

Liberate



Mobility is a key business enabler, but using the mobile and desk phone together for collaboration has always been a disjointed experience. Until now.

Liberate unifies desk phones and mobiles in a single solution to simplify and enhance communications between teams and customers. Since call integration happens in the network, there's an effortless handover between mobile and landline calls. The mobile phone also has versatile UC functions, so you can enjoy the best of your desk phone on the mobile for an office-like experience on the go.

Liberate your workforce

Receive and forward calls from both mobile or desk phone so they go to the right person. And move calls from the desk phone to your mobile and back again to suit your movements. When you make a call, you can choose either your mobile number or desk phone number to suit your situation.

One number and simultaneous ring on multiple devices help you answer calls on the nearest phone. At the same time, a single voicemail helps you never miss customer messages, with no need to go back to the office to access voicemails.

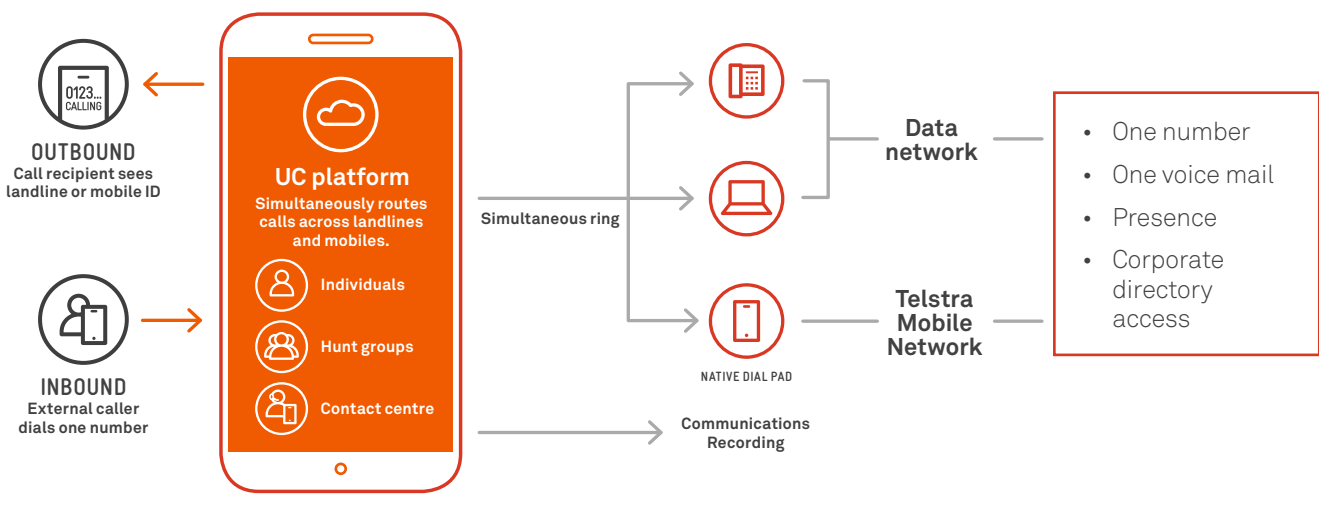
The power of a desk phone on your mobile

Take advantage of UC functions on the mobile including video calls, Instant Messaging, Presence, conferencing, and contact details from the directory. And continue to use existing mobile phone features like SMS, MMS and roaming. You can have all of these functions available in hunt groups to tap into a dispersed talent base, or support hot desking and staff productivity on the road or at home.

No matter how big or small your business, Liberate frees your people from their desks. It empowers them to act in the moment and do more in their working day.

How does it work?

Call integration occurs in the network so desk phones and mobiles work together as one.



Liberate integrates our VoLTE mobile technology with our unified communications network service to deliver UC functions and voice to the mobile phone. Intelligence within the Telstra network connects the SIM on your mobile as though it was an extension of your PBX or UC service. This deep integration allows your mobile to function like your desk phone. Mobile calls have prioritised routing on the 4G voice channel. This enables better call quality than with Over The Top (OTT) apps using data channels.

Features

Features	Benefits
Inbound Number/ Name Display <ul style="list-style-type: none"> See internal caller identity from your active directory, and external caller identity from your contact directory. 	<ul style="list-style-type: none"> Identify important calls so you can prioritise them. Great for hunt groups.
Outbound Calling Name Display on Mobile <ul style="list-style-type: none"> Display either landline or mobile identity from the mobile phone. 	<ul style="list-style-type: none"> Change your persona to suit the situation for outbound calls. Use the corporate landline identity to present a professional image to customers.
Native Mobile Dialler <ul style="list-style-type: none"> Use the standard dial pad on your mobile to make and answer calls. 	<ul style="list-style-type: none"> Fast and easy call handling direct from your phone.
Call Transfer on Mobile <ul style="list-style-type: none"> Transfer an active call to another person on their mobile or desk phone. Via the Liberate companion app. 	<ul style="list-style-type: none"> Redirect a caller to the right person via your mobile.
Call Pull/Push <ul style="list-style-type: none"> Move a call from one phone to another. Via the Liberate companion app. 	<ul style="list-style-type: none"> Act in the moment - move calls from the desk phone to the mobile and back again to support your movements inside or outside the office.
Simultaneous Multi-device Ring <ul style="list-style-type: none"> All your connected devices ring at the same time. 	<ul style="list-style-type: none"> Answer the call on the device that suits you at the time.
Single Voicemail <ul style="list-style-type: none"> Be reached on one voicemail from any compatible, connected device. Configure one voicemail for the entire hunt group. 	<ul style="list-style-type: none"> Improve response - avoid missed messages or delays responding to people who called your other line. Hunt groups can reply to voicemails for other members. No need to go back to the office to access voicemails or look for voicemails across multiple systems.
Chat <ul style="list-style-type: none"> Via the Liberate companion app. 	<ul style="list-style-type: none"> Extend Instant Messaging capability of your desk phone to your mobile for communications flexibility.
Presence <ul style="list-style-type: none"> Via the Liberate companion app. 	<ul style="list-style-type: none"> Avoid phone tag by seeing your colleagues' availability when you're mobile, and they can see yours.
Directory Search <ul style="list-style-type: none"> Via the Liberate companion app. 	<ul style="list-style-type: none"> Access your entire corporate directory on your mobile, not just phone contacts, for faster contact lookup.
Corporate Music/Message on Hold	<ul style="list-style-type: none"> Offer a better quality experience to customers who are on hold on a staff member's mobile. Play pre-recorded marketing messages to your waiting caller to reinforce your brand.
Access to hunt groups/call centres/auto attendants	<ul style="list-style-type: none"> Free your customer facing staff from their desks and support flexible work practices in demand today. Tap in to a distributed workforce, and expand your talent base beyond office boundaries. With 4G, staff can still talk while using applications on the mobile to maximise their efficiency.

Options

Features	Liberate - TIPT	Liberate - SIP Connect
Inbound Number/ Name Display	✓	✓
Outbound Calling Name Display on Mobile	✓	✓
Native Mobile Dialler	✓	✓
Call Transfer on Mobile	✓	✓
Call Pull/Push	✓	✓
Simultaneous Multi-device Ring	✓	✓ For calls to fixed numbers only
Single Voicemail	✓	✓
Chat	✓	✓
Presence	✓	✓
Directory Search	✓	
Corporate Music/Message on Hold	✓	
Access to hunt groups/call centres/auto attendants	✓	



Things you need to know

To take advantage of Liberate Office (TIPT), you must have:

- a) A **Telstra mobile service** with unlimited standard national calls included; and
- b) An existing **TIPT service** with Standard or Executive pack.

To take advantage of Liberate (SIP Connect), you must have:

- a) A **Telstra mobile service** with unlimited standard national calls included; and
- b) An existing **SIP Connect Business Line or Business Trunk pack with SIP Complete** calling plan (unlimited standard national calls).

The free, downloadable Liberate app offers deeper functionality for configuration and call control with Liberate. It is designed for mobile phones only, not soft phones or tablets.

Note: International calls from a mobile with Liberate will be charged based on the fixed service (i.e. TIPT or SIP Connect) calling rates. International call inclusions of the underlying mobile plan will not be accessible, and the mobile service will not be eligible to take up international calling add-ons.

About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP® network and Telstra Mobile Network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service® and one of Australia's largest and most qualified field and technical workforce.



MOBILECORP

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