

Press release: April 2009

COGS gears Corebridge up for a cycle of expansion

Corebridge, the unified communications software developer whose solutions enable the integration of telephony systems and business applications, is pleased to announce the availability of the Corebridge OCS Gateway Server (COGS).

COGS is a remote call control gateway solution that enables users of Microsoft Office Communications Server 2007 R2 to control their existing desk phones from Microsoft Office Communicator 2007 R2 and other Microsoft unified communications enabled applications.

Office Communications Server 2007 R2 delivers streamlined communications to end-users so that they can find and communicate with the right person, right now from the applications they use most like Microsoft Office Outlook. With the addition of Corebridge COGS, users of Office Communications Server 2007 R2 can also control their existing desk phone.

COGS leverages the remote call control capabilities of Office Communications Server without having to upgrade or replace the existing PBX and enables organisations to implement Microsoft unified communications workflows and processes consistently across disparate telephony infrastructures.

“There are vendor-specific gateway options that enable the integration of vendors’ PBXs with Office Communications Server. These can be prohibitively expensive and require hardware upgrades”, explains Corebridge’s Chief Information Officer, Simon Taylor. “Before now, integrating with legacy telephony systems across multiple sites with disparate PBXs has been a complex and cost-restrictive proposition.”

“COGS is a pure software server solution”, continues Taylor. “Since there is no hardware, deploying COGS is a radical way to implement Microsoft unified communications work flows and processes consistently across disparate telephony infrastructures. This can yield significant cost savings whilst increasing the ROI on existing PBXs and extending their longevity. COGS achieves all of this with no installation or configuration on the desktop which reduces the total cost of ownership of the solution significantly.”

By enabling integration with any organisation’s legacy telephone system, Office Communications Server can become the hub of desktop communication. COGS adds functionality that enables users not just to make calls from Microsoft Office applications on their desktop phone, but also to receive, forward, transfer and redirect them easily to and from external numbers. In addition, the users presence status is set to “on the phone” when they are using the existing desk phone.

Corebridge’s Chief Executive Officer, Francis Zadan says: “COGS leverages sustainable business value from existing telephony infrastructures as well as new VoIP deployments, and from combinations of both. By injecting communication into business applications, we’ve ensured our clients can leverage greater value from their existing hardware as well as yield true business value from VoIP deployments and we’ve made it simpler for companies to take advantage of Microsoft’s unified communications products. We’ve minimised the cost of UC-enabling workplaces and maximised the potential for realising returns on investment in communications hardware. In difficult economic times, I believe the value of COGS is especially compelling.”

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For more information, visit www.corebridge.com, or contact
Paul Bentley
Corporate Communications
Corebridge Limited
Email: paul.bentley@corebridge.com

Editors' Notes

About Corebridge

Corebridge is an enterprise software publisher which delivers solutions that enable your phones, PCs, business applications and other communications hardware and software to work together, resulting in increased business efficiency, improved customer service and reduced costs.

Corebridge has offices in the UK, France, and Hong Kong and blue-chip customer deployments throughout Asia, Europe and the USA. Corebridge was one of the first UK companies to join Microsoft's Startup Accelerator Program.