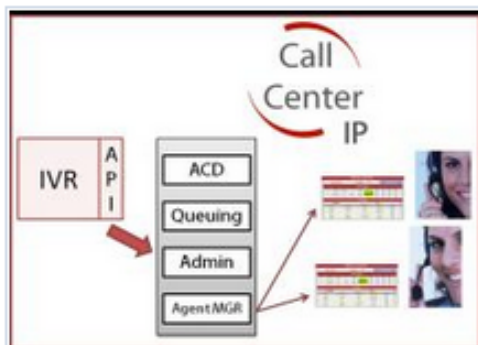# M2Msoft launching efficient VoIP solutions

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M2Msoft is a French company that designs and publishes communications over IP solutions; it will introduce its new range of products, adapted to every customer issue - Call Center and Business ranges - at GITEX 2010 in Dubai from October 17th to 21st.

M2Msoft has developed an offer in communications over IP solutions, available in software or embedded versions, which can meet the requirements of various market sectors: operator Softswitch, Business IPBX, Call Center, etc.

Through its new IP Call Center range, M2Msoft brings a comprehensive answer to the problems experienced by small-capacity contact centres and by large tele-consultants facilities. The system also features advanced functionalities to support outgoing-call campaigns. The application is based upon routing algorithms using such criteria as call origin, language, customer code, agent time availability and skills.

For business switchboard operators, M2Msoft provides a new graphic console: Agent Panel, which helps manage the interconnection between all kinds of incoming and outgoing calls. Operators may simultaneously visualise queuing calls and their respective caller information: caller's name, number, the company he or she wishes to speak to according to the DDI, the directory relating to his or her database and the dialler.

In parallel, M2Msoft is developing a plug-in, known as a firewall, which detects attacks and can thus facilitate the deployment of a protective system to protect IPBX availability.

Such is the expertise and performance that has already convinced Bahrein's N°3 telecom operator and several customers in Qatar. M2Msoft seeks to establish genuine dialogue with telecom sector players in the Middle East.