



ARTISAN | VoIP

*Crafting Flexible Voice*

## Don't Let Your Communications Dictate How You do Business

Let your business dictate how you use your communications. In order to compete in today's business environment your business must adapt to your customer's needs while being as flexible as your work force. Yet that old phone system you are locked into does not allow for any changes. Unlock your business' potential and let Artisan redefine how your business communicates.

Artisan's *Flexible Voice* service delivers the next generation Hosted PBX application with feature rich, integrated local & long distance services while providing advanced PBX features without the expense of a bulky phone system. Let Artisan help your communications move into the 21st century with the affordable and equipment free PBX alternative. You will never have a dated phone system again! It's about time!

### Flexibility & Productivity

Whether your organization has 50 people in one office or numerous telecommuters working from home, Artisan's *Flexible Voice* service is as flexible as it gets. Finally, remote offices, remote workers, even overseas entities can all speak FREE, dial by extension, transfer, or even intercom with each other. Productivity, functionality, and flexibility together at last!

### Everything Remains the Same

When you choose Artisan *Flexible Voice* for your local, long distance and advanced PBX features you will simplify your service while your numbers remain the same. Keep both your local and 800 numbers or even add more.

### Throw Away the Dinosaur

Artisan VoIP offers you powerful business-class voice capabilities without the costly capital or maintenance expenses of a traditional phone system. With Artisan's *Flexible Voice* service, you can throw away that relic you call a phone system, increase employee productivity and finally craft your communications around how you run your business.



## Why Artisan VoIP is the Choice for Your Business

### Reduce Your Telephony Costs

---

- **Minimize capital expenditures** – with Artisan’s Hosted PBX. *Artisan Flexible Voice* service eliminates the up front costs associated with the purchase, lease or maintenance of a premise based PBX.
- **Eliminate calling costs** – with Artisan’s unlimited plans you will experience free calling throughout the U.S., Canada, and Puerto Rico. If you have multiple offices and remote workers using Artisan VoIP service, calls between them are free.
- **Reduce travel expenses** – with Artisan voice conferencing capabilities.

### Free up Telecom and IT Resources

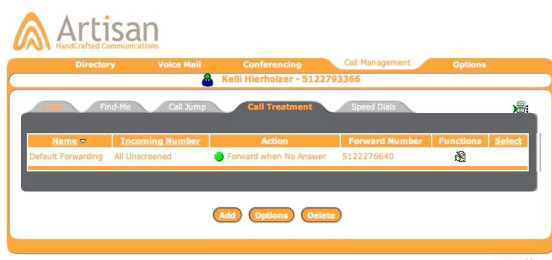
---

- **Instantaneous moves, adds and changes** – occur at your whim. No more service calls!
- **Do-it yourself features** – allows individual users to make changes to features from any internet connection. Users can set up their own call routing, voicemail, Find-Me–Follow-Me functions and more.
- **Never pay to upgrade again** – with Artisan Hosted PBX. Each time Artisan upgrades our software version your phone will automatically update. No more hardware or software upgrades required to remain state-of-the-art. Best of all, it’s on us. No charge! We swear.
- **24 hour support** – whether we like it or not. Just kidding!

### Employee Productivity Gains

---

- **Track down employees no matter where** – even if they don’t want you to. With a single number, their phone travels with them. Not only do calls route to their desk phone but it travels to their cell, home, or anywhere else for that matter.
- **Receptionists just click a mouse** – to control the entire organization’s phone calls using the software console. Not only can they see who is on the phone throughout the organization but they will enjoy complete control within minutes of installation.
- **Call routing is a snap** – with the Auto Attendant feature allowing callers to self-select the person or department with whom they wish to speak to. Plus each employee gets their own ten digit phone number.
- **Sales and support efficiency** – by multiple routing methods for incoming calls: send them to agent queues, cascade from phone to phone in a Hunt Group or ring multiple phones concurrently.



## The Artisan Phone Portal

Although most features can be utilized directly from the phone, the Artisan Portal allows users and administrators the secure ability to customize their communications. This powerful tool can be accessed over any internet connection allowing most users anytime access to their phone even while traveling.

## The Advantages of Artisan VoIP are Clear

Artisan *Flexible Voice* service will unlock your company's communication handcuffs. At last, a solution as flexible and on demand as your business. Customize your phone system to 'your' needs. Here are a few of the numerous features and benefits.

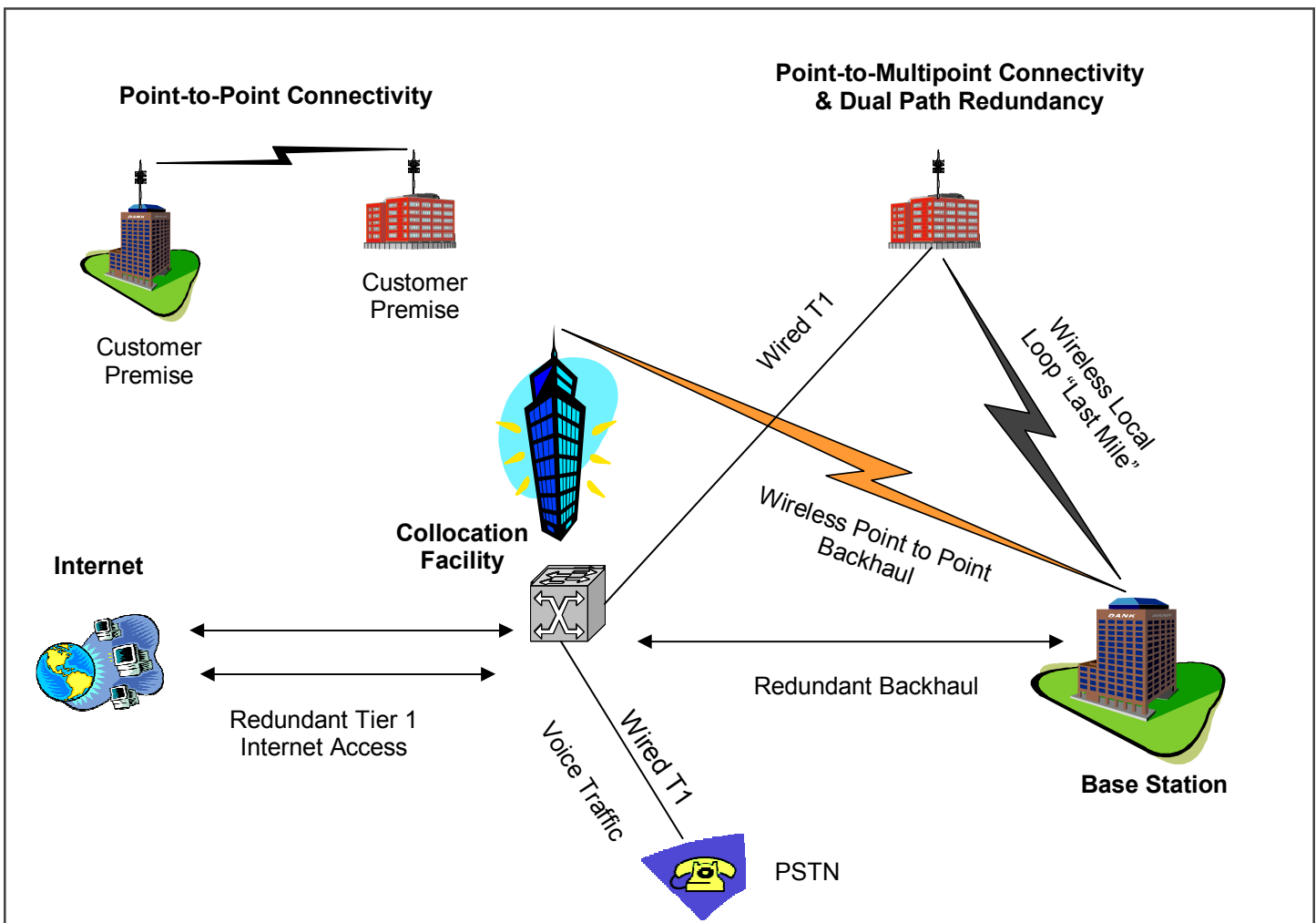
- ⇒ **Find Me/Follow Me Instant Call Forwarding** **Don't miss any calls.** With the assignment of one phone number to an employee, all incoming calls will find them whenever and wherever they want to be found. This allows for seamless transfers across the organization to their desk, cell, or home phones.
- ⇒ **Visual Voicemail** **Prioritize and listen to your most important voicemails first.** No longer will your employees be required to listen to multiple messages just to get to the important ones. View, sort, and even email your voice and fax messages.
- ⇒ **Click-to-Call** **Speed dial with a click.** Connect instantly with contacts including Microsoft Outlook® contacts. Let your mouse do the walking and start talking.
- ⇒ **Internet Fax** **Go digital and save trees.** Reduce paper costs and receive all inbound faxing into email. Not only will document management become a breeze but so will sending documents. No more re-sending faxes either. With Artisan Fax your employees can send multiple faxes over any internet connection. Join the rest of us and go paperless. Not only the trees will thank you.
- ⇒ **Calls Logs** **Visualize calling activity.** Employee or supervisory opportunities to view real time, call reporting including caller name (if available) and telephone number for all calls inbound, outbound, or missed.
- ⇒ **Auto Attendant** **Efficiency, efficiency, efficiency.** Incoming callers can self-select who they need to speak to without the requirement of a receptionist or operator.
- ⇒ **911 Services** **Safety first.** 911 Services are provided with Artisan VoIP service.\*
- ⇒ **Automated Call Distribution** **Upgrade customer service and support.** With numerous ACD and Hunt

## Artisan Business-Class Internet, Data Back Up and Virtual Fax

Artisan *Flexible Voice* offers stand alone service over your company's existing internet connection or delivered via Artisan's national broadband network. Artisan's state-of-the-art national network delivers business-class SDSL, T1, NxT1, and Fixed Wireless services (select markets). Our network dynamically allocates bandwidth so that when your call volumes fluctuate, your business always benefits from the highest amount of bandwidth available without impacting the quality of your voice calls. Service level agreements guarantee quality of service at all times. Artisan's *Flexible Voice* solution coupled with dedicated internet access gives you everything you need to get started.

- ⇒ Network Address Translation (NAT) for up to 253 usable private IP addresses - or additional static IP addresses available for an additional fee.
- ⇒ From small businesses to large enterprises, the crucial task of PC and server back up can be expensive and cumbersome. Artisan has made enterprise back up possible for every business no matter their size. With 128-bit SSL encryption during transport, 448-bit Blowfish encryption during storage, coupled with private encryption key options, our bit level near instantaneous data protection is what every business needs. Automate or schedule your back up. It's up to you.
- ⇒ Send and receive faxes anywhere you can receive email. Save trees and go digital!

## Artisan's Broadband Network



## Artisan VoIP is Built on Standards-Based Solid Ground

All Artisan equipment is standards-based ensuring long-lasting, durable and easily integrated solutions within your business environment.

### ⇒ Compatible Phones

- Cisco 7960 and 7940 IP telephones
- Polycom IP550, Polycom IP650

### ⇒ Network Equipment

- Cisco 1721, Cisco 1841, Cisco 2811 routers
- Select Cisco Ethernet Switches

## Feature Listing for Artisan *Flexible Voice Service*

### Employee Services

911 Services  
Bridged Line Appearances  
Call Forwarding  
Call Hold  
Call Logs (Inbound, Missed, Outbound)  
Call Pickup  
Call Screening  
Call Transfer  
Call Waiting  
Caller ID  
Caller Name  
Click-to-Call (phone or browser)  
Conference Calling (Multi-party)  
Configurable Feature Codes  
DID/DOD  
Distinctive Ringing  
Do Not Disturb  
Feature Button Assignments  
Find Me/Follow Me  
Four-digit dialing  
Hands-Free Dialing  
Hosted Directory List (Personal, Group)  
Moves, Adds, Changes  
Multiple Calling Plans  
Multiple Line Appearances

### Person/Company Directories

Redial  
Speed Dial Buttons  
Speed Dial Codes  
Speed Dial Directories  
Star Codes  
System-Directed Pickup  
Visual Voicemail  
Voicemail  
Unified Messaging  
Wide-Area Dial plans

### Company Services

Access Codes  
ACD  
Billing Codes  
Call Groups  
Call Pickup  
Class of Service  
Custom Music on Hold  
Hunt Groups  
Intercom  
Music on Hold  
On-net Calling  
Private Dial Plans  
User Groups



© Artisan Communications Inc. All rights reserved. Artisan and the Artisan logo are trademarks of Artisan Communications, Inc. This service is not available in all areas. Use of Artisan Communications' products and services is governed by Artisan standard agreements, customer policies, service level agreements and acceptable use policy.  
\*Service may be limited as described in Artisan's terms of service and may not be available in the event of a power failure.