

## Corporate Overview

*A summary of our approach, capabilities and products*

DAX Systems was established in response to the growing demand for high quality integrated hardware systems that can satisfy stringent telephony application requirements. Working with developers of Computer Telephony Integration (CTI) applications, DAX configures and manufactures custom-engineered hardware platforms for application-specific telephony requirements, and provides state-of-the-art voice processing hardware at the systems provider level.



**DAX DRM-41424**  
4U rack-mount chassis  
for up to 96 ports

DAX develops turn-key solutions for the high-end telephony market by utilizing its expertise in CTI and Interactive Voice Response (IVR). We routinely team up with customers who need high port-count, mission critical systems that are engineered with unsurpassed proprietary systems skills. And while DAX specializes in the development of custom systems, we also pride ourselves in our broad selection of "off the shelf products." Often exceeding our customers needs, DAX performs extensive hardware/software compatibility and fault tolerance testing to save our customers valuable time.

### Anticipating Market Needs is Our Driving Force

A "Driving Force" is the primary determiner of the scope of future products and markets. As such, we have established ourselves as a "Market Needs" driven company with a commitment to providing the best solutions possible toward meeting our customers' CTI challenges.

Because the timely development and offering of new products is so very critical, DAX Systems directs significant resources to needs analysis and market research functions. We continually look for alternative ways to fill both the current and emerging needs of the market segments we serve, and acquire new and different products to meet those needs in each segment.

### Independent Software Vendor (ISV) Solutions

#### Fax Servers

A fax server provides a centrally located fax system for all company departments, and can save costs from purchasing dozens of individual fax machines. Both internal and remote company employees can use the fax server. With the acceptance of digital signatures in e-commerce, documents can be signed and faxed without ever existing in paper form. DAX fax servers include:

- » DRM-2512 – 2U Low Profile Rack Mount Solution (up to 12 lines)
- » DRM-4023 – 4U Rack Mount Solution (up to 32 lines)

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### Interactive Voice Response

In telephony, IVR is a computerized system that allows a person, typically a telephone caller, to select an option from a voice menu and otherwise interface with a computer system. IVR systems can be used to create and manage many services including telephone banking, order placement, caller identification and routing, balance inquiry, and airline ticket booking. DAX IVR systems include:

- » **DRM-2522** – 2U Low Profile Rack mount (up to 36 lines)
- » **DRM-4023** – 4U Rack mount (up to 48 lines)
- » **DRM-5036** – 5U Rack mount (up to 96 lines)
- » **DST-3024** – System Tower Chassis (up to 96 lines)
- » **DRM-5036** – 5U Rack mount Chassis (up to 200 lines)
- » **DST-3036** – System Tower Chassis (up to 200 lines)

### PC-PBX

Private Branch Exchange (PBX) is a private telephone network used within an enterprise. Users of the PBX share a certain number of outside lines for making telephone calls external to the PBX. Most medium-sized and larger companies use a PBX because it's much less expensive than connecting an external telephone line to every telephone in the organization. It is also easier to call someone within a PBX because the number you need to dial is typically just 3 or 4 digits. The problem with these traditional PBX systems is the price and the lack of functionality. Average PBX systems can cost anywhere up to \$80,000, and need full replacement when a full upgrade is desired.

An even more feature rich system at a much smaller price is the PC/PBX, which is based on standard PC technology. PC/PBXs can substitute for any traditional PBX system, and also provide many additional features to the user. Upgrading is simple and there are many products that can be upgraded on the fly to reduce downtime and improve serviceability. The upgrade of a PC/PBX simply involves the replacement of the software package. DAX PC/PBX systems include:

- » **DRM-5036** – 5U Rack mount Server (up to 200 lines)
- » **DST-3036** – Server Tower Chassis (up To 200 lines)

### Unified Messaging

Unified Messaging (UM) is the integration of different streams of messages (email, Fax, voice, video, etc.) into a single in-box, accessible from a variety of different devices. It differs from

simple multimedia email in that UM systems typically try to integrate telephone-based voicemail as well, and to make the UM mailbox accessible from a conventional or cellular phone. DAX UM systems include:

- » **DRM-2512** – 2U Rack mount Chassis (up to 24 lines)
- » **DRM-4023** – 4U Rack mount Chassis (up to 96 lines)
- » **DRM-5036** – 5U Rack mount Chassis (up to 200 lines)

### Engineering

At DAX Systems, we draw upon our 15 years in business to maintain engineering policies that provide the best possible solutions at the most competitive prices. Our engineering department has adopted a culture and philosophy that helps us exceed customer expectations. The following are the goals and objectives that allow

us to achieve our standard of excellence which includes a three-year warranty policy that is unmatched in the industry.



**DAX DRM-4724**  
4U rack mount chassis  
for up to 48 ports

**QUALITY:** Our commitment to quality is exemplified by our achievement of less than one-percent field failures. By adhering to strict 96-hour test and

burn-in processes, infant mortalities are reduced dramatically. Most failures are detected in manufacturing rather than in the field.

**COMPATIBILITY:** Our Hardware Compatibility List (HCL) ensures that all DAX systems are certified to be compatible with voice boards, voice drivers, current O/S offerings, commodity hardware and software.

**COMPLIANCE:** Every order is entered into our on-line configuration work sheet to ensure that all customer requirements have been identified and anticipated. In conjunction with the HCL database, customer configurations are confirmed and thoroughly documented.

**RELIABILITY:** DAX maintains reliability by eliminating product variance. DAX's manufacturing and procurement policies are designed to assure that all assemblies have thorough work and assembly instructions, that all vendors are carefully scrutinized and audited, and that every aspect of the fulfillment process remains strictly controlled. This process allows DAX to approach a zero-percent Out Of Box Failure goal.

**SCALABILITY:** With the introduction of the Pentium and Peripheral Component Interface (PCI) technologies, Industry Standard Architecture (ISA) slots became all but extinct. DAX continues to provide Single Board Computer/passive backplane solutions with more ISA and/or PCI slots than any other manufacturer. Coupled to these product features, all DAX systems include power supplies and cooling sufficient to handle power requirements under maximum load regardless of how the system is initially configured. This policy ensures field scalability and upgradeability that no other system provider offers.

**STABILITY:** The CT market demands stable and proven products while the Intel Technology is a highly volatile industry that re-invents itself every 9 - 12 months. DAX's commitment to CT is to keep its CPU products stable and under revision control for a minimum of two years.

**EVOLUTION/MIGRATION PATH:** DAX solutions offerings begin with low requirements ATX motherboards to high reliability 20 slot passive backplanes. All the solutions have been designed to protect the customer software investment. We provide a smooth migration path from low density to high scalability deployments.

### Integration

Our integration services are a fusion between the available technology and our engineering capabilities which result in the creation of state-of-the-art solutions that meet and exceed customer expectations.

**Fulfillment Process** at the core of our integration services clearly articulates the critical functions that need to be performed to bring about highly reliable systems-level integrations. The fulfillment process identifies each and every step within all the sub processes from order entry, procurement, assembly work instructions, burn-in and test to final inspection and shipping.

**Revision Control** guarantees that each component used in a specific configuration today will be used in future orders. The documentation created during the engineering and HCL test processes is used to create revision control drawings that are then used for procurement and incoming inspection to verify that there are no dissimilarities between past, current and future products.

**Assembly Instructions** are created during the engineering phase of the evaluation process and aid in the repeatability and consistency of an assembly. This process guarantees that each and every system will be replicated to the smallest detail.

**Manufacturing Test** is a 96-hour process using the latest test and burn-in diagnostics in ambient as well as elevated temperatures to ensure that any and all infant mortalities are discovered in our facility and not in the field.

**Product Management** along with vendor management ensures that there is a constant supply of product available to support deployments for a minimum of 18 months.

### Dealer Network

#### Alternate Channel

The Alternate Channel consists of Dealers, Resellers and Interconnects who are instrumental in fulfilling end user demand. There are several business models for the ISV to pursue. In each model, the ISV will typically create end user demand but will then take any one of a number of directions in fulfilling that demand. If the ISV cannot (or chooses not to) directly fulfill that end user demand, then the alternate channel is called upon to support the ISV's efforts.

Key issues that come up for the ISV and the Alternate Channel in supporting their mutually beneficial relationship are, (a) how do you eliminate incompatibilities at the systems level, and (b) who is responsible for supporting those incompatibilities when they arise? Problems typically develop when hardware is tested at the systems level without the proper allowances for the ISV's software, the voice boards that the application supports and at the port count for which the deployment is intended.

We at DAX go to great lengths to stress test our hardware solutions to ensure that the configurations that we provide to the Alternate Channel will be 100% compatible and compliant with applications for which they are intended. We have developed our own internal stress tests that will exercise our systems with some of the most popular voice boards and ISV software thereby eliminating any surprises in the field.



**DAX DRM-52024**  
5U rack mount chassis  
for up to 96 ports and above

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### Summary

Hardware configurations provided by DAX range from mass produced, low-end systems to individually engineered high-end, passive backplane systems. Providing these computers for CTI and IVR applications – custom-configured to a level of unsurpassed reliability, or to meet your stringent original equipment manufacturers (OEM) requirements – is where DAX Systems concentrates its expertise. Always customer-driven and solutions-oriented, DAX Systems continues to develop computer telephony products in response to market needs.

In addition to providing CTI developers, integrators and systems providers with the most reliable, custom systems available, DAX also is responsive to the needs of OEMs for proprietary solutions. Specially configured CTI systems, product R&D, qualification, and testing are all handled with expertise and industry savvy. Customer-driven, solution-oriented, DAX is dedicated to state-of-the-art advancements and technological innovations in the CTI/IVR industry. OEM's have found solutions, savings and success with DAX on their team.

Call on DAX for computer telephony hardware configured for your applications, and not in spite of them. From economical desktop and tower systems, to fault tolerant rack-mount CTI server platforms, make sure DAX is part of your CTI solution.



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