



MAF InfoCom™ and MAF ICIMS™ Overview

Monitoring and Reporting for Skype for Business



OVERVIEW

MAF ICIMS™ is one of the most feature-rich reporting and analytic solutions available in the Unified Communications market. Its flexibility and user-driven nature sets it apart from other solutions as it allows the user to define the parameters ensuring the relevance of all presented information.

Our latest release has a focus on the users' experience including 3D dashboards, system monitors to track user adoption, consumption and call quality and simplified navigation.

There is full support for reporting on Skype Online (O365) and any hybrid installations of Microsoft UC and the embedding of UC Recorder (client-side voice recording) into the single User Interface of MAF ICIMS™.

OUR USPs

1. MAF InfoCom™ is a dynamic, agile company with a focus on exceeding our customers' and partners' expectations regarding product feature set and service delivery. MAF InfoCom's commitment to its clients and partners means that we have flexible, uncomplicated licensing and pricing models.
2. In the MAF InfoCom™ team, collectively we have decades of experience in the world of analytics, spanning commercial, technical, and development disciplines. Resultantly, our solutions meet with real business needs.
3. MAF InfoCom's solutions are focused on the latest communication technologies; therefore, our software is unhindered by legacy platform and infrastructure requirements. This enables optimised system performance and simplifies on-going operational processes.
4. The MAF ICIMS™ suite of products is unrivalled as a comprehensive set of solutions incorporating standard telephony management reporting for monitoring productivity and call costs, UC-specific reports and monitors for user adoption and call quality analytics, alerting functionality, AD integration, call recording and AI interaction, all accessible via a single application.

PORTFOLIO

MAF InfoCom™ software has a portfolio of solutions designed and developed specifically for Skype for Business. They assist organisations in delivering productivity gains, assuring their return on investment in Skype for Business and drive the highest levels of service both internally and to their customers.

MAF ICIMS™ is a comprehensive, user driven CDR based reporting and monitoring solutions.

MAF ICIMS™ CC is an additional module to MAF ICIMS™ with real time wallboards for organisations using Response Groups it is a cost-effective alternative to contact center.

MAF UCR™ is a simple to use voice recording solution used for training and monitoring and dispute resolution.

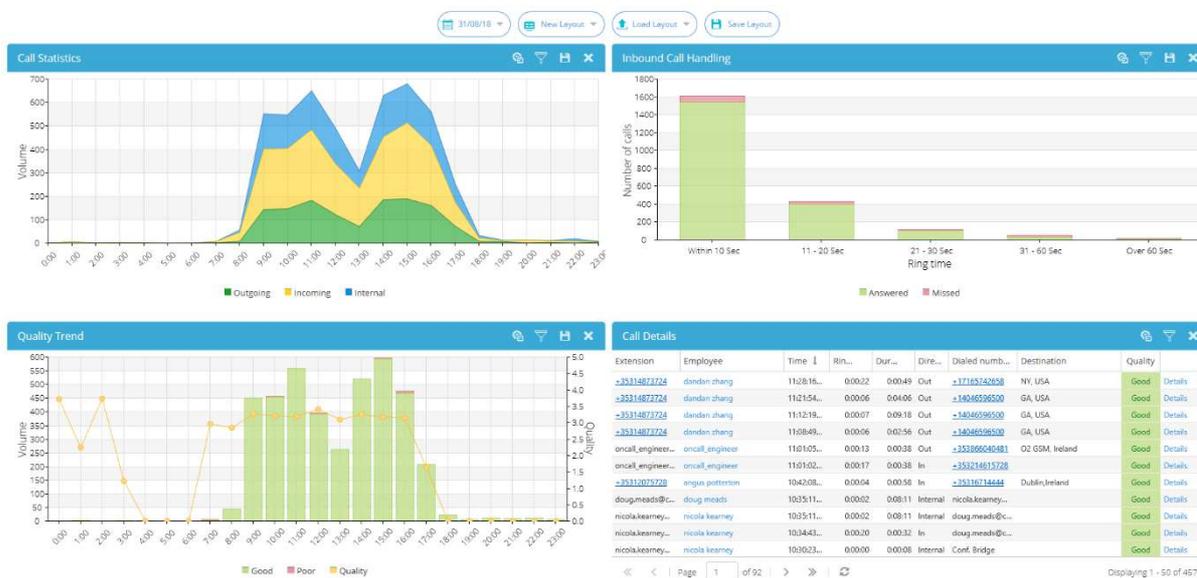
All three solutions are delivered via a single user interface sharing the same back-end data base meaning that they can be co-hosted on a single server. The core solution, MAF ICIMS™, is used by tens of thousands of organisations around the world, selected for its fully customisable nature which empowers users to define their reporting requirements to the software as oppose to the software defining their requirements.

MAF MyS4B™ delivers SfB users visibility of their own call quality, user adoption and productivity through dashboards, user maps and reports. It is simply accessed via the Skype for Business client. Each organization can define their unique parameters for My Skype users including available dashboards, reports and User Map.

MAF NMS™ Number Management simplifies the task of tracking and managing Direct-in-Dial DDIs and extensions. What is often a costly and time-consuming task for companies of any size is resolved by NMS delivering a single pane of glass view and automation of manual tasks, reducing costs and risks and improving business processes.

FEATURES

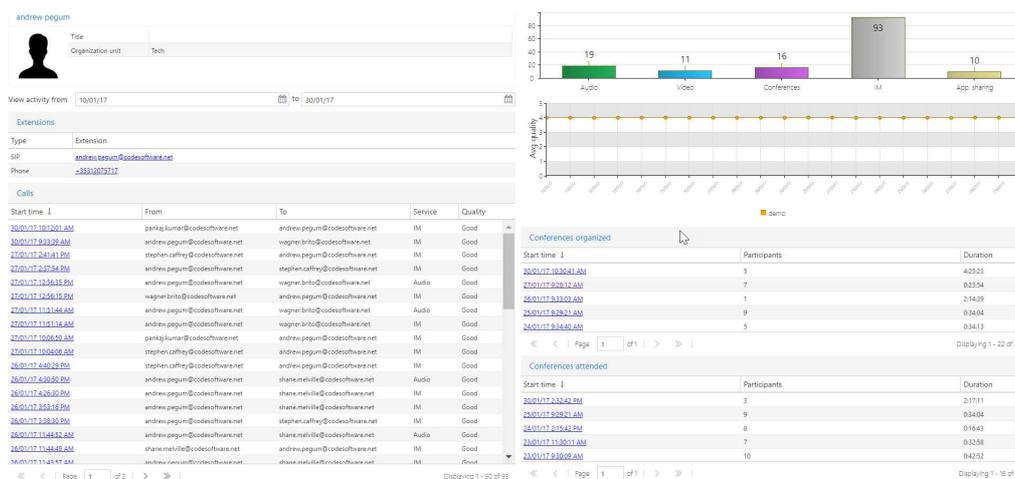
- **User Interface:** The user interface has a familiar look and feel and allows users to quickly navigate to the key areas of the software using either the shortcut keys or the pop-out icons. MAF ICIMS™+ and UC Recorder are also accessed through this fully configurable, single interface.
- **Dashboards:** The dashboard gives a snapshot view of system and employee usage and trends, whilst not real time it is updated approximately every 60 seconds. It is user defined ensuring only relevant information is displayed. You can select the number of charts displayed in the dashboard then the individual chart types for your specific requirements. The layout can then be further configured by dragging and dropping and resizing the charts. Once happy with the layout it can then be saved and simply loaded in the future.



- **Reporting:** All reports can be scheduled to run automatically or generated on an ad-hoc basis, users can use either pre-defined system templates or create their own report layout using the report designer then filter and sort reports using the report builder. The reports can also be saved as templates for quick and easy future access.
- **Codie AI Reporting:** AI access to reports using the reporting ‘bot’ Codie. This simplifies MAF ICIMS™ report generation through the use of the Skype for Business IM chat client. Requests are made in natural English and reports delivered in a matter of seconds to your inbox.
- **System Monitors:** In addition to the dashboard there are system monitors which give a clear, high level view of system performance and consumption of Skype for Business for a user defined date range. The modality system monitor shows total collaboration figures for each day and holding the cursor over a specific day you can see a breakdown of the different types – Voice, Video, IM and App Sharing. The quality system monitor displays the volumes

of calls falling within the Microsoft methodology of identifying a call as having been either a good or a poor-quality call. You can also see from the system monitors the number of active and inactive users across the entire system.

- **Call Details Monitor:** For a more detailed view is required for an individual call, there is the call detail monitor. This is typically used to quickly see detailed call quality information used for route cause analysis of any issues. It is accessed from the call detail dashboard monitor and where basic call details can be seen including the call quality score. Clicking on the icon for the relevant call opens the call detail monitor which has comprehensive call statistics on both caller and callee. You can see general information; date, time, duration, ring time along and a map showing the legs of the call. Specific quality related details can be seen including network MOS, Jitter and packet loss.
- **User Maps:** User Adoption and Call Quality are the two key elements to ensuring the successful and productive delivery and on-going usage of Skype for Business. MAF ICIMS™ now delivers this combined information for a selected user in a simple to interpret and navigate interface with the User Map. This shows for a selected user and time frame detailed information on activity and associated call quality.

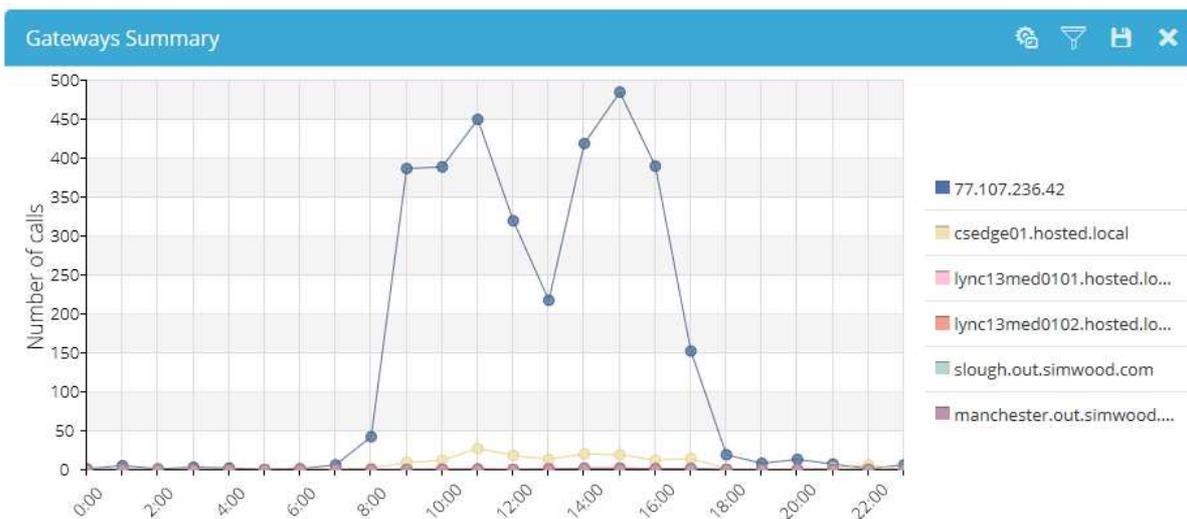


- **Call Costs:** MAF ICIMS™ supports the management of multiple carrier tariffs enabling the cost of calls to be calculated accurately and quickly for bill comparison and monitoring expensive calls. Call costs can be calculated in any currency to ensure local relevance.
- **Security Policies:** The comprehensive, user defined security options are key to the successful delivery and usage of MAF ICIMS™. It allows system administrators to configure user details and security policies which limits use of features and at an organizational level including full support for multi-tenanted environments.
- **Alarms:** It is possible to set up an unlimited number of system alarms which alert when a call threshold has been met. Typically, the alert is delivered via email. Thresholds can be set on call duration, ring-time, call costs, Mean Opinion Score (MOS) and error ID.

- **AD Integration:** MAF ICIMS™ supports full AD integration meaning any moves / adds / changes made in an organizations AD will automatically update the organizations details in MAF ICIMS™. This can be scheduled to run with a user defined frequency. The software also supports AD Authentication.

BUSINESS BENEFITS

- MAF ICIMS™ enables companies to maximize their investment in their UC platform. Delivering and adopting new technologies takes time, patience and expenditure so it is vital to ensure staff are utilizing the full set of functionalities that is available to them. UC platforms deliver benefits that were never available in the old TDM world but not everyone is open to change and learning new systems. MAF ICIMS™ shows which modalities are being adopted, by whom and when. It delivers trend maps to indicate whether adoption is permanent, sporadic or incremental.
- A key focus of today’s network managers is ensuring services are available and functioning well at all times. MAF ICIMS™ ensures companies keep abreast of any call quality issues allowing staff to investigate and resolve them before they become a serious problem. Identifying where the problem originates from and how many people are being impacted is key to the diagnosis and UCA quality maps show the device used, the individual’s connectivity or whether there is an overburden of the infrastructure through, for example, excessive video usage.



- Having visibility of SIP trunk utilization enables businesses to understand if they are approaching maximum capacity or paying for unused or under-utilized network connectivity. Deploying MAF ICIMS™ enables cost-savings and protects against exceeding maximum utilisation.
- Skype for Business enables disparate working environments, giving staff the same capability at home or on the road as they have in the office. The cost-saving, productivity and job satisfaction benefits that this brings are broadly accepted, but there can result in a loss of over-sight of your team. MAF ICIMS™ delivers true business insight, illustrating the levels of activity, whether

important calls are being missed, and whether staff are operating effectively from their remote – or on site – location.

- Understanding how your staff is performing against KPIs and other performance-based metrics is vital for any successful business. Whether it is answering calls within company-standard timeframes, making or taking the requisite number of calls, or ensuring key customers are regularly contacted, the reporting and dashboard features deliver true data on key areas of your business.
- Toll fraud and phishing attacks are still common problems with telephony systems, costing businesses millions of pounds every year. MAF ICIMS™ helps to spot incidents of external attacks early and, therefore, can deliver improved security and cost savings.
- Increasingly busy work schedules mean that we all need information presented to us with the minimum of effort. Either using proactive alerts, regular scheduled reports or accessing information on the hoof via the IM client, the process is dramatically quicker and simpler using MAF ICIMS™.

USE CASES

Head of Department:

- Real-time statistics on activity, most active/least active, by day, week, month etc
- Device utilisation by person
- Clarify fixed and variable costs for charge-back
- Visibility of inbound and outbound activity with key clients
- Notification of unusual trends in activity

Service & Support:

- Busy-time visibility for resource allocation
- Monitor performance against KPIs (e.g. answer times, call volumes, call management)
- Identify out-of-hours callers
- Identify excessive duration calls
- Identify excessive numbers of personal calls

Finance:

- Identify trends in telephony costs
- Alert on excessively costly calls
- Aggregate and allocate call costs to third parties, individuals or business units
- Compare carriers' call costs to achieve the most cost-effective call routing

Sales & Marketing:

- Garner data to guide sales and marketing campaigns
- Identify how much time sales people spend with each client
- Identify time-consuming partners/suppliers



Compliance & Security Manager:

- Industry and in-house regulatory adherence

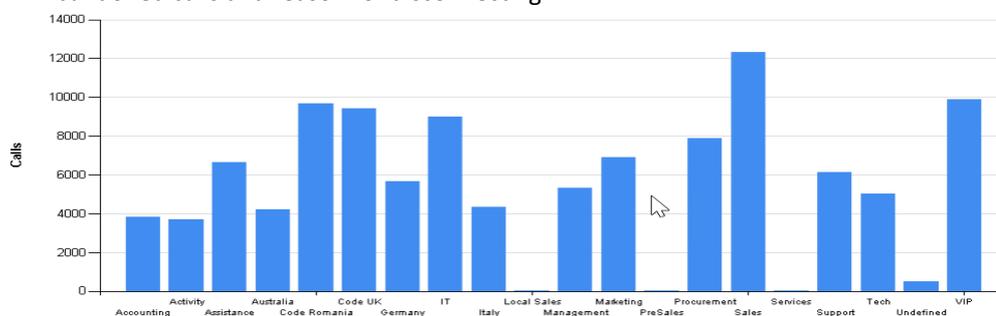
IT Manager:

- Monitor private wire utilization
- Identify fraudulent or abusive use of phones and networks
- Measure voice network traffic against capacity

REPORTING CAPABILITIES

MAF ICIMS™ captures all key information from your UC platform:

- User-name
- Date & time
- Answered by
- CLI name and number
- Call type
- Origin and destination
- Duration
- Modality – voice, IM, video, data
- Abandoned calls and reason for disconnecting
- Trunk ID and usage
- Ring time
- MOS – jitter, latency packet loss
- Connection type
- Device type
- Response groups



Organization	Calls	Duration	Cost (GBP)
Accounting	3839	106:20:13	417.50
Activity	3708	95:20:20	758.00
Assistance	6629	90:54:24	385.50
Australia	4203	131:15:09	585.00
Code Romania	9681	199:18:36	1153.50
Code UK	9428	173:16:46	1018.00
Germany	5643	137:38:44	579.00
IT	9010	188:00:36	901.50
Italy	4333	92:47:01	386.00
Local Sales	1	0:00:00	0.00
Management	5320	91:52:31	479.50
Marketing	6880	155:00:51	683.50
PreSales	2	0:00:00	0.00
Procurement	7877	147:56:41	598.00
Sales	12320	431:20:59	2019.50
Services	1	0:00:00	0.00
Support	6128	92:09:06	444.50
Tech	5003	192:55:59	797.50

Reports include:

- Employee activity
- Inactive users
- Destinations
- Call costs & billing
- Caller ID
- Traffic volumes
- Sizing
- Hunt groups/response groups
- Call direction
- Call details
- Response times
- Device usage
- Trunk usage
- Call quality
- Abandoned calls
- Gateway reports
- IP field reports
- Department reports
- Location reports
- Carrier reports

About MAF InfoCom™

Formed in 2000, MAF InfoCom™ is a leading innovative technology provider with almost 20 years' experience in delivering solutions for Monitoring, Analytics, Reporting and Recording of telephony and Unified Communications, Call Management, Billing & Call Accounting.

We serve tens of thousands customers around the globe, in a large variety of branches. We have installations in over 50 countries ranging from SME's to multi-national global enterprises. In Europe MAF InfoCom™ is the largest provider of UC reporting solutions.

With the market trend towards Unified Communications we expand our sales across the globe rapidly. Our solutions work with every major (IP)PBX and UC manufacturer platform.

Our solutions are offered from the Cloud, On-Premises and Partner Hosted to enable our customers and partners to choose the best model for their needs..

Monitoring, Analytics, Reporting and Recording for Unified Communications.



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