

Lindenbaum App – simplifies mobile conference management

The project managers at levigo systems gmbh spend a lot of time on the road and are seldom in the office. That's why they use the BlackBerry® Conferencing App from Lindenbaum when arranging and holding telephone conference calls.

Imagine the scene: You are standing with business partners at the train station, only minutes before each of you set off on a train in different directions. Yet there is so much still to discuss. The short time remaining before your train departs is never going to be enough. Besides, two other colleagues should also really be part of the discussion. You will have to arrange a conference call as soon as possible to go through everything in detail. You agree on a time and date, and agree who amongst you will set up the call. The nominated person makes a note in his to-do list and arranges the conference as soon as he is back in the office.

Conference calls at a click of a button

There is a much easier way: If the Lindenbaum Conferencing App is installed on your BlackBerry®, you can book this conference call from your phone whilst still on the platform. The call participants can be selected from your BlackBerry® address book. The Mobile Conferencing option is available regardless of mobile network, in other mobile networks, in fixed networks or to VoIP SIP Trunks. Depending on whether you are in your office or, for example, in your hotel room at the scheduled time of the call, you can also use your BlackBerry® to start the conference.

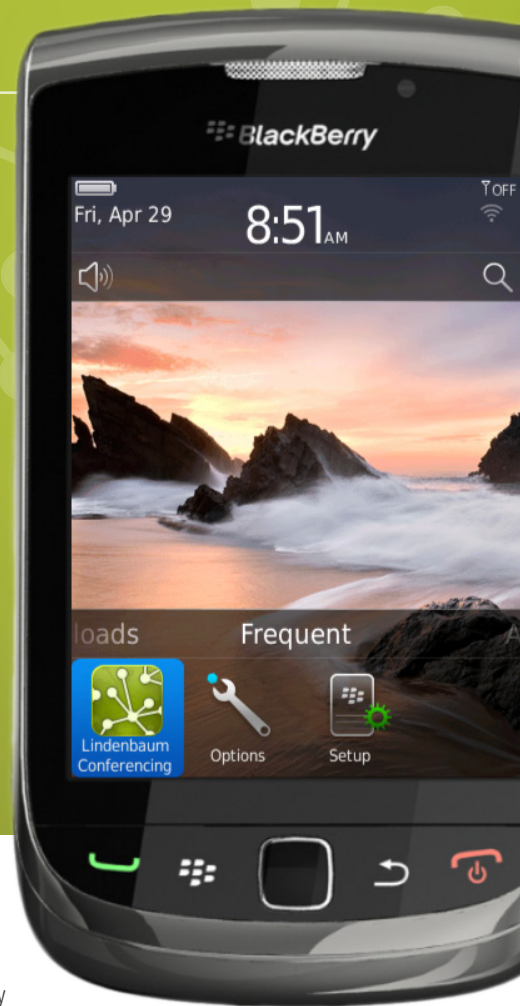
levigo systems gmbh has installed this application on the BlackBerry® of all of its sales representatives, enabling them to arrange and start conference calls at the press of a button. Let's return to that platform: Oliver Bausch, managing director at levigo, describes the benefits as he sees them: „These last few minutes before my train leaves can now be used effectively, leaving me with a clear conscience afterwards. The conference call has been arranged, all the participants have been invited and the date is in my calendar. And there is a further benefit to be gained compared with web-based booking systems: the booking procedure will not be interrupted by a loss of network during the train journey. I no longer need to worry about arranging the appointment but can concentrate on its content“. Moreover: Should a participant or moderator lose connection during

a train or car journey, they can rejoin at a click of a button as soon as they regain network coverage.

Professional business conferences

Almost immediately after booking the conference call from the train platform, the other participants receive an e-mail with all the relevant information. Using the conference overview, the moderator can from now on access the appointment and all access codes whenever he/she requires, and start the conference at the arranged time. At the same time, all information relating to the call is saved on the central server at Lindenbaum Konferenzsystem and is accessible through the web account. Dr. Ralf Nikolai, managing director at Lindenbaum GmbH, comments on the application: „The BlackBerry® is currently one of the leading smartphones for business. Companies can install the applications on their employees' phones using the Enterprise Server. All BlackBerry® models from the 9000 Series are able to support the Business Conferencing App from Lindenbaum. For a company such as levigo systems, whose employees need to be in almost constant contact with their colleagues, our Mobile Conferencing solution is tailor-made.“ levigo systems gmbh is a system house with a principal focus on thin client computing systems and client server applications with virtualization, storage and continuous availability. In addition, the company operates two server farms and provides comprehensive services in the areas of application service provision and web-hosting. Security solutions as well as the design and configuration of hardware completes the range of services provided, constituting a single-source solution for its customers.

There are many telephone conferencing services out there. Yet levigo sought an application that would also help to convince its customers with its professional approach and reliability. This includes how participants are invited to attend the



conference, the high level of convenience during the call and the high level of security provided by the service.



„We have tailored the BlackBerry® Conferencing-App to the needs of professional business life.“ Dr. Ralf Nikolai, managing director at Lindenbaum GmbH

All information saved on the server

Before levigo systems' employees can initiate their first conference call, they must first configure the settings for their account: By providing their username and password they authorize themselves as users of the conference system. Their telephone number is used as the number for the moderator. Notifications relating to the conference booking will be sent to the e-mail address provided. Of course these settings can also be configured centrally over the server. In either case, all information is saved on the company's Enterprise Server, ensuring that all data and bookings are retained even in the event of the phone being lost. At the same time the moderator is able to define several standards which they can easily change for future conference calls. For example, they can determine the standard length of a call. This means they define how much time will be reserved for the call in the calendar of the participants. The cost center can be entered for the allocation of costs arising from the conference call. Further features can be defined, including whether the conversations are to be recorded or which conferencing form the moderator prefers. Options include dial-in conferences with appointment or anytime conferences, or dial-out conferences with appointment and immediate start conferences.

Invitations and calendar integration

Conference call participants are invited by e-mails sent from the BlackBerry® App. Should there be a telephone number rather than an e-mail available in the contact's details, the invitation will be sent as an SMS from the BlackBerry®. The invitation includes details about the telephone number the system will use to call the participant, or, in the case of a dial-in conference, which number should

be dialed. The invitation includes an ICS attachment which, upon confirmation, automatically produces a calendar entry in most of the commonly-used calendar systems that includes all important information relating to the call.

Protected moderator code

The moderator code, required for dial-in conferences, is protected and not visible to participants in the calendar entry. Only the moderators have access to the moderator code which is used for their own participation and to start the call.

Nothing easier – “One Click to Conference“

Using the feature „One Click to Conference“, the initiator as well as participants of a dial-in conference can start the call from their invitation e-mail, calendar entry or conference overview. That makes starting a conference call even easier: Using „One Click to Conference“ neither a dial-in number nor access code is required. If the conference is started using this feature, then the dial-in number is automatically selected and the access code automatically entered, providing direct access to the conference call. In order to ensure that a scheduled conference call is not forgotten, a notification appears on the moderator's BlackBerry® at the time of the call. All the moderator has to do is click on the notification to gain direct access to the conference call.

This function is available to participants of dial-in conferences in both the e-mail invitation and calendar entry.

Dr. Ralf Nikolai, managing director at Lindenbaum GmbH, summarizes: „It was an enjoyable task to have to think about day-to-day business life and to develop such an efficient yet simple application. We have tailored the BlackBerry® Conferencing App to the needs of professional business life. Our mobile telephone conferencing services meet all service requirements and guarantee comprehensive security - yet at the same time they are as simple as making a call. We are delighted that levigo is so happy with our product offering.“

Lindenbaum GmbH

The product portfolio of Lindenbaum GmbH, telephone and web conferencing services and virtual dialogue, covers the whole range from a single source – from consultation and development, planning and configuration, hard and software, to customer service and support during operational usage. The business unit Communications was spun off on 02.03.09 from the company disy Informationssysteme GmbH and simultaneously changed its name to Lindenbaum GmbH. This step highlights the company's growth in the market for telephone and web conferencing services and virtual dialogue.

Lindenbaum creates locations for social gatherings. The name „Lindenbaum“ is synonymous with „oak tree“ in English and, for centuries, this tree was the place where meetings, negotiations and the exchange of news took place. Festivals and other social occasions were also celebrated under the oak tree.

„We chose the company's name as an example of a place for socializing in today's world of the Internet and Web 2.0“ explains Dr. Ralf Nikolai, managing director of Lindenbaum GmbH.



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