The Kinetic Communications Platform

CORPORATE BRIEF

Enterprise Communications Unleashed

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↘ The industry's first Software-Defined Communications platform

↘ Mobile communications optimized for the enterprise

↘ Powerful orchestration & policy control independent of UC infrastructure

↘ More than 250,000 end-points enabled

Enterprises are being revolutionized by Unified Communications and other advanced enterprise applications.

Now Tango Networks offers enterprises the power to extend these rich communications and advanced capabilities to users' mobile devices simply and easily.

The Kinetic Communications Platform from Tango Networks is the industry's first solution to bring the power of Software-Defined policy control and management to enterprise communications.

The Kinetic Communications Platform is a patented communications policy engine that extends enterprise communications seamlessly to any user's mobile device in any environment.

Mobility on the Rise

77% of senior IT managers say mobility management is a top priority - *Accenture*

More companies plan to cut the number of deskphones than add them - *Wainhouse 2015*

72% of enterprises expect smartphone use to increase - *Wainhouse Research 2015*

62% expect tablet use to increase - *Wainhouse 2015*

40% of companies make Bring Your Own Device open to all employees - *Information Security 2016*

The platform:

↘ Supports any standard PBX or UC platform from all major vendors, including orchestrating UC in mixed vendor environments

↘ Provides simple, flexible control over enteprise communications and UC features on mobiles

↘ Exposes rich UC features on mobile devices, putting the power of the desk phone in your users' pockets

↘ Enables UC features to be operated with the native interface and behavior of the user's device, maximizing usability and user satisfaction

↘ Simplifies and maximizes the functionality of Bring Your Own Device implementations
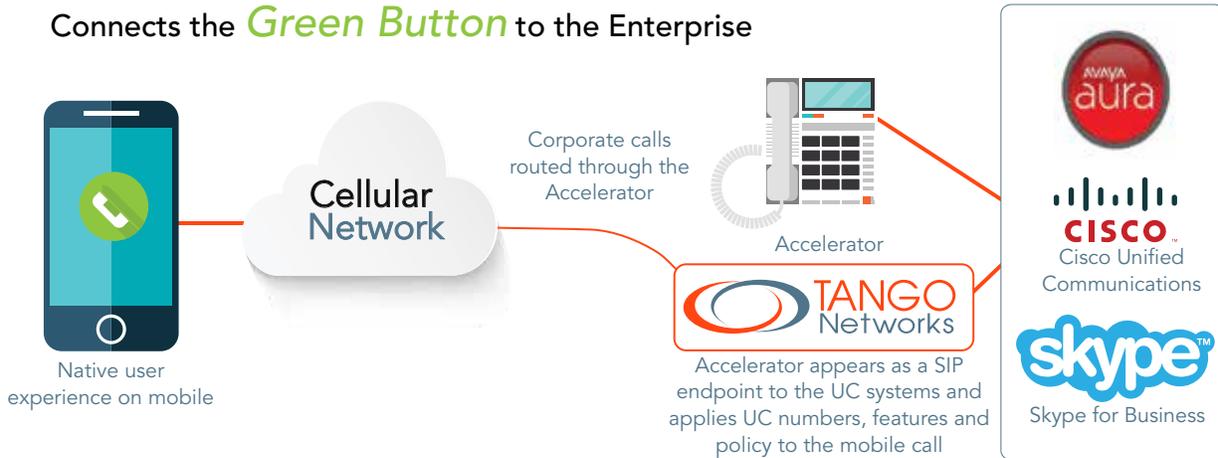
Solutions

↘ **Mobilized Enterprise Communications:** extend communications seamlessly and intuitively to any mobile device

↘ **Compliant Mobile Communications:** automatically record and log communications on any mobile device including BYOD, enforce policies on mobile device usage to comply with security and safety requirements

↘ **Mobile Messaging:** send and receive text messaging from your work number while using your own mobile device

Technical Benefits

Integration with enterprise workflows

- ↘ Synchronizes and optimizes enterprise communications with applications such as CRM, ERP, inventory, and others
- ↘ Embeds the mobile device's "Green Button" into enterprise workflow, for a superior user experience with the device's native interface
- ↘ Now voice, messaging and other applications are available at the right time in the right form

Connects the *Green Button* to the Enterprise

Native user experience on mobile

Cellular Network

Corporate calls routed through the Accelerator

Accelerator

TANGO Networks

Accelerator appears as a SIP endpoint to the UC systems and applies UC numbers, features and policy to the mobile call

aura

CISCO
Cisco Unified Communications

skype
Skype for Business

Rich desktop phone features on any mobile

- ↘ Go "Mobile First" and cut the cord without giving up voice and messaging features
- ↘ Seamlessly enables enterprise on-premises UC features to be accessed on any mobile phone
- ↘ Features include: Business number works on mobile; Short code dialing; Call transfer; Conference; Call move

True identity management

- ↘ Industry-leading capabilities to simplify the management of dual personas (work and personal) on mobile phones
- ↘ Message using the business number, allowing for a true single identity to be maintained across both texting and voice

Maximum flexibility, full compliance

- ↘ Supports any mobile device including BYOD while enabling business communications to be logged and recorded for compliance and quality assurance
- ↘ Ensures all voice business communications carry the business identity

The Kinetic Communications Platform enables you to generate revenue & be more competitive

- ↘ Ensure employee reachability at the right time for critical business processes, boosting sales effectiveness and customer retention
- ↘ Ensure first-time call completion is maximized for better customer interaction
- ↘ Promote work-life balance that includes remote working, to attract and retain the most talented employees
- ↘ Arm road warriors with a desk phone in their smart phone, for fully professional interactions with the outside world no matter where they are without sacrificing quality or control

How Does the Platform Work?

The Kinetic Communications Platform features a unique policy enforcement architecture that enables a mobile phone to become an extension of your enterprise's communications network.

It's like having your desk phone embedded in your mobile device. Interoffice dialing, conferencing, transfers and a host of other features operate just as if you were on a desk phone, and people you communicate with see your office extension as the caller ID.

But unlike common over-the-top (OTT) products that utilize data connections and on-device applications, the Tango Networks' solution is the industry's first to make these functions part of the device's native user interface and operation.

This means the user experience is second to none:

- ↘ The mobile's "Green Button" is an extension of the enterprise UC system.
- ↘ The intuitive operation of the Kinetic Communications Platform means that users enjoy the native smart phone experience while conducting business. They will be more productive and are less likely to try to "end run" around compliance rules.
- ↘ Calls and texts to and from business associates are automatically handled by corporate communications policies and infrastructure. Even call recording and archiving are handled automatically.

The Kinetic Communications Platform boosts productivity & cuts costs

- ↘ Match enterprise communications perfectly to application workflows, maximizing worker productivity
- ↘ Become a "Mobile First" enterprise and reduce or eliminate desk phones without losing features or compliance
- ↘ Shorten UC troubleshooting and time to resolve with central UC control, rich reporting and logging
- ↘ Enable BYOD to reduce device investments while maintaining control and compliance
- ↘ Route communications in the least expensive fashion without sacrificing quality or control
- ↘ Maximize the value of a UC deployment by increasing its user footprint to include all mobile devices, shortening payback periods

The intuitive operation of the Kinetic Communications Platform means that users are operating the devices they know and love. They will spend less time configuring applications or their devices and more time getting work done.

Unique Software-Defined Platform

Tango Networks' platform is the industry's first Software-Defined Communications solution, decoupling communications control and policy enforcement from the underlying infrastructure.

Covered by more than 50 patents, the platform enables enterprises to:

- ↘ Route business calls from an enterprise user's mobile device to the enterprise's communications infrastructure for handling.
- ↘ Apply policies and Caller ID information for outbound calls.
- ↘ Synchronize communications with other enterprise applications, such as a CRM system for automatically logging and archiving customer calls conducted as part of the sales workflow.

Industry Innovation Leader

The Kinetic Communications Platform from Tango Networks has enabled more than 250,000 mobile end-points for enterprises around the world.

The platform is fully compatible with unified communications, business messaging and enterprise telephony platforms from leading vendors, including Cisco, Microsoft and Avaya.

Covered by more than 50 patents, the Kinetic Communications platform is the choice of five Tier 1 service providers for delivering high value services to their enterprise customers.

Contact Tango Networks today to explore how the Kinetic Communications Platform can optimize mobile communications for your enterprise. **Visit www.tango-networks.com or contact Tango Networks at info@tango-networks.com to learn more.**

ABOUT TANGO Networks

Tango Networks Mobility Services deliver business communications services on mobile phones using the native dialer for a superior user experience. Mobile UC extends enterprise UC identity and services from an existing PBX system to any mobile phone. Tango's Mobile Call Recording service is the only enforceable solution that works from the native dialer. Business Messaging enables SMS messaging from your business line. These services are available as an add-on subscription via partner service providers including AT&T, Sprint and T-Mobile.

Learn more at Tango-Networks.com

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