



New Rock Intelligent VoIP Solution

NEW ROCK INTELLIGENT COMMUNICATION
CUSTOMER CASE STUDY

Overview of the
Future Proof
Intelligent VoIP Solution



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Intelligent Communication Cloud Digital Service & Solution Provider

About New Rock

New Rock Technologies, Inc. designs, develops,manufactures and markets Voice-over-IP (VoIP)-based telephony and data networking products and applications for the Small and Medium-sized Enterprises (SME) sector, carriers, Internet Telephony Service Providers (ITSPs) and vendor partners. As a leading SIP-based device supplier, New Rock is committed to deliver highly reliable and cost-efficient converged communication solutions.

Brand Vision

To create a better future of communication without borders

Brand Mission

Enable customers' digital transformation and build intelligent communication in all scenes

Brand Value

Innovation, Standard, Service, Effectiveness

Development History

In China, New Rock have established a nationwide service system with headquarters in Shanghai and six branches or offices in Beijing, Guangzhou, Shenzhen, Shandong, Wuhan and Chengdu to provide perfect pre-sales consultation and after-sales services to our customers.

At the same time, New Rock are expanding overseas sales market in Middle East, Southeast Asia, Europe, America, Africa and more areas.

For now,New Rock customers include telecom operators, system integrators, distributors and application software developers at domestic and oversea market, covering industries, such as government,SME,LME hotel, finance, logistics, energy, High-Speed Way, Metro, Army, etc.

Certificates & Honors



Broadsoft



HUAWEI IMS



SGS



USTC



CE



FCC

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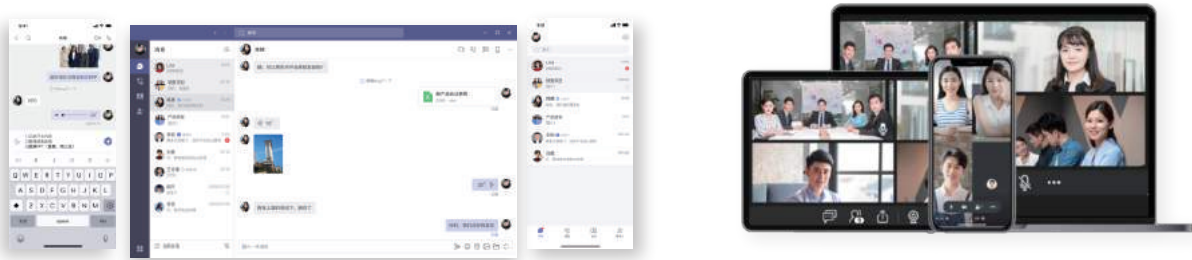
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NewLync Collaboration and Communication Platform

NewLync provides users with one-stop collaboration and communication platform, with HD audio and video conferencing, IM, phone call. It is dedicated to creating a smart, safe and more efficient way for enterprises to communicate and collaborate. Empower enterprises to achieve the digital transformation of collaboration and communication.



- Easy to install - Support all platform， use phone number to register
- Easy to use - Simple and user-friendly interface for communication
- Safe - Multi encryption & decryption methods to protect privacy & data security of the enterprise
- Stable - Cutting edge technology to ensure connection stability & reliability
- Reasonal Pricing - Flexible pricing, enterprise can choose accordingly.
- Unified - Integrate instant message, video conference and IP telephony together with IP PBX

Communication

						
Instant Message	Extension	IP Call	Confidential Meeting	Meeting Room	Inbound Call	Outbound Call

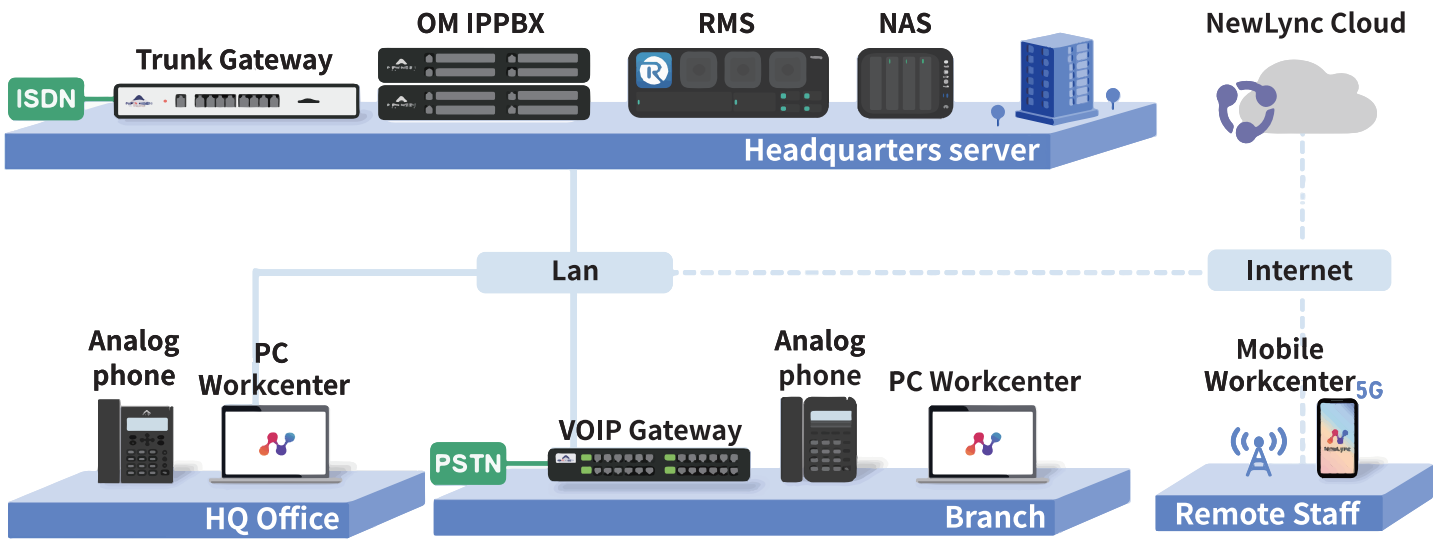
Collaboration

							
Group Chat	Audio Message	Mention	Read Status	Edit	Ping	White Board	Chat Log
							
Picture Video	File Transfer	Timed Message	Contact Book	External Contact	Call Log	Search	Enterprise Structure

Service

					All Platform			
Customer Support	On-premises Deployment	On-site Service	Customize Consult	Solution Consult	iOS	Android	Mac	Windows

NewLync+OM Solution (Public Cloud Deployment)



Mobile Work Center

Real-time collaborative communication, regardless of location and distance, for sales, purchasing, BD, shop tour supervisors, hardware and software implementation engineers and other personnel who travel frequently or are out of the office.

Real-time collaboration: Instant message, text edition, file transfer, photo, video.

One number with two extension: Calls can be picked up directly from the cell phone.

Mobile landline: Support to enter extension number or quickly initiate a call to an extension through the session/address book page, support to dial a colleague's cell phone through the session/address book page with one click, outgoing calls are dialed through the company line.

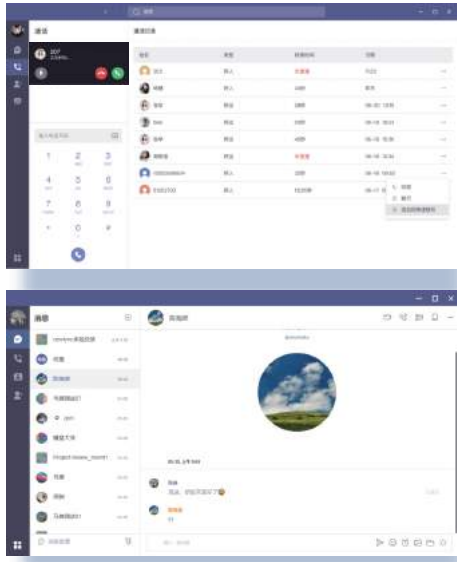
PC Work Center

Use with a headset to answer incoming calls and initiate calls directly from your computer, suitable for telemarketing, technical support services, manual customer service and other positions.

Call history: Show all call records and detailed call information, and support quick chat, add contacts to speed dial, and click to call back.

Landline replacement: NewLync account can be set as an extension number without purchasing a landline when adding new staff or office locations, which is very convenient for enterprises to carry out mobile and home office in the "post-epidemic era".

Audio and video conferencing: Support audio and video conferencing access between multiple devices.



OM IP-PBX

A highly integrated, next-generation unified communications platform. While meeting the needs of offices telephone function, it also integrates video, fax, conference, recording, mobile extensions and call center function together.

Rich business and interface capabilities

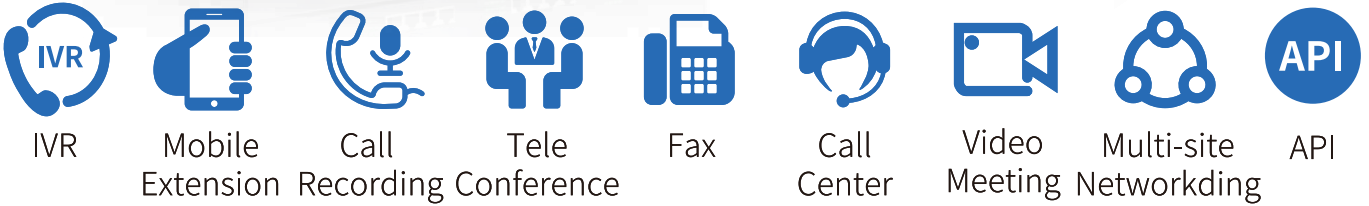
- Convergence of voice, video, fax, conference, recording, mobile extension, call center and other services
- Access to operator telephone lines via analogue trunk PSTN, digital trunk 30B+D, SIP trunk (including IMS), etc.
- Support access to various terminals such as analogue phones, IP phones, computer/cell phone extensions, video phones, fax machines, etc.
- Support docking with third party application systems and secondary development based on API interface.

Flexible deployment and easy maintenance

- Single point/multi-point phone deployment based on IP network, reducing wiring and construction costs and shortening deployment time.
- Support unified device management, centralized operation and maintenance, batch deployment, effectively reducing maintenance workload.
- Graphical web configuration interface, easy to operate.

Highly reliable and easy to expand

- Support high reliability mechanisms such as dual hot standby, power/network port redundancy, and power and network failure escape
- Smooth expansion through device cascading or license authorization





MX VoIP Gateway

A bridge between traditional device and VoIP. It can be connected to operator SIP/IMS platform or various types of IP voice platforms of enterprises through the network, and can also be connected to operator's traditional telephone lines through analogue interfaces, as well as user-side common telephone/fax machines, helping enterprises to realize the conversion of office telephony from analogue to IP voice.

- Analog voip gateway: Access to carrier analog trunk PSTN or traditional communication terminals and equipment through 2-96 FXS/FXO interfaces; maximum 96 SIP/IMS trunk account registrations
 - Digital trunk gateway: access to carrier digital trunk 30B+D or legacy 30B+D equipment via 1/2/4 E1/T1 interfaces; maximum 512 SIP/IMS trunk account registrations
- Standard SIP/IMS/MGCP protocol, compatible with various IP voice communication platforms
Including: carrier SIP/IMS platform, IP phone switch (IP-PBX), softswitch system, etc.

Provide flexible, efficient, secure and reliable voice access

- Full concurrent call handling capability
- Support high reliability mechanisms such as main/standby redundancy, power/network port redundancy, power and network failure escape
- Security policies such as access whitelist, anti-violence cracking, static/dynamic defense, TLS/S-RTP encryption
- 500 routing and number conversion rules

Easy to use and maintain

- Support unified management of equipment, centralized operation and maintenance, batch deployment, effectively reducing maintenance workload
- Graphical web configuration interface, easy to operate

NRP Series IP Phone

The NRP series includes a full range of products including basic black and white dot matrix screen phones, colour screen phones, video phones, WiFi phones, console phones and hotel phones to meet different office needs and cover all scenarios of daily office work and improves office operation efficiency.

SIP

Plug & Play

HD Voice

Multi Account

POE

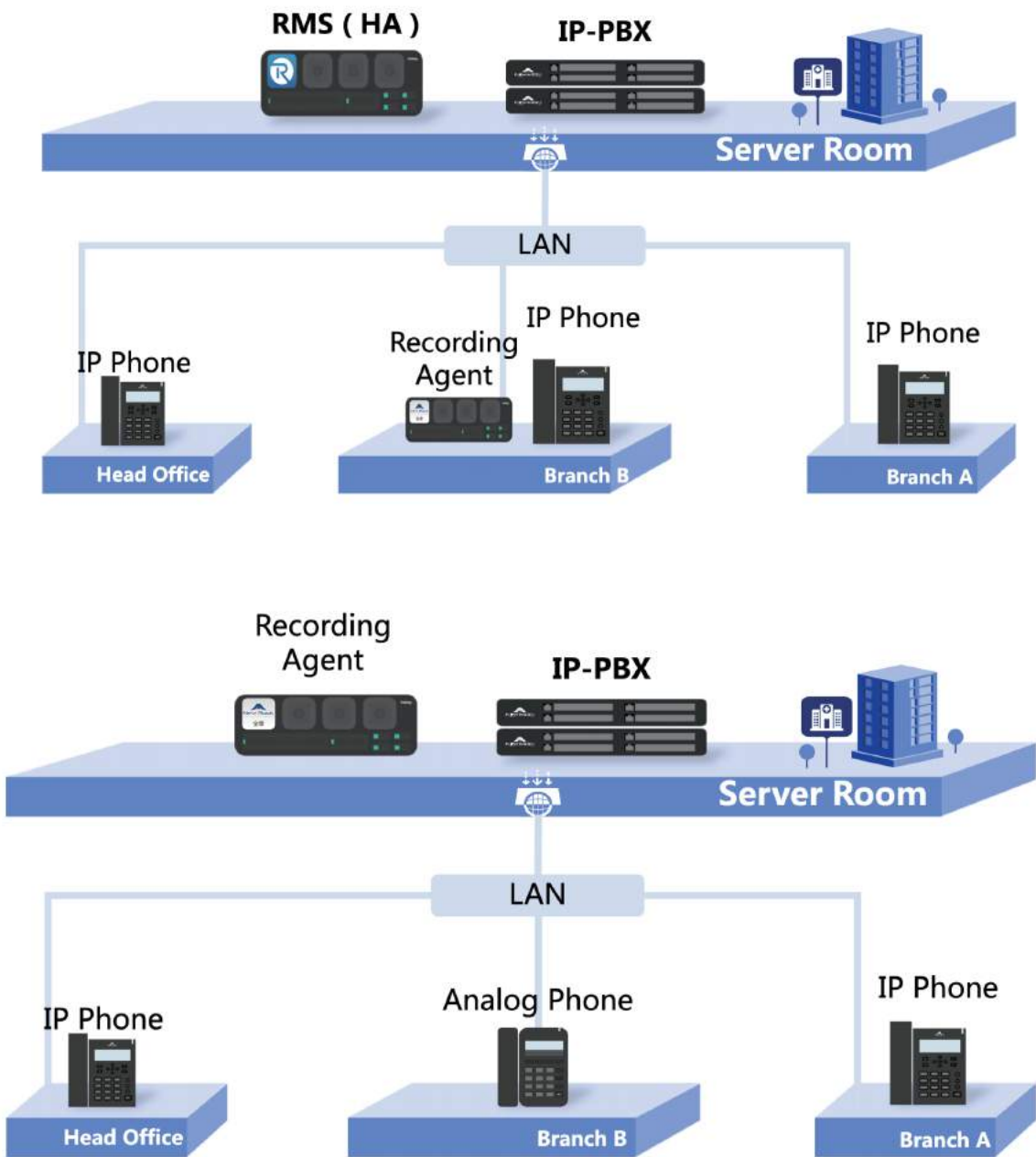
Contact Book

Easy Configuration

	Entry Level		Color Screen		Video Phone			WiFi Phone	Console only
IP Phone	NRP1202/P	NRP2002/P	NRP2013/P	NRP1212G/P	NRP1500G/P	NRP1600/P	NRP1610G/P	NRP2000/W	NRP1542GP
Display Screen	Black-white dot Matrix Screen	Black-white dot Matrix Screen	2.4-inch color screen	2.8-inch color screen	5-inch color screen	7-inch color touch screen	7-inch color touch screen	Black-white dot Matrix Screen	4.3-inch color screen
Port	100M×2	100M×2	100M×2	1G×2	1G×2	1G×2	1G×2	100M×2	1G×2
PoE	√	√	√	√	√	√	√	×	√
WiFi	×	×	×	×	×	×	√	√	×
Video	×	×	×	×	√	√	√	×	×
SIP Account	2	6	6	6	20	6	20	1	20
DSS Keys	2	2	3	4	60	140	112	11	106
UMS	√	√	√	√	√	×	√	×	×
Install	Desktop/Wall mounted	Desktop	Desktop/Wall mounted	Desktop/Wall mounted	Desktop	Desktop	Desktop	Desktop/Wall mounted	Desktop

RMS & Recording Agent

New Rock Recoring Agent and Recording Management System, can collect, store, query, play back and manage the phone recordings generated by OM IP-PBX and MX voice gateway. The basic and professional versions of recording management services are provided to meet the different needs of enterprises for recording, and are suitable for large and medium-sized enterprises, call centers, chain-type enterprises and their branches for a variety of recording needs.



PMSI

PMSI enables flexible interfacing between OM series IP-PBX and third-party hotel management software to complete a number of hotel services, such as call list, wake-up call, check-in/-check-out, permission modification, no-disturbance, etc. PMSI can be set up flexibly, eliminating the need for IT software development when interfacing with third-party wine management software, effectively reducing investment costs and improving installation efficiency.



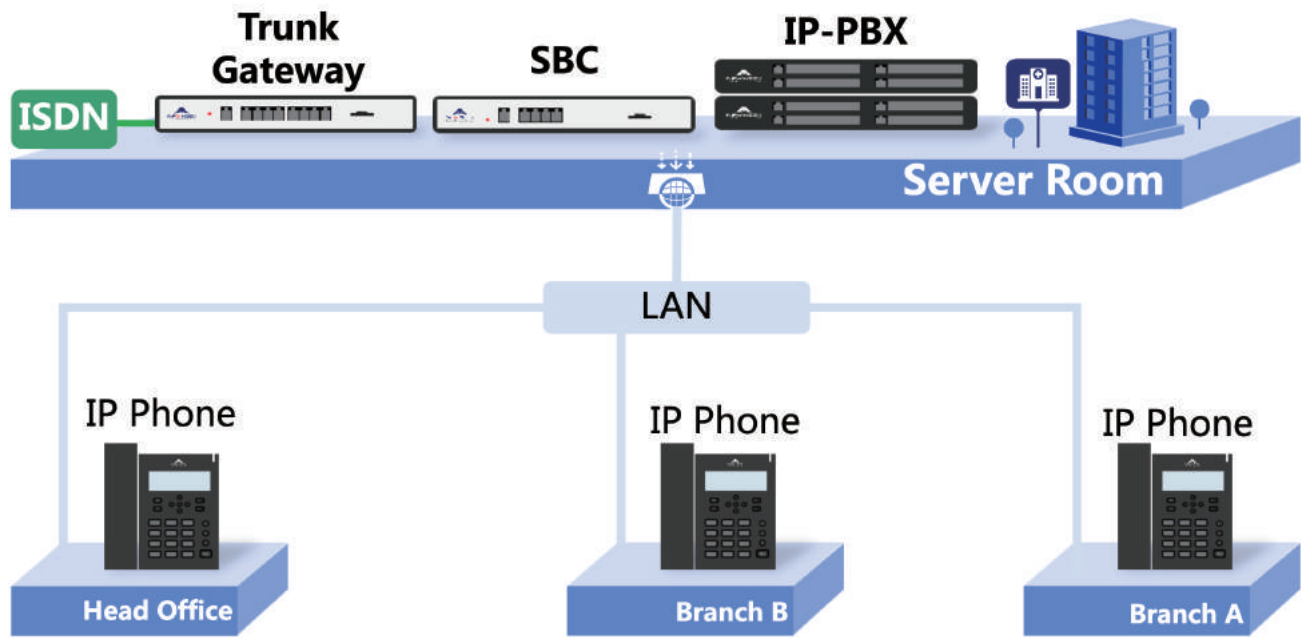
Unified Management System (UMS)

New Rock Unified Management System (UMS or UMS Network Management) supports the unified management and remote operation and maintenance of New Rock OM series IP-PBX, MX series VoIP gateways and some NRP series IP telephones. It supports large screen display for operation and maintenance, real-time monitoring of equipment operation status, batch configuration, batch upgrading of equipment, effectively reducing operation and maintenance costs and improving operation and maintenance efficiency.



Session Boarder Controller (SBC)

SBC is designed for real-time VoIP communications and is used to interconnect VoIP traffic within different IP domains, enabling interoperability and traffic aggregation of IP sessions across different locations and providing network security. It is typically deployed at the edge of a voice service provider's network (between the softswitch platform and the VoIP gateway) or at the exit of an enterprise network. It can easily and securely connect IP sessions from off-site branches of an enterprise to the unified communications server in the enterprise's intranet via VPN or the Internet, or connect the unified communications server deployed in the enterprise's intranet to the operator's IP communications service network.



Voice firewalls to protect core devices

- Topology hiding to prevent attacks on core IP voice equipment
- Blacklist/whitelist, static/dynamic defense against illegal intrusion
- Anti-DOS/DDoS attacks, anti-media streaming attacks

NAT traversal service to meet telephony network-ing and extranet endpoint registration require-ments

- Interconnection and convergence of different IP networks
- Support for VoIP protocol port conversion
- Encrypted transmission of media streams and signal (TLS/SRTP)
- Support for up to 3,000 user registrations and 600 voice concurrent channels

PT Series Lightning Protection Frame

The PT series lightning-protected distribution frame provides RJ45 network port to RJ11 tele-phone port transfer and first level lightning protection for OM series IP-PBX and MX VoIPgate-ways. Standard interface, easy to install and connect. Stable and reliable transmission perfor-mance with low insertion loss.

Type	PT2400	PT4800
RJ45Port	6	12
RJ11 Port	24	48
Voltage	≤184V	≤184V
DC operating voltage	230V(±20%)	230V(±20%)
Breakdown voltage	< 600V @ 1000V/uS	< 600V @ 1000V/uS
Max. discharge current	250A @ 10/700uS	250A @ 10/700uS
Lightning strike test severity class*	3.5kV @ 10/700uS	6.0kV @ 10/700uS
Insertion loss	0Ω, < 1.5pF	< 12Ω, < 1.5pF
Size	43×480×46mm	43×480×115mm
Weight	0.64kg	1.03kg
Temperature	-40 ~ 90℃	-40 ~ 85℃

New Rock Product

IP-PBX	OM20G 24Users 24Concurrent Calls	OM50G 62Users 30 Concurrent Calls	OM80E 216 Users 90 Concurrent Calls		
	OM200G 496 Users 120 Concurrent Calls	OM1000-UC 1000 Users 200 Concurrent Calls	OM8000 8000 Users 800 Concurrent Calls		
GATEWAY	VoIP Gateway 2-96 FXS/FXO	Trunk Gateway 1/2/4 T1/E1, SIP-ISDN	SBC 3000 Registered SIP users		
IPPHONE	Entry Level	Color Screen	Video Phone	WiFi Phone	Console
PLATFORM & SYSTEM	NewLync	UMS	RMS	Soft Console	PMSI

Hotel Errand Robots for Contactless Delivery

Creating a new smart hotel experience

Project Background

The hotel industry is beginning to employ "hotel errand robots" as part of the rapid development of information technology and artificial intelligence, and the number of service robots is exploding with the rapid development of robots in emerging application scenarios from 2018 to 2020.

Challenge

The hotel delivery robots are used to deliver takeaways, goods, meals and drinks for guests and need to notify guests by phone that the items they need have been delivered and inform them of the pick-up code to pick up the goods.

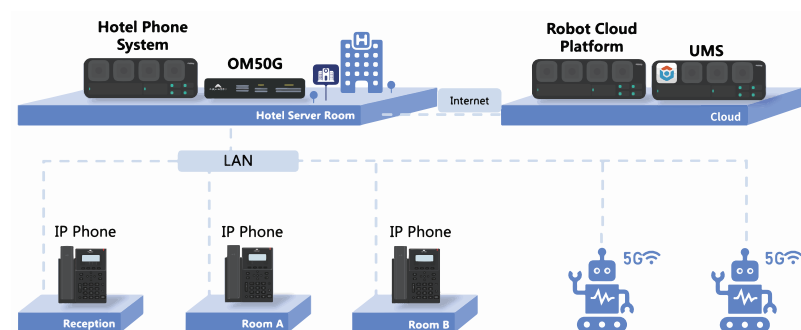
Solution

Cloud

Deploy TTS's equipment unified management system (UMS) to connect with the robot business platform NAT to give instructions to the hotel errand robots.

Server Room

An IP-PBX OM50G was deployed to connect to the hotel's existing communication system via an analogue line to complete the interface between the robot and the hotel's communication system.



Features

Reduce cost and improve efficiency

The errand robot frees hotel staff from simple and repetitive delivery work, allowing them to devote more energy to cleaning rooms and other tasks, reducing labor costs and improving efficiency.

Reducing exposure and risk

The delivery process is free of human contact, which reduces the likelihood of infections from infectious diseases such as "new crown".

Improving the service experience and enhancing the image of the hotel

The errand robots can only provide services such as bilingual announcements when notifying customers of pick-ups via the room phone, improving the service experience and enhancing the image of the hotel.

Hotel Virtual Front Desk for Automated Business Process

Creating a new smart hotel experience

Project Background

The hotel front desk has to deal with a number of tasks such as reception, contact transfer, check-in and check-out, cashiering and invoicing, and handling customer enquiries. The introduction of a virtual front desk for the hotel industry will improve customer service efficiency while greatly reducing the human resource costs of the business.

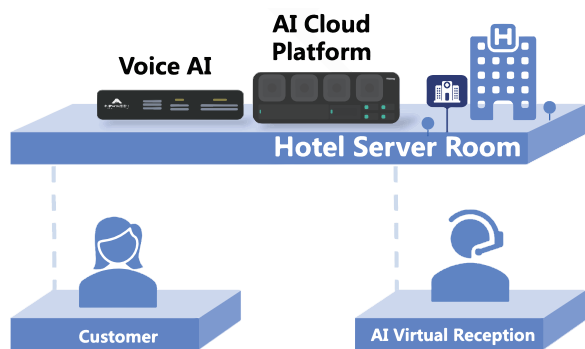
Solution

A virtual robot based on the combination of AI technology and the hotel's core business, enabling intelligent upgrades to the hotel front desk and telephone to complete specific businesses.

Replaces front desk staff with AI to make and answer calls intelligently, completing arrival confirmation, check-out and renewal reminders, guest needs and consulting services.

- 0.5 hours to complete all phone confirmations & reminders
- Always stable, standardized work with no impact factors
- Comprehensive, instantaneous information recording and automatic tagging
- Reduced pressure on front desk service and increased customer satisfaction
- Robot rental costs, much lower than labor costs

Virtual hotel front desk can effectively improve service efficiency, service quality, customer satisfaction and overall hotel image.



Features

Easy to install, easy to use

Just connect the phone line and network cable, one click to start the intelligent service, suitable for large-scale promotion

Fully automatic, freeing up manual labor

Automatic order synchronization and call answering, no human involvement, truly freeing up manpower

Instantaneous, intelligent processing

Multiple calls can be made at the same time, and business processing can be completed instantly, generating quick results

Real-time call records

Real-time recording of the call, with recording and text content available for viewing at any

Fast to Deploy, Easy to Maintain Hotel VoIP System

Smoothly dock with 3rd party PMSI within 1 day

Project Background

"Q-Box is the upscale hotel brand of Greenland International Hotel Management Group. The hotel has 233 elegantly designed rooms, a full-time restaurant, a business center, a function room, a private cinema, a chess and poker room, a gym, a footbath and a water platform.

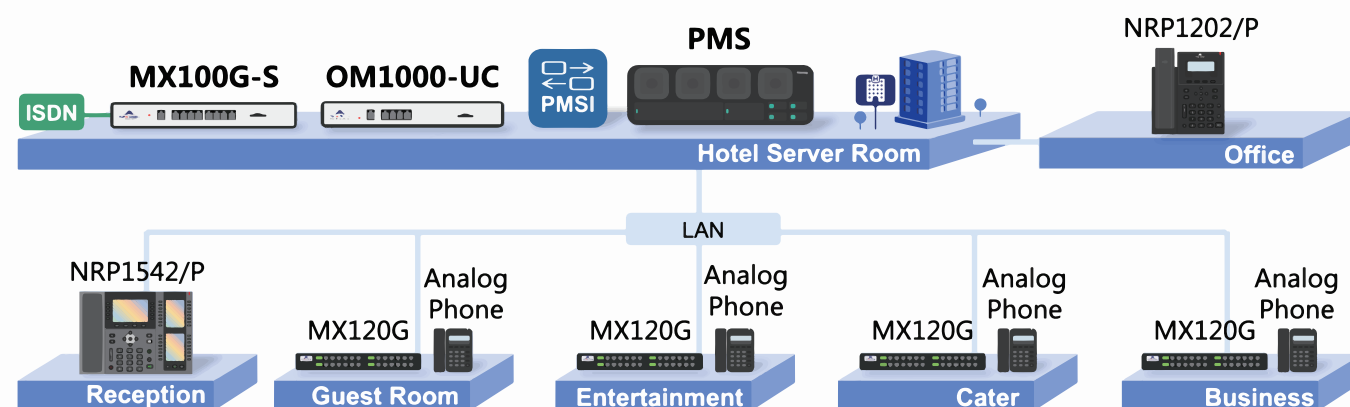
Challenge

The hotel can accommodate nearly 1,000 people at the same time. A telephone system that combines digital operation and maintenance, simple management, high compatibility and stable operation can greatly improve the operational efficiency of the hotel and increase the satisfaction of the guests. It adds to the hotel's professional and first-class service while reducing operating costs.

Solution

Server Room

- Deployment of New Rock Large Scale IP-PBX OM1000-UC to meet the simultaneous call requirements of 200 extensions in hotel rooms and other activity areas
- Deployment of MX100G-S digital trunk gateway to access 30B+D trunks
- OM1000 docking with Fidelio PMS through New Rock PMSI



Business Area

- IP telephones are deployed in the reception and office areas of the hotel and registered directly to the OM1000-UC IP PBX.
- Analog phones are deployed in the guest rooms, gym, catering areas and business center on each floor and are registered to the OM1000-UC IP PBX in the server room through the MX120G voice gateway deployed in each area to achieve unified communication on the telephone network.



“ Domestic equipment is becoming more and more reliable and we prefer to use national brands instead of imported brands, which we used to use. ”

— Peter
HOTEL IT Manager

Customer Value

Multi-level IVR navigation to meet hotel's fast and high-quality service requirements

The smoothness and stability of the call directly affects the service efficiency of the hotel and the customer's stay experience. New Rock OM1000-UC IP PBX supports 7 x 24 automatic operators, customized multi-level voice navigation and flexible setting of key destinations. The system helps guests to quickly check-in/check-out from hotels, book meetings and events, reserve gym, SPA and other hotel services with one touch. Compared with traditional customer calls transferred by a switchboard, it can greatly save the amount of switchboard operations and improve service efficiency; at the same time, it can save customers' waiting time and improve customer service satisfaction.

PMSI with flexible, customizable interfaces

PMSI can significantly improve the service level and work efficiency of hotels. New Rock IP-PBX provides open API interface, through New Rock PMSI, it can meet the interfacing needs with hotel PMS software such as Fidelio and Oracle, and easily achieve the integration of PMS functions with the telephone system.

Distributed deployment, easy installation and maintenance

The IP-PBX is easy to install, deploy, configure and maintain, with a full WEB interface that allows anyone familiar with the network and computers to install and maintain IP-PBX equipment.

High Reliability and High Concurrency

The OM1000-UC IP-PBX supports 99.999% carrier-grade reliability, with a carrier-grade professional hardware platform, dual power supplies, dual network port redundancy, dual hot standby (main/standby switching time <5 seconds), dynamic load balancing and other advanced technologies to ensure "0" voice interruption. At the same time, one OM1000-UC supports a maximum of 1,000 extensions and 200 high concurrent calls to meet the needs of various departments and residents of the hotel.

Smart Flexible High Efficient IP Phone System for SME

A low cost high efficiency solution

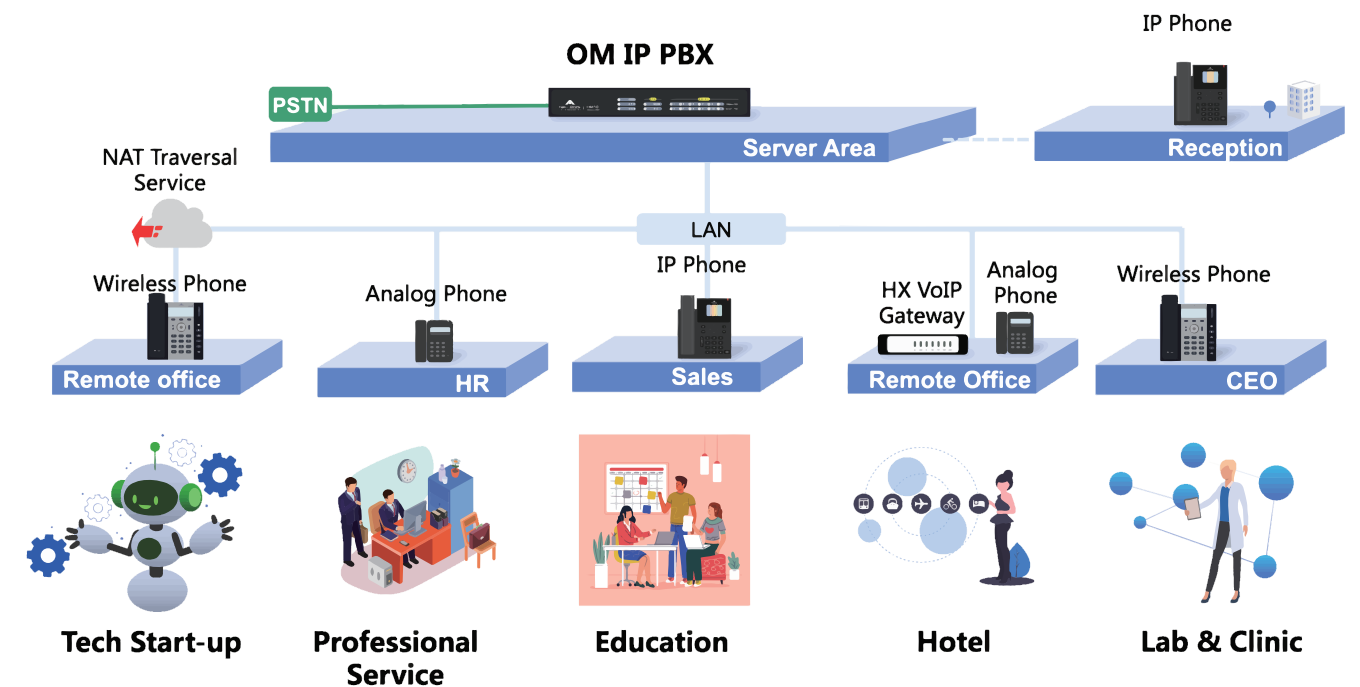
Project Background

Under normal circumstances, small and micro enterprises usually apply to local operators for a telephone line for the office telephone needs.

Challenge

Externally, there is no unified switchboard number and personalized welcome message for incoming calls, which cannot effectively display the corporate brand image. Internally, employees cannot dial each other on extensions, resulting in high communication costs and low communication efficiency.

Solution



Customer Value

7x24 Automated Call Answering and Precise Assignment

- Customized welcome message and multi-level voice guidance (IVR) to enhance corporate brand image
- Automated answering of incoming calls 24/7, eliminating the need to hire a dedicated staff and reducing labor costs in the long run.
- Automatic queuing and waiting music playing when receiving multiple calls

Save Communication Costs on Internal Communication

- OM20G/50G support NAT traversal service, allowing access to remote extensions and mobile app extensions without the need for high fixed IP.
- All extensions can dial each other for free and share the external line of the headquarters.
- Supports one-click call forwarding and transferring, and users can hold conference calls at any time.

Distributed deployment, easy installation and maintenance

The IP-PBX is easy to install, deploy, configure and maintain, with a full WEB interface that allows anyone familiar with the network and computers to install and maintain IP-PBX equipment.

Features

- Simple to use and easy to maintain. The admin interface is easy to operate and requires no specialist IT support.
- Rich voice services Switchboard/extension, voice navigation, caller ID, call forwarding, transfer, surrogate, simultaneous ring, call authority, three-party calling, fax, etc.
- Unified communication service call recording, simple call center, mobile extensions, teleconferencing, etc.