Software-based VoIP Hoot & Holler Solution

Hoot N' Holler is frequently used in the financial industry for morning calls and to provide conferencing and intercom using wiring that is connected to speakers and microphones at each end. Many times, financial brokers and analysts are away from their desk, making it difficult for them to receive these morning calls and broadcasts. As most of the current solutions are hardware-based, mobility is a problem.

Pangean Technologies's *insta*-REACT! Hoot & Holler Solution solves this problem. The *insta*-REACT! Hoot & Holler solution enhances the user experience by giving them a software client with all the same features as hardware, but with the additional benefit of mobility. The *insta*-REACT! solution is a standalone system but can also be integrated into a company's existing traditional Hoot & Holler solution.

Pangean Technologies's enterprise solution for the financial services market provides a secure communications platform that integrates presence, instant messaging and group voice communications.

insta-REACT! provides an all-in-one communication solution for the financial market. The Solution provides secure, standard-based multimedia communications including Presence, Instant Message, Hoot & Holler, Voice Broadcast, and voice conferencing.

Financial institutes need to continuously adapt to new technologies to meet the demand of their clients. A major part of every financial company's strategy is the improvement of their communication while trying to reduce cost. Pangean solutions offer both the cost savings and flexibility.

An Everyday Story

"Amos Watson and Eric Spencer both work as equity traders for a global financial firm in New York. Both usually host morning calls to review the day's stock market strategy with analysts, brokers, and traders worldwide. Amos's company uses insta-REACT! from Pangean Technologies as their Hoot and Holler solution. Eric's uses a traditional Solution.

Today, coincidentally, both are on a business trip in Tokyo. Because of the time difference and the traditional Hoot and Holler solution, Eric has to hold off his morning calls until he gets back from his trip.

Meanwhile, using insta-REACT!, Amos easily logs on to his company's VPN from his hotel room, logs on to insta-REACT!, see all his group members online and host his morning calls and everyone partakes in the conference as if he was in his office in New York.

During his morning call in Tokyo on another day, Amos realizes that because of the time difference, his entire New York staff is not online. Using insta-REACT!, he records the morning call. When his staff wakes up, they logon to insta-REACT! and get a notification that they have a "missed broadcast". They listen to it and execute."

Disaster Recovery

These days every firm is looking for a Business Continuity Planning (BCP) strategy that will help them minimize or eliminate any chances of a disaster. This BCP or Disaster Recovery strategy for voice communication is quite significant and poses a lot of strains on the technical manager. Pangean's solutions resolve many of those problems and our team and help with this strategy.

The Benefits

Cost Effective

In companies where multiple office locations exist (Branch Offices, Telecommuters, Remote Offices), carrying voice traffic across the IP Network can result in great cost savings. Pangean's solution allows geographically dispersed users to remain connected wherever they may be located, using their existing IP infrastructure for voice communications without incurring any charges.

Rapidly Deployable

Based on IP technology, *insta*-REACT! utilizes a company's existing corporate LAN and WAN to broadcast voice to every desktop, making it easy to deploy on a corporate network. The voice broadcast can deliver any audio source to anyone with a multimedia PC on the corporate data network that is given access to listen. The result is the ability to instantly facilitate communication, globally, at no cost.

Increase Productivity

Not only does a company experience lower cost of ownership and the benefit of converging Voice and Data on their existing network, they also realize a significant increase in productivity and mobility through a corporate home office VPN. The flexibility a user has is endless. They are able to work from home, hotel rooms, or any remote location while connected to the corporate network.

Secure Communication

As the *insta*-REACT! solution resides on the company's network for internal communication, it is already protected by the company's implemented firewall. It also features a two way logon/logoff mechanism for added security.

No recurring cost

With our converged conference solution, there is no need for monthly fees from external service providers for audio conference calls. With a push of a button, users can speak in a conferencing call with everyone in your group.

Web-management and Administration

With the web-based administration features, it allows for auto-management of users, groups, and an overall, easy to use, system management.

Integration with corporate applications

Pangean's product easily integrates with popular front-end applications as well as widely accepted back office systems in order to improve the end user productivity and experience.

Low Bandwidth Utilization

Pangean's product supports multiple CODECs (G.711, G.729, and GSM 6.10), allowing companies to easily implement a lower bandwidth CODEC in one location and a higher in the other. Pangean has also implemented dynamic Voice Activity Detection (VAD) which also reduces network voice traffic.

Easy Access to Employees

With the *insta*-REACT! Presence, Paging, and Push to Talk features, there is no need to dial a colleague. Simply push the Talk button and start speaking. Less time is needed for dialing and hoping the user is there because of user availability status.

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