



dstny

UNIFIED COMMUNICATION AS A SERVICE

The fastest way to innovation

Dstny the largest UCaaS provider in Europe,
simplifying the everyday lives of more than 3 million users today.

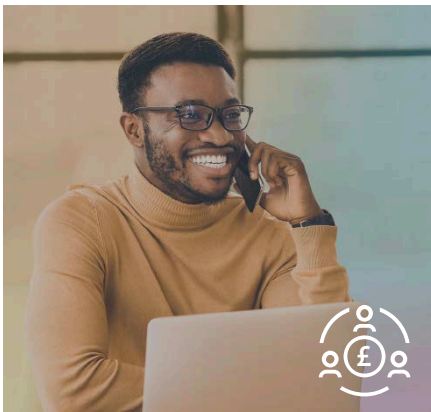
Through our interactive communication tools, we bring employees and customers closer together. We are committed to making it easy to interact, share, learn and teach, through the channel you choose to use. That is why we provide Unified Communications as a Service. Our tools are natively mobile-first, locally adaptable, easy to use, and easy to integrate. As a result, we simplify people's everyday lives.

With Dstny's cutting-edge technology and integrated apps, more than 3 million users are leveraging its innovative solutions to enhance communication efficiency with customers and partners. The influence of a Dstny business phone system on your business extends far beyond basic dial tone, delivering substantial benefits.



Stay Connected to Customers

"I stay just as active as my business. I need to ensure I stay connected whether I'm at the office, working from home, or visiting with a client. To me work is an activity not a location."



Compete and Win

"I'm looking for technology to help drive a competitive advantage, keeping my business flexible. I want to be able to think big, but without the big ticket expenses."



Grow My Business

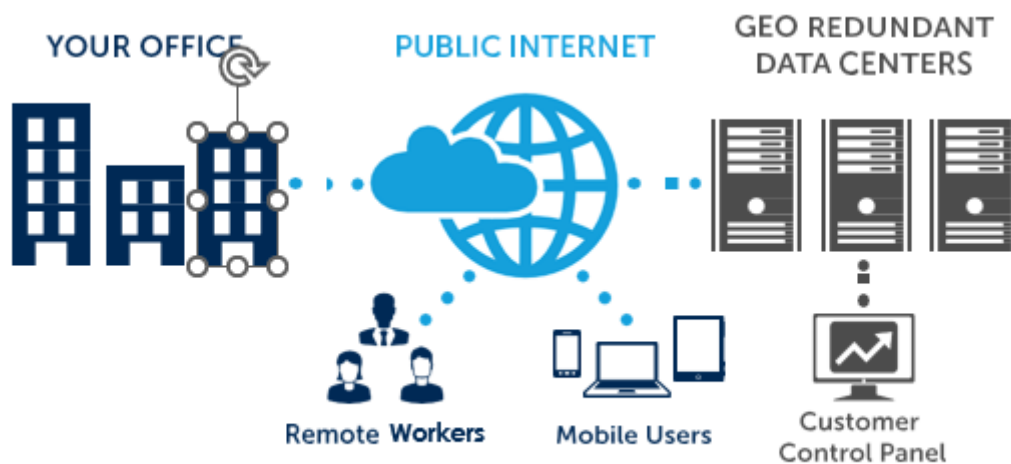
"With my business poised for growth, and I need a communications system that is able to keep up without being a financial burden. Technology should help drive simplicity."



The Platform

SME Friendly and Enterprise Ready

With Dstny, you gain a reliable business phone system that functions seamlessly. However, for those curious about its inner workings, let's delve deeper. The intelligence behind this solution resides in our geographically redundant data centres, ensuring uninterrupted service even in the rare event of a centre failure. Information and voice calls traverse the public Internet using voice over Internet protocols (VoIP) to reach their intended recipients. Some users may opt for computer softphones, mobile app eliminating the need for physical hardware. Nevertheless, we offer a range of desktop phones for those who prefer them. Regardless of their location (office, travel, or home), employees enjoy consistent communication capabilities.



A Personal Communications Dashboard

Unified communications, commonly known as UC, enhances employee efficiency by simplifying the process of initiating, receiving, and responding to business communications. Dstny, accessible from a web browser, desktop, mobile, and tablet devices, offers a centralized platform for employees to connect with colleagues, customers, and suppliers. Dstny prioritizes collaboration, elevating productivity, enhancing customer service, and empowering employees to work intelligently.

Presence – know whether people are available, stepped away from their desk, or out of the office and choose the best mode to reach them.

Instant Messaging – looking for the answer to a quick question, or busy on the phone, get what you need with a simple chat to your colleagues.

Unified Messaging – check voicemails, fax and call recording services directly from the desktop or mobile app. Even have them emailed as wav. files to listen to on your computer if you choose.

Softphone – workers enjoy the same intuitive communications management they would experience in the office from a remote PC or laptop with an embedded software-based IP phone.

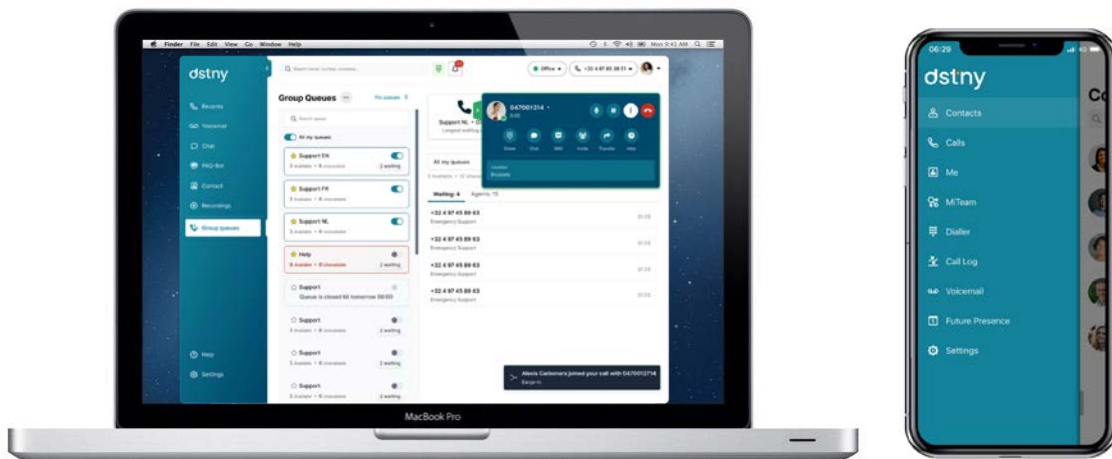
Conferencing – Schedule a conference call and invite your colleagues and customer directly from your desktop or mobile app.

Exchange Calendar Integration – easily synchronise your presence information from the exchange calendar to alert others to your availability.

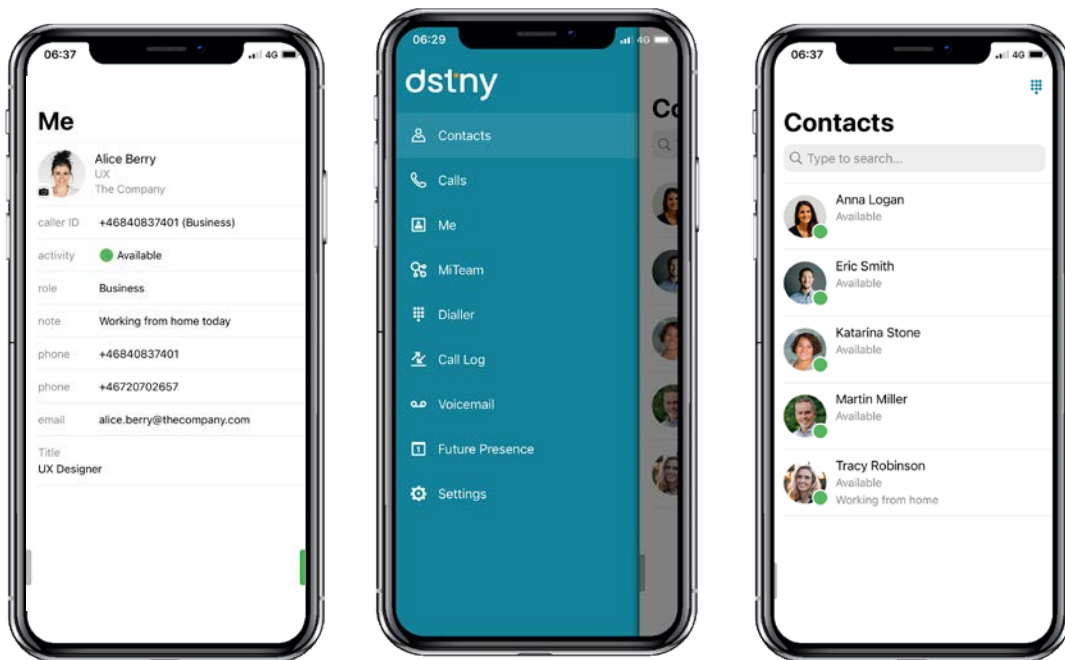
SMS – The SMS service enables text messages to be sent from a user's computer using the web interface or from the desktop or mobile app. Messages can be sent from personal numbers as well as group numbers.

Web Access – get access to key collaboration features from remote locations using any computer with Internet access.

Single Number Reach – Your personal cell number stays personal. The single number reach allow users to be reached on any devices through a single phone number with intelligent call routing capabilities. Calling the single number rings one, some or all devices simultaneously depending on user preference and defined rules.



Maintain your productivity even when you're away from the office. With our solution, you can effortlessly manage and oversee your business communications from the convenience of your mobile device. We provide full access to the extensive telephony features you already enjoy on your desktop, ensuring a smooth transition from the office to various locations like the airport, golf course, or your child's football practice. Our App is compatible with iOS, Android, and Windows devices, and can be easily downloaded from the iTunes App Store and Google Play Store.



Contact List – Search and find your colleagues or customers based on the office directory or your local phone book

Presence – See the current status of your colleagues - like available, in a meeting or in a call

Click to Dial – Easy to call your colleagues and private friends.

Conference – Schedule a conference call and invite your colleagues and customer directly in the App

Call Distribution Queue – Login or logout from the call distribution group

Activity Diversion – Redirect your calls to a new number when you are not available

Presence – Change your presence on the fly to inform your colleagues

Future Presence – Schedule future presence events like lunch or a vacation

Presence Shortcuts – Create your own presence shortcuts

Meet employee expectations. Meet expectations around hybrid working, flexibility and BYOD.

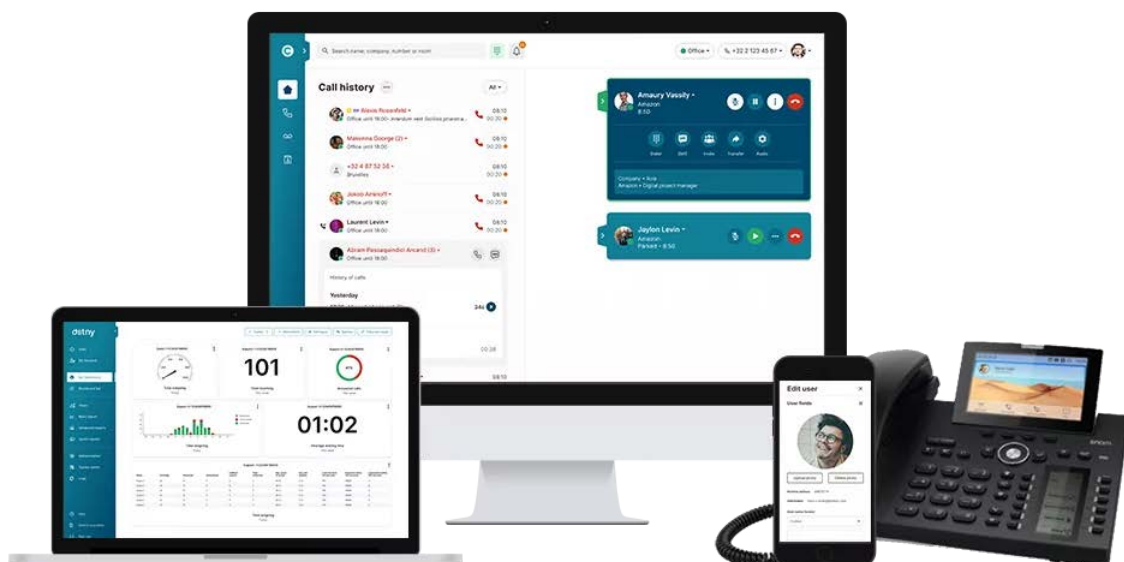
Meet customer expectations. Meet increasing customer expectations on availability, even when on the go.

Increase your efficiency. Improve the efficiency of the company by enabling the power of being integrated – truly mobile.

Effortlessly cater to your customers' needs and provide exceptional service

Not every organisation may have a formal contact centre, but every business can reap the benefits of contact centre functionality. Whether you refer to them as customer specialists, sales agents, or support representatives, efficiently routing incoming calls and effectively measuring customer service metrics are crucial for your business. With Dstny, we offer user-friendly contact centre features that are both easy to use and highly impactful in monitoring key business metrics.

Dstny provides call centre, attendant, and hunt group functionality for handling incoming calls. This allows a group of users to be reached through a single number, encompassing fixed, mobile, and VoIP phones. Call centre groups benefit from skill-based routing, automatic agent logout, manager assistance, presence-based call distribution, and agent resting time. Additionally, queues can have group-specific greetings and progress messages, ensuring a personalized experience for callers.



Call Routing – To ensure a high level of customer satisfaction, hunt groups can be put in place to ensure a caller finds the right person, with the right information. Want customers to go directly to a live contact? We can set that up as well.

Call Queue Agents – Whether your job is to provide customer or sales support, simply log in and out of queues in order to have calls routed to subject matter experts.

Managing Agents – Includes management tools for call centre groups to allow a supervisor to efficiently monitor and manage group queues and agents statistics.

Hot Desking – Hot desking allows you to share phones whilst keeping the user's preferred phone configuration settings. Best for drop in cubes or hourly shift work, hot desking is a simple way to reduce phone volumes.

Skills Based Routing – Leverage employee skill levels for increased productivity and revenue; send more calls to your experienced agents and fewer calls to those in training. Add an additional prioritisation layer based on agent order so you can allow similarly skilled agents to receive calls in round-robin fashion.

Business Analytics - Give your business the edge

Generate insights with a best-in-class analytics solution

Make Data Driven Decisions

It is time to stop guessing when it comes to staffing, business hours, and choice of communication channels. Base your strategies on real data and stay updated along the way. Dstny Analytics collects communication data and transforms it into user-friendly reports easily interpreted by the company.

Gain real insights and start making confident decisions toward more efficient communication.

One Platform – Endless Data Possibilities



Communication Insights

Gain insights of how your business is communicating, both internal and external, and start making confident decisions towards a high-quality service



Optimised Resource Allocation

Ensure staff and agents are working in an efficient way and keep your customers delighted of the service



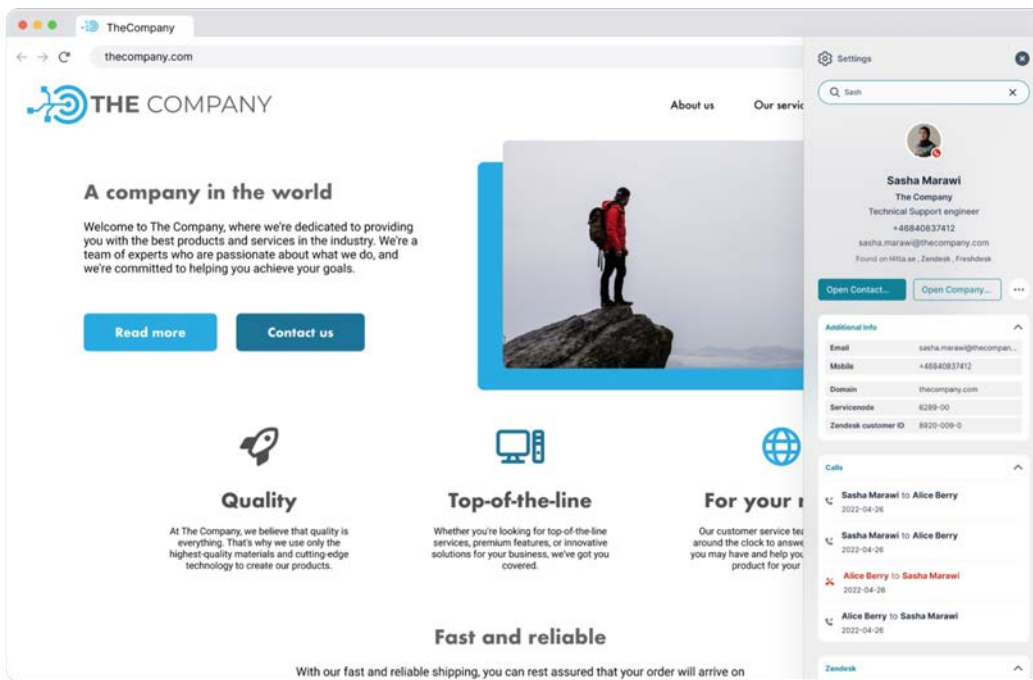
Highlight Importance

Companies can see a direct ROI when illustrating how the communication solution is being used and the value it brings

Flexible CRM/ERP integration solution with easy setup

Empower customers to drive efficiency

Integrate with your keys systems to help maximize business efficiency and effectiveness and increase the customer experience by giving better service.



Seamless Integration

An integration between your CRM system and the Dstny Platform allows for increased levels of service while simplifying the work needed by employees



Improved Customer Service

CRM Connect streamlines and enhances customer management by displaying customer information automatically, leading to better customer service and increased productivity



Customise Your Solution

CRM Connect is a customizable service that can be tailored to individual business needs, including the option to create new integrations with CRM systems outside of our existing portfolio

Call Recording

Feature-rich cloud call recording service, delivering Dstny users the tools they need, whenever they need them.

Improve sales team success and maximise representative performance with recording options that deliver playback, call evaluation, quality monitoring and flexible storage options.

The screenshot displays the Dstny Call Recording interface. At the top, there is a 'CALL PLAYER' section with a waveform and a progress bar. Below it are tabs for 'Call Notes', 'Evaluate', 'Email', and 'History'. To the right, the 'CALL RECORDINGS' section features a table with columns for Date, Time, Extension, User, DDI, Number/Caller ID, Channel, Duration, Call Tag, Flag, Eval, and a speaker icon. The table contains 12 rows of call data from June 1, 2016.

⏪	Date	Time	Extension	User	DDI	Number/Caller ID	Channel	Duration	Call Tag	Flag	Eval	🔊
↗	01 Jun 2016	18:42:55	621	Demo User 21		604		00:48:03		🚩	✓	🔊
↗	01 Jun 2016	18:26:12	621	Demo User 21		07736499437		00:00:46		🚩	✓	🔊
↗	01 Jun 2016	17:47:22	621	Demo User 21		*791		00:02:51		🚩	✓	🔊
↗	01 Jun 2016	17:11:51	585	Demo User 85		01895815665		00:00:20		🚩	✓	🔊
↗	01 Jun 2016	17:06:42	618	Demo User 18		601		00:01:54		🚩	✓	🔊
↗	01 Jun 2016	15:17:19	621	Demo User 21		02032639878		00:00:07		🚩	✓	🔊
✓	01 Jun 2016	12:35:59	586	Demo User 86				00:00:40		🚩	✓	🔊
↗	01 Jun 2016	12:35:58	585	Demo User 85		568		00:00:24		🚩	✓	🔊
↗	01 Jun 2016	12:35:24	585	Demo User 85		01895815665		00:01:13		🚩	✓	🔊
↗	01 Jun 2016	11:34:32	585	Demo User 85		01895815665		00:00:24		🚩	✓	🔊
↗	01 Jun 2016	09:41:09	586	Demo User 86		01895815665		00:00:19		🚩	✓	🔊

Mobile First – Access recorded calls anywhere, anytime via web interface

Security – Trust call safety with encrypted recordings on a PCI Compliant platform.

End User Access – Provide personal access to calls and playback permissions to representatives and staff



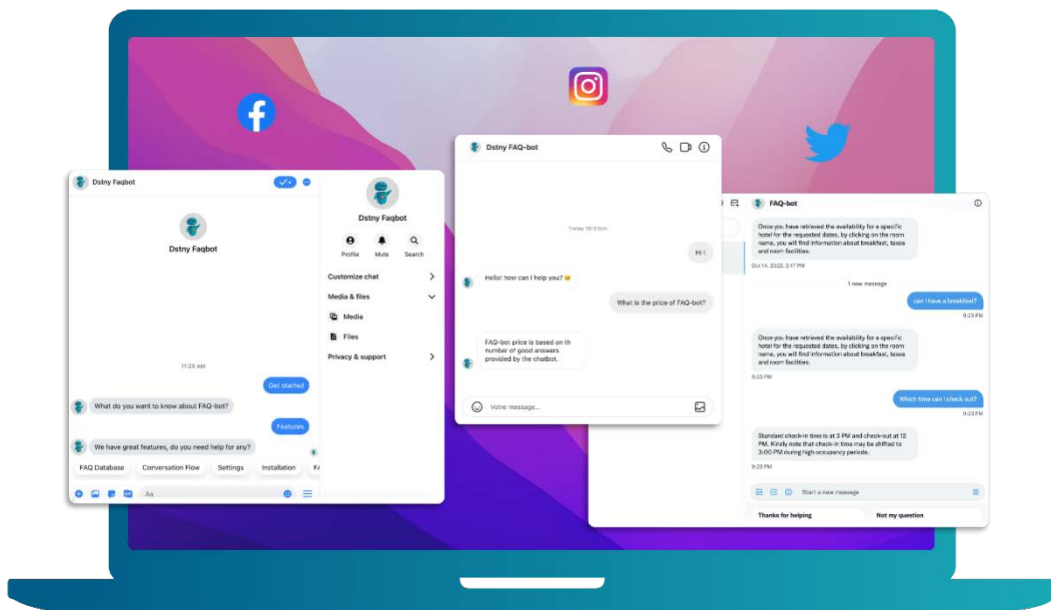
Omni-channel tool and conversational AI bot

Empower customers to delight consumers

Dstny FAQ-bot takes FAQ content and turns it into an artificial intelligence powered chatbot that answers frequently asked questions automatically.

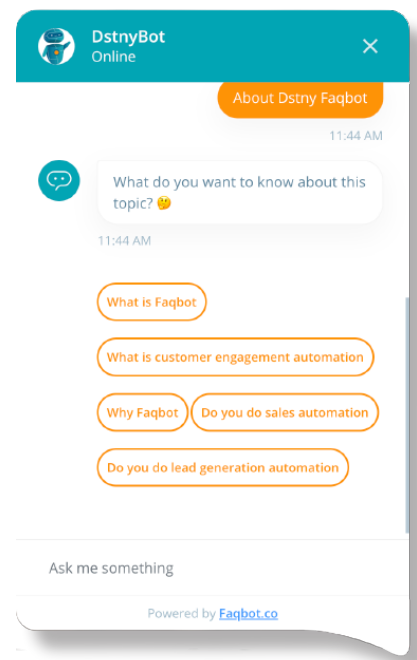
Customers install Dstny FAQ-bot on multi-channels including:

- Website
- Facebook page
- Mobile application (in-app)
- Live chat module (Integrates with other platforms)



Customers use FAQ-Bot to:

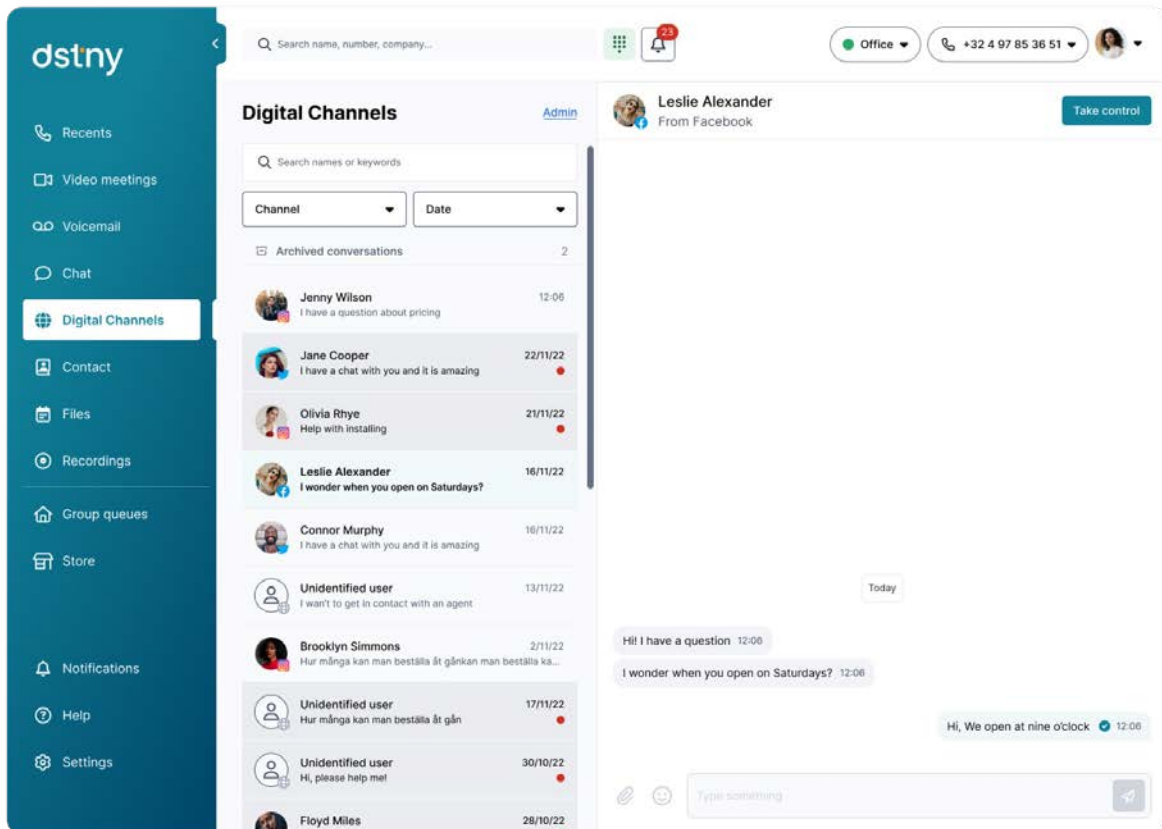
- Reduce customer support volume (FAQ)
- Automate sales to increase online conversion
- Generate leads to qualify new prospects
- Improve your customer experience



Omni-channel tool and conversational AI bot

Communication and collaboration in a single view. All through ConnectMe in the web-browser

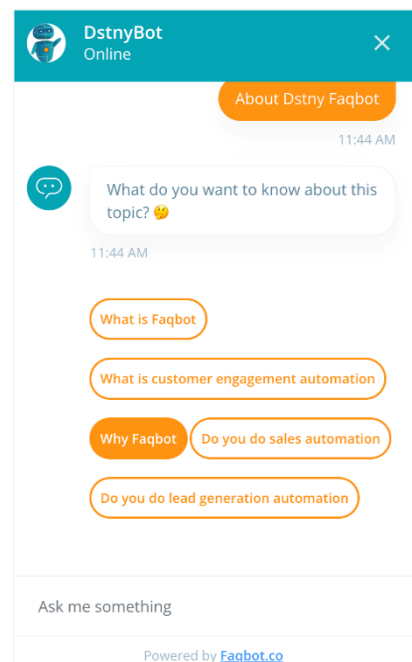
Reduce costs and significantly improve your customer experience with all digital channels to one simple, intuitive view. Improve them even further by adding conversational AI



Digital Omni-Channel – Support for the channels your customers want to use. Facebook, Instagram, Twitter, WhatsApp.

Integrate – Supports efficiency integrations like Zapier and support tools like Zendesk.

Conversational AI – Help your customers get better answers quickly, and your people use their time more efficiently.



User Features	Business	Professional
Connected devices - devices ordered separately	2	4
Basic calling functions	✓	✓
Voice mail to email	✓	✓
DDI/DID	✓	✓
Fax Inbox (additional DDI/ DID needed)	✗	✓
Web portal	✓	✓
Parallel ringing	✓	✓
Web or Desktop softphone	✓ ¹	✓
Mobile App (Android, iOS or Windows Mobile)	✓ ¹	✓
Teams App (desktop or Mobile teams)	Optional extra ¹	Optional extra
Can be used with CRM integration	✓	✓
Collaboration	✗	✓
Unified Inbox	✗	✓
Presence and chat	✗	✓
SMS from desktop app	✗	✓
Attendant view	✗	✓
Call recording (inc. Pause and resume)	Optional extra	Optional extra
Can be used for ACD	✗	Optional extra
UK Landline and Mobile call included *	✓	✓

1. Reduced functionality includes no PBX presence/chat or ACD features





Dstny UCaaS

Cloud communications and collaboration platform

Scalability, cost savings, flexibility, communication, collaboration, improved customer experience, and integration with other business applications - all at your fingertips.



For complete details on any of the products or services, please contact truSIP: