

# FeatureFlex™

TOSHIBA's new application development environment

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## **Preface**

Henry Ford was asked if his new model T was available in different colors. His response, “You can have any color you like, as long as it’s black.”

Today, you get a similar response from most telecom companies, when you ask for a special feature. If you’re lucky (and complain long enough), some telecoms companies will consider adding the requested feature in the next software release. 6-12 months later, you might get something like the feature you requested---if you’re lucky.

Toshiba’s CIX provides a revolutionary adaptable technology paradigm, called *FeatureFlex*. For the first time, dealers and customers will have the ability to adapt the CIX technology to meet the requests of individual end-users for special features.

## What is *FeatureFlex*?

*FeatureFlex* is a development environment. Utilizing an interpreted programming language, called “Tool Command Language” (TCL), you can create and enable different phone system features in a relatively short timeframe.

*FeatureFlex* is, to the world of telecommunications, what Excel macros and formulas are to the world of finance – it’s easy to use and customizable. For example, if you want to see your revenue projected over the next 5-years, with a 7% growth assumption – you don’t call Microsoft, and ask for a new version of Excel. You create and insert the formula in the spreadsheet. You’ll see your numbers immediately. If your end-user wants a small group of 6-callers screened, and always sent to voicemail, you can do it with similar ease via *FeatureFlex*!

## How does it work?

*FeatureFlex* combines “Call Processing”, “Voice Processing”, “Voice Mail Management”, and other functions into a Unified or Blended system.

*FeatureFlex* has three triggers to initiate the application:

- 1.) It intercepts a phone call before the handset rings.
- 2.) It monitors a key press on the handset.
- 3.) It monitors when a call has ended.

*FeatureFlex* will reference information from several sources, which is then used to determine what actions should be taken. For example:

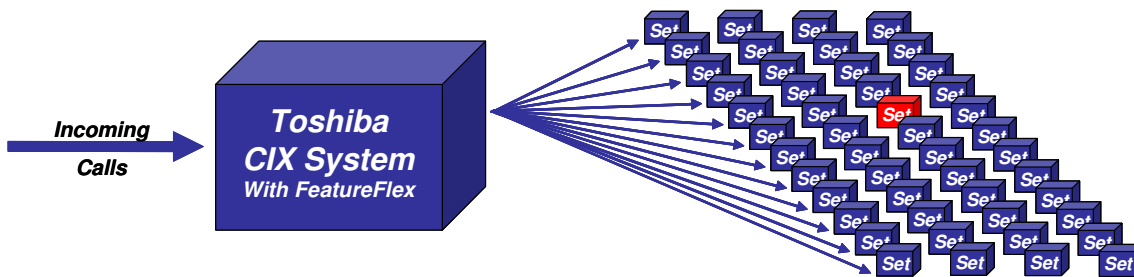
- Time of Day, Day of Week, Month of Year
- Caller ID
- Look-up Information in Company Directory
- Enterprise information, such as an ERP system or a CRM system
- Personal information such as a calendar or contact list
- Public information, such as a stock quote service or a news feed
- Information from an Instant Messaging Service
- The status of the destination phone (busy, idle, DND, forwarded)

**FeatureFlex** will initiate actions (based on the triggers and relative information) like:

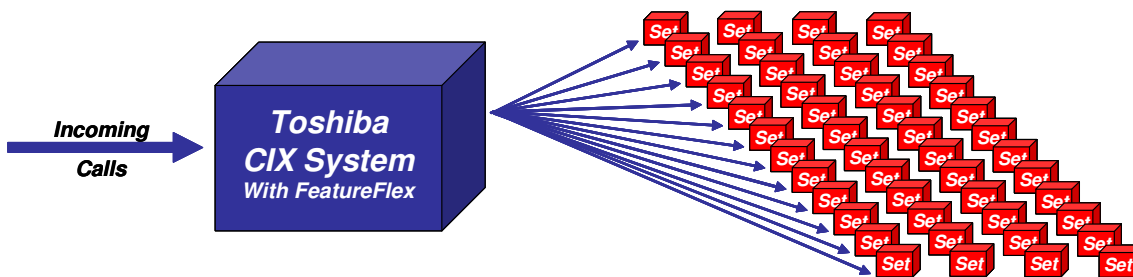
- Initiate a phone call from one phone to a destination
- Divert a phone call to a different destination
- Clear an existing call
- Play special prompts to the caller
- Send a call to voicemail
- Record a message or greeting
- Allow you to listen to a voicemail as it's being recorded
- Display information on the phones LCD
- Change the color or flash rate of a flexible LED

**FeatureFlex** applications are flexible.

**FeatureFlex adapts the system to meet the needs of the individual...**



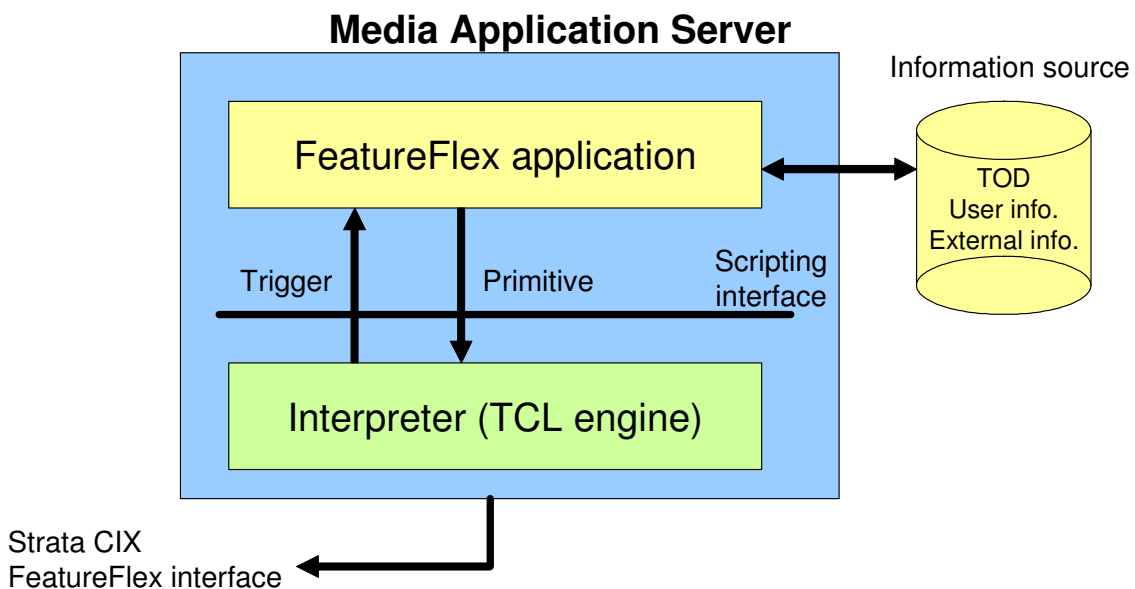
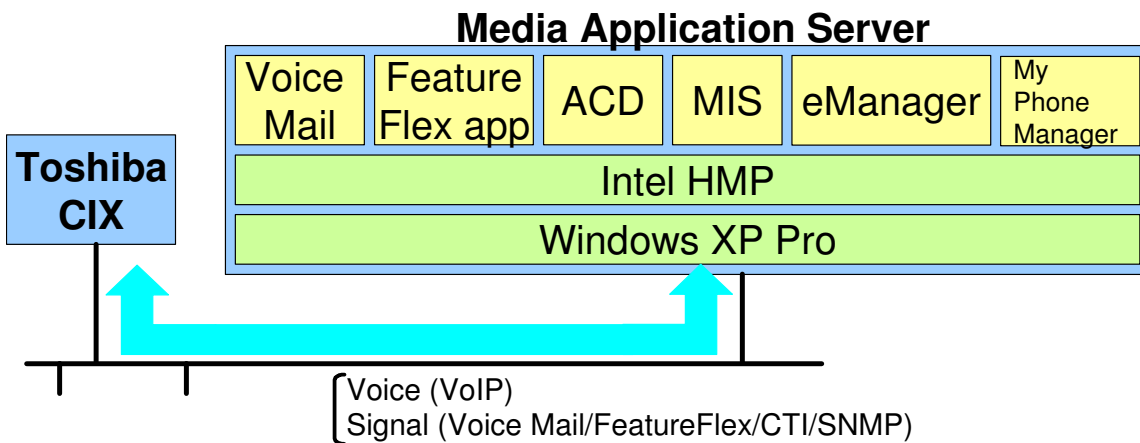
**...Or, all individuals!**



## What is the runtime environment?

*FeatureFlex* runs on Toshiba's new IP communication system, Strata CIX, and Strata Media Application Server (MAS) platform.

- Strata CIX --- IP communication system
- Media Application Server (MAS) – platform for IP applications
  - Rack mount Server PC running Windows XP Professional
  - Voice Mail (SES), ACD, MIS, FeatureFlex application, eManager, My Phone Manager



## What kind of applications are possible with *FeatureFlex*?

*FeatureFlex* is suitable for applications that require functions...

- To be launched when a programmable key is pressed or before a call is delivered to a prime DN
- To divert a call from one phone to another
- To play or record audio files
- To play prompts, times, dates, numbers, etc.
- To collect digits from a caller
- To display a short message on the phone
- To change the color and flash rate of a phone LED
- To set parameters for the caller's voice mail
- To place an outbound call

*FeatureFlex* applications Toshiba provides include:

**One Number Access** application allows the caller to reach the user wherever the user may be. When the call comes to the published number, the One Number Access application contacts a series of phone numbers that are configured. When the One Number Access application detects that you have answered the call, the application can wait for the user to enter the security code to make sure that the user answers the call.

**Call Screen** application provides the user with the choice to either accept or reject the call, depending on the caller. The user can create the accept and reject lists easily from the web browser using My Phone Manager, a personal administration tool. The Call Screen application can be activated from the phone. If the user is busy, just pressing the button on a Toshiba IPT or DKT phone enables the user to receive calls only from specified callers.

**Call Monitor** allows the user to listen to the caller leaving a voice message. Then, the user can connect to the caller immediately and talk in real time or let the caller leave a message so that the user can listen to it at the later time. Call Monitor application provides the user with the flexibility in answering the call.

**Call Return** allows the user to immediately return the call when the user is accessing his/her voice mail. After the returned call is over, the user can go back to the position in the voice mail where the user left off and continue listening to the messages.

**Alarm Clock** provides you with a simple alarm clock function on the phone. When configured by the user, alarm can be provided in the announcement call and displayed on the phone.

## **What's next?**

*FeatureFlex* continues to be enhanced to support more applications. It will include more triggers, more call control commands, and new functionality such as System Management to further extend its capabilities and thus enable a variety of new and innovative applications.

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