



Delivering Exceptional User Experiences

Unified Communications for a Complete Communication and Collaboration Experience



Welcome to the Future of Communications

PERSONA CONNECT is designed to embrace the deskless workforce with a non-seat-based work from anywhere Unified Communications solution. It is a **Robust, Scalable, and Highly flexible platform** that allows us to deliver the tailored solutions you need with the responsive support and quality of service you have come to expect from us.

Why did we choose the PERSONA CONNECT NetSapiens Platform?

18+

Years in Service

2,000,000

Seats in Service

170+

Service Providers

240+

API Integrations

NetSapiens is the 3rd Largest third party UCaaS provider in North America and has an award-winning history of collaborating with Service Providers to custom-build platforms on a rock-solid foundation.



The platform provides maximum Scalability and Flexibility allowing us to tailor your solution to give you the personalized experience you require including interoperability with existing PBX systems (Avaya, Cisco, Mitel, Shortel and more) and over 240 ways to integrate the platform with third party services for your specific vertical market needs including Microsoft Teams® and CRMs.

The non-seat-based pricing model ensures you only pay for what you use and allows us to tailor pricing to the specific requirements of your vertical market.

Simplify Communications with a Unified Interface and a Single Provider

Working together from anywhere on any device is now the norm. Give your business a competitive advantage with a modern cloud-based phone system. Expand your reach by enabling your users with a business phone in their pocket by offering a mobile-first solution that brings an in-office experience through a simple app.



Carrier Grade Cloud PBX Functionality



Call & Collaborate Anywhere Seamlessly



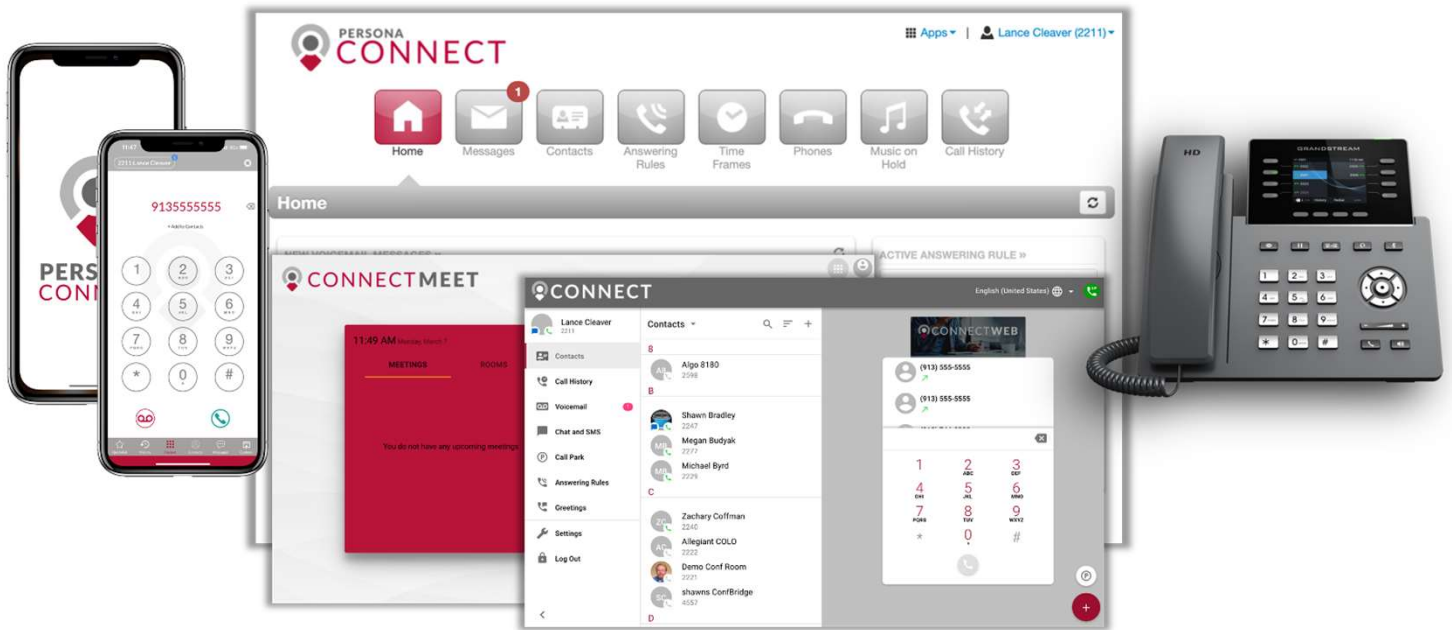
Flexible APIs & App Integrations incl. Teams



White Glove Expert Support

Enjoy the Freedom and Power of the **PERSONA CLOUD**

PERSONA
CONNECT



Seamless Modern Platforms

Work together from anywhere on any device including voice, text, chat, email, and video with the reporting tools you need to easily manage and monitor your users.

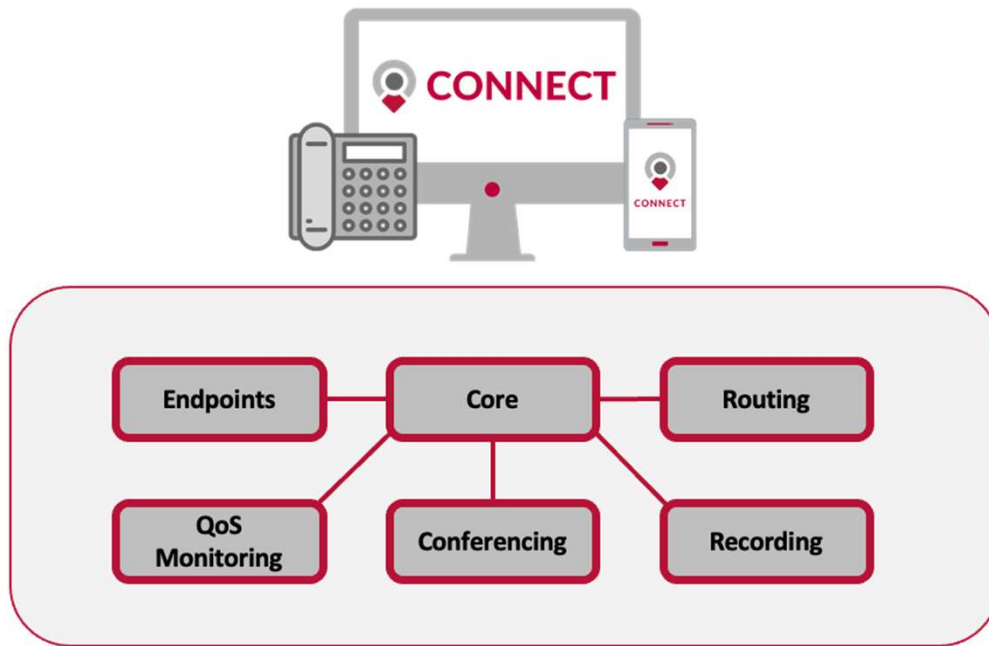
Scalable and Flexible

Easily add users, locations, tailor your experience, and integrate with your business-critical third-party applications including Microsoft Teams®, CRMs, and more.

Simple Monthly Commit

Reduce complexity and save money with our unique pricing model that allows monthly changes based on the specific user profiles and quantities needed.

Persona Platform Architecture is built on Geo-Redundant modular purpose-built software and is highly scalable.



It's not Open Source. The platform is divided into six different modules. Each module is dedicated to running specific functions.

Core Module provides real time communications; call session management, switching, application handling, and feature delivery on a Class 5 switch.

Endpoints Module powers device provisioning The Endpoints Module allows for manufacturer agnostic auto provisioning of SIP devices and can pre-configure default or your specific profiles. The turn-up process of new devices is simplified. The module associates MAC addresses and model types to specific User Profiles.

Routing Module is Session border controller and Class 5 switching.

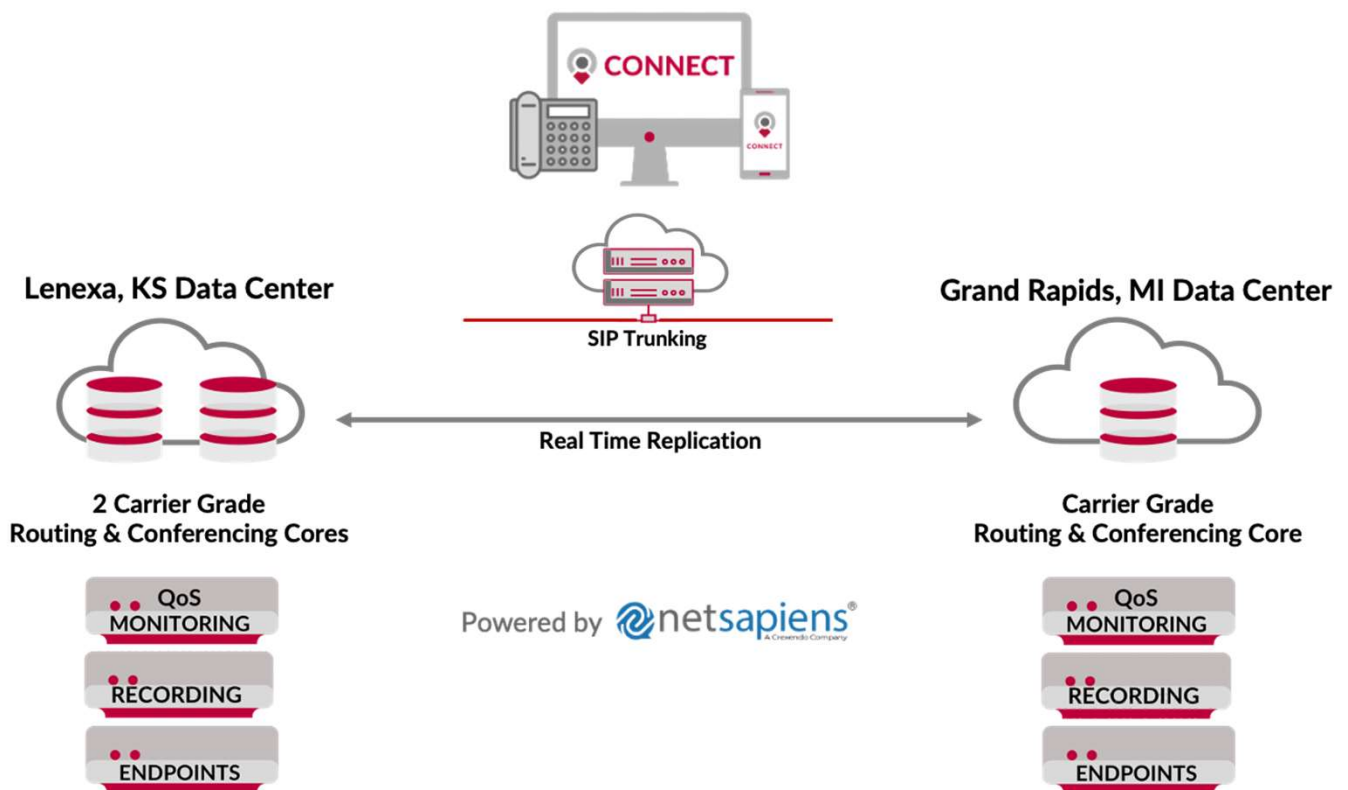
Conferencing Module delivers feature rich audio bridging functions that when combined with the Persona SNAPsolution core provides comprehensive audio-conferencing capabilities.

Recording Module allows for real-time storage, conversion, and management of raw media that is being processed by the Persona SNAPsolution Core.

QoS Monitoring Module is hosted in the cloud so your team and ours can gather valuable system insight via Reporting, Monitoring, Troubleshooting, Trend Analysis, & Configuration Management.

Persona Geo-Redundancy Means NO Weak Link

The platform's six key modules inter-operate flawlessly and provide unified functionality with comprehensive features. Each module communicates with the other. It is a TCP-IP based protocol used by the system for inter-module communications. It is **Highly Scalable** and allows two or more systems, located in geographically diverse data centers to act as a single unit by allowing each system to subscribe to and receive events in real-time.



The unique geo-redundancy technology allows all modules to act as one single switch when distributed across different locations. All call state information, all feature codes, all voicemail is replicated in real-time to all the other servers. In addition, phone devices are configured for SRV, allowing for registration to multiple servers.

This gives you the option to perform system upgrades in the middle of the day.



Your Complete All-in-ONE Solution

Persona Cloud Calling includes a Full Suite of PBX Features in the Cloud from Any Device. It is highly scalable supporting both enterprise (250,000+ users) and small and medium sized businesses.

Core Features

- Multi-Level Auto-Attendant
- Visual Voicemail
- Call Recordings
- Music On Hold
- Presence
- Multi-Language IVR

Call Handling

- Caller-ID, Blocking & Do Not Disturb
- Call Forwarding & Transfer
- Call Waiting & Parking
- Conferencing
- Answering Rules

Device Management

- Auto-Provisioning
- Customization of Directories
- Device Overrides
- Geography Based Provisioning
- HotDesking

Call Management

- Call Monitoring
- Call Queues & Routing
- Ring Group

Easy Administration

- User Persona Access Controls
- Multi-Site Support
- Real Time Reporting & Analytics

Security

- Secure Portal
- Transport Layer Security
- SRTP Audio Encryption
- STIR/SHAKEN Support

Voice Services

- Text to Speech
- Speech to Text

Bring your own Phones or choose from one of our "best-in-breed" vendors including Grandstream Professional Grade SIP Phones.

Quality of Service

You need voice service with little to no downtime. This is only achieved by controlling the different aspects of your network, including redundancy, between geographically diverse data centers. Our platform features n-Share Technology to give you peace of mind knowing your data and processes from one Point-of-Presence is replicated and shared across all other Points-of-Presence in real time. If something disastrous should happen to a data center in the network, all communications information will be dynamically distributed to unaffected locations in real time.



Your Complete All-in-ONE Solution

A Unified Experience for your deskphone, smartphone, tablet, and desktop.

Call

Launch audio or video calls with a single click from your chat.

Meet

Built-in video meetings help you connect face-to-face and build trust.

Chat in Public or Private Channels

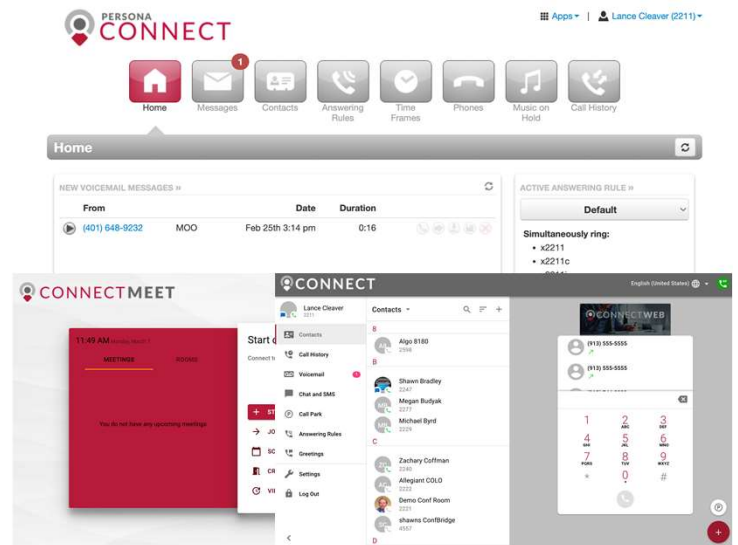
Customize your channels by co-workers, departments, etc.

Sync Between Devices

Seamlessly transition throughout your day.

Status / Presence

Sync status and presence to show if someone is online and their status.



Launch Audio or Video Calls

With a single click from your chat.

Share Important Content

Collaborate through file sharing, share sentiment through emojis.

Seamlessly SMS

With External Participants from the same interface.

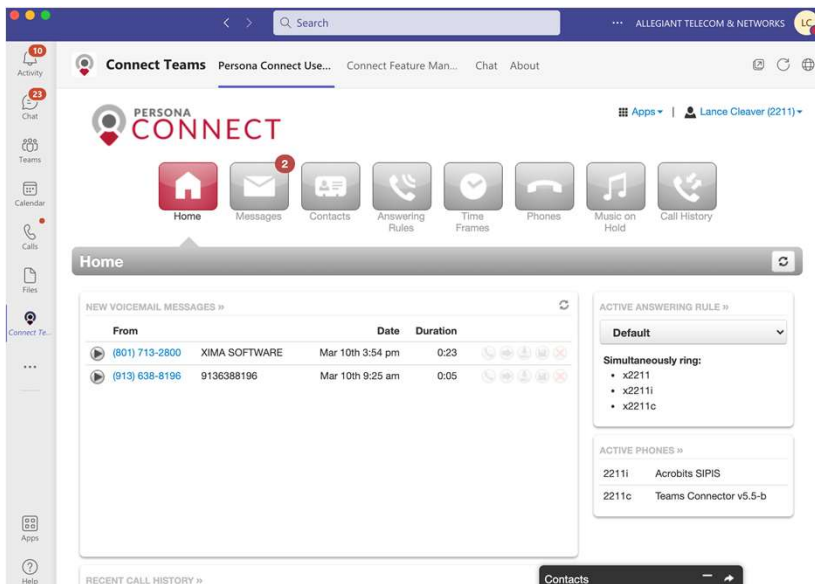
Intuitive Digital Workspace

No learning-curve needed.

Your Complete All-in-ONE Solution

Fully Integrated Microsoft Teams Integration in our platform delivers the communications features Microsoft Teams lacks while also integrating seamlessly into the Teams Portal Interface.

Mirror the functionality of your Persona Platform in your Microsoft Teams experience. No need for a new window or an additional login. It is a seamless experience from Microsoft Teams limited features to the expanded capabilities of the Persona Platform.

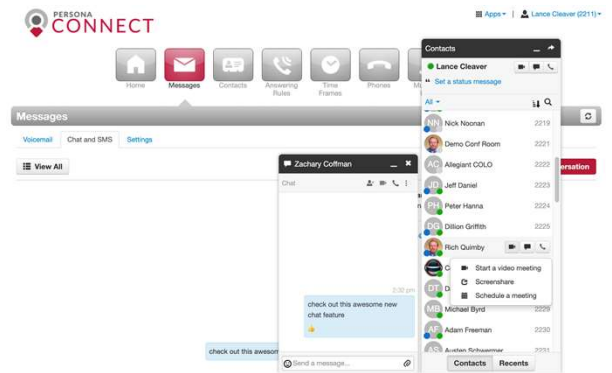


- Direct Extension Dialing
- Advanced Call Routing
- Manager Portals
- IVRs
- Auto Attendants
- Analytics and Reporting
- Recording
- Transcription
- QoS Monitoring
- Disaster Recovery
- Mobility
- And much more...

Persona is the perfect platform for organizations that want to standardize on Microsoft Teams while taking advantage of the customized functionality, extended capabilities, and familiar environment of their complete Persona unified communications experience.

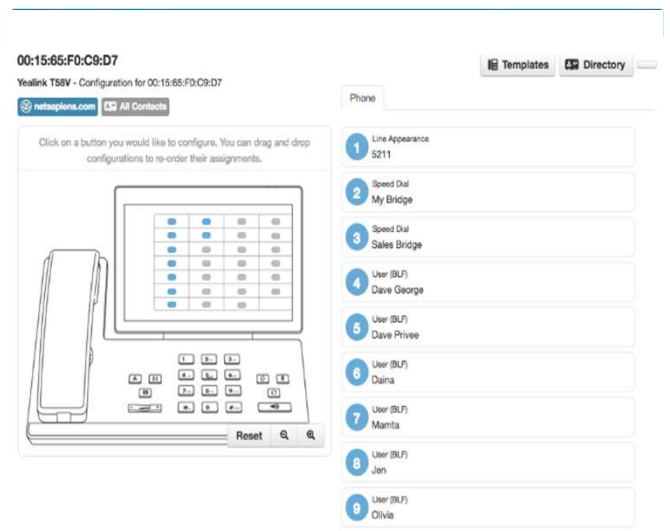
The **Admin UI & Portal** is a user friendly customizable multi-tenant capable user portal with permissions and views.

The platform is designed to ensure the highest level of user-acceptance by designing a User Interface (UI) that is unrivaled in the marketplace. Our UI is intuitive and pleasant to use. The portals are easily programmable and includes views for Super Users, Office Managers, Call Center Supervisors, Call Center Agents, Receptionists, and Basic Users.



Programming Phones is a Snap with our exclusive SNAPbuilder tool.

SNAPbuilder is an exclusive user tool developed to select from a wide selection of phones. Program buttons for speed dials, other system users, special feature keys, even when multiple levels of buttons are supported. With an easy to see GUI, program phones with ease. Domain owners can lock buttons to keep from being changed. Saves time, increases user satisfaction, and simplifies the ability to manage devices.



Feature Highlights

General Call Center

- Auto-Attendant
- Call Center Stats-Home Page
- Call Center Reporting
- Call Pick up
- Call Queue Routing
- Call Queue Thresholds
- Call Center Agent Settings
- General Call Queue Settings
- SMS Queuing
- Conferencing (Dedicated Bridge)
- SMS
- FAX
- Monitoring
 - Whisper 1 way audio w/ Agent

Monitoring

- Usage Stats
 - Calls
 - SMS
 - Current Month
 - Previous Month
- Account Codes
- Call History
- Recording
- Server Management
- SIP Trace
- Trend Analysis
- CDR Export via portal
- Real Time Analytics

Sites

- Customization
- Filtering and reporting
- Site Manager Scope

Device Related

- Auto-Provisioning
- Bulk edit via portal
- Customization of Phone Directories
- Device Overrides- via portal and Admin UI
- Device Passwords-via portal and Admin UI
- Inventory
- Geography Based Provisioning
- Hotdesking
- Shared Line Appearance(SLA)
- Queue Status Monitored BLF
- Day/Night Mode Monitored BLF

Security

- Portal Security
- Transport Layer Security
- Dictionary Attack Prevention for Phone Provisioning Files(S.A.F.E)
- Dial Permissions
- User Limits
- Reject Log
- Alarms
- Authorization Codes
- Call Limits
- SRTP Audio Encryption
- STIR/SHAKEN support

Phone Number Related

- Phone Number Inventory
- Alternate Numbers
- Allowed Numbers
- Anonymous Call Rejection
- Blocked Numbers
- Calling Line ID Blocking
- Configurable Call ID
- Direct Inward Dialing
- Normalization of Numbers
- Privacy

Additional Features

- CNAM
- E-911 – Kari’s Law & RAY BAUM Phase1
- Fax
- QOS Monitoring
- Voicemail Transcription
- Intelligent CRM

Unified Communications

- WebRTC Phone
 - Video Conference
 - Chat
 - SMS
- **CONNECT** Advanced PC/MAC client
- **CONNECT** Advanced Mobile client

Voice Services

- Speech to Text
- Text to Speech

API's

Various options including create, count, read, update, delete etc...