Great opportunities

PLATAN

Micra IP PBX

Micra
Great opportunities

Platan MICRA IP PBX is designed for small companies and offices employing from several to over twenty people. Moreover, with the use of VoIP, it can support as many as over one hundred employees. It is perfectly suited for small company branches, banks, guesthouses, travel agencies, small offices or police stations – wherever you need professional customer service, advanced cost management or automatic control of external devices. MICRA makes solutions reserved until now for large companies available for smaller businesses.

Key features:

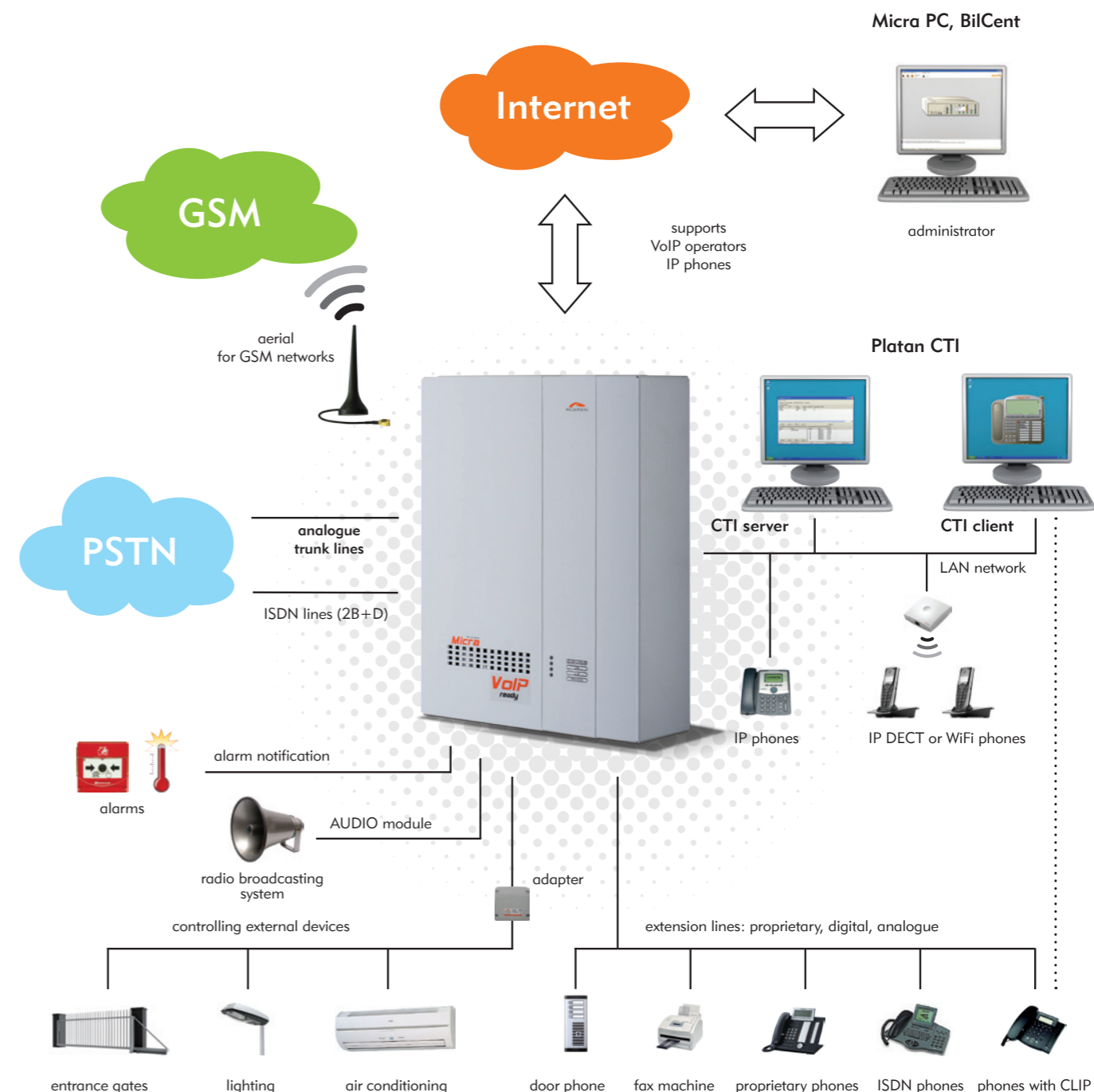**Intelligent Call Distribution (ICD):**
- Interactive Voice Response (16-level voice menu system – IVR)
- Possibility of distributing calls to user groups according to the preset criteria:
  - evenly (UCD)
  - according to the topic selected via IVR
  - automatically – based on the recognisedcalling number (ACD)

PZK® – Cost Management Programme:
- BilCent application – individual accounting and phone call cost printouts
- Restriction system – limiting the number of unwanted calls
- Virtual extensions and the system of individual accounts
- ARS/LCR function – automatic selection of the cheapest call route

- Integrated internal **voicemail** for all users
- Integrated **Platan VoIP** cards – cheap calls using VoIP technology
- Integrated **Platan GSM** cards – cheap calls to mobile networks
- **See Who's Calling** – Calling Line Identification Presentation (CLIP) on phone displays and in the **Platan CTI** program (a virtual console)
- Possibility of **recording calls**
- **Controlling external devices** – automatically or using any phone
- Flexible, **modular design** tailored to your needs in one of two casing versions – to be mounted on the wall or in 19-inch rack cabinets
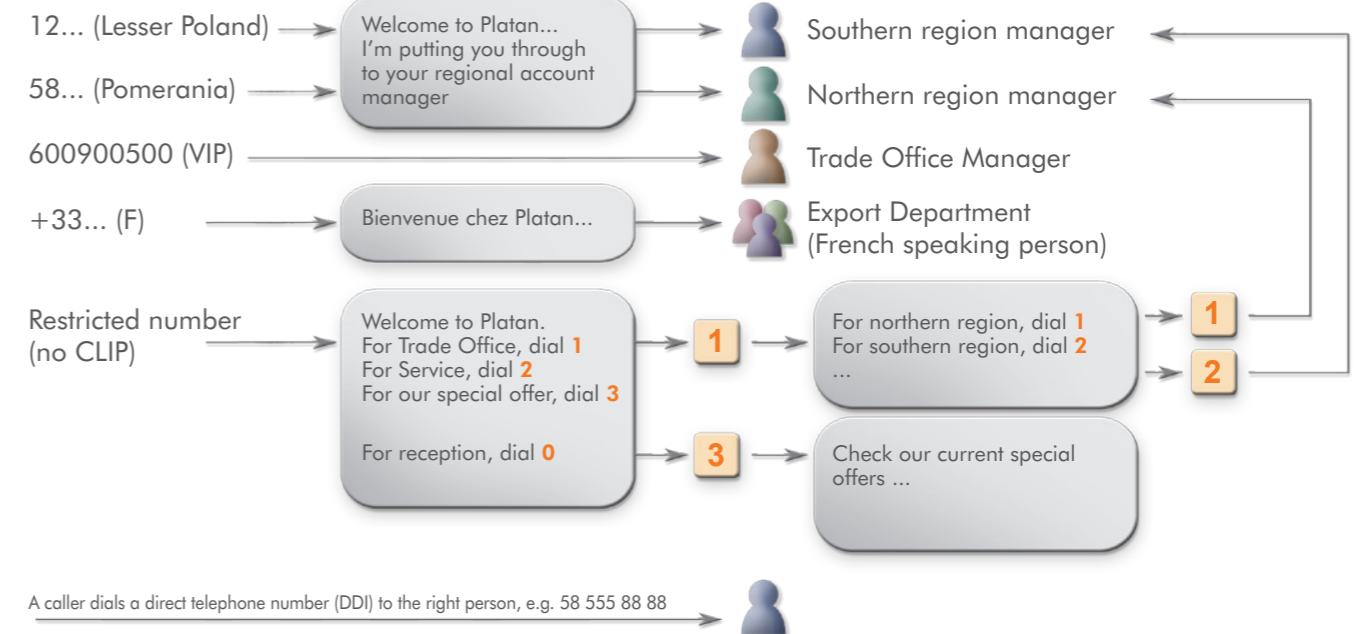- Compatibility with **hotel software**

Micra IP PBX
as the centre of an ICT system

Micra PC, BilCent

Internet

supports VoIP operators IP phones

administrator

GSM

aerial for GSM networks

Platan CTI

PSTN

analogue trunk lines

ISDN lines (2B+D)

CTI server

CTI client

LAN network

IP phones

IP DECT or WiFi phones

alarms

alarm notification

AUDIO module

radio broadcasting system

adapter

controlling external devices

extension lines: proprietary, digital, analogue

entrance gates   lighting   air conditioning   door phone   fax machine   proprietary phones   ISDN phones   phones with CLIP

Let others hear you from the best side

Caller's number:

12... (Lesser Poland) → Welcome to Platan... I'm putting you through to your regional account manager → Southern region manager

58... (Pomerania) → Northern region manager

600900500 (VIP) → Trade Office Manager

+33... (F) → Bienvenue chez Platan... → Export Department (French speaking person)

Restricted number (no CLIP) → Welcome to Platan. For Trade Office, dial **1** For Service, dial **2** For our special offer, dial **3** | For reception, dial **0** → **1** → For northern region, dial **1** For southern region, dial **2** ... → **1** **2**

→ **3** → Check our current special offers ...

A caller dials a direct telephone number (DDI) to the right person, e.g. 58 555 88 88

Automatic Call Distribution (ACD) and Interactive Voice Response (IVR) within the Platan Micra IP PBX

Use Micra to create your own **call handling centre** to serve each customer efficiently and professionally. Intelligent Call Distribution (ICD) offers you **IVR** (*Intelligent Voice Response*) with many levels of voice messages. With a little imagination you can make them as useful as possible. Callers may either select the person they wish to contact or they can talk to the telephone operator at any moment. You will appreciate the benefits of such a solution in everyday work, even if you do not have a huge call centre. If you handle many incoming calls, IVR will direct callers to the right people faster than a single telephone operator.

Different announcements may be set for different daytimes and weekdays. You can either prepare announcements and tunes yourself or commission a professional recording studio to do it. You can record several dozen announcements and use over four hours of available voice memory.

Would you like the customers calling from a given town or region to be instantly directed to their account managers? Thanks to the **Automatic Call Distribution** (ACD), they will be able to contact the right person even if they do not remember the proper **direct telephone number** (DDI). Have you got many foreign contractors? Greetings in their native languages will always make a good impression. The Micra IP PBX will identify the country the call is coming from, play the appropriate announcement (in up to 16 different languages) and then put the caller through to the right person.

If there are many people answering phone calls, e.g. in a technical support centre or in a customer service department, it is good to **distribute incoming calls evenly** between all employees, thus shortening the time your customers will have to wait. Calls may be directed to all consultants simultaneously or to a different person every time. Thanks to the **Uniform Call Distribution** (UCD), Micra IP PBX will direct a new incoming call to the next person within a group. Waiting callers can listen to music or to some useful information, such as your current special offers.
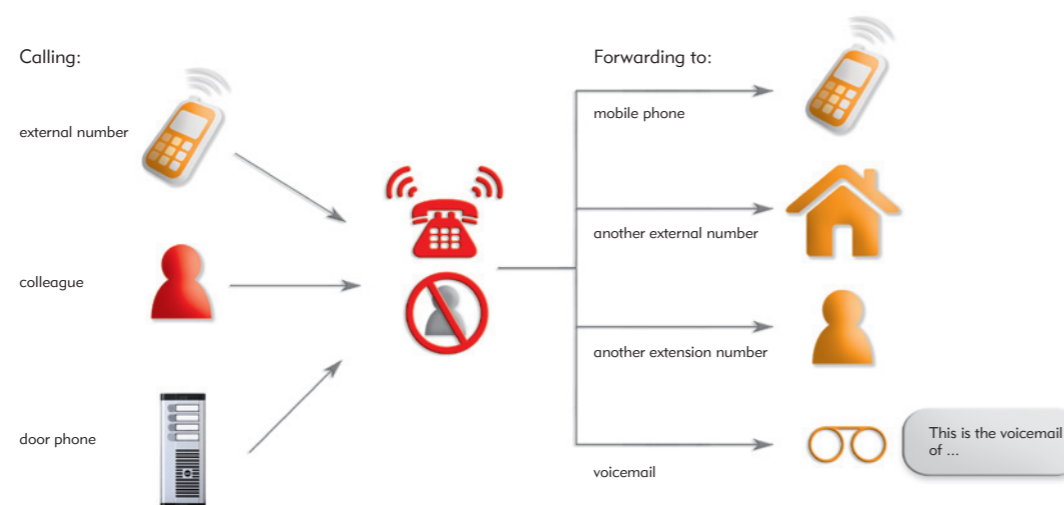
Communicate freely

You use **different media** every day, such as landline and mobile phones, Internet, IP phones, intranet or cordless headphones. The services you use are rendered by various operators and providers. Platan Micra IP PBX combines all the necessary functions and allows using them as it suits you. If you are at work, it will direct the call to your office line.
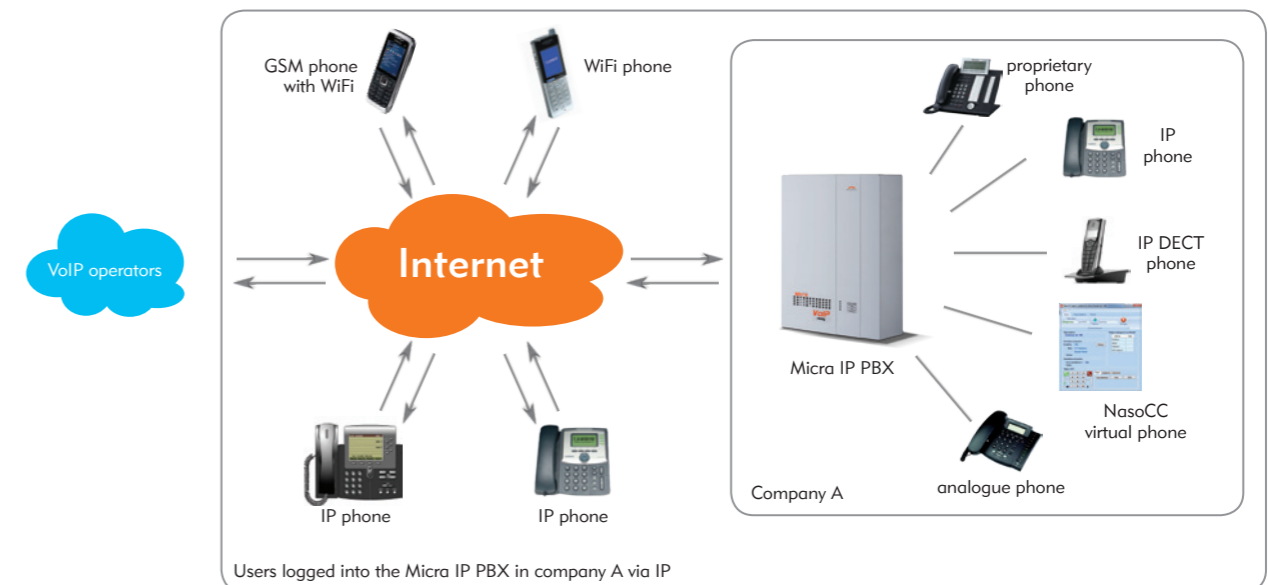
If you do not answer, it will forward the call to your mobile or home phone. If you want to have a day off, it will turn on the **voicemail** or **forward the call** to your deputy. You left the office, there is no one there and you want to know who is ringing at the entrance gate? The door phone can call your mobile or home phone.

Calling:

external number

colleague

door phone

Forwarding to:

mobile phone

another external number

another extension number

voicemail

This is the voicemail of ...

Call forwarding when the user does not answer, is logged out or busy.

Enjoy cheap or free calls offered by VoIP **Internet telephony** using any phone, even outside the office. Are you always on the go? Would you like to be available no matter if someone calls your mobile phone or the company? You can log your modern mobile phone with a SIP client **as an IP phone** into the Micra IP PBX and be available at the usual company extension. You can then use your mobile phone to make cheap international calls to any country using the Internet. You do not have to be in the company because Internet access and an IP or a mobile phone with a SIP client is everything you need anywhere in the world. You will find such a solution useful during business trips or at home if you prefer **home working**.

GSM phone with WiFi

WiFi phone

VoIP operators

Internet

proprietary phone

IP phone

IP DECT phone

Micra IP PBX

NasoCC virtual phone

Company A

analogue phone

IP phone

IP phone

Users logged into the Micra IP PBX in company A via IP

Freedom of communication in the Platan Micra IP PBX using VoIP

Thanks to the Micra IP PBX, you will also be able to remotely control other devices. It will allow you to light the car park lamp in the evening, turn on the school bell at the specified time or open the entrance or garage gate using the phone with no problems. It will also send out **alarm signals** if something happens, while in the summer, activate air conditioning or lawn sprinklers in the morning. It is a useful device for communication without barriers, not only with people.

Today we connect more
Today we connect more
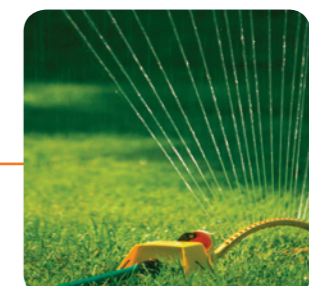
Saving pays off

Check who made the longest calls and who the most expensive ones, how many calls each of your employees received, and for whom it took the longest to answer the phone. You may **register calls** and **allocate costs** to individual accounts, globally or by departments. It will help you optimise the customer service and ensure using phones as needed. Not everyone has to be allowed to call everywhere – you can deny unauthorised access to the most expensive calls.

Call costs are constantly dropping. Micra automatically selects the **cheapest call route** (LCR) in order to make the call cost as low as possible, depending on where you are calling. Use the integrated **Platan VoIP** card to **pay as little as possible** for calls made via the Internet. If you decide to increse employment, the VoIP card will

allow you to add IP phones for new employees in the **easiest and cheapest** way.

Internet problems sometimes happen, so if you wish to maintain high quality of your calls, instead of using internet voice technology you can always connect traditionally to selected **landline networks**. You will not need to remember any additional prefix numbers because Micra will add them for you.

If you make calls within a mobile operator business group, integrated **Platan GSM** cards installed in Micra will make it possible for all employees using regular handsets within a company to make calls and send text messages as if they had mobile phones. Mobile employees calling the company will also be able to enjoy cheap or even free calls.

If you need a PBX for a small company branch to ensure communication with other branches or with the head office, Micra will be perfectly fit for this. Thanks to an efficient VoIP card and a system of virtual accounts, you can significantly **increase the capacity** of the system and ensure free communication between distant locations.

IP phone   IP DECT phone

proprietary phone   analogue phone

Micra IP PBX

Company B branch

analogue phone

IP DECT phone

Libra PBX Server

IP phone

Company B branch

Internet

proprietary phone

IP phone

Libra PBX Server

analogue phone
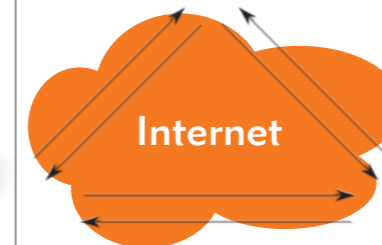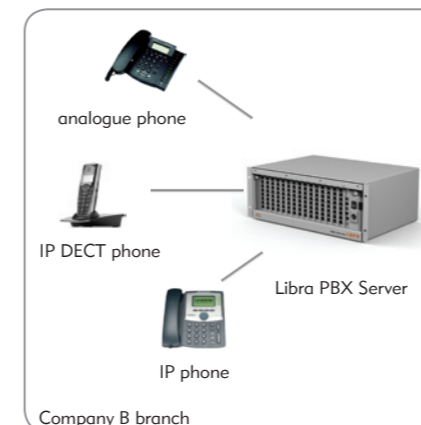
Company B

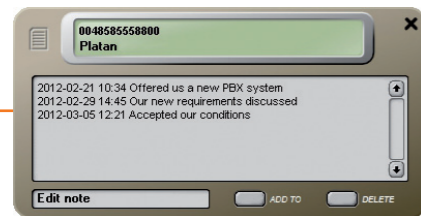**Micra IP PBX in a company department – linking Platan systems using VoIP**

Do you move with the times and employ modern management techniques? We adjust to the latest management developments. Use the option of logging users into **virtual individual billing accounts**, so that the settings attributed to a given number can be transferred to any phone they might use. Over two hundred of accounts are available.

Virtual accounts are also a good idea if your employees work mainly in the field, do not need permanent work stations and use company phones only occasionally. Even if several employees (e.g. pollsters) use a single work station, each employee can account for their phone calls individually.

Today we connect more   Today we connect more

Platan CTI
information always at hand

Platan CTI (Computer Telephony Integration) is a program supporting phone answering and serving as a virtual console. This is a useful tool that you can share with all your employees. You will find it indispensable for internal communication and better handling of external contacts.

Before the call is answered, all **information about the calling party** is displayed on the screen, i.e. their number, description and the notes taken during previous talks. You can therefore serve your customers better and faster or recall the details of previous arrangements made with an important business partner.

Information about the caller can be shown on the Platan CTI display, on a small notification window or on the Dispatcher console

Displaying notes about consecutive calls

Would you like to have the most frequently used telephone numbers and shortcuts to the used functions within reach? Just like in the case of proprietary phones, you can assign them to virtual **short number** buttons, adding friendly names. Again, as with the proprietary phone, if any of your colleagues is having a telephone conversation, the button will be red.

This allows you to quickly **find the desired number** at any time either in your own or in the central database, or by browsing the **call history**. An entry in the database may contain, among others, name, several phone numbers, company name, title, **full contact details** and additional notes. Having found a contact in the database, you can select a given number using the mouse, book a call if it is busy or send a text message.

Speed dialling buttons in Platan CTI
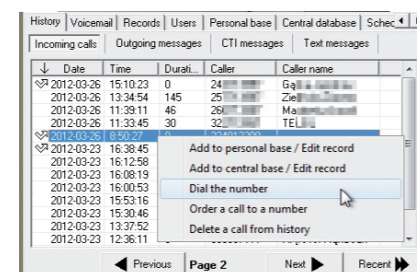
Viewing call history

You have a **preview of your busy colleagues.** The **virtual** console shows you who is present, what is their **status** (e.g. informing about a meeting), who is holding a conversation and whose phone has only just started ringing. This way you can quickly consult an available person or forward a call to them.

If you are on the phone when another person calls, you see a **waiting call**, which you can **transfer** to an available colleague by clicking the mouse button (TRANSFER on a virtual phone) without interrupting your conversation. Sometimes it is more convenient and faster to send a **message** to one person, to a group of colleagues or to all users within the company. Platan CTI provides such an option, just like in the case of Internet messaging.

It is just as easy to send a **text message** to a mobile phone user. Thanks to Platan CTI, you can write it faster than when using the phone. All the possible replies will also be displayed on your computer screen. You can use this method to inform your customer that their order has been filled or to contact an absent colleague.
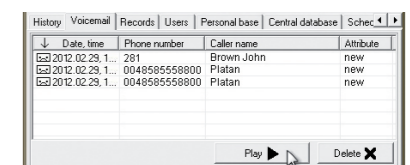
Platan CTI also allows you to view, listen to, save and delete messages left in your **voicemail** box. Just click the "Play" button and Micra will call you back to let you listen to the selected messages.
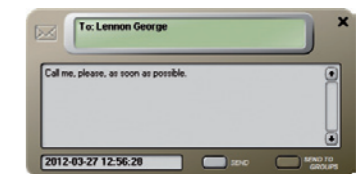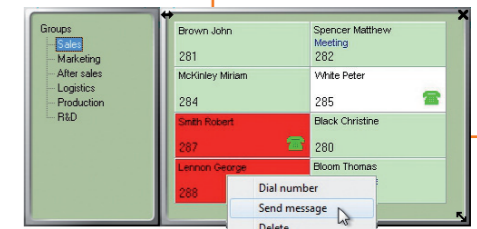
Sending a message to a busy person

Sending and receiving text messages (SMS)

Listening to voicemail messages

Would you like to try a new application before purchasing it? Together with the Micra IP PBX, you will receive **Platan CTI Light** – a program version with all the features, with no time limits, active on two work stations. Having tried it, you may purchase a full version with virtually unlimited contacts, call history and a full range of functions available to all users.

Accessories

Choose the phone that's right for you. We give you free choice, since Micra is compatible with **phones of various manufacturers**. It can be a regular analogue phone with CLIP, a headset, a cordless DECT phone, an ISDN phone or a digital proprietary phone with an extension panel or a console if you want to create, for example, a larger reception station.

If you **use IP phones**, changing work stations by your employees will be extremely easy. If such a phone is connected anywhere to the company network, all the settings of a given user will be transferred. It is also easier to add new users when employing more people. An IP phone with a console can also serve as a simple proprietary phone displaying, among others, information about the engagement status of employees.

Do you work in a factory, move around the whole company and always want to be in touch? The **IP DECT** system is a good option for you. Cordless headphones, whose base stations communicate with the server via LAN, provide good mobile connectivity on a wide area, such as a factory or a stadium.

Thanks to **door phones** integrated with Micra, you do not need to install a separate door phone system. Doors or gates can be opened using standard phones.

You can choose a one-, two- or multi-button DB 07 series door phone, which does not require additional adapters.

Do you use a **fax machine** for office work? When someone wants to send you something, Micra will detect the fax tone and send document directly to the device. The sender does not have to dial any number or to be transferred by the secretary.

Would you like to **control external devices**, open garage doors or entrance gates remotely with your landline or mobile phone or turn something on/off at a specified time? Use the adapter for controlling external devices, capable of supporting up to four devices at a time. You can remotely control up to 4 different devices and monitor a sensor (e.g. temperature in a cold store, alarm system). If danger levels are exceeded, Micra will pass on this information to the defined phone numbers.

If not all employees have phones and computers (e.g. in a shop floor), and it is most convenient for you to communicate with them through the **radio broadcasting system**, the messages can also be communicated by phone, using the Micra audio output.

Call recording became an indispensable element of a telecom system for many companies and institutions handling telephone customer service. If security considerations require the use of professional call recording systems, for instance in banks and companies serving their customers over the phone, the Micra IP PBX will also work with these types of **call recorders**. They allow simultaneous recording of multiple calls on selected work stations.

Analogue phone with CLIP | IP phone | Digital proprietary phone | IP DECT phone

ISDN phone | Door phones | Fax machine | Adapter for controlling external devices

Radio broadcasting system | Call recorder

Software

BilCent is designed for managing the **billing and the call statistics**. You will receive it together with every Micra IP PBX purchased from us. With its help, you can make a detailed selection of calls according to the specific criteria and allocate the costs of calls to different users and groups. Based on the available sample rate schedules, you can create your own ones, adapted to the changing market offer.

To configure Micra, installers use the MicraPC program, **connecting** with the IP PBX either locally or **remotely**, via a modem or LAN. A virtual PBX allows them to see the current equipment and settings assigned to each user, while Wizard, the program assistant, helps with the first configuration.
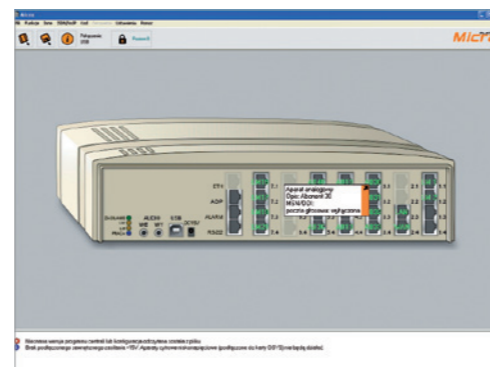
Micra IP PBX configuration in MicraPC

Text messages can notify you about the exceeded **limit of free calls** on the Micra GSM card or about an alarm that went off in the company. They can also be **service text messages** automatically sent to technical services in the event of damage to the network and to the connected devices, or in the event of restarting the Micra IP PBX.

Use the applications you need at work – Micra is open for cooperation. In order to share data with more advanced ERP software, **call centres**, CRM software or with independently developed applications, an **open PCTI protocol** should be used. It also allows working with the programs supporting communications management in **emergency management centres**. Platan CTI offers a large Dispatcher window, specially designed for emergency services. It can be permanently "pinned" to your computer desktop. You will appreciate it if you carry out continuous call traffic surveillance.

Do you run a guesthouse or a small hotel and would like extensions to be in line with the room numbers and the IP PBX to offer features such as wake-up calls,
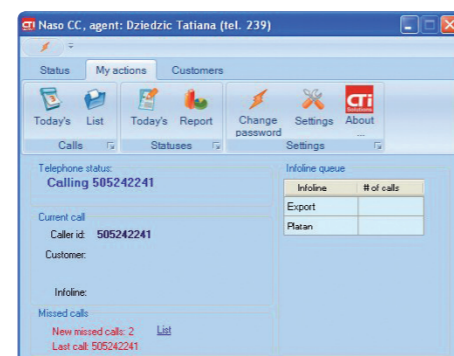
Naso CC application for call centres

locking/unlocking phones, room statuses (e.g. drinks cabinet status, tidiness status)? Thanks to the LibraHotel.dll library, the Micra IP PBX is compatible with the most popular **hotel software** available on the market, including, among others: DM Plaza, Micros Fidelio, Gość, HotelOnline, Hotel TK, Opera, Pensionnaire, ReHOT. We also intend to make it work together with other ones.

Features and services

	Micra
DDI/MSN numbers	+
CLIP (Calling Line Identification Presentation)	+
CLIR (Calling Line Identification Restriction)	+
AOC (charging information about a call made through the ISDN line)	+
MCID (Malicious Call Identification)	+
IP PBX time synchronisation with the local exchange (ISDN)	+
Call registration and billing	+
Individual billing accounts (maximum number)	254
Virtual extensions (maximum number)	254
IVRs	+
Voicemail	+
Least Cost Routing (LCR)	+
Restrictions on outgoing calls	+
Tables of allowed/forbidden numbers (number of tables)	16
Short numbers	+
Free numbering of extensions (number of digits)	2-4
Call waiting indication (offering)	+
Joining calls in progress	+
Hotlines (trunk/extension)	+
Automatic change of operation modes	+
Hunt groups (group numbers)	+
UCD (Uniform Call Distribution)	+
ACD (call distribution based on the identified number)	+
User groups (possibility of limiting extension-to-extension calls)	+
Conference call (maximum number of users)	8
"Circular" conference call – automatically established for a defined group of users (maximum number of conference participants)	8
Putting calls on hold (HOLD)	+
Call forwarding	+
"Do Not Disturb"	+
Call capturing	+
Call transfer to trunk lines	+
Call booking Voice message for booked calls	+ +
Redial	+
Simple callback (CLIP number modification)	+
Alarm dialler (alarm notification)	+
Wake-up call	+
Service text messages	+
Remote room listening in – "Baby-sitter"	+
Transit call – charging an outside call to the IP PBX	+

Equipment

	Micra
Extensions ▫ analogue ▫ digital proprietary ▫ analogue and digital proprietary ▫ ISDN (2B+D) ▫ VoIP (FXS)	up to 24 up to 24 up to 24 up to 8 up to 128
Trunk lines ▫ analogue ▫ ISDN (2B+D) ▫ ISDN (30B+D) ▫ VoIP (FXO)	up to 12 up to 8 - up to 30
VoIP protocols: SIP 2.0, IAX2 Audio codecs: G.711 μLaw, G.711 aLaw, ADPCM, G.726, GSM, G.729a	+/+ +/+/+/+/+/+
▫ DISA - Direct Inward System ▫ Infolines ▫ Voicemail ▫ Number of voice messages ▫ Total message time	+ 4 + 64 up to 4.5h
Tunes for waiting calls	4
WAV music files	+
Automatic fax transfer	+
Billing buffer	25 000
Calling Line Identification Presentation (CLIP) received from: ▫ ISDN ▫ analogue line ▫ VoIP	+ + +
Calling Line Identification Presentation (CLIP) sent to: ▫ analogue extensions ports ▫ digital extensions ports ▫ digital proprietary extensions ports ▫ VoIP extensions ports	+ + + +
Door phone support	+
Integrated GSM card	+
Integrated VoIP card	+
DECT / IP-DECT cordless telephony systems	+/+
Audio input/ Audio output	+/+
Controling external devices	+
Backup power supply	UPS
Interfaces ▫ RS 232 ▫ USB ▫ Ethernet (LAN)	1 1 1
Modem for IP PBX remote control	+
MicraPC configurationcomputer program	+
BilCent (billing program)	+
Platan CTI (call traffic support computer system)	+
Hotel interface	+
PCTI program interface	+
Hotel interface	+
Interface supporting call recording systems	+
RACK enclosure for 19-inch cabinet	+
TAPI interface	+
Standard version dimensions - H x W x D [mm] - weight [kg]	307x242x79 4.5
RACK version dimensions (W:19") - H x D [mm] - weight [kg]	88(2U)x192 4.5

■ standard ■ optional

Platan is a leading Polish producer of IP-PBX Telephone Systems and PBX Servers. Thanks to our comprehensive offer, we are capable of satisfying the most sophisticated requirements of a wide range of customers, from small and medium companies to large enterprises, public offices and institutions, as well as rescue and uniformed services.

We have been ranking among the most innovative players on the Polish electronic market since 1985, offering telecommunication and radio communication solutions. As many as over one million users are already using Platan products.

Systems developed by Platan are fully based on our own technical know-how. Thanks to our own design offices and several dozens highly qualified specialists in telecommunication, IT and electronics, Platan provides solutions employing the latest global trends and technologies. All our products are tailored to market needs and expectations.

Platan is also a producer of digitex Integrated Notification Systems, used for alarming, signalling and providing radio communication for rescue services.

We have been awarded **ISO 9001:2008 Quality Management System Certificate** for design, manufacture, sale and service of telecommunication equipment, which provides the evidence of our compliance with quality standards.

ISO 9001

DNV
REGISTERED
FIRM

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