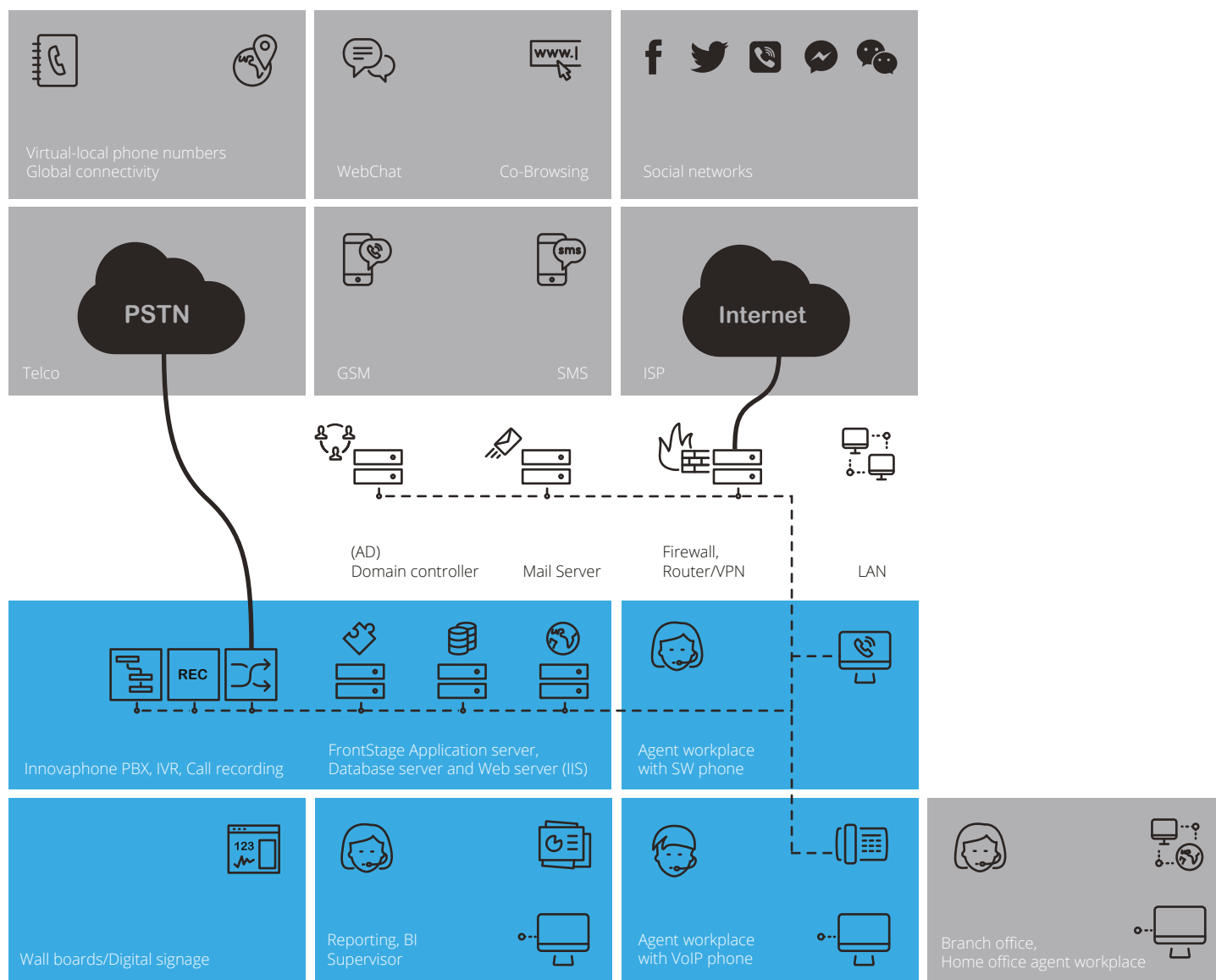# FrontStage with Innovaphone PBX On-Premise Architecture

FrontStage brings the flexibility of a single point of control for all the communication channels of your Omni-Channel communication strategy. You can replace your existing heterogeneous environment compounded by single-purpose applications with just one platform. FrontStage can integrate with all critical enterprise information systems. It will smoothly merge with your business processes and specific line-of-business applications. Suppose any specific applications or workflows are missing. In that case, you can add them as a custom module to ensure that there is not a single link absent from your overall communication strategy and business processes. By using progressive technologies, artificial intelligence and machine learning, we will automate recurrent processes and improve the quality of your comprehensive customer care. FrontStage will play a key role in enhancing the customer experience (CX) and collating invaluable data on customer interactions and requirements. The next-generation FrontStage solution will improve your customers' loyalty, your knowledge of their behaviour and dramatically reduce your operating expenses. Using these tools, you can individually impact your most valuable customers and enhance their customer experience.

The FrontStage platform is based on a three-layer architecture. The client part of FrontStage, with which operators, back-office staff, and supervisors work, uses a standard web browser or dedicate thick client applications for the Microsoft Windows OS (FrontStage Desktop Client) or mobile app. The server part of the FrontStage instance is operated on application servers, and all the data are stored on a database server. The FrontStage application runs on the Linux-based or Microsoft-based servers as an application or as Docker containers (container image) with, e.g. Kubernetes for orchestration. A connected Database platform can be Microsoft SQL Server, PostgreSQL, or Oracle DB. All of its components support standard virtualization platforms, such as VMware, Hyper-V, Citrix XEN and Cisco VXI.

All FrontStage components can be operated in a duplex architecture to ensure its high availability. Optionally, FrontStage can also include a native call and screen recording application, which supports passive and active recording (the feature availability depends on the specific PBX respectively IP terminal model). An IVR server is another optional component linked to the call server or PBX. All these instances fully support duplex (redundant) configurations. FrontStage uses an open interface for the call server to connect various communication system platforms from major vendors (Innovaphone, Microsoft Teams, Mitel, Cisco, Unify/Siemens, Alcatel, and others). Suppose the customer does not require FrontStage to be connected to their existing communication system. In that case, we can also supply an integrated carrier-grade call (SIP) server based on a single or multitenant architecture.

FrontStage's application server is mainly integrated with the domain and then connected using standard means to an e-mail server and, if relevant, a fax server and other enterprise information systems (ERP, CRM etc.). The communication system or call server is then connected to the voice connectivity provider and, optionally, to a provider of virtual international telephone numbers. Besides standard telephony and e-mail, FrontStage can also be integrated with other communication channels within a corporate omni-channel strategy. These include webchat including a co-browsing feature, SMS, social networks module (WhatsApp, Facebook Messenger, Viber, Twitter, Telegram etc.) and their native messaging platforms. FrontStage can also be connected to internal/private or external/public (cloud) services that support artificial intelligence algorithms (e.g., Microsoft, Amazon, IBM Watson, and many other local providers). The scope of a contact centre implementation may also include information panels and screens connected, for example, using Intel Compute Stick (WiFi connectivity). This technology displays modifiable reports with information about the traffic handled by FrontStage and its operation.

FrontStage with Innovaphone PBX On-Premise Architecture

Virtual-local phone numbers
Global connectivity

WebChat   Co-Browsing

Social networks

PSTN

Telco

GSM   SMS

Internet

ISP

(AD)
Domain controller   Mail Server

Firewall,
Router/VPN

LAN

REC

Innovaphone PBX, IVR, Call recording

FrontStage Application server,
Database server and Web server (IIS)

Agent workplace
with SW phone

123

Wall boards/Digital signage

Reporting, BI
Supervisor

Agent workplace
with VoIP phone

Branch office,
Home office agent workplace

About Us

Our FrontStage team combines many years of expertise in developing, implementing, and product distribution of business telephony, Unified Communications, and Contact Centres. We are fascinated by modern human communications and state-of-the-art technologies. Therefore, we have brought together experts in these fields who are motivated with the common goal to develop innovative technologies that will help our customers be successful, increase the productivity of their staff and enhance relationships with customers.

We strive to build the best possible product to make our customers more competitive, helping them grow and be evermore successful in what we do.