kwebbl
Smart Cloud Communications

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Introducing Kwebbl……

Feature List

General Features

- Multi-Tenant (4 Levels: Providers, Resellers, Companies and Endusers)
- Easy to Use interfaces, allowing customers and resellers to manage their own business
- Focus on Fraud Prevention and Detection
  - Advanced Real Time Fraud Detection engine (Pattern and History Profile based)
  - Fixed Call Limits (hourly, daily, weekly) on Reseller and Company levels
  - Destination Whitelists (block/allow specific countries, call types and prefixes) on Reseller and Company levels
- Internationalization support (Interface, Email and Audio translations)
- Whitelabel support (Own domains, Logo's in interface, SSL Certificates etc.)
- Flexible Rating Engine
- Advanced GEO-Redundant setup (global datacenters act as one unified PBX)
- Auto-scaling of specific (sub)modules based on demand
- Cloud service with OPEX model allows for quick set up, low cost and low maintenance
- Highly skilled in-house Development and NOC Teams

vPBX Features

- Easily configurable inbound dialplans, with plug-and-play readymade apps
  - IVRs (Multi-level, drag-and-drop interface similar to dialplans)
  - Queues (With agent tiers, configurable timings and agent login/logout)
  - Time Conditions
  - Hunt / Ring Groups
  - Transfer to extensions or external numbers (With timing and caller-ID options)

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  - Sounds (Play mp3 files)
  - Caller ID Prefixes (Identification of incoming calls on end-users' phone)
  - Flow Control (Ad-hoc overwriting of dialplan from phone)
  - Shared Voicemail boxes
  - Shared Fax boxes

- Inbound and Outbound virtual fax support
  - Fax to Mail
  - Online sending of faxes
  - Shared fax boxes with configurable permissions
- Voicemail boxes
  - Voicemail to Mail
  - Shared voicemail boxes with configurable permissions
  - Accessible through both phone and online web interface
- Loose coupling of devices and extensions (Easy to move an extension to a different physical phone)
- Three-Way Ad-hoc Conferences
- Blind and Attended transfers
- Advanced Real-Time reporting
- Ad-hoc anonymous calling
- Call Recording
- Hotdesking
- Call / Group Pickup
- BLF Presence
- Configurable Music on Hold (MP3 Music Library)
- Easy Provisioning of certified phones
- Call reports accessible from interfaces
- Fixed-Mobile Convergence
- Trunking (Dual-Account failover, Caller-ID whitelists)

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Sneak-Peak on our Roadmap

- Open Realtime API
  We aim to provider a developer-centered open API for realtime events and actions, allowing both providers and third parties to offer advanced integration with third party systems like CRMs. This API should for instance export BLF Presence information, push events on incoming calls, allow Click-to-Dial etcetera.
- Making (video) calls from the browser (WebRTC)
- Integration of other communication systems like Chat (Jabber Based)
- Dialplan Management Apps for Smartphones and Tablets

Platform Architecture

Unlike traditional systems, with a master-slave fail-over setup, Kwebbl is a true cloud platform where data and functionalities are automatically distributed over all our datacenters worldwide. All global datacenters work together to show up as one single unified PBX to the users.

With multiple datacenters in Europe, and expansion scheduled in Asia and the USA, users are always automatically routed to the closest available datacenter to ensure a local experience. If the closest datacenter is unavailable, the user will automatically fail over to another available datacenter.

In true cloud fashion, system capacity scales with load and user requirements. We can easily scale server capacity, either by provisioning modules in our private cloud or by scaling out to third party cloud providers. Our modular approach ensures that we can scale out exactly those modules that are under load, without having to duplicate our whole infrastructure.

Our highly modularized architecture is built around a decentralized, asynchronous and distributed API and Database Engine. This core is the key in our ability to offer our communications platform globally as a true cloud platform.

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In a nutshell:

- Global unified setup, worldwide deployments act as one
- Anycast based routing to ensure a local experience
- Highly modularized to maximize efficiency and stability
- Distributed architecture allows for easy scaling, advanced redundancy and geographic resiliency
- Scaling happens automatically based on demand
- Works together with different virtualization technologies, including VMWare and OpenStack
- Our Highly Skilled in-house NOC team is always monitoring and maintaining our systems to ensure maximum availability, stability and performance

Business Case

- OPEX Model
  - Several “pay for usage” models available (see attached standard price list)
- Typical responsibilities
  - Hardware, Software, IP Network and Maintenance by Kwebbl
  - Sales and Billing by Partner
  - Support and Operations (enduser installation/configuration) by Partner or (certified) third party service provider
  - Telephone termination/origination by Partner or Kwebbl