

About ESI

Information for a prospective customer



0450-0300
Rev. F



Overview

Estech Systems, Inc. (ESI) designs, manufactures and markets advanced, highly featured, business communications systems for small and mid-size companies. ESI's products are sold and supported directly through a carefully selected, nationwide network of factory-trained Resellers. ESI has enjoyed remarkable growth and uninterrupted profitability since its inception in 1987. To date, the company has built and shipped over 100,000 systems. ESI is a privately held corporation headquartered in Plano, Texas.

ESI and its products have been embraced by its customers since it introduced award-winning voice mail and telephone systems to the telecommunications industry more than a decade ago. ESI was the first manufacturer to build a truly "combined" telephone and voice mail system and has numerous patents granted on the unique design and features. ESI is highly regarded for the reliability of its products and for supporting unique, real-world applications that provide practical and effective features. Progressive vision, leading-edge technology, legendary reliability and award-winning products define ESI.

History

ESI was founded in 1987, introducing products designed for the hospitality marketplace. In 1990, the company made a strategic shift to serve the small business voice mail marketplace. The Escort™ automated attendant and VoiceWorks voice mail systems were the first products developed for this broader market. They served as the catalyst for ESI's extensive development in Digital Signal Processors (DSP) controlled voice storage. DSPs — high-powered semiconductors that manage analog functions in a digital environment — and related software can replace hundreds of hardware components, making the design and production of new systems, along with the upgrading of existing systems, more efficient and cost-effective.

In 1995, ESI used its advanced voice storage and DSP software development skills, combined with phone system hardware design expertise, to create the first single-processor-based phone and voice mail product, the IVX® All-In-One Phone System.

Building on the knowledge gained with the creation of the original IVX, ESI released the IVX 128, its All-In-One Phone System with a 128 port capacity. After voice mail became a requirement for all modern businesses, ESI created the 20-port IVX 20 for the small-business market..

In 1999 ESI began developing the IP Series All-In-One IP Phone System. Released in 2001 after extensive research and testing, the IP Series leveraged ESI's core strengths and squarely placed ESI as an early leader in the exploding VoIP (Voice over Internet Protocol) marketplace. Also in 2001, ESI released the Remote IP Feature Phone — giving remote users full access to ESI phone system features.

Esi-Link, released in 2002, further expanded ESI's IP capabilities, offering customers with multiple locations the convenience and cost savings of a networked communications system.

In 2003, ESI released an all-new generation of products including the IP and IVX E-Class, and the IVX S-Class. Newly designed 12, 24, and 48-Key phones were also introduced, each serving specific customer needs. These products brought such innovations as the Integrated Answering Machine™, a voice storage product for customers who do not require voice mail, and Esi-Mail™, the first unified messaging application designed exclusively for small to medium-sized businesses.



Core technology

ESI chooses to design and build all of its products, using internally developed technology wherever possible. The significant investment in these core capabilities has created an extraordinary depth of technical expertise and is the foundation that allows the company to be true product design innovators.

DSP leadership

Digital signal processors (DSPs) are high-powered semiconductors that manage analog functions in a digital environment. Using ESI's designs, a DSP, along with related software, replaces hundreds of hardware components.

Such powerful and intelligent DSP usage, along with bold architectural designs, creates products that use significantly less hardware. The result is increased reliability and greater long-term customer satisfaction. ESI products lead the industry in actual DSP content and, more importantly, in the exceptional application of our custom-developed DSP algorithms. This results in stronger, more reliable DSPs than those of the DSP manufacturers themselves.

A good example of this DSP design approach is in the telephone design itself. At ESI, we use a single, high-powered DSP loaded with custom algorithms to process the features you look for in a phone system — like a speakerphone and the display information that appears on the LCD. As a result, ESI's phones deliver unique combinations of features other phone systems simply cannot match.

Beyond the integration of voice mail

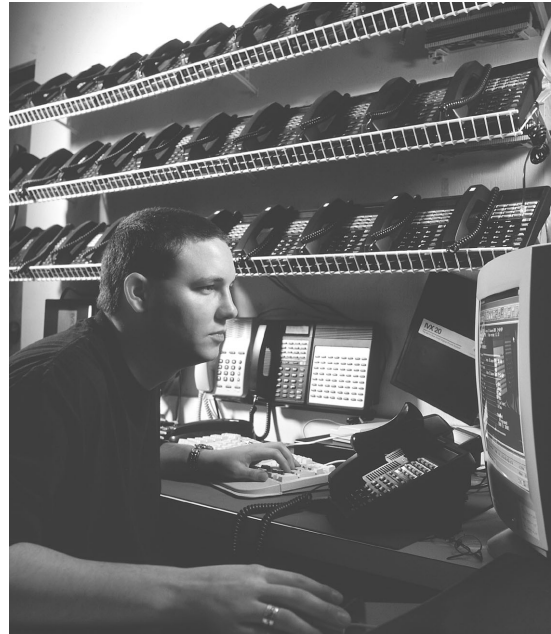
Traditionally, voice mail systems are an adjunct to the phone system and require separate hardware and software. Using either standard analog or digital interfaces to connect the phone and voice mail systems requires that calls be "passed" between the PBX and the voice mail system, often many times, in order to process a single call. More recent developments moved voice mail systems inside the phone system's cabinet, sharing the power supply and data back plane. While this slightly improved approach *looks* completely integrated, it still requires separate phone and voice mail operating systems, along with separate programming and support structures.

ESI's patented approach combines both functions into one. Call handling and voice processing are designed together, all operating on a single platform as an integral part of the operating software and are designed to provide years of reliability and customer satisfaction. This goes well beyond the pseudo-integration concepts used by competitors

VoIP capability

VoIP (Voice over Internet Protocol) was originally designed to be used between PCs as a way to avoid the toll charges of traditional long distance service. As the market matures, customers and manufacturers realized the technology could offer much more. VoIP is rapidly emerging as the ideal business solution for many employers and employees. It isn't just about free long-distance calls from home and it isn't just for very large corporations; it's a viable business solution for all companies. ESI is leading the charge in delivering IP-based solutions designed specifically for the small to medium-sized business market.

In keeping with ESI's design implementation philosophy, the company developed its own enhanced VoIP capability. Because ESI develops all the components integral to the design, the resulting products offer a complete and total solution that has earned strong industry praise. ESI believes VoIP is one of those core technologies that will fundamentally change how people communicate. Acting on that belief, ESI developed and successfully introduced products that capitalize on those market changes.



Quality

Technical support

The ESI Technical Support Center consists of highly trained industry professionals who provide remote diagnostics and phone support to Resellers. All Resellers must attend in-depth, multi-day training classes and be certified before selling and installing ESI products. Rest assured that ESI trains Resellers to provide a high level of immediate support and that they are backed up by the best Technical Support Center in the industry today.

Manufacturing

The ESI manufacturing operation is a premier facility, having built hundreds of thousands of system components and circuit boards. ESI procures, assembles and performs all quality tests in its manufacturing facility in Plano, Texas.



Quality assurance

ESI is proud to be an ISO 9001-certified company.

Moving beyond certification, ESI has made the ISO standards of quality assurance an inherent part of its everyday business philosophy and practices.

Distribution

ESI firmly believes in the value of a strong distribution partnership with Resellers. ESI is committed to building long-term distribution relationships with solid companies that demonstrate strong service and support infrastructures. Because of ESI management's strong commitment to support this select group of Resellers, your decision to purchase your phone system from an ESI Reseller will result in many years of satisfaction.

Patents

ESI has several significant and potentially valuable patents. ESI takes a unique approach to product design, which has been the cornerstone of its success. Protecting of intellectual property through the patent approval process ensures that significant ESI design accomplishments will remain its property in the future.

For example, patent #6,252,944 was awarded on June 26, 2001. This patent awards ESI ownership of the technology that combines a phone system and a voice mail system in a single platform, controlled by a single processing method. While other manufacturers worked to tightly integrate these two systems, ESI envisioned building a single product, incorporating both a phone system and a voice mail system on a single platform, controlled by a single operating system.

Earlier, on May 23, 2000, ESI was awarded Patent #6,067,349 — "Dialing Using Caller ID." ESI's technology allows users of the IVX Series and the IP Series to maximize the power of Caller ID service available from their provider.

For example, if someone calls a user and leaves a voice mail message, the user can redial the caller by pressing a single key. Additionally, just one touch of a different key on the Feature Phone adds the caller's name and number to the user's personal speed-dial list for easy recall at any time. All of this is possible because ESI's patented enhanced Caller ID technology allows its systems to store Caller ID information with each saved message and even display it during playback of the message.

Products

All ESI products are designed for small to medium-size businesses. The main product categories are: voice mail systems, digital phone systems, and IP-based PBX phone systems.

VoiceWorks 16 — Enhanced voice mail for non-ESI phone systems

This powerful, high-quality voice mail system is compact in design and readily interfaces with most non-IVX business phone systems. VoiceWorks 16 handles up to 16 ports of voice traffic simultaneously, providing up to 1,000 voice mailboxes for individuals, groups and guests. VoiceWorks 16 also offers digital pager notification.

E-Class

The E-Class is ESI's most comprehensive class of systems, offering a complete package of features, cost-effective expansion, IP functionality, and advanced messaging capabilities.

The IVX E-Class consists of the IVX 128e and the IVX 72e. Both offer a complete package of features, such as a selection of 12, 24, or 48-Key Feature Phones, cost-effective expansion, automated attendant, automatic call distributor (ACD) and voice mail. The E-Class also offers special ESI-innovated features such as live call recording, live call screening and the Verbal Help Guide.™ In addition, IVX E-Class boasts extensive expandability, with up to 126 call-processing ports, up to 280 hours of voice storage, and support for T1, ISDN PRI, and TAPI computer telephony interface (CTI).

The IVX Local Network Card (LNC) adds advanced IP capabilities to the IVX E-Class product line, allowing existing customers to benefit from VoIP technology. The LNC installs in an IVX E-Class card slot, allowing the system to connect to the customer's Local Area Network (LAN). With the LNC, the optional Remote Network Card (RNC), and Esi-Link multi-site networking software installed into an IVX E-Class system, up to 12 Remote IP Feature Phones and up to 100 IVX and/or IP PBX systems can be connected across an enterprise's Wide Area Network (WAN).



The IP E-Class includes the IP 200e and IP 40e (handling a maximum of 198 and 70 call-processing ports, respectively). These are advanced IP network-based business telephone systems combining the best of the telephony and data worlds. The IP Series combines the rock-solid performance and the acclaimed telephony features of IVX with the state-of-the-art delivery of packetized voice to the desktop via the existing LAN/WAN.

Options such as easy expandability, Esi-Mail, Esi-Link, and the Remote IP Feature phone allow the E-Class system to grow with your company and to anticipate your future needs.

IVX S-Class

The IVX S-Class system is designed for small to mid-sized businesses with flexible voice mail needs and moderate growth requirements. The IVX 42s standard configuration supports four CO lines, eight digital stations, and two analog stations. It grows to as many as 12 CO lines, twenty-four digital stations and six analog stations, and is ideally suited to handle the majority of small business growth requirements. Additionally, the IVX 42s offers different voice mail options based on customer needs.

For the active voice mail customer, a six-channel, thirty-hour memory module provides the best combination of channels and message storage space. For the less active user, a four-channel, two-hour message CompactFlash option is available. Any IVX 42s system can be upgraded to a six-channel, thirty-hour message storage by installing the six-channel memory module.

The Integrated Answering Machine™ offers many of the same features as ESI's award-winning systems with voice mail, but is tailored for small businesses that need advanced answering machine capabilities.

IP-based networking

Any E-Class system can support IP-based multi-site networking simply by installing Esi-Link multi-site networking software. Up to 100 IVX and/or IP E-Class systems can be connected across an enterprise's WAN. To support Esi-Link, simply add an Esi-Link Remote Network Card to the appropriate ESI system. Esi-Link provides a level of intelligence for call handling and message handling between locations beyond that of any other system from any other manufacturer. For large customers with multiple phone systems, an optional IP Gateway is available that allows another manufacturer's phone system to connect to the Esi-Link network.

The IP Feature Phone is one of the industry's leading Ethernet®-based telephones. It has the industry's only built-in, proprietary Quality of Service (QoS). Installation is as simple as plugging the phone into any available 10/100Base-T Ethernet LAN port. The features and functions available to users are identical to those of the IVX Digital Feature Phone. In offices with desktop PCs, installation consists of simply plugging the LAN Ethernet connector into the phone, then connecting the phone to the PC.

Unified messaging

Esi-Mail is a user-installable, unified messaging option for the E-Class phone systems and was developed exclusively for small to medium-sized businesses. With ESI's Esi-Mail, you can view your voice and email messages in one inbox, prioritize each message by importance, and play back voice mail messages in any order.

The Esi-Mail toolbar integrates with Outlook 2000/2002® and allows **synchronized** control between your Outlook inbox and your voice mailbox. This means that as you delete voice mail messages using your Outlook inbox, Esi-Mail deletes them from your voice mailbox. While listening to a message, you can easily reply to or call back the user that left the message. Any time you launch Outlook, your inbox reflects all the message activity in your voice mailbox.

The **Network Services Processor (NSP)**, a required component of Esi-Mail, is the interface between the ESI phone system and the network. It is a field-installable component for ESI E-Class phone systems. The NSP is available for 5, 25, or unlimited users.

Keys to ESI's success

- **Customer satisfaction** — ESI's commitment to total customer satisfaction has earned it a strong reputation among Resellers, who demonstrate strong loyalty to the ESI product line. Because of their confidence in ESI's commitment to customer satisfaction, they provide similar high levels of service to their own customers — resulting in similar loyalties.
- **Financial stability and strength** — ESI has been self-funded and profitable since its inception. Effective management of the company's growth (in excess of 35% per year over the past five years) and sound fiscal practices are the guiding principles within the ESI management team.
- **Focused product development** — The cornerstone of ESI's success is incorporating the newest advanced and viable technologies into usable, real-world products. Further, by listening to customers, ESI creates and then enhances those products. That is why ESI consistently earns praise for exceeding customer expectations.



Why buy an ESI product?

ESI understands the needs of small and medium-sized businesses like yours, and designs systems with you in mind. ESI doesn't waste space and system resources on features that are too confusing or complex for everyday use; nor does ESI add features that decrease employee productivity. These elemental design decisions lead to real-world systems that solve your communications needs. ESI includes only features that are powerful, robust and still practical — not just features that look good on a specification sheet.

In small and medium-sized businesses like yours, employees are often called on to do more. ESI knows that each of your customers means just a little bit more to your bottom line. In a perfect world, your customers would reach the right person every time — on the first ring, with no waiting. In today's hectic environment, that is often not possible. A phone system with standard features like automated attendant and automatic call distribution helps get your customers to the right person quicker and more efficiently. ESI understands the importance of your customers to your success, and has built these features directly into the system — no costly upgrades or additional resources necessary.

ESI understands that even small companies benefit from access to technologies like unified messaging and Voice over IP. Customers can add Esi-Mail, Esi-Link and Remote IP Feature Phone capabilities into ESI digital systems as well as IP systems. You can experience the power and flexibility of these applications now, or in the future when you are ready.

Businesses are searching for suppliers whose products are designed to meet their specific needs. ESI continues to evolve, developing products that are significantly easier to use than those of our competitors. ESI combines today's products with a clear vision of the future and is prepared to grow with you, now and for many years to come.

We make it easy to communicate!



We Make It Easy To Communicate

Visit us on the Web at www.esi-estech.com.

Copyright © 1999–2003 ESI (Estech Systems, Inc.).

Visit ESI on the Web at <http://www.esi-estech.com>.

IVX is a registered trademark, and Esi-Mail, Esi-Dex, Integrated Answering Machine, Quick Groups, Quick Moves, Virtual Mailbox Key, Missed Call Key, Auto Page, Quick Page and Verbal User Guide are trademarks, of ESI. Other registered trade names mentioned herein are trademarks of their respective owners. ESI phone systems are protected by U.S. Patent 6,067,349 and 6,252,944, and other patents pending. ESI is an ISO 9001-certified company.

Product details are subject to change without notice.
