



- ◎ Snom Technology USA seeks out a solution that is compatible with phones that support multiple SIP registrations.
- ◎ QX50 installation allows for a registration in the overseas Lync and one for the on-premise PBX. Now outbound calls will display local numbers.
- ◎ Audio Conference Bridge and Mobile Toggling were installed. The Audio Conference Bridge enhances communication for global offices. The Mobile Toggling allows users to switch between their desktop phone and smartphone without dropping the call or using call forwarding.
- ◎ Updated GUI offers a more user-friendly interface.

## Snom Technology USA Calls for a QX50

Snom Technology, a global provider of VoIP telephones, prides itself on providing high-quality, cost-effective business solutions. With a decade of VoIP experience and open standards products, Snom Technology phones are compatible with a wide variety of IP PBX solutions.

Snom Technology USA was in need of an IP PBX that simplified international calling. With Snom Technology's Lync server located in Germany, any calls made in the US display an international number, confusing potential customers. Since Snom Technology phones support multiple SIP registrations, there was a need for a registration on the Lync and another for the on-premise IP PBX to display local numbers to outbound calls. As both Snom Technology and Epygi are open standards, configuring the QX50 with their IP phones was simple Plug-and-Play.

The IP phone manufacturer also utilizes the Audio Conference Bridge maintain effective communication between their global offices. The Mobile Toggling for iQall license was also installed, allowing users to easily switch between their desktop phone and smartphone without using call forwarding or interrupting the call.

The QX50 will be used both in the office and at tradeshow, so Snom Technology can demo their vast variety of desktop and DECT phones and paging systems on site. The compactness of the product and the metal enclosures make it easy to travel with.

In addition to the updated hardware, the GUI has been improved upon as well. "Our techs really like the new GUI. They find it more intuitive and user-friendly," said Tom Ostrander, Director of North American Channel Sales.

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