



## News Release

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## StarTel Announces A New External SoftPhone Application

*SoftPhone offers users a cost-effective communication alternative*

Irvine, CA – September 22, 2014 – [StarTel Corporation](#), a leading provider of [unified business communications](#) for contact centers and telephone answering services, today announced the availability of its new soft phone application, the StarTel External SoftPhone. Using Session Initiation Protocol (SIP), the StarTel SoftPhone enables users to manage communications easily and efficiently from a PC or laptop rather than a traditional telephone.

With this new product offering, StarTel can now offer users two SoftPhone options to choose from depending on one's business environment. StarTel's [Contact Management Center](#) (CMC) embedded Agent Interface (AI) SoftPhone is used for PCs that reside on the local network. The new, External SoftPhone application uses the resources of the local PC and can be used as a standalone phone (emulating an IP phone) or by a local or remote agent. It is integrated with AI and can be controlled by its telephony keys. Benefits of the new StarTel External SoftPhone include:

- **Dedicated Audio Resources:** The External SoftPhone uses the audio resources residing on an agent's local machine to send and receive SIP-based communications, making it an ideal solution for remote agents connected to a remote desktop server.
- **Flexible Deployment Options:** Install the StarTel External SoftPhone on the PC/workstation of your contact center agents as well as your agents working remotely, such as from a home or satellite office. Local and remote agents can leverage the application's integration with AI to ensure calls continue to be handled with the same level of speed and accuracy.
- **Cost-Effective Solution:** The StarTel External SoftPhone provides a cost-effective alternative to a hardware phone without any sacrifice to

functionality. Since the phone “lives” on a laptop or desktop PC, it takes up no desk space and requires only a PC soundcard and headset to operate.

“We are excited to leverage the benefits of SIP-based communication and provide the marketplace with a powerful voice solution that requires little hardware and no dedicated phone lines,” said Bill Lane, president and CEO of Startel. “The Startel External SoftPhone is a great complement to our unified communications services – and a very affordable alternative for both local and remote agents, and traveling business owners, who need to stay connected.”

The Startel External SoftPhone, which was included in the Startel CMC 12.1 release, is now available to customers on maintenance at no additional charge. The [Startel Soft Switch](#) is needed in order to operate the Startel External SoftPhone. For more information, or for assistance with deploying the application, contact Startel Technical Support at [techsupport@startel.com](mailto:techsupport@startel.com).

### **About Startel Corporation**

Startel is a leading provider of unified communications, business process automation, and performance management solutions and services. Since its founding in 1980, Startel has established a loyal customer base from a variety of industries, including contact centers, education, government, healthcare, insurance, telephone answering service and utilities. Startel leverages its unique solutions and industry knowledge and experience to empower organizations to improve agent productivity, reduce operating costs and increase revenues. For more information, contact Rachel Sauerbrey at 949.863.8776 or visit [www.startel.com](http://www.startel.com).