



# Ascend UC Overview

## Take your business to the next level with fully integrated Unified Communications

### All-In-One Cloud Communications and Collaboration

Wherever work takes you, a better way to communicate needs to come, too. With our Unified Communications (UC) solution, a full office communications suite goes wherever you go.

Our UC solution combines a feature rich business phone system with video meetings, chat, SMS, contact center, file sharing, and more with the integrated mobile and desktop apps that allow for wherever, whenever communication.

And all of this is available on one integrated, highly reliable, secure, and easy-to-use platform. Whistles of a big company phone system at an incredibly attractive price.

### UC Benefits



#### INCREASE PRODUCTIVITY AND COLLABORATION

- Communicate how you want, wherever you are, with integrated voice, messaging, text, video meetings, screen and file sharing, and file backup
- Work from virtually anywhere, at anytime, on any Chromebook, iOS or Android-enabled smart device
- Switch seamlessly from your desktop to your mobile device, and vice versa, with integrated mobile and desktop apps



#### LOWER COSTS

- Consolidate voice and data onto one network
- Reduce infrastructure and operating costs with no additional hardware to buy

## UC BENEFITS (CONTINUED)



### INCREASED RELIABILITY

- Proprietary VoIP tests help ensure a reliable connection and high voice quality
- Redundant East/West datacenters increase reliability and reduce latency



### HIGHLY SECURE

- Triple Guard Security protects user access, secures applications, and defends the cloud infrastructure, giving you peace of mind
- Secure datacenters, a certified security team, encryption, password management, 2FA and more safeguard your data against cyberattacks



### SIMPLIFIED SCALING & MANAGEMENT

- Order service according to the number of users; no guessing number of lines needed
- Manage service and features using a user-friendly control panel
- Gain insights on UC services with the Service Adoption Dashboard to get the best value out of your cloud communication solutions



### BUSINESS CONTINUITY

- Our UC automatically rings to all of your end points (desk phone, mobile, etc.) with every call
- In the event that you don't answer, it routes the call to any number you choose (branch office, automated attendant, mobile number, etc.)



### POWERED BY SPARK AI

- Our AI technology is carefully and responsibly applied across our platform to help make businesses smarter, more productive, more efficient, and take better care of their customers.
- Automate routine tasks using AI to complete low effort work like composing an email or summarizing a customer interaction.
- Improve customer interactions by using virtual agents to deflect customer inquiries, personalize interactions, and focus supervisors on the interactions with the biggest impact to the business.

## Our Ascend UC Solution



### PHONE SYSTEM

- Cloud-based phone service with 100+ enterprise-grade calling features and excellent network call quality and uptime
- System configuration and call reporting are managed from a single web-based portal
- Protect your business and increase employee productivity with built-in Spam Caller Protection



### MOBILE

- Our UC Mobile App makes any smartphone an essential collaboration tool
- Place and receive calls, see who is available, respond to chat conversations, join video meetings, and more from your mobile device
- Extend your business phone number and extension to your mobile phone
- Sync contacts from popular third-party platforms (Microsoft 365, Google, and more) to your desktop and mobile devices



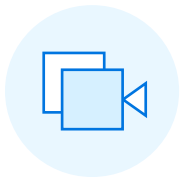
### DESKTOP

- View real-time working statuses of colleagues, place and receive calls, communicate in real-time with team chat, meet face-to-face in HD video, share and store files, and more



### MEETINGS

- Meet face-to-face in HD video and share your screen for more interactive and productive meetings with colleagues and customers
- Access to advanced features – like automatic meeting lock, virtual backgrounds, meeting transcriptions, and more



### ROOMS

- Enjoy an enhanced video conferencing room solution that allows remote and in-office employees to be seen, heard, collaborate and fully participate in their work meeting no matter their location
- Works with existing audio and video equipment and only requires a small PC and an Android tablet

## Our Ascend UC Solution (CONTINUED)



### CONTACT CENTER

- Seamless omni-channel experience in one app
- Connect your customers through their preferred communication channels – Voice, SMS, Chat, Email, WhatsApp – ensuring a consistent and personalized experience across all platforms using UC



### PHONES AND DEVICES

- Devices are plug and play, delivered pre-configured to work seamlessly with the UC service
- No special setup or technician required
- Includes world-class manufacturers with many models to choose from to meet any business need



### VOICEMAIL

- Voicemail can be managed and accessed according to user needs. Listen and manage from the desktop phone, or through the mobile app
- Transcribed voicemail messages can be delivered via email, or viewed on the mobile app
- Voicemail can be received or forwarded as a downloadable email attachment



### PRESENCE INDICATOR

- UC desk phones and applications include presence – the ability to see whether your company contact is available or busy on the phone
- The UC desktop and mobile apps display presence information alongside each contact in the Active Directory



### FAX

- UC WebFax is a “virtual” fax service that allows users to receive and manage faxes via the web or email
- Transmits faxes directly from a Windows®-based PC

## Our Ascend UC Solution (CONTINUED)



### MESSAGING<sup>1</sup>

- Communicate with more than voice and email – use direct chat and private and public channels to have conversations, share files, and more in real-time
- Send and receive unlimited text messages across US, Canada, and Puerto Rico
- All messages automatically sync across mobile and desktop apps, and are securely encrypted in transit and at rest



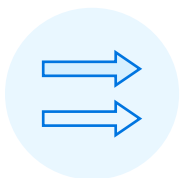
### AI ASSISTANT

- A business productivity tool in our UC app using Generative AI
- Users can access information more easily
- Helps with daily tasks right where you do all your business communication and collaboration
- Designed so your data is not used for training any AI models<sup>2</sup>



### FILE MANAGEMENT

- Access files from desktops, laptops, smartphones, tablets, file servers, and the web
- Full control over files, users, devices, and sharing activities
- Real-time backup of all files, mobile photos, and videos
- Point-in-time file restoration for quick recovery from ransomware and other types of data loss
- Up to 200 GB per user of ShareSync file storage included<sup>3</sup>



### ADVANCED HUNT GROUPS

- Provides supervisor monitoring ability, scheduled reports, extended storage, a real-time dashboard, smart greetings, and much more
- Choose how calls will be distributed across agents with ringing order such as round-robin, sequential, longest idle or ring-all at once
- Specify the agent wrap time or the number of seconds after an agent ends a phone call before the system routes the next incoming call to their phone
- May be additional charge based on UC license

1. Chat only available on Essential, Pro and Enterprise licenses. Texting only available in North America on For Teams Advanced, Pro and Enterprise licenses.

2. Please refer to [AI Notification](#) for additional details.

3. 200GB is only available for UC Enterprise licenses. 50GB available on Pro and 5GB available on Essentials.

# UC ADD-ON SERVICES

## (ADDITIONAL CHARGE)



### COMPANY MESSAGING

- Enable the ability to send and receive text (SMS) to and from your main company number or Toll-Free number
- Send customers instant, customized responses directly from subject matter experts
- Provide effective communication by assigning labels (like Sales or Support) to phone numbers for clearer outbound communication
- Instantaneously respond to customer messages from anywhere using the seamless integration of the UC Mobile and Desktop apps



### TOLL-FREE CALLING

- Multiple toll-free numbers<sup>4</sup> can share the same bucket of minutes
- In-bucket minutes for calls to/from US and Canada (including Alaska and Hawaii) AND any overage minutes are the same consistent rate, so you have a more predictable bill
- After the first 18 seconds<sup>5</sup>, calls are metered at 6-second increments instead of rounding up to a full minute of usage, making your buckets last longer



### ARCHIVING FOR UC

- Automatically captures and retains calls, chats and SMS to help ensure your communications are preserved in one place
- Powerful, contextual search to quickly find UC conversations when you need them
- Facilitates compliance with internal governance and regulatory requirements for retention, retrieval and security
- Data is encrypted at rest and in transit, and multifactor authentication protects data from access by unauthorized users
- Seamlessly integrates with our UC and deploys in minutes with everything needed to enable compliant retention for your communications
- Have continual historical access to your company's UC calls, video meetings, chats and SMS
- Free 30-day archiving retains communication data for 30 days<sup>6</sup>. For longer retention periods, upgrade to one of our 1-year to 10-year plans.

4. \$1 for each additional toll-free number.

5. The first 17 seconds of a call will round up to 18 seconds.

6. For more information regarding 30-days free archiving, click [here](#).

# UC Extend Platform

Our UC Extend integrations platform connects powerful voice, chat, video meetings, and contact center functionalities into everyday business applications like Google®, Microsoft®, Salesforce® and more – driving higher productivity and increasing customer retention at no heavy cost.



CRM SCREEN POPS

The UC Extend API platform allows you to integrate the features of our voice, video, contact center, and analytics services into business applications (CRMs, ERPs, Ticketing Systems, etc.). Developers can leverage our UC APIs to build custom solutions to meet your specific needs and deliver key benefits for your business:

## Increase Productivity

Improve employee and customer experiences by enabling communication capabilities in everyday business apps.

## Better Customer Experience

Access relevant customer data at the right time to deliver a more personalized experience.

## Access Critical Data

Add employee calling and communication data to your business reporting tool(s).

## HOW IT WORKS



VOICE



MEETING



ANALYTICS



CONTACT CENTER



ADDRESS BOOK



Developers use assets to build custom solutions to meet business needs.



End-users use solution in apps & websites.

# UC APPS

## UC DESKTOP AND MOBILE APPLICATIONS

Our UC desktop and mobile applications transform devices into powerful communication tools, giving users access to:

- **Messaging:** Communicate with more than voice and email – use direct chat and private and public channels to have conversations, share files, and more with colleagues in real-time
- **Meetings:** Meet face-to-face in HD video and share your screen for more interactive and productive meetings
- **Calling:** Place, receive, and manage calls from your desktop or mobile device
- **File sharing:** Easily access, share, and collaborate on documents securely from any location
- **Presence:** Real-time working status of colleagues gives more transparency and increases efficiency by letting you know who is available for a quick call, chat, or meeting
- **Mobility:** Place and receive calls, respond to chat conversations, join meetings, and access files from your mobile device – making it easier than ever to stay connected and be reachable wherever you go

## UNIFIED COMMUNICATIONS (UC) TEAMS EMBEDDED APPLICATION

For businesses centered around Microsoft Teams for collaboration, our UC platform offers an integrated solution (UC for Teams Advanced) that enhances Teams with our UC's powerful communication features.

- Use the UC platform for voice, end-user and company number SMS, and advanced call queue management
- Use MS Teams for meetings, chats, and file sharing
- Presence status is synchronized between the UC platform and Teams, within the MS Teams app



One provider, one invoice, one dedicated contact  
—offering boutique, Michigan-based service.  
We coordinate across vendors to offer custom solutions  
at the most competitive price.

**Connect with us today!**  
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