



netfuse



Netfuse technologies optimise investments in communication technologies by enabling the interface between telecoms networks and business applications.



## TELECOMS SOLUTIONS ARE **DISCONNECTED FROM BUSINESS NEEDS**

Traditional 'one size fits all' telecoms solutions are unsuited to the complex and varied business processes and related software portfolios deployed in many organisations.

And organisational processes are rarely optimised to make the most of the value inherent in telecoms networks - who is talking to whom, where users are, and how people prefer to connect.



# TELECOMS SOLUTIONS SHOULD BE **DEFINED BY** BUSINESS NEEDS

By building telecoms solutions that are defined by the software that increasingly defines how business is done, Netfuse deploys solutions that are tailored to the way teams work in different functions, and reflect the way users want to communicate.

## SYNTHESIS

is an API-driven telecoms platform delivered as a service or deployed inside a client network

## BRIX

makes integrated telecoms easily available to the SME market at a price any business can afford.





THE SYNTHESIS PLATFORM ENABLES  
BUSINESSES AND TELECOMS NETWORKS  
TO **RAPIDLY DEPLOY VOICE SERVICES**  
THAT ARE TIGHTLY INTEGRATED WITH  
THEIR BUSINESS DATA



## SYNTHESIS PLATFORM **KEY FEATURES**

The Synthesis platform, which can be deployed inside client networks or as a cloud solution, facilitates the exchange of call data, system configuration, and call routing logic between telecoms network infrastructure and business software.

### **CALL DATA MEDIATION**

Synthesis mediates business and telecoms network data and exposes them via a RESTful API for easy integration with business software platforms

### **TELECOMS CONFIGURATION**

Synthesis APIs enable instant provisioning and ceasing of SIP endpoints, mobile endpoints, inbound numbers and new call routing configurations.

### **CALL ROUTING LOGIC**

REST connectors enable third party applications to determine call handling behaviour based on a logical feedback loop.

### **CARRIER AGNOSTIC**

Platform owners can use Netfuse's carrier services for numbering and call termination, or build third party providers into the platform.

### **MOBILE READY**

Netfuse's own UK in-bundle mobile range complements Synthesis' deployment as the management layer for SIP/OTT and SIM mobile applications.

### **CLUSTERED AND SCALABLE**

With a clustered database and application layer, Synthesis deployments can be geographically as well as logically redundant.



## SYNTHESIS USE CASE THE EBOLA RESPONSE

The Synthesis platform was deployed in response to the 2014/15 Ebola crisis to mediate Mobile Network Operator location data and Call Centre CRM data in support of the operation of the 117 emergency helpline in Sierra Leone.

### THE CHALLENGE

eHealth Africa, tasked by the Sierra Leone Ministry of Health with the management of the 117 Ebola response line, asked Netfuse to help them integrate their CRM and telecoms data.

The data on the location (cell tower ID ) of inbound callers at the time was held only by the Mobile Network Operators (MNO).

### THE APPROACH

Netfuse engaged with the MNOs and the national regulator to gain access to unmediated data on the call towers through which calls were being delivered.

A scoping exercise mapping the granularity of existing and potential geolocation data against potential applications was carried out.

### THE SOLUTION

A rapid, custom deployment of the synthesis platform enabled the periodic ingress and mediation of MNO and call centre data, enabling the cross referencing of caller cell tower locations with call outcomes.

By making the data available via a secure, RESTful API, we accelerated the process of developing interactive maps for strategic planning.





BRIX MAKES TRADITIONAL BUSINESS  
PHONE SYSTEMS OBSOLETE BY  
**TRANSFORMING ANYONE'S SLACK  
CHANNELS OR GOOGLE GROUPS INTO  
AN INTEGRATED PHONE SYSTEM ON  
THEIR TEAM'S OWN MOBILES**



## BRIX APPLICATION KEY FEATURES

Brix is a business phone system designed from the ground up to improve team productivity. Brix replaces the PBX with a company's email or IM service; enables BYOD (bring your own device) without compromising security; while connecting users to the data they need, when they need it, on any device. Brix is in development and will be launched in Q2 2016. See [www.brixapp.io](http://www.brixapp.io) for more details.

### BUILT WITH SYNTHESIS

Brix benefits from rapid new feature development; built-in resilience; and API-driven agility because it is backed by the Synthesis platform.

### SOFTWARE DEFINED

Brix teams with shared phone numbers are kept in sync with the software that teams are using every day, so Brix is configurable in minutes and always up to date.

### SOFTWARE INTEGRATED

Brix will feature an ever growing library of off the shelf integrations, while Chrome extensions offer access to any web-based software.

### API ENABLED

Brix API access will enable the ever growing number of SMEs with software development capability to build Brix integrations into their software.

### MOBILE FIRST

Brix is a mobile app first and foremost, bringing integrated business telecoms to anyone with a mobile phone.

### CROSS PLATFORM NOTIFICATIONS

Notifications of inbound calls are pushed to users' mobile devices and browsers, enabling instant access to the company's data on every caller.



## BRIX APPLICATION SCREEN DESIGNS

Brix has been designed to complement existing software, taking configuration and providing the user with contextual information from connected applications.



## CONSULTANCY AND DEVELOPMENT

Custom API integrations, Bespoke platform deployments

## SUBSCRIPTION AND LICENSING

Platform licenses, Brix subscriptions, Hosted PBX

## NETWORK AND INFRASTRUCTURE

Minutes, Numbering, Colocation, Channel capacity

A REVENUE MODEL  
WITH **DIVERSE**  
**GROWTH POTENTIAL**

**10,000,000 min**

minutes carried

**185,000 UK numbers**

allocated to us by national regulator OFCOM

**99.999% uptime**

with a metro MPLS ring coming online in Q1 2016

**THE NETFUSE NETWORK IN NUMBERS**



## MARKETING TO TARGET EARLY ADOPTERS

### INTEGRATE WITH EVERYTHING

By integrating with the most popular CRM, document management, finance, HR and contact management services; engaging with developer communities at hackathons; and becoming visible in the Apple App stores, and Google's Chrome and Play stores, we plan to use product development alongside targeted media relations to generate inbound enquiries.

### BRIX FOR EARLY ADOPTERS

Companies like Slack and Twilio have had significant success in driving growth by targeting early adopters from the developer community.

Brix will be launched in partnership with organisations with an existing early adopter audience with an explicit focus on small development teams and communities of digital creatives.

### SYNTHESIS PLATFORM SALES

Direct sales of the Synthesis platform are being driven by Netfuse's reputation for responsiveness and innovation; and a consistent stream of recommendations from existing partners. Future direct sales will be driven by the ability to demonstrate the value of integrating existing telephony and software systems to a c-level audience.

## THE NETFUSE FOUNDERS



**LEO BROWN**  
**TECHNICAL DIRECTOR**

### EXPERTISE

Web applications, network infrastructure, systems integration, database architecture.

### EXPERIENCE

Project experience includes Electronic Arts, UK Foreign Office, Alfresco Software, Natural Power Consultants, Framestore, Brandwatch, Knight Frank.



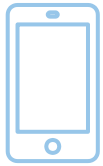
**PETER EYRES**  
**MANAGING DIRECTOR**

### EXPERTISE

Digital project direction, telecoms project management, corporate strategy, product strategy, innovation management.

### EXPERIENCE

Project experience includes GE Money, ASDA/WalMart, Kelloggs, World Bank, UNEP, World Business Council for Sustainable Development.



## Contact.

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