



## Automated Presence: A Day in the Life Of...

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Having a home office can be difficult at times. Without having someone there to take calls when I leave for meetings, I rely on my voicemail. During the course of a day, I can easily be in and out of the office five to six times. So when my company set me up with Automated Presence, an application they developed, I was ecstatic. I had heard about the product from conversations with some of the sales reps, but didn't appreciate it until it was installed. It has actually saved me time in a number of ways.

As it turns out the Automated Presence Suite is made up of three applications utilizing Bluetooth technology—Auto Find Me, Continuous Call and Hands Free Email. The real advantage for carriers is that these applications can be deployed in any network. The age of the network or the type of network doesn't matter because Automated Presence applications use the existing network and switching infrastructure.

I've used other find me and call continuity applications in the past, but the challenge was that those applications were effective only when I remembered to do my part and properly configure and update them. The Automated Presence suite is enabled by a clever solution to this old problem...how does the presence system get updated? Typically, presence status is updated by the user. With a typical presence solution, users update their status when they get to the office in the morning, throughout the day as they walk away and return to their desk, and when they leave the office at the end of the day. In a typical work day I might need to update my status as many as five to 10 times.

Automated Presence eliminates all that by automating the experience. No longer do I need to worry about setting my presence status when I arrive at a location or when I leave. With Automated Presence status changes occur automatically. Once my computer is on, the system knows that I have arrived at work and changes are made to enable my applications the instant I walk into my office. No need to open an application or to set a new status when I arrive. When I leave my office my presence status is automatically updated again.

The applications easily installed in a matter of minutes. Once the applications were configured, I was given a brief overview and tutorial via the phone and was set free to go about my day.

I set my profile to automatically direct all of my calls to my home office phone when I'm working and to my mobile phone when I'm out of my office. I also set up the system to automatically direct my calls to my business phone when I'm in the office building. Setting these preferences ensures that I always receive calls automatically regardless of my location. Anyone can reach me by calling a single number. There's no need to update the system as I move from place to place throughout the day. The Auto Find Me feature supports a single number so anyone calling me simply dials that number and the system directs any calls to the phone at my location. The only limitation with Auto Find Me is that I'm limited to three locations when setting my preferences. I asked our product development group about this and they said that the solution can easily be customized if more locations are needed—just not for me.

The Find Me application worked perfectly. As I polled those who called me, they experienced no delays in their call being rerouted, they never had to redial because of a misdirected call and they were overall impressed that they could reach me the first time with just one number. I missed fewer calls and callers didn't have to dial multiple numbers to track me down. I was a little concerned about the automated functionality, but that worked like a charm and I saved time since I didn't have to continuously update my location or call in to my home voicemail, my mobile voicemail and my work voicemail every hour. That's right, with Automated Presence I only have to dial one number to access messages since all messages have been integrated into a single voicemail box. What a time saver this is. Not having to call into the office to check for messages every hour makes the Find Me application a significant efficiency tool! According to our engineering department, service providers like the fact that Movius Find Me differs from the traditional find me applications in that network resources aren't eaten up by calling multiple numbers to "hunt" for the subscriber. Instead, the network knows where the subscriber is before the call is transferred.

I didn't quite get the Continuous Call application when it was first explained to me, but after seeing a demo of it, I couldn't believe that someone hadn't developed something

like this until now. Continuous Call switches a live call from a landline to a mobile and vice versa automatically—without any interruption and without the other person on the line knowing that it's happening. It's that simple.

I love this application. There are plenty of times that I'll be on my mobile when I come into the office, and either the reception isn't great (my office is in my basement) or I'd just rather use my office phone since it has a better speaker than my mobile phone. With Continuous Call, when I arrive in the office, the system detects my presence—as long as my computer is turned on—and automatically transfers the call to my desk phone. There is no interruption in the conversation. I simply wait until my desk phone rings; I pick up the receiver and hang up my mobile phone. The process is the same when I leave, except that it's more manual than automatic. I "tell" the system I'm leaving by selecting the "I'm Leaving" button on the computer client that's provided. My call then transfers to my mobile. Having been in the telecom industry for some time, seamless call continuity between mobile and landline is the promise of many fixed mobile convergence solutions. According to our product management team, this system provides the seamless functionality without the expensive wireless networking equipment or system configuration and tuning required by many solutions being deployed today. Another significant advantage is that I was able to use my existing phones (landline and mobile) without having to install or use special equipment to make the service work.

Now for an interesting twist to the Automated Presence solution product management asked me to test their newest version which has a new feature that has not yet been released. Movius incorporated a Twitter status into the application. This feature can be turned on and off, but it's definitely convenient if you are a Twitterer. If the feature is active, your status "I am away from my desk" automatically posts to your Twitter account when you step away. When you return, a screen pops up and requests your status. It is possible to turn the feature off or set the feature to just update your status when you return to your computer.

The final application in the portfolio that I tested was Hands Free Email. This application, based on my location, delivers my emails in the format I prefer. As an example when I'm in my office I tend to read my emails. However, if I'm in my car, I find that difficult to do and it's dangerous. With Hands Free Email, I have my emails sent to my mobile when

I'm away so I can listen to my emails instead of read them. There are other applications just like this available online, but none that are automated. Bluetooth technology allows the system to detect when I am at my computer or mobile and does the logical thing by delivering all emails, or emails with predefined settings, to me via phone calls to my mobile which I can listen to instead of reading them. I did find the "voice" on the Hands Free Email application easy to understand.

Overall, the Automated Presence portfolio works as it was designed. It makes my phone conversations and interaction with others easier to manage and track. Combining Auto Find Me with Continuous Call gives me the complete package for managing phone calls, and even though they can be used independently of each other, I don't know why someone wouldn't want both. I hear that product management plans to add additional applications to the Automated Presence Suite. It will be interesting to see what surfaces. Overall, Automated Presence saved me time and made me more efficient.

Movius Corporation located in Atlanta, Georgia has traditionally been associated with telecommunications solutions including conferencing and messaging applications for both carriers and enterprise. Recently though, we have been pushing the limit with more innovative applications such as the Automated Presence Suite. The Automated Presence Suite was introduced this year in Barcelona at Mobile World Congress and received a lot of press coverage. Additionally, the application won Movius a spot on the list of 2009 Unified Communications TMC Labs Innovation Awards list.