

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. Many workers juggling business and personal personas, complex onboarding of UC apps, confusing dialing experiences and inconsistent voice quality means most workers don't use the tools provided by their employer. For businesses, a mobile workforce challenges them to maximize productivity, customer service and compliance with regulatory and IT security policies.

Operators are in a unique position to capitalize on these trends with a new breed of multi-persona, group communications and UC services, targeting the lucrative business market. Operators can leverage their network assets to deliver a differentiated offering and deliver a truly seamless mobile business collaboration experience.

MaX UC

MaX UC seamlessly addresses mobility needs for remote and mobile workers with a simple and intuitive experience with voice service 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 to provide an equally appealing experience on both iOS and Android devices and incorporates Metaswitch's existing rich UC platform, in use by tens of millions of subscribers today.

MaX UC delivers mobile native unified communications that 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 with voice, video, and messaging quickly and easily across mobile and fixed workers
- **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.

UC Meets the Native Dialer

User experience is central to service adoption. MaX UC brings together QoS enabled, network-based capabilities, a native dialer on any smartphone, simple onboarding and a comprehensive suite of PBX and UC features for inbound and outbound calling. MaX UC makes communications and collaboration easy, eliminating the need for a variety of OTT voice and messaging apps and better integrating mobile and fixed workers onto a common solution.

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