

---

# Real Business Services

---

Platform for Small,  
Medium, and  
Enterprise  
Businesses

---

Real Telecommunication  
Corp.

---





# Real Telecommunication Corporation

## Table of Contents

Real Products and Services .....	4
Objectives .....	4
How do we accomplish it .....	4
Service Models .....	4
Business Model.....	5
Unlimited Scenario .....	5
Limited Scenario.....	5
Service Platform.....	5
Unique quality of Service .....	6
Real Telecom service is unique in its capabilities: .....	6
Real Telecom Services Value Proposition: .....	6
Financial Value.....	7
Service Requirement.....	7
RBS Platform .....	7
Voice Services.....	8
Real Conference .....	8
Ad Hock .....	8
Scheduled.....	8
Mobile Service .....	8
Call Information System .....	8
Data Services .....	9
Real FAX.....	9
Real Internet.....	9
Real Data Management (RDM) .....	9



## Real Telecommunication Corporation

Benefits of RBS.....	9
Real Telecom Operates RBS .....	9
Unlimited Activities .....	10
Access from Everywhere .....	10
Location Independence .....	10
No Capital Investment.....	10
Custom Service for Each Task.....	10
Integrated Notification .....	10
No Busy Signal .....	10
Real Business Solutions .....	11
Real Medical Service.....	11
Real Answering Service .....	11
Real Customer Service (RCS).....	12
Real Legal Service (RLS) .....	12
Real Hospitality Service.....	12
Real Property Management Service .....	12



## Real Telecommunication Corporation

---

**Real Telecommunication Corporation** (Real Telecom) is a provider of high-quality Voice and Data communication services to businesses. Real Telecom has been providing its services since 2005.

Real Telecom management embodies extensive leadership with over 35 years' experience in inventing service platforms and developing communication solutions for governments and major global corporations.

### **Real Products and Services**

Real Telecom voice services include its in-house developed Real PBX, Real Conference, Real Mobile, Real SIP-Trunks, and Event Communication services. Real Telecom also provides Data Communication services including the Real Internet, RealFax (Fax-to-Email and Email-to-Fax), Network Security, and RealRDM (Data management). Real Telecom services enable customers to leverage the unique technology Real Telecom developed to enhance customer service, reduce communication cost, increase productivity, and add flexibility.

### **Objectives**

Providing high-quality telecommunication service that encompasses all features, low cost, and flexible enough to easily adapt to evolving business needs.

### **How do we accomplish it**

We created new in-house unique technology and revolutionized the way the services are provided. We eliminated the need for capital to acquire, update, and resize the services. Also, we converted the cost of services to variable cost and enabled the customers to focus on conducting their business while we take care of all aspects of the services' operation, support, and technical currency.

### **Service Models**

Real Telecom provides the services in Hosted and Service Node models. The Hosted model is based on operating the services in our data center and the Service Node model includes a physical node in the customers' premises that Real Telecom operates and maintain. The Service Node model is best suited for large Enterprise customers.

### **Business Model**

Real Telecom offers its services to customers on an outsourcing basis. The customers will be charged a monthly fee based on two possible scenarios:

#### **Unlimited Scenario**

This scenario offers unlimited concurrent calls and unlimited usage. This also includes unlimited support, maintenance, training, and add and change. Real Telecom will charge customers a monthly fee per extension.

#### **Limited Scenario**

The number of concurrent calls is limited to the agreed number in this scenario. The support, maintenance, and add and change are included. Real Telecom will charge a lower fee per extension and a fixed fee per concurrent call (line).

### **Service Platform**

Real Telecom service platform consists of equipment (computers and network devices), soft switches, PBX systems, Web-based software, and private and public networks.

The soft switches support the Business services for external call processing and management. It handles the phone number management and routing to all destinations.

The PBX Systems process the calls among the extensions and provide the call processing that is needed by each customer. The flexibility of the PBX systems allows us to quickly customize the service to each business requirements. All group related services are supported by the PBX part of the platform.

The network consists of local and global layers with all the needed security. The network functionality is integrated with the systems for security and quality management.

The platform includes tools that enable administrators to easily and quickly manage the services. Also, it includes software to adapt the services to the customers' needs in very short time. Customers can use the platform's web applications to manage their accounts including all calls and faxes.

## Unique quality of Service

### Real Telecom service is unique in its capabilities:

- ✓ NO BUSY SIGNAL: callers do not hear a busy signal, nor the condition can exist.
- ✓ NO LINE UNAVAILABLE situation: Customers cannot face a situation where all lines are used.
- ✓ NO PHONE NEEDED: All extensions can use Real Web Phone as a telephone.
- ✓ Customers can make and receive an unlimited number of calls at the same time.  
ELIMINATED THE LINE BASED MODEL.
- ✓ Unified Cell phones, Email, SMS and extensions activities. The services include many options to unify all these activities, so the customers can communicate from everywhere to everywhere.
- ✓ The services are managed, supported, and delivered by Real Telecom only. The customers focus on their business while we focus on delivering the communication services.
- ✓ The services can be delivered in Hosted and Service Node models.
- ✓ Low Bandwidth Consumption: Our calls consume less than 30K per call.

### Real Telecom Services Value Proposition:

- Our unique technology enables us to create presence for our customers in multiple locations around the world while the physical presence is in one or more locations.
- We designed the service to be flexible and easily adaptable to all business environments. We added special features for Legal, Medical, Call Centers/Answering service, Hospitality services, Property Management, and incident handling.
- The Mobile phone, desktop phone, Softphone, and Real Web Phone are unified. This enables our customers to receive and make calls anywhere they are using any of the devices.
- Our services allow for multiple phones on the same extension. In fact, you can be perceived at your desk anywhere you are by using the Softphone, Smart Phone, Real WebPhone, or another phone at your home.
- We can send the Voice Mail as an email attachment to be played on a Smart Phone or Computer.

## Real Telecommunication Corporation

---

- Complete call records availability including internal calls.
- NO PHONE LINES. Unlimited inbound and outbound calls at the same time.
- NO OBSOLESCENCE. RBS does not age rather it evolves as we enhance it to meet the changing business needs and incorporate future technology.
- Real Telecom operates and manages the service.

### Financial Value

- Real Telecom creates its technology and only its employees support it. Therefore, there is no separate cost for maintenance and support.
- There is no capital investment required. The exception is the purchase or lease of the telephones and needed hardware for the in-premise Service Node.
- No charges for inbound and outbound calls to and from anywhere in North America.
- No charge for add, change, and move services.
- Real Telecom charges customers per extension monthly.
- Customer may add and remove extensions at any time thus adjusting the invoice accordingly.

### Service Requirement

Real Telecom requires adequate Internet service. The quality and the capacity of the Internet service greatly influence the quality of communication. Therefore, we will evaluate the available Internet service and make the necessary recommendation.



### RBS Platform

RBS platform is designed to easily and effectively move and manage information. Real Telecom treats business voice as information and captures its records. The voice and data services are integrated, and they are built using the same unique in-house developed technology.

## Voice Services



### **Real PBX**

Real PBX is a comprehensive high-quality voice communication system for businesses. Some of its features are unique and some are only available in much more expensive PBX system. Please refer to Real PBX documents to learn about the features.



### **Real Conference**

Real Conference is a high-quality audio conferencing service designed to enable users to use standard equipment including cell phones to participate in the conferences.

This is a comprehensive unique conference service that may be used in Ad-Hock and Scheduled modes.

#### **Ad-Hock**

Participants can enter the conference room at any time and as many times as they like. Therefore, this is a private conference room.

#### **Scheduled**

This is a conference service with scheduled start and end date and time.

Both types enable the participants to simply enter the conference extension number or dial the access numbers to participate. The moderator has a security code and each participant will also have a security code to enter the conference room.



### **Mobile Service**

The Service Platform integrates the cell phone with the extension. The functionality includes enabling all users to be reachable as part of the service the extensions provide, move the call to the cell phone or move the call from the cell phone to the desk phone, and send voice mail to the smart phone where it can be played. Additionally, calls can be made from the cell phones but processed by RBS.

### **Call Information System**

RBS includes the Real Call Information System (CIS). CIS provides customers the ability to retrieve call records and all related information to each call and analyze workload and



call volume right to the Agent. Inbound, outbound, and internal calls are tracked and archived.

## Data Services

### Real FAX



RBS provides the state of art in FAX processing. It provides complete FAX functionality with and without fax machines. All authorized persons may send from and receive faxes on their computers, smart phones, and fax machines. Any document may be included in the fax and can be sent directly from the computer without having to wait for available lines or available fax machine. Multiple authorized persons may send and receive faxes at the same time anywhere they are.



### Real Internet

High-quality Internet service. The Real Internet service includes high-quality equipment and minimum interruption. The chances of service interruption are substantially reduced due to the built-in redundancy in our service.



### Real Data Management (RDM)

service is an advanced high quality and reliable Data Protection, backup, and Recovery service. It supports all personal devices, computers, and servers, Multiple servers or computers can use the same account to backup and retrieve data.



### Real Network Security

service is our managed network services that include the most advanced security architecture that defends businesses against network intrusion, malware, and unauthorized access.

## Benefits of RBS

### Real Telecom Operates RBS

Customers of RBS are free to attend to their business while Real Telecom handles all related platform installation, maintenance, and support.

**Unlimited Activities**

RBS can process an unlimited number of calls, faxes, and phone numbers from anywhere in the world.

**Access from Everywhere**

Depending on the type of business, customers can be local or located anywhere in the world. Real Telecom provides phone numbers anywhere in North America, Europe and some countries in South America. Therefore, we can provide our customers local access numbers for their customers and partners anywhere.

**Location Independence**

Employees, associates, and agents of businesses can also be anywhere in the world. Regardless of their locations, RBS will treat them as if they are in the same room. Therefore, RBS customers can have virtual employees, associates, and partners anywhere there is the internet.

**No Capital Investment**

Customers do not need to invest in hardware and software. The main requirement is good Internet connectivity.

**Custom Service for Each Task**

RBS supports all business activities and more. We configure the service to support the characteristics of each activity for each customer. We create customized solutions that best fit our customers.

**Integrated Notification**

RBS notifies users, if the user wishes, of missed calls and forward the voicemail and the fax to the user's email. This ensures the users have access to the critical information anywhere the users are.

**No Busy Signal**

Real Telecom Services transformed voice communication with its new and unique technology. Our outbound calls do not block incoming calls. Your customers will never hear a busy signal and you and your employees will always have lines to make calls.

## Real Business Solutions

Real Telecom created solutions with unique features to address the unique requirements of businesses. Although the Real Service Platform is effective for all businesses, we created service solutions that adapt the platform to the nature of various businesses in the economy. The currently provided solutions are:



### Real Medical Service

RMS consists of software and Real Network services. It unifies functions and features to enable the medical staff conduct its services effectively.



RMS integrate easily with various medical software used by medical centers.

RMS enables phone calls to trigger a process that displays the caller information including the callers' medical records on the recipient screen.

RMS can integrate with medical systems using standard protocols without additional programming. Some old medical systems have not implemented a standard interface protocol; therefore, we will have to develop a custom interface to these medical

systems to achieve the needed integration.



### Real Answering Service

RAS consists of Answering Service Management (ASM) and Answer Service Platform (ASP) modules.

ASM is software that displays the caller information on the Agent's computer screen. The Agent will then recognize the related company and answers appropriately. It includes Auto Attendant, ACD, Queue, Agent Groups, Night Service, and other functions.



### **Real Customer Service (RCS)**

RCS is similar to the Answering Service (RAS) with added integration with CRM software.



### **Real Legal Service (RLS)**

RLS enables all phones to operate with Real Network to receive and make calls. It manages all call processing functions including accounting for each call using the Case Management Code (CMC codes). All calls and faxes are recordable and archived. A fully featured functionality for retrieving the call records is a standard feature in this service.



### **Real Hospitality Service**

Real Telecom has a customized process to support hotel services. We added functions that clear records when checkout is complete and enable and disable each room extension upon occupancy and checkout. Also, additional functionality for Auto Attendants to support various hotel services.



### **Real Property Management Service**

This is an integrated option in the platform that interfaces the services with the Property Management Systems (PMS). Messages between the Real Platform and the PMS can be exchanged automatically to reflect the needed function such as request a maid service, credit status, enable long distance call, etc.