

# Corebridge COGS Gateway for Lync and Skype for Business



# COGS

COGS is a gateway software that leverages Microsoft Lync 2010, Lync 2013 and Skype for Business remote call control capabilities without any need to upgrade or replace PBXs. With COGS, users can drive desk phones and smartphones activities from Lync and Skype for Business client applications.

## Business opportunity

Unified Communications (UC) solutions offer various methods to integrate communications functions directly with business applications which significantly improve the ability of individuals, groups and companies to interact and perform. It is a common misconception that customers have to upgrade or replace their telephone systems (PBX) and other infrastructure in order to realize the benefits of UC.

COGS is a software “remote call control” gateway which enables Microsoft Lync 2010, Lync 2013 and Skype for Business Servers to control any PBX, whether traditional or Voice over IP. COGS can help with cost avoidance because it delivers on the promise of UC by improving performance without expensive infrastructure upgrades. With COGS, the following functions are enabled from Microsoft Lync client using PBX desk phone or smartphone devices.

- Make calls to any external and internal number
- Answer incoming calls from external and internal numbers
- Hang-up
- Hold, un-hold external / internal calls
- Transfer and redirect calls to external and internal numbers
- Forward calls
- DTMF Control
- Support of Shared lines, Manager-Assistant, extension mobility and DECT features

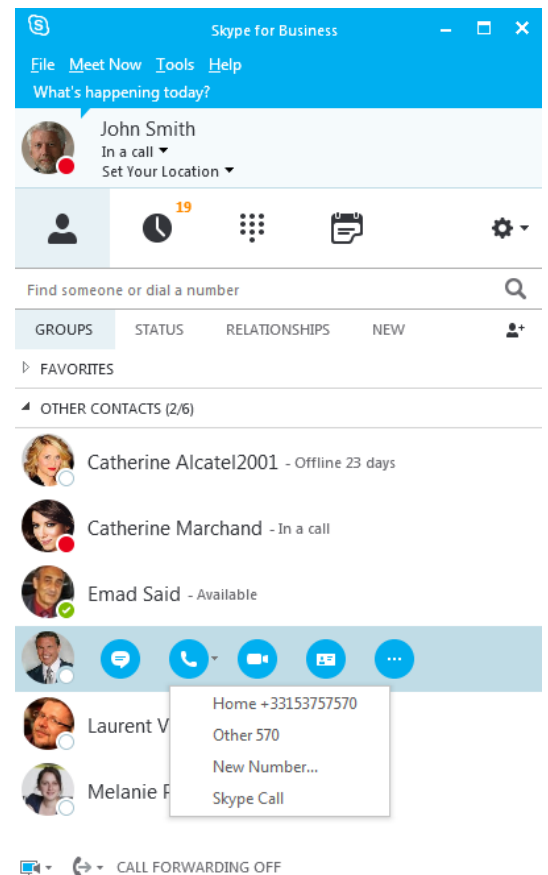
No client installation is required on user desktop. COGS enables users to drive desk phones and smartphones activities from Microsoft Lync and Skype for Business client applications.

## Presence awareness

The presence “bean” is enriched by the injection of telephony presence for existing PBXs and cell phones. Members of teams can see instantly whether colleagues are busy on calls and when they become available again, enabling them to make better communications decisions.

## Call Control enablement

Any telephone numbers in Microsoft unified communications-enabled applications may be clicked to call. These include Microsoft applications such as Outlook, Word and Dynamics and a growing list of third-party software solutions. With COGS, your desk phone and cell phone are fully controlled from Lync and Skype (SFB) client applications.



## Benefits

### Telephony-independent

As it integrates the PBXs of a wide variety of manufacturers, with Lync and Skype for Business, there is no requirement for an expensive vendor-specific gateway. The cost benefits to organizations with a variety of PBX systems across multiple sites are obvious.

### Cost-effective

A pure software solution, COGS works without any need for PBX upgrades or replacements. As there is no related hardware cost of deploying COGS, the solution is extremely cost-effective.

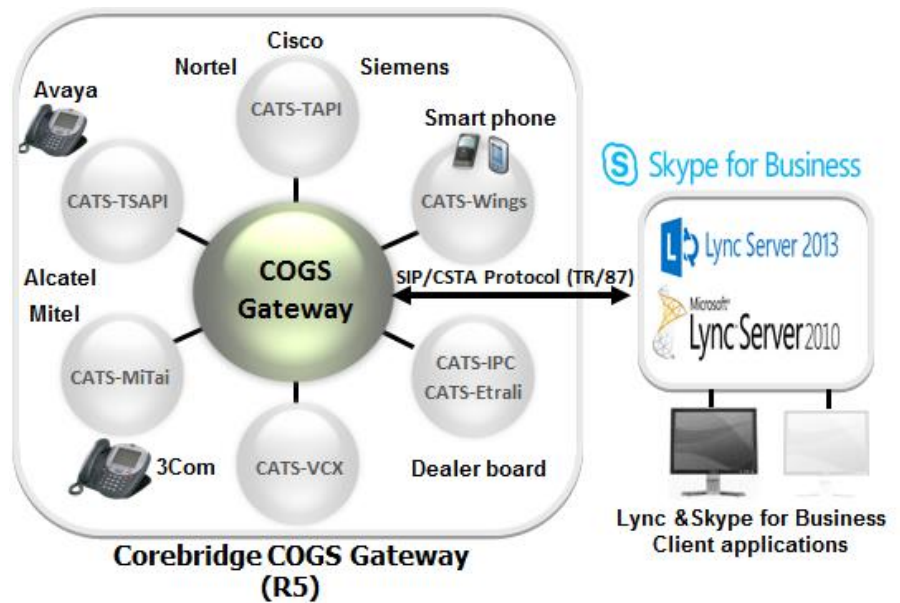
### Return on Investment

The longevity of the PBX can be increased and its functionality is enriched therefore maximizing its ROI by avoiding the cost of ripping and replacing or upgrading.



COGS uses industry-standard Telephony interfaces to control PBXs.

COGS supports most corporate PBXs such as *Cisco, Nortel, Avaya, Aastra, 3Com, Ericsson, Alcatel, NEC, Siemens, Panasonic, Mitel, IPC, Etrali, Philips, Samsung...*



### Ease of deployment

No installation or configuration is required on the Windows desktop, so legacy telephony can be enabled for very little cost.

### Business-efficient

Click-to-call increases the accuracy of dialing and reduces the time needed to find and dial numbers.

### Presence awareness

Desk phones and mobiles Telephony states are displayed in Microsoft Lync and Skype for Business client applications. This enables users to make better decisions about how to communicate with their contacts.

### Extensible

COGS provides a single solution for multiple and disparate PBXs with fast and easy integration of new PBXs (e.g. Following mergers or acquisitions)

### COGS is a license-free software

With no licensing fee, just a minimal annuity for maintenance and support; COGS minimizes the cost of UC-enabling workplaces and maximizes the potential for realizing returns on investment in communications hardware.



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