they are automatically deleted, although auditable records of all call recordings are kept online indefinitely.

Genesis includes a facility to ensure that downloaded call recordings have not be altered or tampered with in any way since they were initially downloaded.

Even if a call recording has been deleted from online storage, its online record includes its checksum value.

The bulk download and bulk delete facilities help administrators to minimise any unnecessary call storage costs.

Call Queues

Call Queues hold incoming calls if there are no free operators to direct the calls to. With Genesis you can create up to 50 call queues and choose music to play to a waiting caller:

- Define the maximum number of calls for a queue and what to do with new calls after this number is reached (e.g. busy tone)
- Set how long callers wait in a queue and what happens after that time (e.g. divert to Voicemail)
- Choose or create your own introductory message and set how many times this and progress messages are repeated while the call is in the queue.

The System Administrator can monitor the calls waiting in a chosen queue. They can also move important calls up the queue; move calls down the queue, and "expire" calls from the queue – i.e. forward them direct to Voicemail.

The automatic reporting module generates two Call Queue reports, which can be viewed, downloaded and / or printed.

The Call Queues Ratios report shows the percentage ratio of queued to non-queued calls and call time. The Call Queue Volume report shows the queue length and wait times across a specified day or week.

Genesis Extras

Phone Buddy

Phone Buddy is a free app for your Windows PCs that gives you fast access to your Genesis call features, including:

- Screen pop-ups on your computer that show when you have an incoming call or voicemail, and who the call is from.
- Immediate access to the portal website without having to log in separately.
- Immediate access to today's received calls.
- Immediate access to unheard voicemail messages.
- Bulk download, file verification and delete functions for Call Recording administrators (Gold subscription).

Wallboards

Wallboards are an optional extra that work with Genesis's Call Group function. Wallboards display real-time call statistic reports, including:

- Calls overview – the number of incoming calls, answered calls, outgoing calls, lost calls and average duration both as a group total and by team member.
- Inbound calls – the number of incoming calls, answered calls, lost calls, queued calls and ring duration both as a group total and by team member.
- Outbound calls – the number of outbound calls, average duration and maximum duration both as a group total and by team member.
- Queued calls – the average queue time, maximum queue time, queue limit breaches, timeouts and the number queuing now both as a group total and by team member.

The reports can be displayed on a wall-mounted Plasma or LCD screen, allowing the call group members to monitor and respond to real-time performance issues.

The Wallboards option is available at an additional monthly charge. The company (or their agent) is responsible for the provision and maintenance of any screens or other hardware required to display the reports.

Branding

Different elements of the Genesis system can be branded for your employees with your company name or logo. These include your network phones that have display screens, such as the Cisco phones, and your user and administrator control panel areas of the web portal. There is no additional charge for this.

Failover

Genesis is a particularly reliable VOIP platform and an overview of system resilience and security is provided later in this guide. However, Genesis also depends on the reliability of your broadband connection and infrastructure.

In the event that your broadband fails, Genesis provides a Failover function. This allows you to specify an alternative non-network (i.e. external or mobile) telephone number to which your calls will be diverted. The feature can then be activated in the User Control panel on the web portal if an unaffected computer is available, or by calling a specific telephone number from a landline or mobile phone.

For security purposes, your telephone number and PIN number will be needed if you attempt to activate Failover by phone.

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