

Toshiba Application Developer Program

- TAD Net -

Publication Information

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Overview

Toshiba's new "Application Developer Program" allows developers to create applications which uniquely address their customers' business needs. The program also provides various technical and marketing support opportunities so that developers can easily create solutions that they can also market to Toshiba's large customer base.

The program targets customers, dealers, and independent application developers and is centered around the Application Developer Support Subscription Program. All developer support and training requires subscription to the service.

Target products

Toshiba provides developers with various choices for development tools and interfaces suitable for different kinds of applications. The following products are covered by the Application Developer Program:

- **FeatureFlex™**

FeatureFlex is the application development framework provided by the Media Application Server. FeatureFlex is a powerful tool for creating applications easily and quickly using the industry standard Tcl (Tool Command Language) script language.

FeatureFlex combines call control and voice processing capabilities into a single development environment so that a wide range of applications can be built around it.

- **System TAPI**

Strata CIX/CTX provides the industry standard Microsoft TAPI interface for both third and first party call control capabilities from the CTI link that Strata CIX/CTX provides.

Third Party call control capabilities are useful for server based applications that can be tightly integrated with the backend server applications. First party call control applications may be suitable for the client level integration with the application.

- **Station TAPI**

Strata CTX and CIX offer the add-on module to DKT phones that enables the computer to connect to the phone over USB and support TAPI for the client PC.

This solution is suitable for the client level integration with applications for a limited number of users.

- **Management API (future)**

Management API offers an easy-to-use interface which enables applications to configure the extensions in the switch. The application may change such extension data as the Class Of Service (COS) or Destination Restriction Level (DRL) of the phone to temporarily change the behavior of the phone. The application may also change the forwarding pattern and the name to support hoteling applications.

- **InfoManager API (future)**

Strata CIX offers a state-of-the-art, wide screen phone that supports HTML interface. The InfoManager API allows the application to control the web page displayed on the phone. By utilizing the JTAPI interface together with InfoManger API, various kinds of web based advanced applications that can control the phone activities may be created.

Application Developer Support Subscription Program

Annual subscription program

The program is based on the annual subscription, and the payment must be pre-paid at the time of registration and renewal. Subscription to the program is the prerequisite for consultation, support, and training services.

Technical support

Annual subscription includes the following services for developers. Additional services may be purchased for subscribing developers only.

- **TAD-Net**

TAIS provides developers with a Toshiba Application Developers Network website, that is accessible to subscribing developers only. The website contains all the up-to-date and necessary information for developing applications for Toshiba switches.

- **Runtime software and SDK document**

The latest software and the document can be downloaded from the developer web site.

In order to run the application and the runtime software TAIS provides, the system with the valid license may be required. The necessary license is included in the Development System specially designed for developers. If the development system is not purchased, the license must be purchased separately.

- **Advanced notification of the SDK and system**

Developer website provides the advance information on the SDK and the switch software for the developer to ensure that the application is compatible with the latest release of Toshiba products.

- **FeatureFlex training**

The subscription service includes a three-day FeatureFlex training class for one person. Any other expense such as travel or lodging is not included. The training is intended to give the developers the fundamental information to create the FeatureFlex applications. The class includes access to the lab system for the hands on development training. Additional training can be provided for developers (see below).

- **Development assistance**

Annual subscription includes up to 10 hours of technical support from a TAIS developer support group for application development support and end-user customer problem resolution. The support is limited to phone and email support, and onsite service is not available. Extra support hours can be purchased for subscribing developers only.

Additional services

The following additional technical services are available for subscribing developers only.

- **Additional FeatureFlex training**

The additional, fee-based, three-day FeatureFlex training is available for subscribing developers beyond the first person included in the annual subscription.

- **Additional development assistance and problem resolution service**

The additional, fee-based, service for the development assistance and the customer problem resolution is available beyond the first 10 hours included in the annual subscription.

- **Development System purchase**

A not-for-resale, pre-configured development system can be purchased by developers who subscribe to the annual developer subscription program. The system includes basic hardware including phones as well as the necessary license. The system is pre-configured and can be immediately used for development.

- **Loaner system**

The pre-configured loaner system may be available for a limited amount of time for those developers who would like to experiment with Toshiba system application development. Please note that this will be on an availability basis only.

- **Toshiba system training**

Developers are eligible for Toshiba technical training for Toshiba products. When developers require the in-depth knowledge on the Toshiba switch configuration for the application, they can take advantage of a Toshiba technical training course. Developers certified by the online training courses are eligible for technical support for the switch configuration at no charge.

Marketing services

In addition to technical services provided by the annual developer subscription programs, developers will have opportunities for the following marketing support program. These services are available to subscribing developers only.

- **Application introduction on the Toshiba web page^{*1}**

Applications and developers may be introduced on the web page designed for customers and dealers so that they can contact developers to purchase applications.

- **Email blast to dealers^{*1}**

Applications and developer information may be emailed to all Toshiba resellers so that they can contact developers to purchase applications.

- **Invitation to Toshiba sales meeting/dealer meeting^{*1}**

Developers may have opportunities to make a presentation or demonstrate the application at a Toshiba sales meeting and/or dealer meeting. Some meetings may require the participation fee.

^{*1}: At TAIS discretion and subject to fee.

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