



MaX UC

Unified Communications and Collaboration

Mobility is Defining UC Today

The mass-adoption of mobile as the primary means of business communications has created challenges for both users and businesses. These challenges include juggling between business and personal phones, complex onboarding of UC apps, confusing dialing experiences and inconsistent voice quality. For businesses, a mobile-first workforce brings additional challenges around productivity, customer service handling, managing compliance with regulatory standards, and meeting IT security requirements.

Operators are in a unique position to address these challenges and business trends, with a new breed of UC solution with support for multi-persona, group communications, collaboration and full featured voice PBX and UC features. Together with their network assets and as part of their MaX UC solution, operators can deliver a differentiated offering and a truly seamless mobile collaboration experience to their business users.

MaX UC

MaX UC addresses the mobile-native users needs with a simple and intuitive experience with the cellular voice QoS that only mobile operators can provide.

By shifting the primary user interface to the native dialer versus a separate UC app, MaX UC drives adoption by employees, and revenue generation for service providers by leveraging their mobile network assets. MaX UC integrates with IMS-based networks with user experience that fits naturally with both iOS and Android native users. The MaX UC platform is deployed in many operators' NGN networks as well and supports tens of millions of subscribers today.

MaX UC delivers rich, modern and intuitive experience across mobile devices, and as apps on mobile and desktop endpoints. It enables users to:

- **Be heard** with high quality voice for business and personal calls
- **Be connected** with voice, messaging, and video collaboration across colleagues and with customers
- **Be reachable** with multiple or temporary identities and location sharing accessed on any device
- **Be responsive** to customers and colleagues using any of the modalities of voice, video, messaging and collaboration quickly and easily
- **Be in control** with simple tools for management and administration using the native UI on the mobile device

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Why MaX UC

Built for Operators

As a Telco operator your brand represents significant investment and carries with it years' worth of hard earned market recognition. MaX UC was developed with this in mind, allowing you to provide a robust UC solution that integrates into your network, and can be marketed as your product, under your brand. Control the customer experience from sale to provisioning to customer support.

Modern User Experience

MaX UC delivers a native-dialer integrated access to business UC services for a seamless experience mobile-first users expect. It brings together network-based QoS capabilities and business UC feature on any smartphone. The mobile client is available on iOS and Android devices for users who prefer an app for their business communications. A modern and enhanced single-pane of glass design brings an updated user experience via the clients for Windows and Mac users as well. The new desktop UI is context focused and uses a modern design language, one that supports modern workflows and users' multi-tasking needs. Whether users are voice-first requiring a comprehensive set of PBX features or mobile-natives collaborating on the go, the MaX UC solution offers full feature coverage and tailored client options to meet their UX needs.

Microsoft Teams Integration

The MCT is available as optional add-on feature. With this Microsoft plug-in, Microsoft Teams users can make a MaX UC call from within their Teams UI using the desktop or mobile client or their desk phones. The MCT leverages the Microsoft Teams chat bot framework and is offered as an Azure-hosted service by Metaswitch. Operators can also apply their branding to the MCT icon.

Open Partner Integration

Metaswitch maintains an open ecosystem of partners who provide interop tested, fully supported end user equipment to enable you to design a best in class solution with the user experience your customers demand.

Features

- **Complete UC Features** like auto-attendants, hunt groups, Instant Messaging & Presence, and Workstream Integration
- **Device Flexibility** — Supports a wide range of SIP devices such as desk phones, conference room phones, mobile phones, desktop and tablets
- **Video and Collaboration** — Combine with MaX Meeting for web and video collaboration
- **Mobility** — MaX UC supports network-based business policies to replace existing Mobile Centrex/VPN services
- **Network Voice** — Calls to or from any caller are delivered via the mobile operator's cellular network
- **One-step onboarding** — Simple user account set up using SMS and email links or QR codes
- **Business Policy Control** — MaX UC allows the business to regain control of the business identities while allowing personal identities to be kept for personal calls
- **Intuitive in-call collaboration** — Easily add additional team members to the call, switch call to a desktop device, or uplift to a full video collaboration session