



Dataflex ViNE in Electronic Point of Sales Applications

For merchants and retailers, Electronic Point of Sales (EPOS) solutions are fundamental to the smooth operation of their businesses. Any enterprise that engages in financial transactions needs EPOS capabilities. Historically, legacy packet signalling such as X.25 has been used to connect to authentication platforms across communications service provider networks to achieve this.

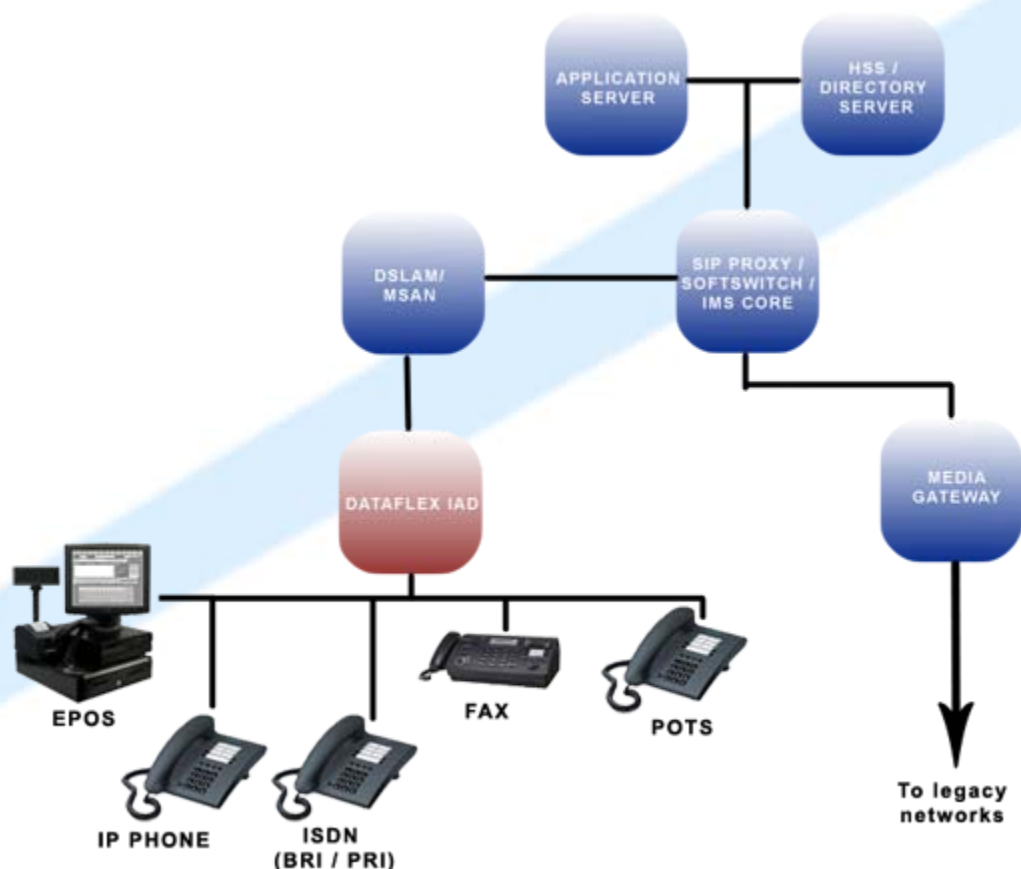
But, with the rapid migration to IP core networks, legacy packet signalling has been marginalised, potentially disrupting merchant service capabilities. Communications service providers need a way to continue to offer merchants and retailers access to EPOS systems, without disrupting services. Migration to IP can have significant unintended consequences for retailers, if the problem is not recognised.

Seamless migration with minimal disruption

Dataflex's ViNE range of Multi Service Access Gateways can be deployed by communications service providers to ensure seamless continuity of service to merchants and retailers, allowing communications service providers to continue to invest in their core network and service, without disrupting important revenue streams.

The Dataflex ViNE solution enables communications service providers to maintain existing EPOS connectivity solutions to customers with legacy infrastructure whilst simultaneously delivering NGN solutions to new customers. By providing a single solution that enables communications service providers to enhance core networks without causing disruption to existing customers, the Dataflex ViNE range promises to reduce both CAPEX and OPEX, providing a smooth migration path to future applications.

Once deployed, the ViNE solution enables communications service providers to add additional services to the customer portfolio, creating growth potential.



Key Benefits of Dataflex's EPOS Solution

- No upgrade to existing equipment
- CAPEX reduction through simplified deployment options
- CAPEX savings through elimination of PSTN gateways
- OPEX savings through single, consolidated platform
- Multi-media service delivery to legacy CPE equipment
- Flexible introduction of new services to enterprise / SME customers
- Potential for up-selling through addition of new data and video services
- Reduce churn; increase customer stickiness
- Local SIP Proxy and Dial Plan functionality provides onsite survivability with service continuity

Key Features

- SIP / MGCP support
- Non-proprietary and standards based
- Based on a common software architecture, promoting rapid adaptation and enhancement
- VoIP connections to PBXs, key systems, fax and handsets
- Connect legacy & IP phone options in parallel
- Deliver equivalent services through Supplementary Service Support (POTS & ISDN)
- Trunking or non-trunking options
 - Multiple & Single Device Registration
 - Multiple Subscriber Number (MSN)
 - Trunking: No Registration
 - Static Endpoint mode
 - POTS Trunking
- Port to port calling (local dial plan) with on-site survivability (SIP Proxy)
- IUA / SIGTRAN solution for transparent feature support
- Digit manipulation for national or PBX requirements
- Subscriber validation
- Screening & correction feature (White/Black list)
- Same unit acts as a the IP Centrex / IP Telephony access g/w
- Offer exceptional ease-of-use
 - Zero / Light touch
 - Self install
 - Auto configure
- Exceptional ease of management
- Continually evolving to take account of emerging standards and requirements
 - TR069
- Highly reliable
 - SIP Proxy capabilities
- Leading roadmap allied to carrier evolution path
- Transparent service capabilities
- Consistent user experience
- Rich interworking between legacy and NGN standards
 - Supplementary service logic developed in-house
 - Cause mapping and presentation
- Future proof, ready for emerging trends, such as Femto cells and UC
- Support robust protocol implementations
 - Network hardened
- ROHS / WEEE compliant
 - Independently validated
- Exceptional range of interoperability
- Support for conferencing and real-time video

Contact Details

Connect House
Kingston Road
Leatherhead
Surrey
KT22 7LT
United Kingdom

Telephone : +44 (0)1372 384130

Fax : +44 (0)1372 384131

Web: www.dataflex.co.uk

Email: info@dataflex.co.uk