



Interconnect your global branch offices with Crux LX

## Cost savings with SIP

Session Initiation Protocol (SIP) is a multi-channel, low-cost, digital landline that is fast replacing the old, single-channel, PSTN analog line in Enterprises. Being digital, SIP is provisioned over internet but involves high cost and complexity. Setting up SIP over Crux LX is very simple. It is the perfect alternative to complex and expensive telephony for SMB.

**Port PSTN landline to SIP with Crux LX, and enjoy a payback in less than 12 months.**

## Easy Auto-Attendant

Interactive Voice Response (IVR), popularly known as Auto-Attendant, allows businesses to auto-play a menu-driven recorded message that allows caller to self-direct distribution of call and connect to relevant party.

**It takes less than 5 minutes to record and setup a professional IVR on Crux LX.**

Registered with



Authorised Reseller



**Crux Labs Pte. Ltd.**  
**(65) 6401 3357**  
**info@crux-labs.com**



# CRUX LX

**ALL-IN-ONE TELEPHONY SOLUTION FOR SME**



Crux LX functionality is far outstanding and most cost effective. There is no comparable product in the market. It has significantly enabled us to increase our distribution reach.

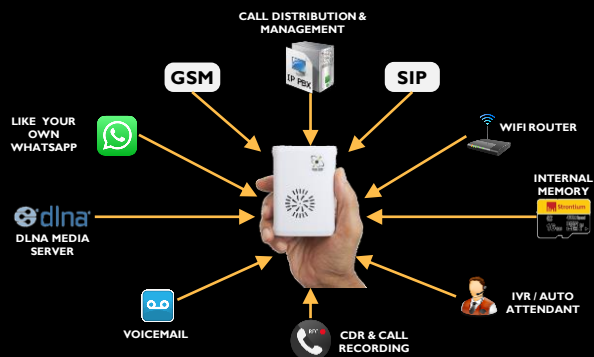


**VENKATESH NARASIAH**  
EXECUTIVE DIRECTOR  
DIABETES SINGAPORE (DS)

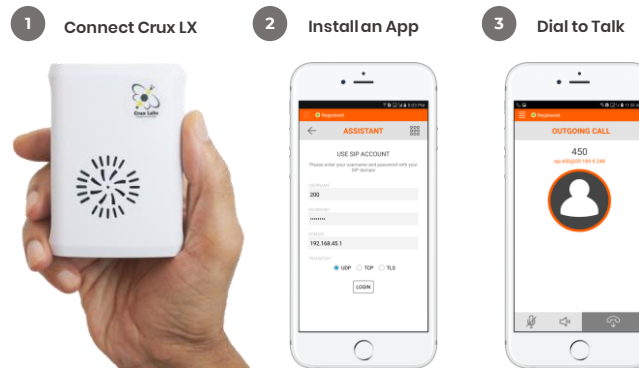
Crux LX powers DS national helpline in Singapore. Patients can call a single number to connect to any DS clinic.

## Integrated & Secure

- Intrusion Detection & Brute-force Protection
- IP Whitelist & Blacklist; WPA/WPA2 Security



## How it Works



## Enterprise Features at SME Prices

Replace your EPABX with IP-PBX	Make & Receive Landline Calls	250 SIP Users ~20 Concurrent Call Conference	WiFi Router & Access Point
IVR, Call Distribution, Ring Groups	Storage for CDR and Call Recording	Works Globally with GSM & SIP	Softphone App across Platforms
Time Groups, and Time Schedules	Power from Battery Bank 5V 2.5A uUSB	Lower Monthly Phone Bill	Admin & User Management Portal
DLNA Media Streaming	Pre-Configured for Plug-n-Play	CDR based Call Analysis	Usage Charts & Reports

## Why choose Crux LX?

### FEATURES THAT IMPROVE EMPLOYEE PRODUCTIVITY & CLIENT RETENTION

- NEVER MISS A LEAD** Ensure all client calls are logged, attended or recorded
- WORK SMART** Inter-connect office branches and stay connected to office lines, from anywhere on internet
- WORLD-CLASS CUSTOMER SUPPORT** Start a call center with Call Flows & Queues, and 500 hours of call recording at \$0 cost
- WORK BETTER TOGETHER** Collaborate with colleagues and clients using Audio Conferences without worrying about \$

### COST SAVINGS & EASE OF USE

- ZERO**
- Cost of Cabling & Instruments
  - Cost of Audio Conferences
  - Cost of calls between global branches
  - Cost of IVR, Call Recording, Voicemail
- EASY**
- Plug-n-Play
  - Make & Receive SIP land-line calls
  - Local GUI-based Management Portal
  - Dashboard alerts for online upgrades
- SAVE**
- Lowest per user cost of acquisition
  - Enjoy lower SIP call charges & rental
  - Share GSM SIM between mobile users
  - Payback in less than 12\* months