

# Communication Solutions that Scale With You

- » Phone
- » Fax
- » Messaging
- » Reporting

## Summary of Capabilities



# Overview of Primevox Communications Telephony

Primevox is a Houston, Texas-based VoIP company that offers cutting-edge, next-generation VoIP services with unparalleled reliability and customer support, a 99.999% SLA, patented proprietary inter-PBX routing technology, and robust encryption.

Primevox uses a first-of-its-kind, patented artificial intelligence (AI)-based VoIP proxy cluster with built-in redundancy technology. This technology seamlessly optimizes call routing for the highest call quality, lowest downtimes, and fastest recovery times from failover in the industry. Most telecommunication providers use basic primary or secondary failovers, which results in a high potential for dropped calls and extended downtimes.

Primevox's novel AI technology simultaneously and imperceptibly routes calls between our five data centers, choosing the best route for each call within ≈400 milliseconds.

(Figure 1). Thus, just as a GPS might constantly re-route navigation in real time to avoid crashes and traffic jams, Primevox's non-centralized system and built-in redundancy ensures 1) data is always copied internally within at least two of the five data centers so calls are not dropped, 2) calls are reinvented in real time, no matter the carrier of the caller on the other end, and 3) calls recover nearly instantaneously from global outages (Figure 2).

Primevox uses Open Standard SIP, which enables our system to be compatible with innumerable manufacturers and software programs. All calls are encrypted to the maximum possible extent and are HIPAA compliant and third-party verified. Moreover, our patented AI technology and cloud-based solution ensures your service is infinitely scalable both vertically and horizontally.

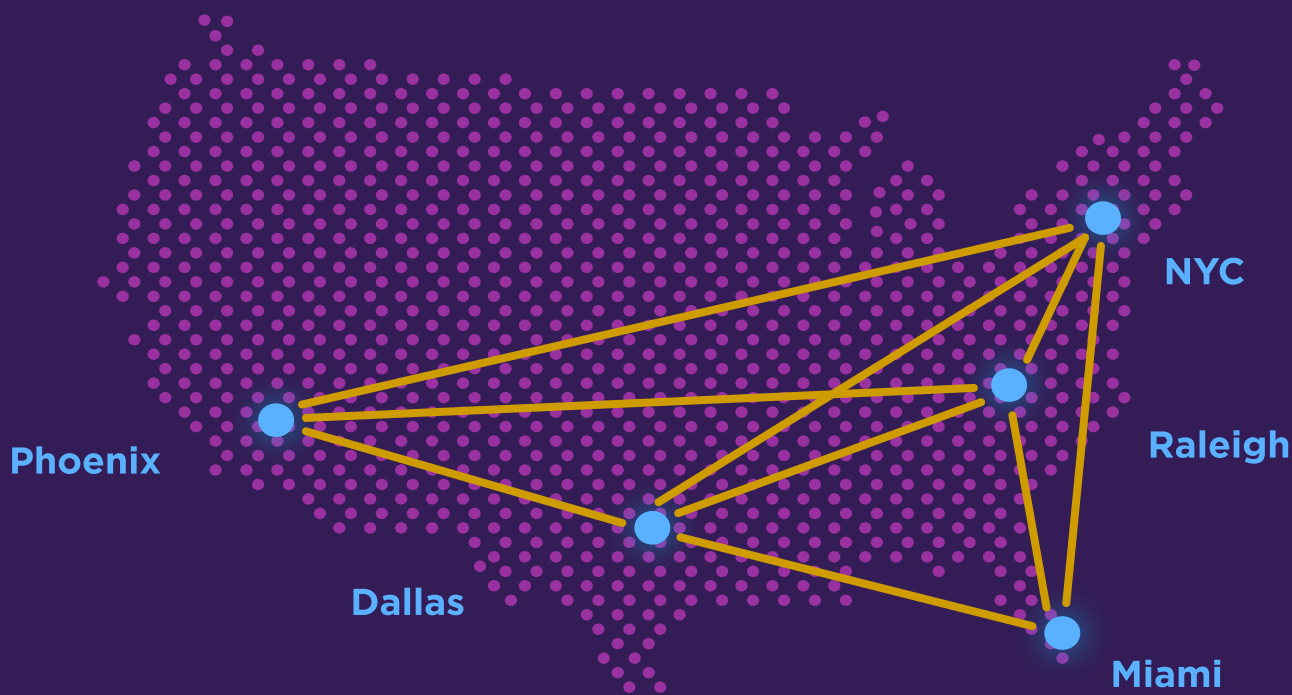


Figure 1. Call data routing and duplication/redundancy between Primevox's five US data centers ensures the highest uptimes in the industry and undetectable failovers.

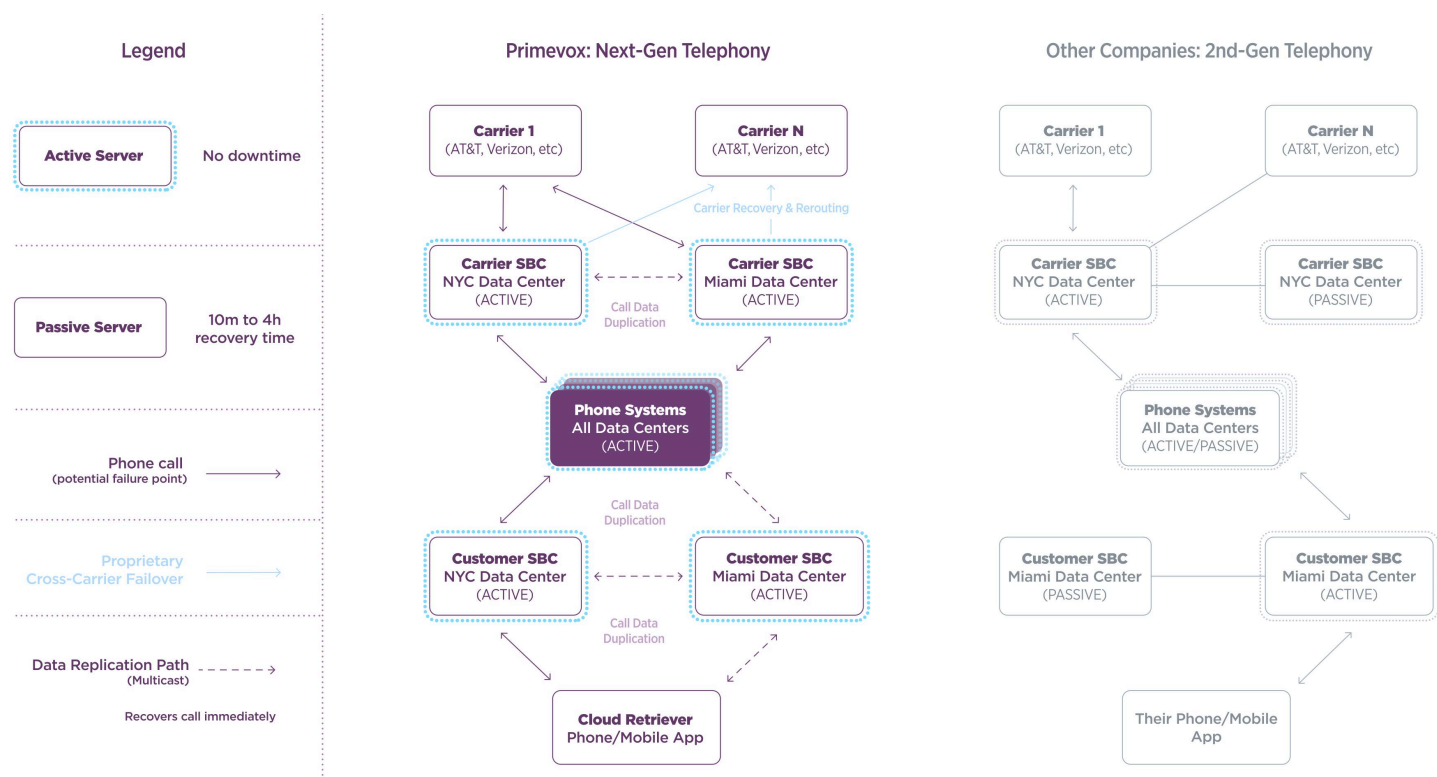


Figure 2. Primevox’s patented next-generation AI technology ensures multi-master replication (i.e., all pathways remain active) and always duplicates call data at a minimum of two data centers to eliminate downtime. In contrast, 2nd-generation competitors employ a passive/active approach without duplication, resulting in high downtimes, dropped calls, and slow failover (i.e., call recovery times of 10 minutes to 4 hours). SBC: Session border controller.

## System Architecture and Capabilities

Virtually infinite horizontal and vertical scalability is the cornerstone of Primevox’s patented technology. With little to no on-premises equipment to fail or become obsolete, and Primevox’s continual efforts to push the limits of flexibility and functionality, we can easily grow to meet our customers’ evolving needs.

### Networking Requirements

Even with the largest conceivable installation, customers will not need to increase bandwidth as they grow over time. Table 1 shows Primevox standard test results under standard test conditions.

**Table 1. Primevox standard test results under standard test conditions**

Parameter	Primevox Results
<b>Bandwidth</b>	64 Kbps per phone call
<b>Latency</b>	36 ms
<b>Jitter</b>	<5 ms
<b>Packet Loss</b>	0%

## Integrations/Interoperability

We handle the programming and maintenance of integrations for our customers at no additional cost. Primevox can support integration with innumerable applications (e.g., Google, Microsoft 365) and any manufacturer device that supports Open Standard SIP (e.g., Polycom, Grandstream, Cisco, Yealink, Algo). Our team of software engineers loves to create new integrations with outside systems, so we can build almost anything our customers come up with, your imagination is the limit, since we genuinely believe that anything is possible with enough code.

Primevox can easily program desktop VoIP phones, softphone apps, and softphone desktop software to accommodate the specific needs of various industries and customer types. Options for codes and customizations are essentially limitless—e.g., panic button, lock-down codes, codes that trigger emergency messages to select groups, speed dial options—and can be programmed to notify select individuals and off-site distribution lists.

## Connectivity: 911 and Analog Connections

Our capacity to connect to analog devices is unlimited. Paging systems, faxes, external ringers, and other existing analog systems can connect with the Primevox platform using a Grandstream HT818 ATA device. We also interface with POTS lines, FXO/FXS, and other analog systems for 911 calling/survivability, including two-way radio integration using an analog interface and emergency response email notifications. These devices interface with Primevox's system via Open Standard SIP, with on-premise connectivity via FXS or FXO ports for analog devices.

Emergency calls and emails can be placed by all of a customer's employees using Primevox's softphone or desktop apps and can be programmed to notify select individuals in real time as well as an off-site

distribution list via phone or email. Primevox easily accommodates notifications to multiple emergency response locations and supports high granularity of location information conveyed to police when a 911 call is placed.

## Uptime and Downtime

Owing to our proprietary method of AI-based redundancy technology shown in Figure 2, Primevox has experienced an uptime of 99.999% (i.e., less than 6 minutes downtime per year) since inception, including 100% of uptime and 0 minutes of downtime over the last four years.

## Failover

Because all data pathways in the Primevox system are always active (Figure 1), failover is near-instantaneous and undetectable by Primevox users. If another carrier experiences an outage, and their back-up system is active, Primevox automatically reinvents the carrier back to the call with a high success rate. If a user's phone dies, Primevox will reinvent the call six times.

## Disaster Recovery and Redundancy

In terms of disaster recovery, the Primevox platform replicates data at five geographically separated data centers (Figure 1), which is virtualized using the VMWare platform. Primevox can securely store unlimited quantities of data using TLS-encrypted, HIPAA-compliant Amazon S3 Object Storage. Data can be stored for up to two years. Utilizing an odd number of geographically disparate set of data centers, uptime is guaranteed as long as a majority of data centers are online (i.e., the "majority quorum") to maintain proper AI and cluster operations. In 9 years of operating this revolutionary system, the majority quorum has never been lost.

## Data Storage Capabilities

Primevox data is stored using encrypted Amazon S3 object storage and can be stored for up to 2 years. As storage capabilities are infinite, Primevox can easily meet customers' data storage, retention, and monitoring requirement needs for thousands of users, and needs can be adjusted on a site-by-site basis. The two-year data retention period can be extended and customized, as our platform is built in-house and is therefore easy for us to make enhancements. Data retention can be set differently for digital faxes, voicemail messages, call recordings, etc.

We have hired, on a yearly basis, a 3rd party compliance and security company to audit our company business practices and technical practices to ensure HIPAA compliance, which ensures data is encrypted and stored/transmitted securely.



# Telephony Features and Functions

Primevox is committed to continually improving our platform and expanding our feature set to deliver even more value to our users. We regularly add new capabilities based on real-world feedback and evolving business needs. Most features are designed with infinite scaling in mind, allowing your system to grow effortlessly alongside your business. Our focus is on building tools that make communication smarter, faster, and more reliable.

## Business Communications

### Phone

3-Way Calling

7-Digit Dialing

Analog Telephone Line Adapatibility

Business Hours (Call Schedules)

Call Blocking

Call Confirmation

Call Forwarding

Call Hold

Call Menu (IVR/Auto Attendant)

Call Parking

Call Recapture

Call Recording

Call Screening (CAPTCHA)

Call Transfer

Caller ID Prefixes

Centralized Presence on Every Device

Click-to-Call Chrome Extension

Conference Bridges

Custom Greetings

Customizable Feature Shortcuts (Star Codes)

Customizable Hold Music

Desktop App for Mac and Windows

### Device Provisioning Templates

Dial-by-Name Directories

Distinctive Ringtones

Dynamic Caller ID

Emergency Calling (e911)

Feature Shortcuts (Star Codes)

Find Me, Follow Me (Simultaneous Ring)

High-definition (HD) Voice

Incoming Caller ID

International Calling

International Number Support

Mobile App for iOS and Android

Multi-Recipient Voicemail Notifications

Multi-Destination Toggles (Night Mode)

On-Demand Call Recording

Overhead Paging Support

Paging/Intercom (1-to-1)

Paging/Intercom (Groups)

Priority Routing (VIP Caller)

Queue Call Back Request

Queue Position Announcements

Queues

Ring Groups (Hunt Groups)

Scheduled Wakeup Calls

Shared Contacts (Phonebooks)
SIP Device Provisioning
SIP Trunking
Soft Deletes
Two-Way Toggles (Night Mode)
Toll Free Number Support
Transfer Direct to Feature
Unlimited* Calling to US+Canada
Up to 5-digit Extensions
Virtual Extensions
Visual Call Schedules
Visual Voicemail
Voice Pitch Shift
Voicemail (Personal and Shared)
Voicemail IVR
Voicemail Notification Schedule
Voicemail Notifications via Call, Text, and Email
Voicemail Transcription
Voicemail-to-Email Audio Files
Zero Touch SIP Device Provisioning
<b>Fax</b>
Analog Fax Machine Support
Digital Faxing
Dynamic and Static Fax Cover Pages
Fax Confirmation Pages
Fax Detection
Fax-to-Email
<b>Messaging</b>
Unlimited* SMS/MMS messaging
Bulk SMS/MMS Messaging
Group SMS/MMS Messaging

Messaging Templates
Missed Call SMS Auto Reply
MMS (Picture) Messaging
Scheduled SMS/MMS Messages
SMS (Text) Messaging
SMS Auto Response
SMS-to-Email

### Intelligence (AI) and Automation

AI Call Summarization
AI Call Transcription
AI Sentiment Analysis
AI Virtual Phone Agent
Automations (Macros/Workflows)

### Integrations

API Routers
Centralized API Key Management
Open API
Microsoft and Google Contact Sync
SMS via API or Zapier
Webhooks (Realtime Event Streams)
Zapier

### Service and Support

24×7 Phone and Email Support
Customizable Data Retention Policies
Disaster Recovery with 5-site replication
Knowledge Base
Service Level Agreement (SLA) 99.999% uptime
Service Level Agreement (SLA) for support

## Reporting and Analytics

Audit Logs
Call Logs
Call Menu (IVR/Auto Attendant) Report
Call Reporting Tags
Dashboards
Dependency Trees
e911 Report
Extension Report
Fax Analytics
Messaging Delivery Logs
Outbound Dial Report
Phone Number Report
Queue Detail Report
Queue Summary Report
Queue Supervisor Console (Call Leaderboards)
Realtime Call Monitoring (Listen/Whisper/Barge)
Realtime Device Monitoring
Realtime Extension Monitoring
Ring Group/Hunt Group Detail Report
Ring Group/Hunt Group Summary Report

## Exclusive to Private Label Partnerships

Brandable Administration Portal
Brandable Login Page
Brandable Mobile and Desktop Softphones
Caller ID Management
e911 Management
Email Delivery Logs
Phone Number Management
Phone Number Porting
Phone Number Purchasing

## Access and Security

End-to-End Encryption for Calls
Granular User Permissions
HIPAA Compliant (BAA Provided)
Multi-site Admin and Management
Portal User Impersonation
Single Sign-on Web Portal
Toll Fraud Protection



## Contact/Call Centers

Primevox can create unlimited contact/call centers as needed to meet our customers' needs. In line with Primevox's commitment not to nickel and dime our customers, a plethora of contact center features are built into our platform and all included in our base price (Table 2) . These include ACD queues (e.g., ring all, linear, least-recent, least-calls, random, round-robin), skills-based routing, agent login/logout tracking, real-time and historical queue analytics, and unlimited agent/supervisor and dashboards.

In addition, the following AI features are available in our call center suite: sentiment analysis, which analyzes the happiness or anger of a customer throughout the call to determine how satisfied a customer is with the agent's service; agent coaching, which offers the agent tips on how to improve future calls; call summarization, which summarize the call in 5 talking points; and action item generation, which extracts actionable items from the call (e.g., "don't forget to email the customer", "offer that discount to them on their next billing cycle").

# Customer Support and Training

## Contact/Call Centers

For Primevox customers, the chain of trust resides with Primevox. Our customer support is unparalleled and response to critical issues very aggressive. We don't use bots and auto-attendants; we are real people who care about our customers and aim to answer all calls by the third ring. Primevox's Net Promoter Score (NPS) is 64, which is unprecedented in the VoIP industry (see Figure 3).

In contrast to the conventional paradigm, in which vendors are the first point of contact for technical issues that can often be solved virtually, Primevox offers one single point of support. This substantially simplifies the process of and response time to providing technical assistance our customers. In the case of a technical issue or concern, the customer first reaches out to Primevox's dedicated support team. Primevox has an average initial ticket response time of 15 minutes for non-critical tickets. If a customer submits a ticket with "urgent" in the subject or body, our system flags the ticket and notifies the entire Primevox team on a critical priority channel for a near-instantaneous response.

If Primevox cannot resolve the issue virtually, we will initiate a service ticket and transfer the ticket to our local IT partner, who will then rapidly deploy on-site resources and assistance.

Additionally, Primevox can program a "HELP" dialing extension for all phones so the customer can directly contact our world-class support team at any time. Our team is here for you, no matter the issue and no matter what time it is.

## Customer Training

At Primevox we traditionally perform training remotely. Primevox can host a webinar to educate the administration and employees on using the Primevox system. A separate webinar can be hosted specifically for administrators. On-site assistance for installation and training can be provided by our local IT partners.



Figure 3. Primevox's Net Promoter Score compared with various industries, Business-to-Business (B2B) benchmarks, and two leading competitors. Sources: [customerguage.com](https://www.customerguage.com), [comparably.com](https://www.comparably.com)

# The Primevox User Platform

Primevox has a user-friendly customer portal that is built and maintained in-house, making it incredibly nimble and easily able to accommodate customer-requested changes. Customers have direct access to their portal to make modifications at any time, or they can reach out to Primevox's support team, who will make changes on their behalf.

## Monitoring Capabilities, Diagnostics, and Troubleshooting

The Primevox portal offers a suite of real-time monitoring and troubleshooting tools via analytics dashboards for call quality and latency statistics, monitoring via listen/whisper/barge capability, recording review and call flagging for support follow-up, and additional monitoring capabilities depending on the needs of customer's staff. Analytics dashboards are available to view reports such as real-time latency, searchable call detail records, and extension analyses.

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