

Connecting People in New Ways, Anytime, Anywhere



PhonEX™ ONE Integration with Microsoft Lync Server 2010

September 2010



MIND's Call Management Solution – PhonEX™ ONE

PhonEX™ ONE is a comprehensive, flexible and fully web-based solution for communication management and control. It provides intelligent tracking of all calls, and supports multiple call types generated by Microsoft Lync Server 2010. This includes reporting on inbound, outbound and internal calls, trunk to trunk, SIP Trunks, forwarded, conference and video calls, IM details are also captured and can be monitored and reported on. PhonEX™ ONE is scalable from a single site to monitoring call traffic in multinational organizations, being easily adjusted to local languages and currencies. PhonEX™ ONE offers powerful reports in a system that runs itself, ensuring a quick return on investment and long-term usage.

PhonEX™ ONE can integrate with various other network communications equipment, including IP and traditional PBXs, Gateways and Routers; it also has the ability to report on cellular phone usage. Designed using Microsoft .Net technology it has extensive configuration capabilities using XML files with Server - Client interaction. The SSL encryption protects the security of all sessions' passwords, thus ensuring the safety of the administrators' and user's information.



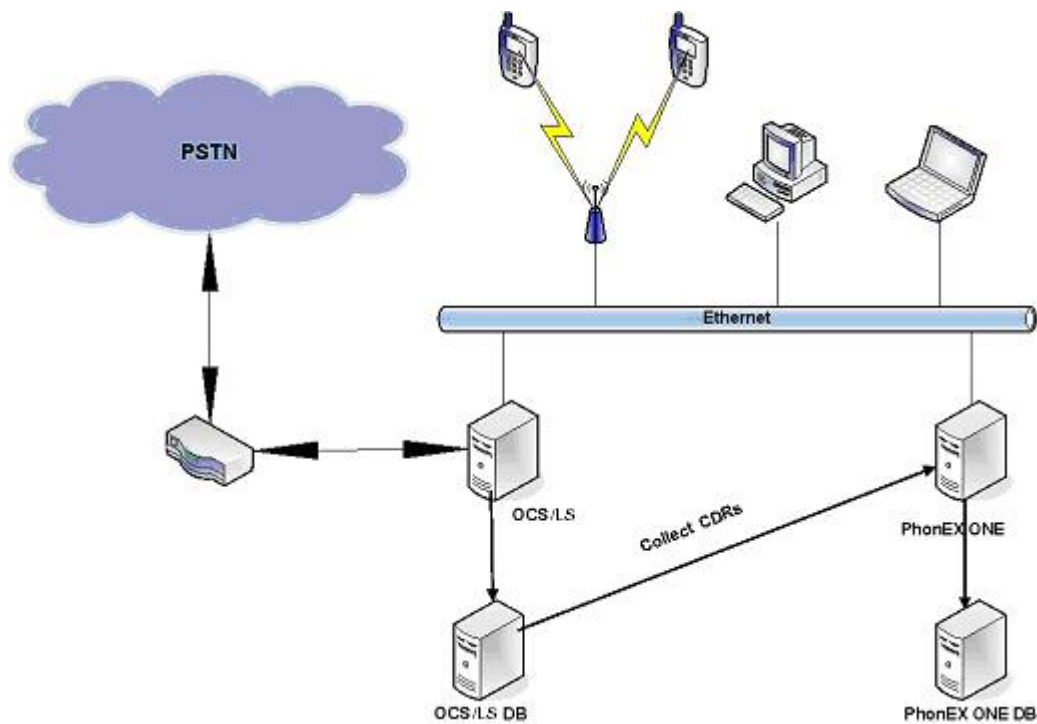
Microsoft Lync Server 2010

Microsoft Lync Server 2010 is a Unified Communications server that provides a series of integrated tools for unified communications. It delivers voice, instant messaging, audio, video and web-conferencing, and enhanced voice over IP. The feature rich solution also provides integration with Microsoft Office programs, location enhancements, recent conversations, shared desktop, record and playback, response group, and High Definition Video calls.

Solution Architecture

The modular architecture of PhonEX™ ONE enables the collection of Call Records from an unlimited number of data sources making the system scalable from small organizations through to large enterprises with high Voice and VoIP Call Records volume. The option to increase the number of independent collector units enables PhonEX™ ONE to collect and process a high volume of call records into a centralized database.

PhonEX™ ONE integrates with PBXs through the CDR/SMDR port or via a network connection. This system architecture allows for fast retrieval of Call Detail Records (CDR's).



PhonEX™ ONE Integration with Microsoft OCS/LS

Data Collection

The CDR information can be gathered from one or more CDR back-end databases, depending on the configuration of Microsoft Lync Server 2010. Each one of these databases is considered a separate PhonEX™ ONE data source. TCP/IP is used to connect to the Microsoft Lync Server 2010 monitoring database server from which it extracts information about audio-video and instant messaging for peer to peer and conference scenarios: IM, audio – video, file transfer, chat- IM and application sharing. PhonEX™ ONE deposits the collected data into a data.dat file.

Data Processing

The raw CDRs are processed using a Microsoft Lync Server 2010 specific driver and saved in the internal PhonEX™ ONE database as basic information (Including *dialed number, date/time of the call, call duration, call type* etc.) about the voice and instant messaging calls which are split into *outgoing, incoming, local* and *trunk-to-trunk*.

Data Reporting

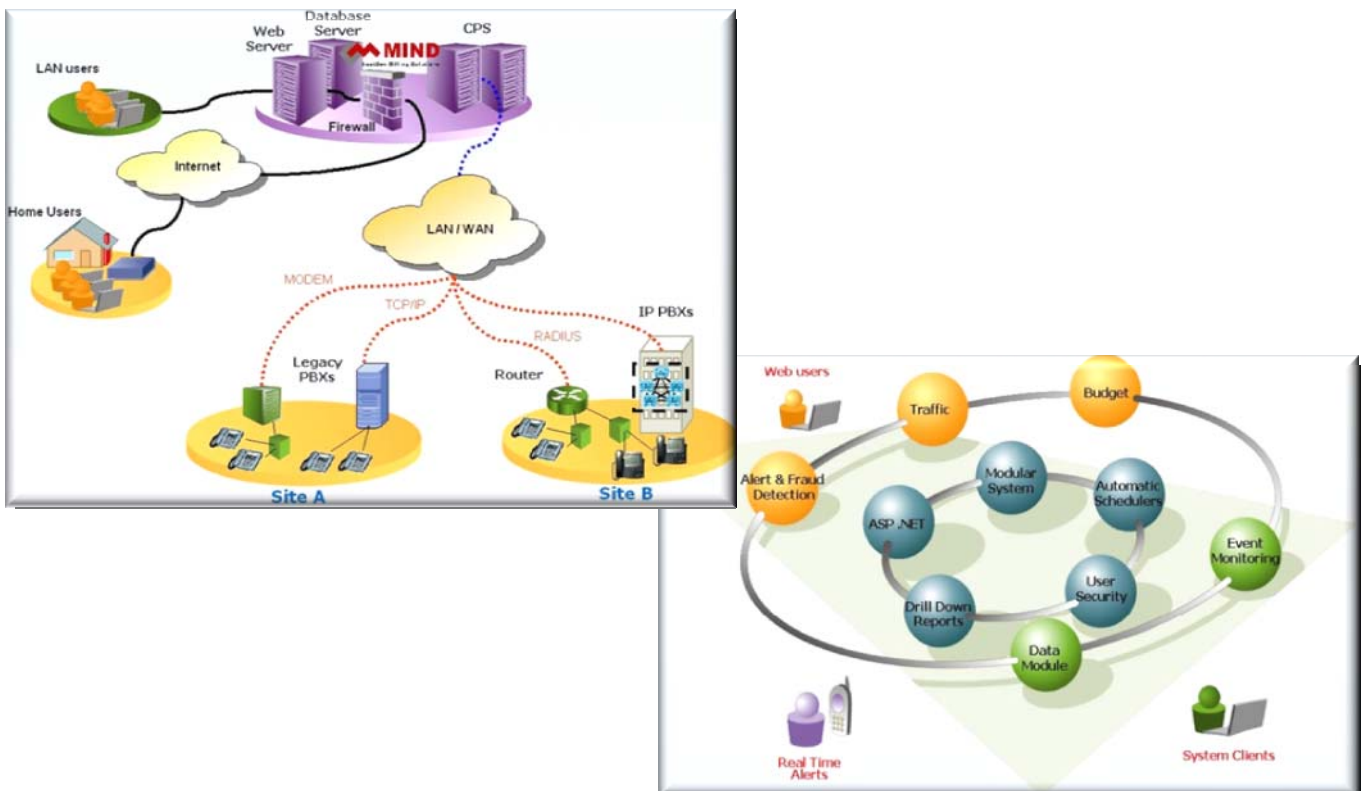
PhonEX™ ONE's query tool can be used to display information for both voice and non-voice CDRs by applying different user defined formats and filters. Over 80 fields are available for creating customized report formats on costs, usage, traffic and productivity. These tailor made reports deliver only relevant information exactly meeting an organization's reporting requirements.

PhonEX™ ONE Feature Summary

- Fully web-based solution for easy access from anywhere and at any time
 - Real-time dashboard front end interface giving a snapshot view of usage and cost
 - Runs as a service and supports server virtualization technology, which allows consolidating servers and using hardware more efficiently
 - User-centric delivering a holistic view of user's communication usage
 - Modular architecture, supporting an unlimited number of sites and extensions
 - 'Drill down' reporting
 - Traffic reports to monitor peak loads and bandwidth utilization
 - Query generator enabling the creation of an unlimited number of custom reports
 - "What if" reports to analyze and compare different service providers
 - Advanced Report Scheduler, automatically sends reports to a printer, file or email Near real-time monitoring and alerting and full visualization anywhere, anytime
 - Dynamic hierarchy structure with an unlimited number of hierarchy levels
 - Automatically synchronizes with organizations Active Directory, LDAP, ODBC and other databases
 - Scheduled imports available (hourly, daily, weekly and monthly)
 - Supports business and personal call definitions
 - Bill Verification tool to identify hidden costs or problematic billing areas in telephony environments
 - Real-time fraud alert
 - Automatic alarms for call anomalies exceptional call criteria
 - ASP.NET technology to conform to company security policies
 - Enhanced security: access limitation on a user and group basis and enhanced protection from unauthorized users based on SSL encryption
 - Database structure based on Microsoft SQL database
 - Event log for auditing and tracking system behavior including system violation logs
 - Multi P&L units, multilingual, multicurrency and multi CDR capability
 - Converged reporting of nearly all legacy and IP PBXs, and other communication sources including mobile operators data and information
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PhonEX™ ONE Key Features

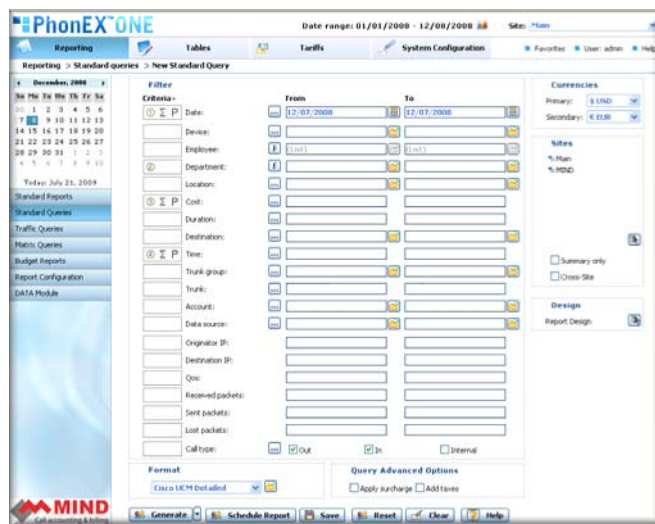
PhonEX™ ONE's scalable and modular architecture, configuration and operating platform options allows for a completely customized solution which can be adapted to the unique needs of any customer. Modularity enables further configuration even while the system is running, without interrupting traffic. The PhonEX™ ONE system consists of three key servers: a Database server, an Applications server and a Web server. The entire PhonEX™ ONE system can be installed on a single server or on separate servers.



PhonEX™ ONE's user-centric architecture provides a consolidated solution for collection, analysis, reporting and managing of all telecommunication and data traffic expenses. This provides a single point of reporting (employee based) for different telecommunication and data devices and services, such as office extension, home extension, soft phone, mobile phone gateways, SIP devices, routers and data traffic service. The user-centric and cross billing reporting capabilities provide consolidated telephony and tracking of network traffic expenses for the various device types assigned to employees. As an enhancement, PhonEX™ ONE also supports data collection from different network elements that provide additional dimensions

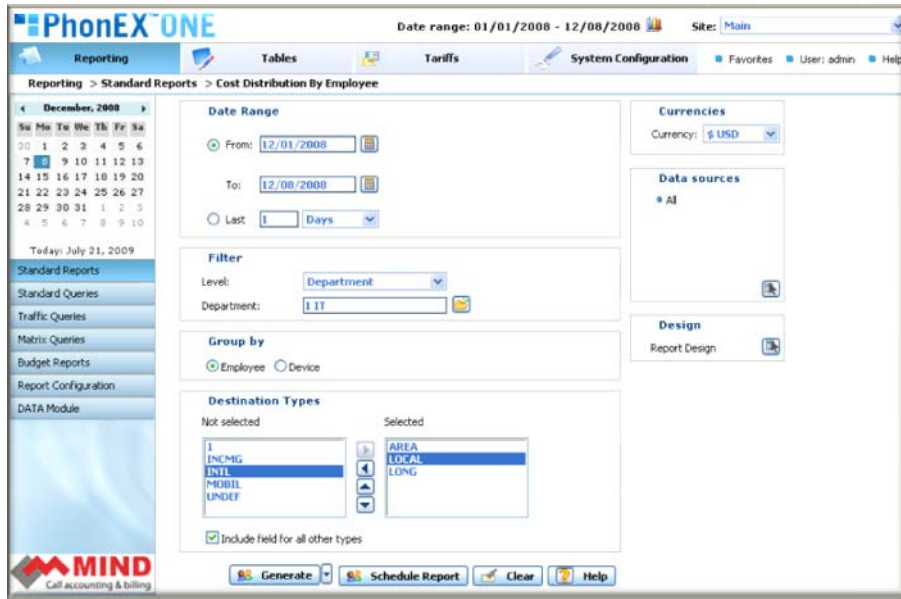
to the reports. The user-centric and cross billing reporting capabilities provide consolidated tracking of the telephony and network traffic expenses for the various device types assigned to employees.

PhonEX™ ONE Query Tool: PhonEX™ ONE's system's query is a fast and powerful feature that enables unlimited number of custom reports with exactly the information required. A query form helps users select, sort and summarize data and also format reports. PhonEX™ ONE allows users to store and re-use their own custom queries, to define customized report layouts and to export information to various external systems in many possible formats. PhonEX™ ONE includes eleven predefined standard query reports meant to help the users handle the query definition process more easily.



PhonEX™ ONE Standard Query Form

PhonEX™ ONE Reports: PhonEX™ ONE offers a series of advanced features that facilitate report production and viewing. PhonEX™ ONE produces quick and clear reports on almost every aspect of the Microsoft Lync Server 2010 system and time resolution, tailored to suit individual needs. PhonEX™ ONE provides full or partial monitoring capability of telephone, fax and modem usage for the entire enterprise. Whether minute-by-minute updates, monthly reports or data on long-term usage patterns is required, PhonEX™ ONE supplies accurate and timely reports. Reports can be produced for any hierarchical level of the enterprise and can be presented in detailed tabular form with summary and graphical options.



PhonEX™ ONE Standard Reports

PhonEX™ ONE Dashboard is a useful tool meant to help administrators to get a quick and relevant image of the general system activity related to calls. The Dashboard can quickly provide - through its graphical and non-graphical monitors - a snapshot over the outgoing and incoming calls, as well as several top reports: Recent Calls, Extensive Talkers, Expensive Calls, Frequent Destinations, Frequent Callers, Expensive Talkers and Expensive Destinations.



PhonEX™ ONE Dashboard Interface

Multiuser capabilities: You can manage a list of users of the system. Each user is identified with a password and a specific domain to work in. This way, access is provided to a range of personnel with different needs, without jeopardizing data security.

Multiple CDR: PhonEX™ ONE is platform independent and can capture and report on activity from multiple sources such as: cell phones, PDA's, routers, gateways, phone cards, sip devices, conferencing and more.

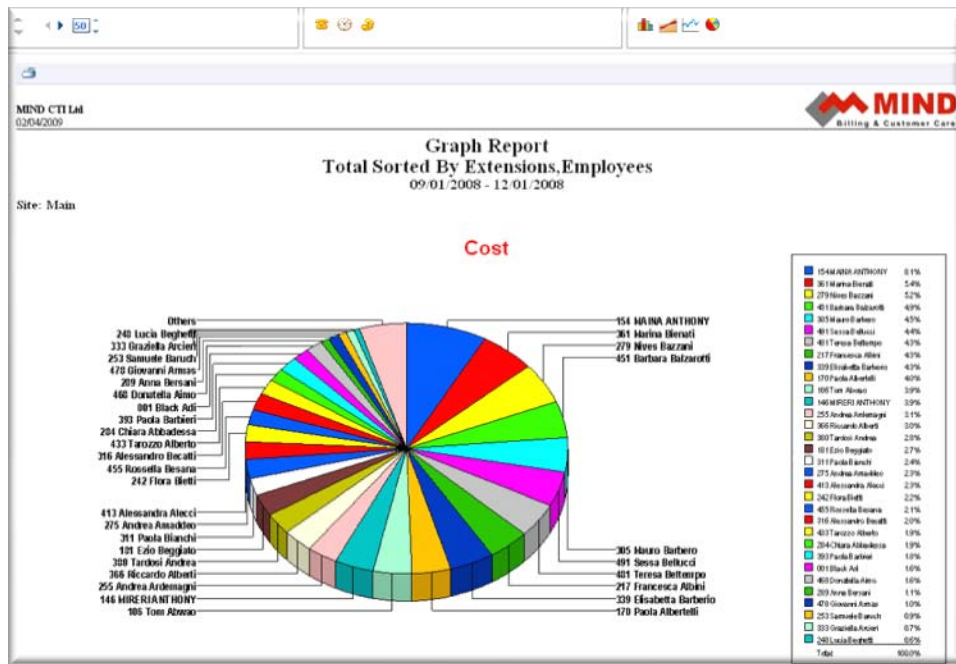
Multicurrency and Multilanguage: PhonEX™ ONE can be used in multinational, global organizations since it easily adapts to local currencies and languages. There are nine international languages available in PhonEX™ ONE and additional languages can be added if specifically required. PhonEX™ ONE can configure each site and tariff company with local currency parameters, and can generate reports in two currencies simultaneously (i.e. Euro and USD), fulfilling the multisite environment in different countries.

Dynamic Hierarchy: PhonEX™ ONE features a dynamic hierarchy structure supporting an unlimited number of sites, hierarchies and extensions. Any complex hierarchy can be implemented in the PhonEX™ ONE hierarchy tables, while employees can be associated to any complex hierarchy level, including the Organization level.

Advanced Report Scheduler: The PhonEX™ ONE Scheduler allows queries and reports to be programmed to run at specific times. The Scheduler can perform a task on a one-time basis, or schedule it to run at regular intervals. The output of the task can be sent automatically to a printer, file or electronic mail.

Drill-down reporting: Allows administrators to drill into different hierarchies without having to reproduce the same report over and over again. The PhonEX™ ONE web-based drill-down reporting features give users easy, flexible and faster access to database information helping users to better monitor their summary report information.

Reports Output Options: All the reports have the option to be saved, printed or e-mailed as a Text file (*.TXT), Word document (*.DOC), Excel document (*.XLS), Acrobat Document (*.PDF), Crystal Report (*.RPT). Web page (*.HTML), Export delimited (*.CSV) and as a Rich Text Format document (*.RTF). In addition, a user-friendly interface allows report formats to be created according to the requirements of various accounting applications.



PhonEX™ ONE Graphical Report

Event Log Viewer: PhonEX™ ONE stores the most recent actions regarding the system use. It shows when the system was used and who used it. The Event Log viewer is an effective management tool based on the Microsoft Event Viewer, for system administrator to easily observe and track the system's suspicious behavior.

Task scheduler history

Task type: (all) Status: (all)

From: 01/30/2009 To: 01/30/2009

Search Clear

Help

Task name	Task type	Start date	Stop date	Status	Status message
Processor	Processor	01/30/2009 10:15 AM	01/30/2009 10:15 AM	Succeeded	
Processor	Processor	01/30/2009 10:00 AM	01/30/2009 10:00 AM	Succeeded	
Collector	Collector	01/30/2009 10:00 AM	01/30/2009 10:00 AM	Succeeded	No data could be collected from any of the data sources.
Processor	Processor	01/30/2009 9:45 AM	01/30/2009 9:45 AM	Succeeded	
Collector	Collector	01/30/2009 9:40 AM	01/30/2009 9:40 AM	Succeeded	No data could be collected from any of the data sources.
Processor	Processor	01/30/2009 9:30 AM	01/30/2009 9:30 AM	Succeeded	
Automatic Recalc		01/30/2009 9:13 AM	01/30/2009 9:25 AM	Failed	The task was cancelled by the user.
Collector	Collector	01/30/2009 9:20 AM	01/30/2009 9:20 AM	Failed	The application has expired.
Processor	Processor	01/30/2009 9:15 AM	01/30/2009 9:15 AM	Failed	The task is not initialized. Please check the log for additional details.

PhonEX™ ONE File & Log Viewer

Enhanced Security: Access limitation is on a user and group basis and enhanced protection from unauthorized users based on SSL encryption

Security Groups: Seven default policies are available: Administrator, Operator, Employee, No rights, Reports Only, PhonEX™ ONE IM and Unit Manager. This feature gives the possibility to define the extent to which each user can access the system and database. In addition, customized policies can be created using the policy wizard.

Maintenance tool: Essential for debugging and working with the PhonEX™ ONE database. This feature assists the system administrators who maintain the database. Another feature is the automatic maintenance using the system's scheduler. All the actions performed with the Maintenance tools are enabled for the Administrator user rights only. The Maintenance tool allows the administrator to perform several actions such as: Backup all, Delete items, Delete records and Restore.

System Monitor: Displays the real time status of different system elements, providing information on disconnections, errors, processes and all other changes in the system. The Monitor is an essential tool to audit and control the system's behaviour and to observe the system's faults the minute they occur.

The most important processes such as data collection and processing, fraud prevention or monitoring and alerting, reports generation and distribution are executed as PhonEX™ ONE specific Windows services (MLM, Collection Guardian, Guard, Alerter, Task Scheduler and Collection Guardian services). The benefits include:

- The tasks are being performed regardless of the fact that no user is logged on the machine. Users logoff will not affect the normal task execution.
- Users do not have to action the outstanding tasks as the services start automatically at system reboot.
- Data is collected and processed automatically and the user can choose to be informed about any abnormal behavior.

Traffic Module: Designed to track daily call loads, maximum call loads, and average call loads in an organization over a designated period of time. The Traffic Module allows users to pinpoint and eliminate problem areas that may be needlessly costing them money. In the Traffic Module, it is possible to obtain detailed information on the traffic and load of calls in the telephone system. Matrix Query reports offer users a different view of the data already existing in the database, displayed in a different format. The Matrix Queries can be used in

order to generate table-like reports, with summarized information for different combinations of the system entities.

Bill Verification Module: Identifies hidden costs or problematic billing areas in a telephony environment, in order to achieve immediate cost savings. This is used to compare vendor bills with the actual usage calculated by PhonEX™ ONE to verify the accuracy of the bill you receive from your carriers. This is accomplished by comparing the totals for each entry in the provider's bill with the computed totals for the corresponding set of calls that exists in the internal application database and generating reports that include the bill comparison details.

Budget Module: Controls the budget allocation within an organization. Usage thresholds can be set and alarmed if and when exceeded. Users can also be notified as to percent of allocated budget used, for example, 50%, 75%, 100% of the budget.

Guard/Alerter: Organizations can be instantly notified of predefined events or call anomalies that occur in the system, providing them the ability to monitor usage, optimize performance and keep high serviceability of their system. PhonEX™ ONE Guard/Alerter is a powerful fraud detection tool that enables the detection of the most sophisticated misuse, abuse or fraud in the network delivered in real-time, so appropriate actions can be taken.

MIND CTI Ltd.

Founded in 1995, MIND CTI Ltd. is a public company (NASDAQ: MNDO), a leading global provider of Call Management solutions to the enterprise market, and Billing and Customer Care solutions to the xSP market. MIND provides sales and support to its worldwide customer from offices in the United States, UK, Romania and Israel headquarters. With 300 employees and an experienced management team, MIND has a Strong balance sheet and profitable operations.

With over 20,000 installations in more than 40 countries, MIND has rapidly become the solution of choice to major companies such as: Coca-Cola, Renault, Merck, NATO, European Parliament, Total, HSBC, Fidelity Investments, Sheraton, Urssaf, ACSA, Shinsei Bank, Intel, PwC (Pricewaterhouse Coopers) and many more. MIND sells its products through distributors and leading SI partners and is maintaining strategic relationships with blue chip technology partners.

MIND has a proven record in call management and accounting solutions since 1995. MIND develops and delivers state-of-the-art technology and advanced solutions that enable enterprises to manage, control, track, alert, budget and analyze their total telecommunication expenses and productivity. For companies that are aware of the importance and benefits of advanced call accounting and network management systems, MIND Call Management Solutions offer the most comprehensive, relevant and up-to-date solution.

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