

Media Xchange Manager™

A management and application server for rich media deployments.

Rich media applications

- VCON conference bridge (VCB)
- VCON Conference Moderator: web-based scheduling/moderation and data conferencing
- VCON SecureConnect for encrypted and secure communications
- IPNexus instant messaging

Devices that can be remotely configured

- VCON Escort and Cruiser
- VCON VIGO™
- VCON Falcon
- VCON HD3000
- VCON HD5000
- VCON HD100
- VCON vPoint
- Polycom ViewStation
- Polycom 900 Series
- Tandberg group systems
- Sony group systems
- STARBAK Server
- RADVISION MCU
- RADVISION Gateway

Directory services (LDAP)

- Microsoft ILS, SiteServer, Active Directory and Exchange
- Sun iPlanet
- Netscape Directory
- Manual directory entries (incl. ISDN)
- Shared directory between zones

Video telephony capabilities

- Ad-hoc conferencing
- Video call transfer
- Video call forward
- Video call pickup
- ACD hunting groups
- Simplified gateway dialing

The Media Xchange Manager™ (MXM) is at the heart of VCON's integrated conferencing and collaboration solution. The architecture of the MXM makes it effectively multiple products layered together in one solution, providing combined value for the network administrator and the end user. The management and administration layer provides the most value for the network administrator who is responsible for the initial deployment and on-going support of the rich-media conferencing network. The video telephony features and integration with rich media applications provide the most benefit to the end-user community that is looking for easy-to-use tools that enhance the effectiveness and efficiency of performing their job.

- Centralized management and administration features for total control and high availability
- Web-based scheduling and moderation with VCON Conference Moderator including Outlook calendaring, chair control and web-based data conferencing
- Integration with VCON SecureConnect solution for secure videoconferencing
- H.323 and SIP support, including gateway functionality
- Highly scalable from as low as 10 users to as many as 750,000 users distributed across 150 networked zones
- No charge software desktop client seats included (VCON vPoint)

Benefits for the Network Administrator

The MXM has a full suite of tools for centrally managing and administering the rich media network. Many of these tools allow for policy-based decisions by the administrator. The MXM also offers the administrator a real-time monitoring tool as well as a comprehensive reporting and billing tool. These tools can be used for fine-tuning the policy management decisions and for making necessary adjustments to the physical network topology itself. For physical device administration, the MXM administrator has complete access to the configuration settings for every VCON endpoint and resource on the network, right down to the users' preferences. With this access, they can pre-configure the endpoints' settings or change them according to policy changes - even when users' endpoints are not actively logged on. Additionally, the embedded web manager in most non-VCON devices can be directly accessed from the MXM console. The MXM allows for remote upgrades of many of VCON's endpoints, including vPoint, HD3000, HD5000 and Falcon. Just imagine the productivity savings and user satisfaction resulting from this in a network with hundreds or thousands of endpoints dispersed across several locations.

Investment Protection

With the MXM, network administrators can be assured that as their rich media network expands, the MXM will be able to expand with it, providing investment protection for the organization. One key area is that both H.323 and SIP devices can co-exist on the same MXM-managed network. This includes SIP-to-H.323 calls and also includes mixed SIP/H.323 multipoint videoconferences. Another key investment protection feature is the snap-in application modules of the MXM. These include multipoint conferencing (VCB), web-based scheduling (Conference Moderator), instant messaging (IPNexus), firewall/NAT traversal (ALG Proxy Server), and encryption (Advanced Encryption Server). These modules can be added at any time, in most cases with a simple license key and software installation. Finally, the size of any MXM server license can easily be expanded with a simple license key.



The VCON Media Xchange Manager allows the network administrator to monitor and manage all H.323 and SIP clients from a single management console.

Minimum PC Requirements

Pentium 2.0 GHz
 Microsoft Windows 2003, or Windows 2000 Server with SP3 or higher
 512MB RAM
 250MB available disk space

PC requirements increase when optional applications are added.

Specifications

Administration Capabilities

Remote call initiation and hangup
 Remote endpoint configuration
 Open and closed mode registration
 Directory Services (LDAP)
 Mobility
 Identity and capabilities based on login information
 Allows traveling CoS per user
 Remote software upgrades/reinstall
 VCON Falcon
 VCON vPoint
 VCON ViGO
 VCON HD3000
 VCON HD5000
 Administrator levels
 Super user
 View user
 Monitor user
 Pre-provisioning and configuration templates
 Multiple device types

Management Capabilities

H.323 gatekeeper
 RAS
 Address Translation
 Alert Agent (email message)
 Call handling rate of 100 calls/sec
 Dial plans
 Multizone (area code)
 Dial by alias, E164, URL or e-mail address
 Secondary/alternate identifiers
 Maximum packet size adjustment
 Call Detail Records (CDRs)
 Least cost gateway call routing
 Conversation status monitor
 Customizable event log
 Timeout and keep-alive override settings

PBX Capabilities

Ah-hoc conferencing¹
 Call transfer¹
 Call pickup (specific and non-specific)
 Call forward
 Conditions: no answer, busy, unconditional
 Call completion (to PSTN or voice mail via gateway)
 Maximum call redirection limits
 ACD hunting groups
 Forward if no agent available
 Routing rules: linear, circular, least

recently called, simultaneous
 Simplified gateway dialing
 9+ISDN / 9+PSTN dialing
 Gateway line hunting
 Gateway downspeeding

Reporting and Billing

Query Tool
 Ability to Define New Reports
 Pre-Formatted Reports
 Dial Plan Report
 Gateway & MCU Reports
 User Reports (VCON and non-VCON)
 Multicast report
 Remote Call Initiation Report
 Ad-hoc Report (forward, transfer, invite)
 ISDN call report
 System Activity Report
 Call Details Report (per user)
 Call Frequency
 Billing report with cost factors

QoS and Policy Services

QoS Services
 Bandwidth limits
 Per user
 Within a zone
 For calls to/from non-registered users
 Between zones
 Multicast conferences
 Concurrent call limits
 Per device
 Per user
 Within a zone
 For calls to/from non-registered users
 Between zones
 IP Precedence or DiffServ prioritization
 Firewall port range sync (RTP, RTCP, H.245)

Policy services

Neighbor zone calling rules
 Gateway dialing rules
 Calls with non-registered users (allow or disallow)
 Class-of-Service: feature and resource access per user
 E.164 override rules
 MCU permission groups
 Block registration based on software version

MCUs/Gateways Supported

MCUs
 VCON VCB
 RADVISION MCUs
 Polycom Accord MCUs
 Tandberg MCU
 First Virtual MCU

Gateways

RADVISION gateway
 Polycom Accord gateway
 Tandberg gateway

Investment Protection

Scalability
 Up to 150 zones per network
 5,000 users per zone
 Centrally administer multiple zones
 Neighbor gatekeeper
 Peer-to-peer
 Hierarchical (parent or child)

SIP support

SIP-to-SIP calls
 H.323-to-SIP calls
 H.323 and SIP MCU calls

Applications Managed by the MXM

VCB - multipoint and streaming video
 Conference Moderator - scheduling, conference moderation and web data conferencing
 Advanced Encryption Server - encrypted videoconferencing
 ALG Proxy Server - firewall/NAT traversal
 IPNexus - instant messaging
 Multicast Content Server - publishes active multicast listings

User Tiers

10, 25, 50, 100, 200, 350, 500, 750, 1000, 1500, 2000, 2500, 3500, 5000

High Availability

Standby failover
 Windows cluster support
 Software watchdog

¹ Non-VCON endpoints must support sending DTMF messages in order to initiate this feature.

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