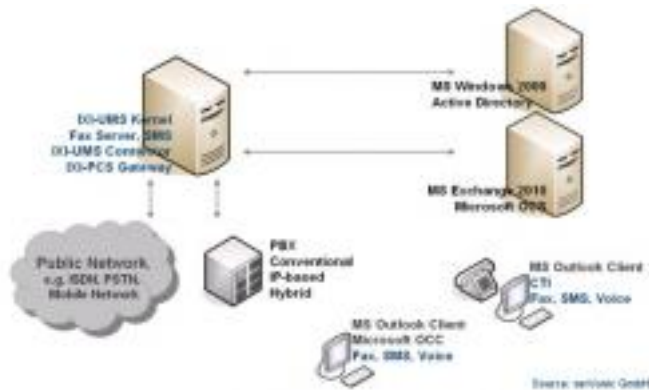


## discuss & discover: serVonic Supplements Microsoft - Unified Messaging ready for Exchange Server 2010

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Olching, 5th October 2009: Unified messaging, fax server and call control for Microsoft Exchange Server 2010, these are the highlights of serVonic at discuss & discover in Munich. From 20th to 22nd October, the Olching-based software manufacturer introduces innovations in the fields of Unified Communication and CTI for the latest Microsoft Exchange Server Version as well as for Microsoft Office Communications Server 2007, Windows 7, Hosted Exchange/SaaS and virtualization at Microsoft's partner booth in hall B0, booth 302. With its software products, serVonic supports the Unified Communications-strategy of Microsoft and offers complementary solutions.

### Unified Messaging and Fax Server for Exchange Server 2010

serVonic's unified messaging- and fax server-solution IXI-UMS integrates into Microsoft Exchange Server 2010 and perfectly complements features for the sending and the reception of faxes and SMS. IXI-UMS is a pure software solution: The customer can select the hardware non-proprietary according to need and range of performance, to a large extent. It is not necessary to make changes, extensions of the schema or installations at the Exchange Server. IXI-UMS is integrated into Microsoft Exchange and the Active Directory-architecture via the respective Connector. Further systems such as SAP can be connected without any problems.

serVonic's IXI-UMS not only integrates into Microsoft Exchange 2010 seamlessly, but also in previous versions like 5.5, 2000, 2003, 2007 or mixed environments. This allows the customer to change over to a new Exchange-version step by step without having to replace the UM-solution or the fax server. He only needs the respective Connector(s), via that IXI-UMS is integrated into the respective environment.

IXI-UMS is scalable and therewith suitable for companies of all sizes: serVonic's software can be deployed with Small Business Server or – for medium-sized companies – with Microsoft Essential Business Server, for example, as well as in large enterprises with more than 10.000 users and several sites. Depending on the individual requirements, IXI-UMS can be operated as pure fax server or as complete unified messaging server with Fax, Voice, SMS and Mobile or only some of these features.

### CTI and Call Control

Computer Telephony Integration – CTI – allows the companies computer-aided call management. In order to be able to make use of CTI at the workstations, you need a connection between the relevant applications and the PBX. serVonic's CTI-solution offers all the common telephony features and the connection to almost any conventional, IP-based or hybrid PBX. When a company uses Microsoft Office Communication Server, Microsoft Office Communicator and softphones, serVonic enables the connection of the conventional telephone, which is controlled via the PBX: The IXI-PCS Gateway for call control enables the communication between PBX and Microsoft Office Communication Server, so that also the conventional telephone can be integrated into the CTI-structure. A company can also use Microsoft OCS and serVonic CTI at a time, the IXI-PCS Gateway

takes care of the communication.

#### Hosted Exchange/SaaS and Virtualization

serVonic offers its software for fax and unified messaging not only on-premise, but also as Software as a Service (SaaS). There are two ways here to realize this: With Hosted Exchange, all the IXI-UMS components are directly installed and administered at the provider. The hosted mailboxes can be supplemented with the respective unified messaging features like the sending and the reception of faxes and SMS. Second: Single IXI-UMS components are installed at the customer's directly. For safety- or billing-reasons, for example, the user administration may be left at the customer's, administration and operation of the solution is taken over by the provider. The hosting-customer can outsource operation and maintenance of the IXI-UMS solution without having to give up the advantages of the on-premise variant.

Furthermore, serVonic's unified messaging server IXI-UMS can also be deployed in virtual environments like Hyper-V or VMware without any problems. It does not matter therewith whether the connection is realized via VoIP or ISDN.

#### Protection of Investment and Future Safety

"At the moment, the PBX-market as well as the communication structure within the companies fundamentally changes," Karin Abrell, Manager Marketing/PR at serVonic, explains. "A future-proof solution in the area of Unified Communication must be able to change with the requirements of the company." serVonic's Unified Communication-solutions offer the companies protection of investment and future safety. The software solutions for unified messaging, fax and CTI are based on standards and therefore can be operated in almost any environment, with nearly all kinds of PBX and for any migration process. When a company migrates from conventional PBX to IP-based one, for example, serVonic's solutions can be operated during every phase of the migration.

serVonic, headquartered in Olching near Munich, Germany, is a leading manufacturer of software solutions with focus on unified communication with unified messaging and CTI. The products of serVonic support existing standards like standard interfaces and standard hardware; proprietary solutions are avoided. The company strives to provide its customers with future-oriented product development, with a focus on integration in available environments. serVonic is partner of Dialogic, Funkwerk EC, IBM, innovaphone, Microsoft, Siemens, SAP and TE-Systems.

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