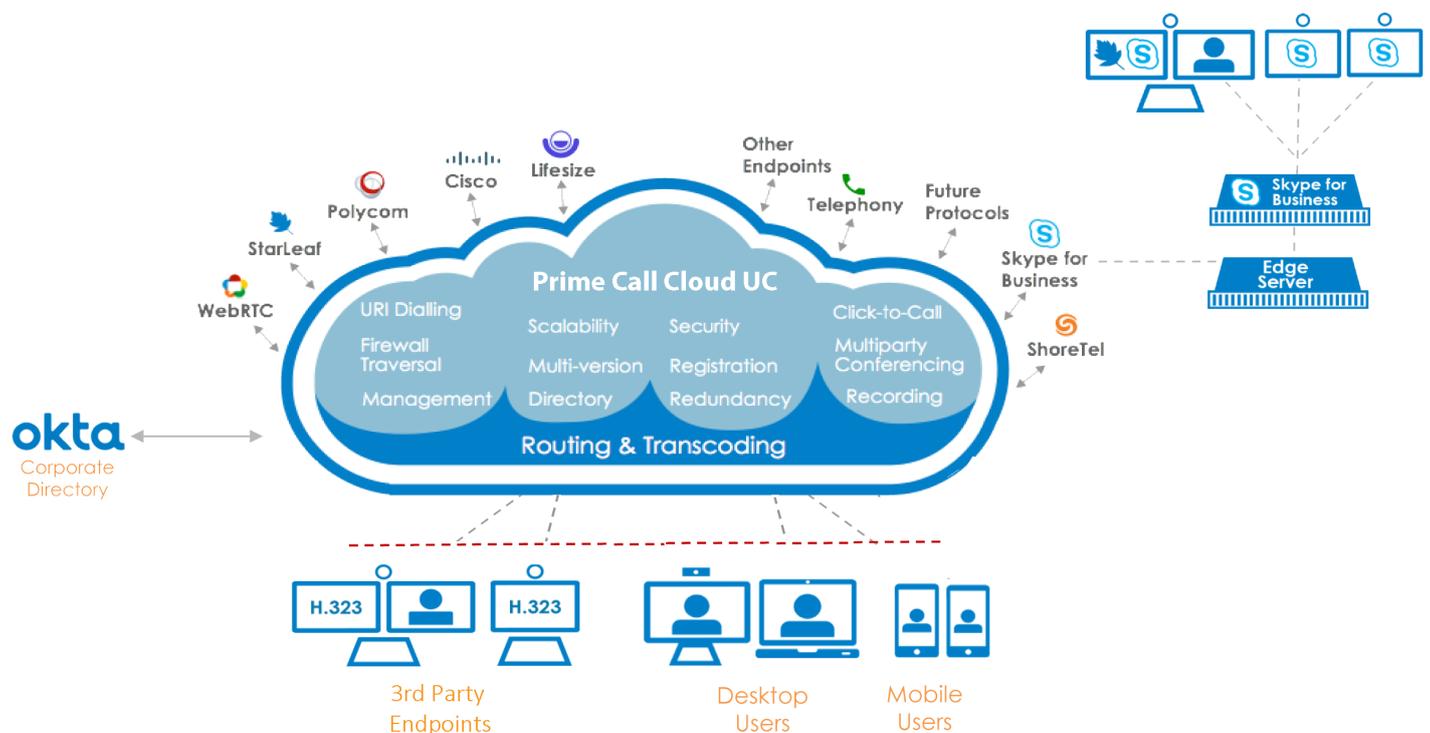


## Prime Call Cloud UC Overview

**Prime Call Cloud UC brings people together.**

Whether you're looking to dispense legacy or end-of-life video infrastructure, need spam call protection, or require seamless interoperability for your current systems, migration to Prime Call Cloud UC, powered by StarLeaf, is the answer.



### Key Features of Prime Call Cloud UC

- Direct (point-to-point) calling between all devices and users
- Scheduled conferencing for up to 50 participants
- Recording services
- Click-to-Call browser based dialing
- PSTN access
- Routing & transcoding for all calls
- Firewall traversal
- Security/encryption for all calls
- Interoperability for all calls and devices including Skype for Business, H.323 & SIP
- Reliable and fully redundant
- Directory management
- Common dial plans
- Simple remote provisioning, monitoring, and reporting
- Centralized management portal
- Voice and video hunt groups
- Voice and video mail

# Highlights

## H.323 and SIP Cloud Endpoint Subscriptions

- Hardware registration and management service for H.323/SIP based systems
- Provides all features listed in Prime Call Cloud UC summary, including common directories & spam call protection

## Connect Any Hardware Endpoint for Rooms & Desktops

- Connect any video system, including **LifeSize, Polycom, Cisco, Avaya** or any other standards-based endpoint.
- BYOD - meet anyone on any device including tablets and smart phones!

## Prime Call Cloud UC App – Windows, Mac, Linux, Android, iOS

- Available at no additional cost to all Prime Call Cloud UC customers
- Scales video to everyone – employees, business partners, and customers

## Recording Services

- Available to all meeting organizers
- Can be activated from touchscreen controller or within application

## Multiparty Conferencing (VCaaS)

- Subscription options for 20 or 50 participants
- Unlimited minutes, free desktop app to guest users for point-to-point calling

## Key Differentiators



### Total Interoperability

- Direct (point-to-point) calling between all devices, including H.323, SIP, Skype for Business and PSTN
- Bi-directional content sharing in all video calls, including Skype for Business
- All endpoints registered to Prime Call Cloud UC can join a Microsoft (AVMCU) conference directly
- Anyone on any device can join a scheduled meeting or ad hoc call



### Easy to Use

- Simple and intuitive user interface
- Consistent across all video systems



### Easy to Deploy and Manage

- All systems and users are provisioned and administered from a centralized management portal
- Administrators can monitor system/user status, view CDRs, and usage reports
- All upgrades are automatically delivered to the endpoints allowing all systems and users to be on the latest software version without any interaction from IT support services



### Cost Effective

- Flexible options, ensuring customers only pay for what they need
- All subscription services are fully inclusive, providing infrastructure as a service
- Swap out existing systems for brand new cloud connected endpoints with Trade-In Program