

# BROADBAND COMMUNICATIONS SERVICE PLATFORM



## CALLING CARDS

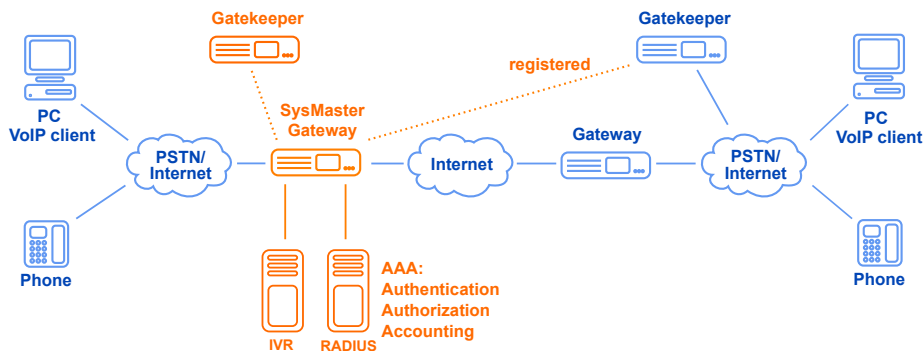
### Features

- PIN Authentication
- ANI/CallerID Authentication
- Voucher Recharge Support
- Account Recharge Support via IVR Interface
- Authorized CallerID Management via Web or Phone
- Distinctive Ringing for Speed Dial Numbers
- Speed Dial Managed by Subscriber
- Multi-Call Support within a single initial call
- Web Management of Authorized Caller ID lists
- Web Call History Management
- Web Statement and Balance Information

### Description

Norfa.com allows advanced calling card services, for inexpensive long-distance and international calling. If the subscribers are traveling they can take advantage of Norfa.com's low long-distance and international call rates, they can access the system and authenticate via PIN or Caller ID (for example from an authorized mobile phone) or both. In addition, they can access their online Address Book and make calls directly with the offered Norfa.com Softphone software that runs as an ActiveX application in Microsoft Internet Explorer. Yet another way to interact with the Calling Card is to request a call-back service described in the Call-Back Service section.

CALLING CARD INFRASTRUCTURE



### Call Flow

1. Subscriber calls the Norfa.com central number
2. Subscriber is authorized based on Caller ID
3. If Caller ID authentication fails subscriber enters authorized PIN number
4. Subscriber hears their account balance
5. Subscriber speed dials the selected number and hears the authorized time for this call
6. Subscriber hears distinctive ringing
7. Subscriber is connected
8. Subscriber terminates the first call and dials a second number
9. Subscriber talks to the second party
10. Subscriber hangs up the call
11. The subscriber checks his call history and call balance via Web

## PBX/ IP CENTREX

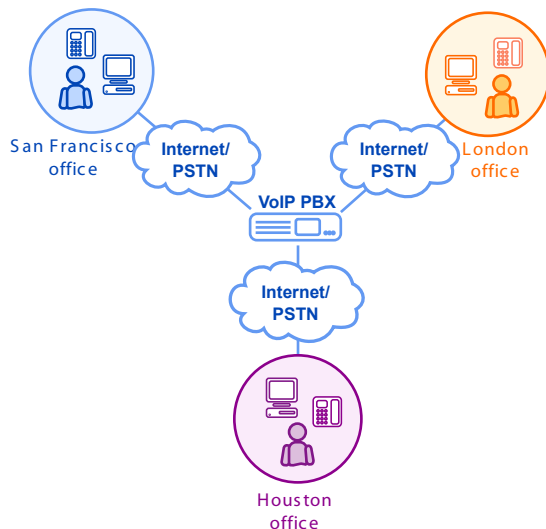
### Features

- Call Forwarding
- Call On Hold
- Call Park
- Call Transfer
- Call Screening
- Call Waiting
- Distinctive Ringing
- Speed Dial
- Caller ID
- Redial
- Last-Inbound-Number Redial
- Do Not Disturb (DND)
- 3-Way Calling (conference)
- Caller ID Block
- White and Black Number Lists
- Web Call History Management
- Web Statement and Balance Information
- Web and Phone Feature Management
- NAT Traversal and Firewall Friendly

### Description

Norfa.com is an advanced VoIP telephony service that allows subscribers to take full advantage of the new generation telephony services. Norfa.com offers all traditional telephony services such as Call Waiting, Call on Hold, call Transfer, Call park, 3-way Calling, Caller ID, Call Forwarding, Do-Not-Disturb, Redial, Speed Dial, 911 Emergency Service, 411 Directory Assistance, \*67, \*68, \*70, Caller ID Block. In addition, the system will allow Voicemail Forwarding, Distinctive Ringing (to distinguished callers), Call Screening (to screen unwanted sales calls), White and Black Lists (to permanently ban callers from calling you). Norfa.com allows two modes of operation: single-stage dialing - the callers will reach you by dialing the Service Number assigned to you (similar to the traditional telephony service), and two-stage dialing -- the callers will reach you by dialing a central number first and then dialing your assigned extension. Both options offer call screening to provide selective call pickup.

### GLOBAL PBX GENERALIZED INFRASTRUCTURE



### Call Flow

#### Single-Stage Dialing

1. Caller calls your assigned Service Number
2. Subscriber receives the call.
3. Subscriber picks up the call with or without Call Screening
4. The subscriber hangs up the phone

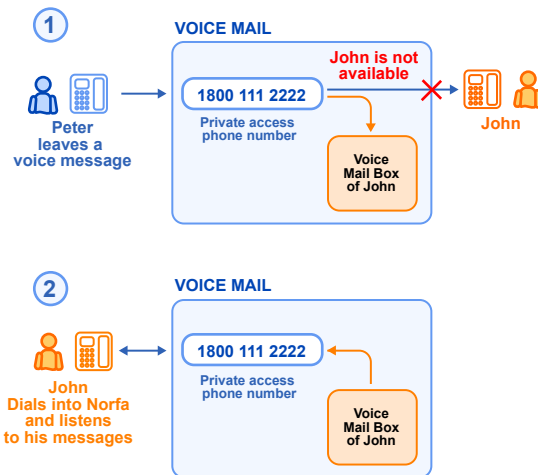
#### Two-Stage Dialing

1. Caller calls the central Norfa.com number
2. Caller dials the subscriber extension number
3. Subscriber receives the call
4. Subscriber picks up the call with or without Call Screening
5. The subscriber hangs up the phone

VOICE MAIL

Features

- Custom Greeting
- Web and Phone Management
- Web and Phone Access
- Password Management
- Voicemail-to-Email with Attachment (Unified Messaging)
- Voicemail-to-Email with Notification
- Voicemail-to-SMS Notification
- Voicemail-to-SMS Reminder
- Voicemail Paging via Email
- Voicemail Surveys (special service based)
- Single-Click Call Back



Description

Norfa.com supports advanced Voicemail services via PSTN or VoIP lines to allow subscribers to check their voicemail from anywhere in the world at anytime. Some of the standard Voicemail features include: Custom Greeting, Web and Phone Voicemail management, Web Access to Voicemail (download, forward, and delete messages), Password management. In addition, Norfa.com offers advanced Voicemail services such as Voicemail-to-Email (Unified Messaging) to allow subscribers to receive each voicemail audio file or just a voicemail notification to the specified email address. Norfa.com integrates with all GSM/SMS providers in the world to send SMS notifications via SMS message once a Voicemail is received or just to remind of a new Voicemail. The subscribers can check and manage their Voicemail via Web or Phone. NORFA.com also supports full Voicemail paging which allows the callers to just send a page to your pager or cell phone email instead of leaving you a Voicemail. Each subscriber can decide to forward calls to the Voicemail if the Service Line is busy, does not answer, or simply if they do not want to talk to the caller (call screening).

Call Flow

1. Caller calls in your Service Number .
2. Caller reaches subscriber Voicemail (if call forwarding is enabled, or if call screen is activated and the subscriber does not wish to talk to the caller).
3. Subscriber receives an email with the Voicemail attachment or just a Voicemail notification via SMS.
4. Subscriber manages his Voicemail via Web or Phone.

There are multiple other call flow scenarios based on subscriber configuration. For example, the subscriber may decide to assign a Service Number to his Voicemail so that all inbound callers communicate with the subscriber via Voicemail only.

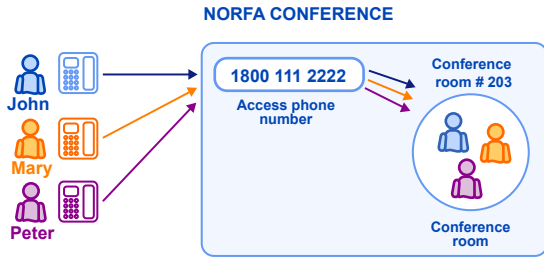
CONFERENCE

Features

- Private and Public Conferences
- PIN Authentication
- Three Conference Roles
- Call Screen (Name) Administrative Authentication
- Dynamic Conference Management via Web or Phone
- Scheduled Conference support
- Multi-Participant Invitations
- Music on Hold
- Conference Recording
- Conference Recording to Email Forwarding
- Private Bridging and Virtual Conferencing
- Password Management
- Web and Phone Caller Management
- Web and Phone Conference Initialization

Description

Norfa.com offers advanced conference services for businesses and individuals. Supported services include conferences that are traditional, scheduled, invite-only, private and public. The system supports three levels of conference user roles that include Administrator, Regular Caller ,and Muted Caller. Administrators can manage conference rooms from the phone (Administrative IVR) or via Web (Web console). Two types of conferences are supported: private (pin authenticated) and public conference. The conference participants may be asked for PIN authentication to enter the conference, if required, or authenticate with Name (conference screening). Administrators can disconnect, mute, and unmute participants via Phone or web at any time, terminate conference, or record the conference and manage the records online or via phone. Scheduled conferences are fully supported based on time or administrator login event. Conferences support private bridging (allows two participants to talk privately), and status services (provides conference status). Conference access can be Service Number based (single-stage) or Extension Number based (two-stage), based on the subscriber profile setup.



## Conference Flow

### Traditional Single-Stage/Two-Stage Conference

1. Callers enter the conference room via direct Service Number (single-stage) or call the Norfa.com central conference number and dial the conference room number (two-stage).
2. Callers authenticate via PIN.
3. Callers listen to music on hold while the administrator arrives.
4. Administrator arrives and conference starts.
5. Administrator manages callers by disconnecting and muting/unmuting them.
6. Administrator records the conference and sends it to his email.
7. Administrator allows private call screen based access to the conference.
8. Callers talk to each other utilizing the conference room or privately utilizing private bridging.

### Scheduled Conference

1. The system calls all listed phone numbers and invites the subscribers to conference based on time or administrator login.
2. Callers enter the conference.
3. Conference starts and the administrator manages the conference via Phone or Web.

### Web Initiated Conference

This conference is described in the Web Conference Section. It allows advanced team collaboration and data sharing services.

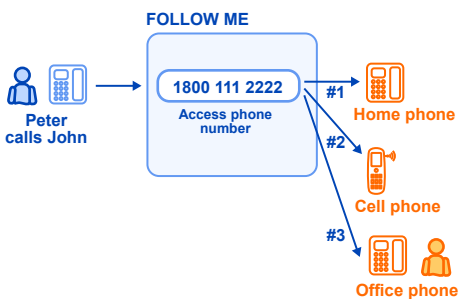
## FOLLOW-ME

### Features

- Global Roaming and Number Hunting
- Up to 20 Phone number support
- Real-time Call Screening
- Voicemail Call Forwarding
- Anonymous Call Connect
- Global Number Redirect
- Web and Phone Management Interface
- Password Management

### Description

Norfa.com allows global roaming and hunting services for subscribers that need to be non-conditionally reached. The services supports up to 20 phone numbers that will be attempted (hunted) once a call is received. For example, a caller calls the subscriber Service Number, and the system starts to sequentially call all numbers in the Follow-me list. If the subscriber does not pick up the phone on all lines, the call will be forwarded to Voicemail. If the subscriber has enabled the call screening feature, once he picks up the call he can decide to accept, reject, or forward the call to Voicemail. Follow-me is used to achieve two main goals: global Roaming - allows people with multiple phones to receive calls while traveling, and call screening - allows subscribers high level of security to prevent callers from calling their direct phone numbers and to successfully screen inbound calls. The Follow-me service can be managed from Web of Phone interfaces.



### Call Flow

1. Caller calls the subscriber Service Number for the Follow-me service.
2. The system prompts the caller to hold while locating the caller.
3. The subscriber number list is hunted in sequence. The number list can contain up to 20 national and international numbers.
4. The subscriber picks up the phone.
5. The subscriber accepts, rejects, or forwards the caller to voicemail (if call screen is enabled).

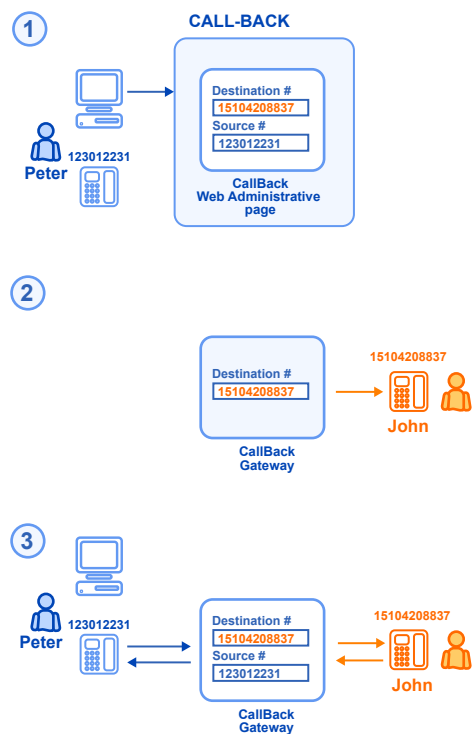
**CALL-BACK**

**Features**

- Global Access to low rate calling
- Web Request support
- Email Request support
- SMS/GSM Request support
- PIN Authenticated Request
- Multi-Call support (allows multiple calls to be made from one callback request)
- Speed Dial Support
- Distinctive Ringing support
- Support for Extension Numbers (two-stage callback dialing) such as room numbers in hotels

**Description**

Norfa.com offers a large variety of callback services based on various authentication models. Call-back is commonly used in countries where it is difficult to originate IP/PSTN calls due to litigation or service cost problems. In addition, callback allows subscribers that travel to have global access to low long-distance and international calling rates anywhere in the world. For example, if you travel overseas and need to make a call, simply log into the Norfa.com web site and submit the phone number of the phone that you are currently at, and the system will call you right back. The system supports multiple callback authentication features that include: Web, Email, Caller ID, SMS message, PIN authenticated, and SMS DID callback services. The most common callback service is SMS and Web callback. Once the system calls the subscriber's current phone location, it prompts the subscriber for destination number (if not already provided) and then connects the call.



**Call Flow**

**Web Call-Back Flow**

1. The caller logs into the web site.
2. The caller enters the call back request information such as the number to get the call-back to and the number to be connected to.
3. The caller requests a call-back.
4. The system calls back and connects the origination and termination numbers.

**Email Call-Back Flow**

1. The caller sends an email to the designated email address with the proper PIN, Source Number, and Destination Number information.
2. The system receives the email and connects the origination and termination numbers.

**SMS/GSM Call-Back Call Flow**

1. The caller sends a SMS message to the designated SMS number with the proper PIN, Source Number, and Destination Number information.
2. The system receives the SMS and connects the origination and termination numbers.

**PIN Call-Back Call Flow**

1. The caller calls the listed number.
2. The caller enters their PIN.
3. The caller hangs-up or enters the number to receive the call.
4. The system calls back the caller.

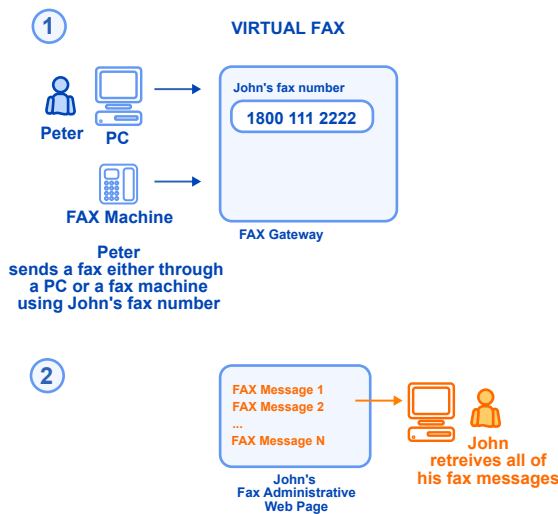
## VIRTUAL FAX

### Features

- Web Access for Download, View, and Print
- Password Management
- Fax-to-Email with Attachment (Unified Messaging)
- Fax-to-Email with Notification
- Fax-to-SMS Notification
- Fax-to-SMS Reminder

### Description

Norfa.com offers Virtual Fax services allowing businesses and individuals to receive online and offline faxes to their assigned Service Number. The system will accept any fax format, store it locally, and if configured send it via email to the subscriber's email address. The Fax management is similar to the Voicemail management. In fact both system share common folder organization and both types of Voicemail and Fax files are downloadable and visible via the Voicemail/Fax functionality. All supported notification features for Voicemail such as Email and SMS notification are also supported for Virtual Fax. The Virtual Fax functionality allows subscribers to receive faxes without owning a fax machine or occupying a fax line. Virtual fax is commonly used to allow automated fax processing and global distribution, and international fax forwarding to avoid high international call costs.



### Fax Flow

1. Caller calls in your Service Number
2. Caller reaches subscriber Virtual Fax.
3. Caller initiates the fax transmission
4. Fax is received and stored locally
5. Subscriber receives an email with the Fax attachment or just a Fax notification via SMS.
6. Subscriber manages his Virtual Fax folder via Web or Phone.

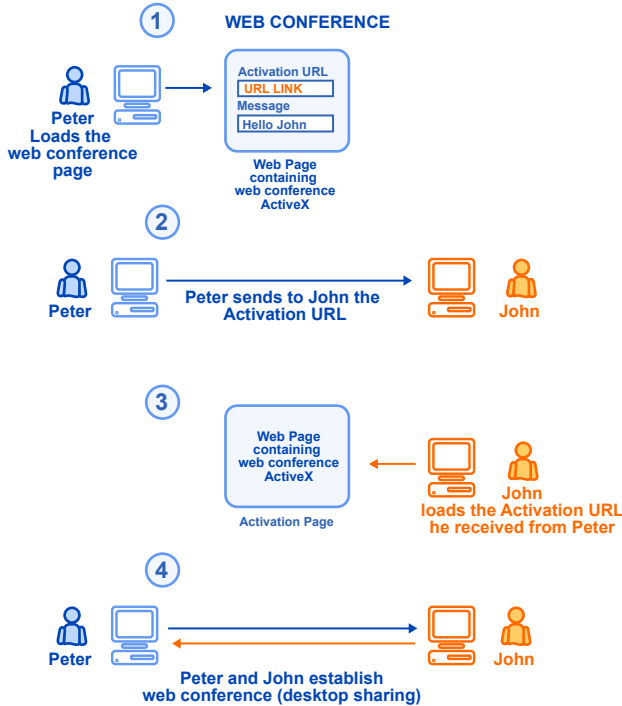
## WEB CONFERENCE

### Features

- NAT Traversal and Firewall Friendly
- View-Only and Full Mode Desktop Sharing
- White Board and Drawing support
- Data and File Sharing
- Phone and Online Communication
- Data Sharing and Team Collaboration
- Secure Service Access and Encryption

### Description

Norfa.com offers advanced Web Conference environment for individual and business subscribers. The Web Conference service offers simultaneous Phone Conference initiated via Web and Desktop Sharing services. Once the service is initiated the subscriber can grant limited or full access to his PC desktop to his conference partners while the parties are on the phone talking to each other. The service supports advanced features such as full desktop sharing, view-only and full mode, and conference desktop sharing (multiple parties manage one computer), white board, data and file sharing with real-time audio phone conference services. The Web Conference is commonly used for sales presentations, customer service, technical support and troubleshooting, and secure access. The system is designed to work behind NAT to allow connection even if both parties are behind firewalls.



**Web Conference Flow**

1. Subscriber logs into the Norfa.com web site
2. Subscriber initiates Web Conference (starts the ActiveX application on his desktop)
3. Subscriber invites the other parties by sending them Web 4. Desktop Sharing Invitation links via Email or Messenger Service
5. Subscriber invites the other parties via phone from the web interface
6. All parties enter the phone conference room
7. The parties click on the Web Desktop Sharing Invitation links
8. All parties have a view-only access to the subscriber's PC computer.
9. Subscriber can terminate the web conference at any time or disconnect participants from the audio conference room.

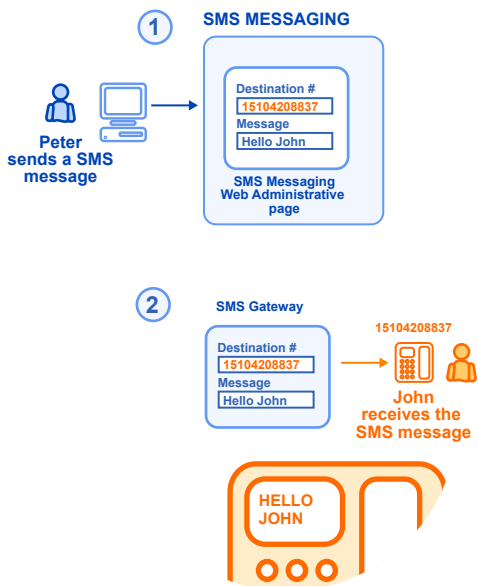
**SMS MESSAGING**

**Features**

- Web SMS Service Interface
- Alphanumeric SMS Message Format Support
- Global SMS Distribution
- SMS Broadcasting to more than one SMS number
- SMS Content Distribution (ring-tones and pictures)

**Description**

Norfa.com offers SMS Service interface to all SMS/GSM providers. Utilizing the system, subscribers can send SMS messages to any phone number in the world that accepts SMS messages. The messages can contain alphanumeric text, or have attachments (only selected phones are supported due to the proprietary format of the SMS objects) such as ring-tones or pictures via SMS. The feature also allows high level of SMS chat and gaming activity as well as SMS broadcasting. Due to the nature of the SMS Service all outbound SMS messages incur nominal cost for distribution.



**SMS Messaging Flow**

1. Subscriber logs into Norfa.com web site.
2. Subscriber writes the SMS message.
3. Subscriber selects the target SMS number or multiple SMS numbers.
4. Subscriber selects an SMS object to attach to the message such as ring-tone or picture.
5. Subscriber sends the SMS message.

## VIRTUAL OFFICE

### Features

- Customizable Department Selection menu
- Time-based IVR menu (business hours and after-hours)
- Caller Selection Identification to Subscriber
- Male and Female Prompts
- Support for 9 Forwarding Numbers
- Voicemail Forwarding Support
- Multi-Session and Failover Support
- Web Management
- Global Number Forwarding

### Call Flow

1. Caller calls the Virtual Office.
2. Virtual Office greets the caller and plays the enabled department selections. Currently supported selections are: Sales, Support, Accounting, Business Development, Marketing, Customer Service, Vendor Relations, Order Status, and Operator.
3. Caller makes a valid selection.
4. The system forwards the call to the number assigned to this selection.
5. The subscriber hears the caller selection identification and decides how to respond to the call.
6. Both parties are connected.

### Description

Norfa.com offers Virtual Office services for all businesses and customers that want to utilize high-end PBX Auto Attendant services without purchasing an expensive PBX system. With Virtual Office entrepreneurs and businessmen can represent their offerings in a professional manner with very low monetary investment. The Virtual Office system can be easily customized via Web to allow each subscriber to custom tailor their Virtual Office presentation. For example, subscribers can change the basic menu system selection and enter the destination numbers that will be connected upon callers' selection. Supported customization options include: Sales, Support, Accounting, Business Development, Marketing, Customer Service, Vendor Relations, Order Status, and Operator extensions. Once a caller enters the desired selection, they will be connected to the phone number on file which is setup by the subscriber (for example, a subscriber may want to redirect all sales calls to his mobile number to be constantly within reach). The system supports both Male and Female IVR prompts and time-based IVR response (for example, during the night the callers will hear that the Office is closed) to provide sufficient level of customization. Virtual Office can be successfully used for Outsourcing and Offshore Customer Service Centers by simply forwarding the selection to an international call center number.

