

The office for the anywhere worker!!!



Welcome to Softphone!

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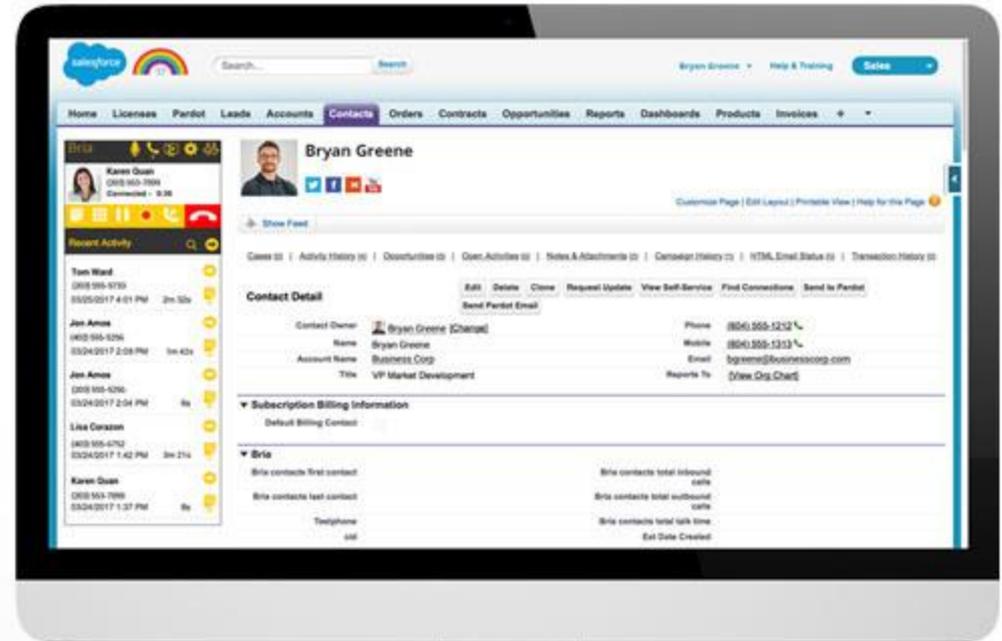
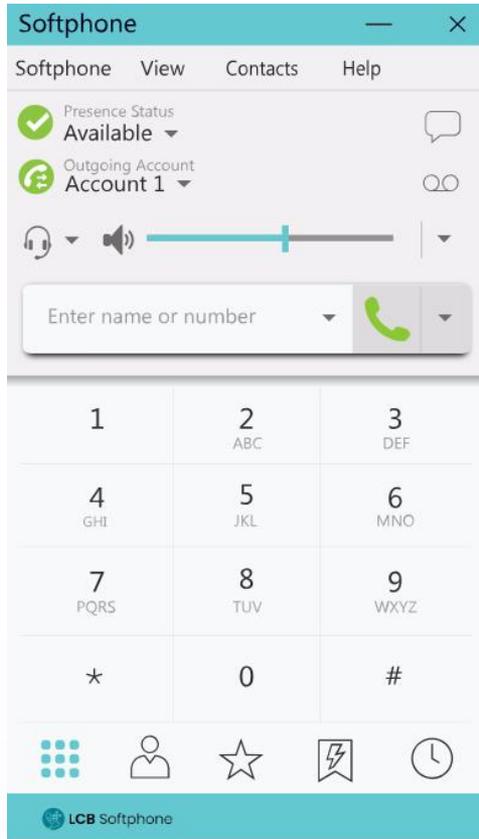
Your **LCB SOFTPHONE:**

A powerful new take on the all-in-one for a more immersive experience.

LCB SOFTPHONE FOR SALESFORCE®



Combine real-time communications and tracking with SALESFORCE® sales automation and CRM



Business Development Group PO Box 4075 Santa Fe Springs, CA 90670
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LCB SOFTPHONE for Salesforce®

14-day free trial of the full product suite from the AppExchange store.

Includes: Multiple **LCB SOFTPHONE** for desktop and mobile devices, **LCB SOFTPHONE** for Salesforce®, Screen Share, and Instant Messaging.

Existing customers may qualify for additional discounts. LCB SOFTPHONE for Salesforce supports **LCB SOFTPHONE 4.5 or newer for desktop clients.*

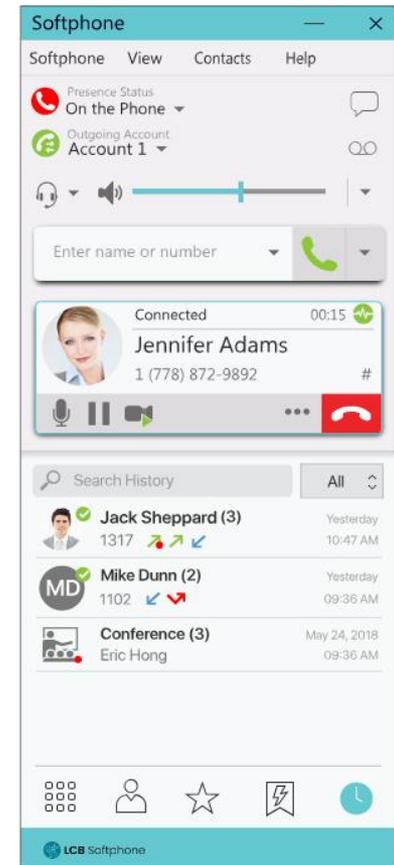
LCB SOFTPHONE CLIENTS



Providing enterprises with a seamless communications experience across any device, network or platform

Say "Good Bye" to Dedicated Hardware !!!!

The **LCB SOFTPHONE** client suite enables consumers and business users to make VoIP (Voice over IP) audio and video calls, send Instant Messages and manage their presence, all in an easy-to-use, seamless software application. Our product suite spans from desktop computers and laptops, to mobile applications for smartphones and tablets – all across various operating systems



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Overview

LCB SOFTPHONE for Salesforce® combines **LCB XMPP PLATFORM™** first-class in-context communications interface with the rich sales automation and CRM capabilities of Salesforce®.

LCB SOFTPHONE leverages your existing PBX/UC services and allows you to place calls directly from within the context of Salesforce's platform.

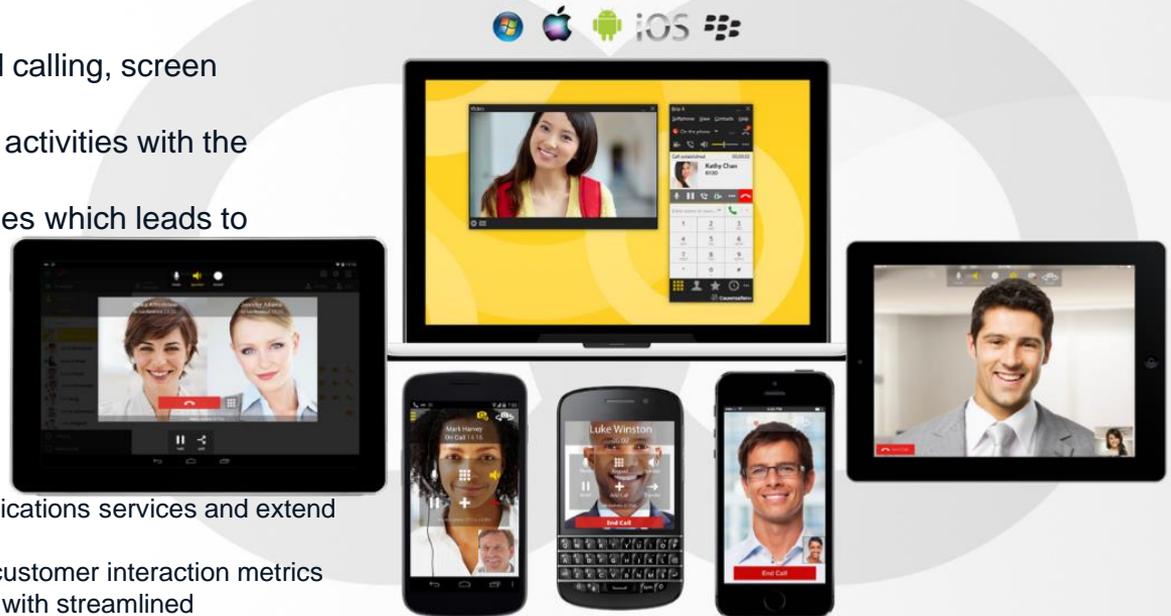
Then, **LCB SOFTPHONE** automatically collects and enters key communications facts – or even the actual call itself – back into Salesforce®. Now, sales people can simplify the placing of calls and automatically log their calling activity within. And for managers and administrators, they can easily capture and analyze communications as part of a Salesforce® In overall performance assessment. Manage all sales and communications activities from within **LCB SOFTPHONE** for Salesforce®.

User benefits

- Increase user productivity with integrated calling, screen sharing and instant messaging
- Reduce the need for internal reporting of activities with the auto collection of customer interactions
- Improve lead and customer response times which leads to greater sales and customer satisfaction.

Enterprise benefits

- Leverage your existing PBX or Unified Communications services and extend infrastructure investments
- Gain valuable and actionable insight using key customer interaction metrics
- Increase productivity and generate higher sales with streamlined communications
- Promote collaboration and strengthen relationships with customers or colleagues
- Enhance customer profiles with a deeper view of your customer interactions



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LCB SOFTPHONE



Now Integrate with Microsoft Outlook and Microsoft 365



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Desktops

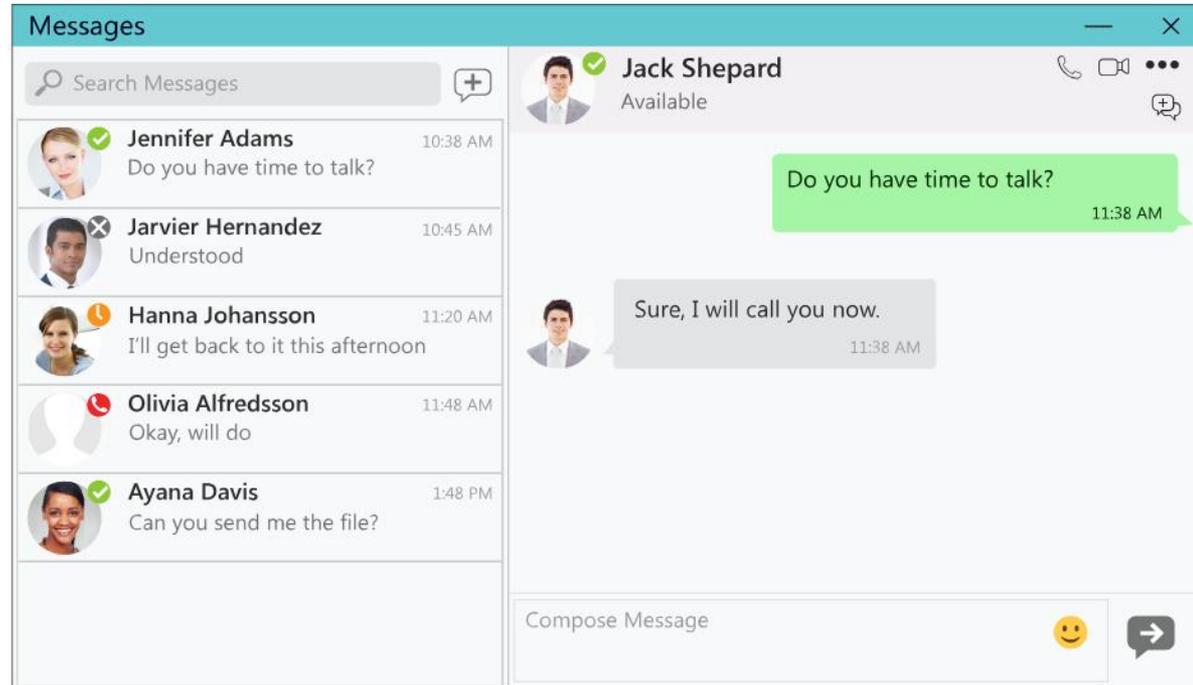
Turn your computer into a full-featured telephony experience.

Everything you expect from a phone system with the added advantages of video conferencing, messaging and presence management. Using the latest technology and SIP standards, **LCB SOFTPHONE** desktop phone clients provide business users with carrier-grade communication solutions that can be tailored to meet the needs of any size organization.

Smartphones

Mobile communications on a whole new level.

Based on SIP and Open Standards, **LCB SOFTPHONE** clients are an extension to your company's PBX and feature a multitude of communication options, superior security and encryption and advanced audio codecs. **LCB SOFTPHONE** mobile VoIP smartphone clients are the industry's most reliable and feature-rich applications for Apple iOS and Android.



Tablets

So good, smartphones become almost redundant.

LCB SOFTPHONE mobile VoIP tablet clients for Apple iOS and Android are unmatched in features or reliability. Boasting the same features, options and security as our softphone clients, our tablet clients extend your PBX and enable true tablet communications.



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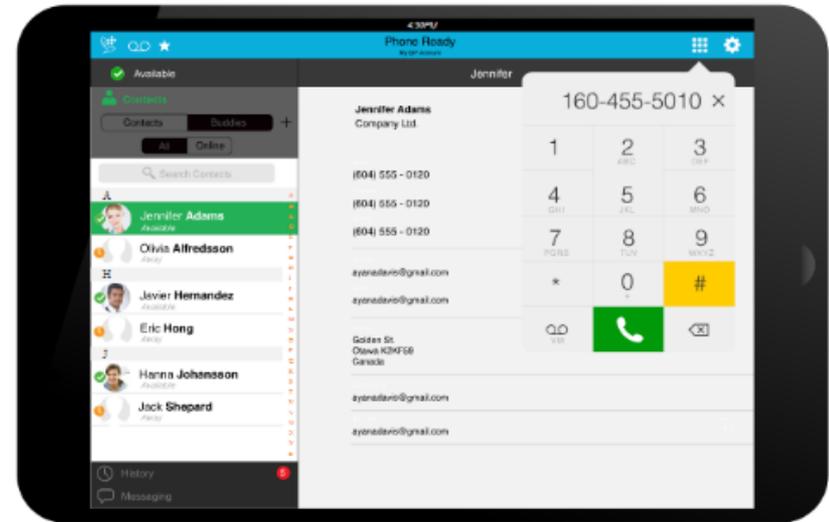
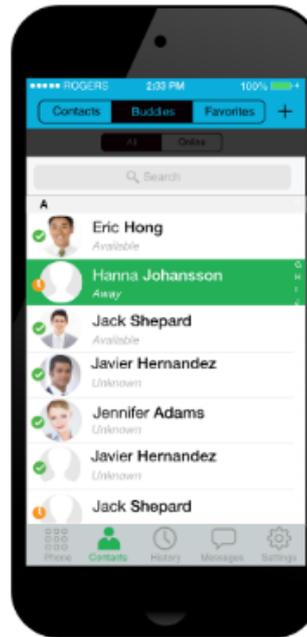
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Softphone Apps: SIP Clients for iOS and Android

LCB SOFTPHONE mobile VoIP app is the industry's most reliable and feature-rich communication applications for Apple iOS and Android. Based on SIP and Open Standards, **LCB SOFTPHONE** mobile softphone app clients become an extension to your company's PBX and feature a multitude of communication options, superior security and encryption and advanced audio codecs.

LCB SOFTPHONE Mobile for iOS and Android, Developed for the Apple iPhone, iPad and iPod touch, **LCB SOFTPHONE** Mobile for iOS lets you take the power of your **LCB SOFTPHONE** desktop softphone with you wherever you go. Leveraging the device's native contact list or your corporate directory, you can make voice and video calls, send messages and see users' presence, all in one application.



LCB SOFTPHONE Mobile for Android and iOS

Take your favorite desktop **LCB SOFTPHONE** with you - at work, at home or anywhere



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LCB XMPP PLATFORM™

Empowering enterprises and operators with a single platform to manage and enhance OTT communications, ensures that operators and enterprises can deploy, configure and administer a communication solution with greater responsiveness and efficiency.



Messaging

The Messaging & Presence Module provides an XMPP server for messaging and presence services supporting a number of extensions for service provider and enterprise deployments. With this module, [LCBSOFTPHONE](#) Desktop and Mobile clients can retrieve a Contacts roster from the XMPP server, send and receive Instant Messages with other standard XMPP clients. Additionally, along with 1:1, group chat and chat room features, users can send files, images and documents via XMPP to enhance chat conversations.

Presence

The Messaging & Presence Module also provides the ability to exchange rich presence information – including available, busy, away, on the phone, do not disturb, or other custom status messages.

Sync

Messaging Sync allows you to start a conversation on one device and pick it up on another; from [LCBSOFTPHONE](#) desktop to [LCBSOFTPHONE](#) mobile, conversations can be carried on seamlessly.



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SCREEN SHARE FOR TECH SUPPORT AND PRESENTATIONS

Add screen sharing to LCB Softphone Desktop on Mac and Microsoft and take communications to the next level

When used in the LCB Softphone Desktop client, presenters can share their screen with up to 100 participants while using the voice and messaging capabilities of their desktop softphone.

User Benefits

Enhance productivity and effectiveness during calls and conference calls by getting everyone on the same page using screen sharing

Increase audience engagement during virtual meetings by showing and telling during your presentation

Mobile access allows participants to join easily from any device without needing additional downloads, plug-ins, Flash or Java.

Enterprise Benefits

Provide employees with a powerful tool to increase productivity and effectiveness during virtual meetings and conference calls

Utilize reporting tools to see how often employees are using the service and which attendees are joining sessions

Cloud-based service means no onsite installs or proxies to get set up

Note: The Screen Share Add-In must be used in conjunction with a LCB Softphone 5.2+ desktop client



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SERVICE PROVIDER SOLUTIONS

We do all the "heavy lifting", while you stay competitive in this new communications landscape

LCB Solutions for Service Providers:

With traditional lines of business facing challenges from disruptive technologies, and competition from over-the-top players like Skype, Apple, Google and Viber, LCB XMPP Server has the solutions and know-how to empower operators in maintaining market relevance. Our agile, quick-to-market solution deployments ensure your business is poised to maintain a competitive advantage in this ever-changing, fast moving environment.

LCB Solutions Enables Service Providers to:

Build a product offering that works seamlessly across multiple networks and devices.

Differentiate products to grow customer loyalty and maximize customer wallet-share.

Find a way to compete with OTT players by offering customers a better, easier and more efficient way to communicate using your service.

Retain and grow subscribers by extending wireless services across multiple devices including PCs, tablets and mobile phones

Deploy and manage a scalable solution to easily access, provision and manage all LCB Softphones applications from one convenient web interface, personalized for each customer profile.



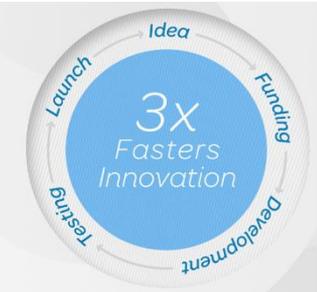
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Voice Communications in Automobiles

Many modern cars come equipped with technology to provide 3G or 4G data connectivity to the car. The LCB Softphone Foundry team looked to improve the voice (and messaging) experience of users within a car by leveraging this existing data connectivity as part of one of their projects. In this particular project, the LCB Softphone Foundry team sought to prototype a voice experience without using the voice or data connectivity of any mobile device that user may (or may not) bring with them in the car. The voice service should be personalized to an occupant of the car, but should not rely on that person's device actively tethering to the head unit (e.g. connecting via Bluetooth) or even the presence of the person's device. This solution would address a person's need for reliable voice communications within their cars even without their phone at hand or with them, and also benefit them by avoiding battery drain on their mobile devices. The Foundry team prototyped a solution on a car's head unit by adding a Voice Over IP (VoIP) solution to the head unit using the data connection to be able to seamlessly leverage voice capabilities of an IMS network. The prototype could deliver voice services (based on the occupant's identity) to the car, and even support the option of having multiple users voice services available on the head unit.

Connecting these technologies within the car with an interface that was appropriate for a car was the primary goal of the prototype. For instance, they did not want drivers distracted by trying to manipulate a smartphone interface while driving. For this prototype, the efforts were focused on making the interface as seamless and effective as possible. Another key emphasis was to minimize the development effort to integrate with the IMS network as the primary goal was the experience, while preserving a quality voice experience. To accomplish this, LCB Softphone needed an SDK that quickly could integrate with other elements of the solution. The ability to expand over time to other IMS capabilities was also important for the choice of SDK for the prototyping work. A number of SIP SDKs were considered by the LCB Solutions Corp team.



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Say "Hello" to Customized Solutions

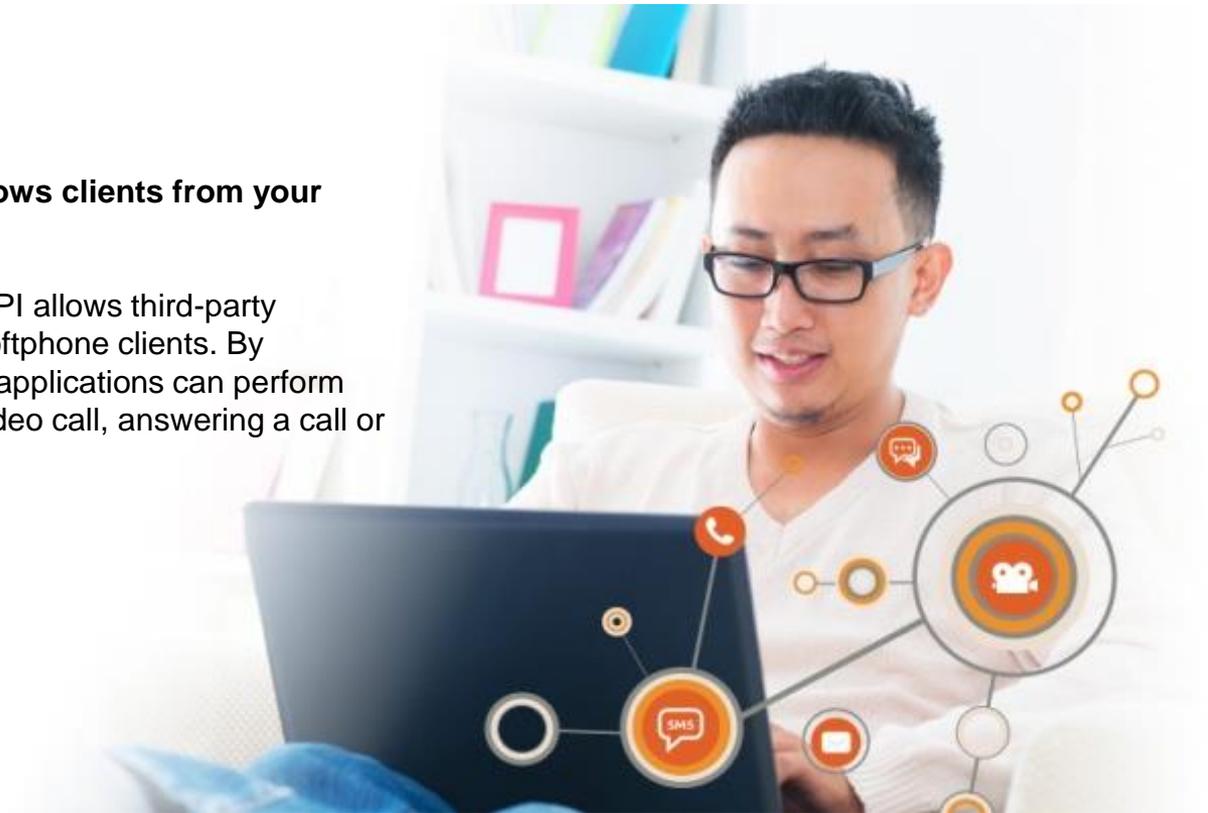
LCB XMPP PLATFORM™ offers desktop Software Development Kits (SDKs) and Application Programming Interfaces (APIs) in addition to ready-made VoIP products. These tools allow developers and operator, OEM and enterprise customers to create customized solutions for their unique needs.



LCB XMPP PLATFORM™ Desktop API

Manage LCB XMPP PLATFORM™ Windows clients from your desktop

The **LCB XMPP PLATFORM™** Desktop API allows third-party applications to control Bria for Windows softphone clients. By leveraging the Application API, third-party applications can perform commands such as starting an audio or video call, answering a call or placing a call on hold.



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Data Sheet | LCB Solutions Collaboration and Video Conferencing



Key Features

- HD video conferencing, screen sharing and instant messaging in one virtual meeting room
- Supports conferences with up to 200 participants
- Easily integrates with existing infrastructure
- Feature-rich host capabilities for managing participants and presenters
- Participants can join from the device of their choice using **LCB Softphone** or a web browser
- Highly secure, encrypted communications

Key Benefits

- Provides collaboration tools that can be used over any network, with any device and from any location
- Future-proof UC investment that requires no significant changes to existing infrastructure
- Enables a diverse workforce to effectively and efficiently collaborate, with the flexibility to choose a variety of UC features to suit their communications preferences

Looking for a Virtual Meeting Solution? Look no further!

LCB Softphone Collaboration seamlessly integrates a virtual meeting room with secure HD audio and video conferencing, messaging, and screen sharing for up to 200 participants within the **LCB softphone** experience. It extends your telephony system capabilities without significant changes to communications environments, even when using a PBX that does not support video or messaging, because these services are hosted by **LCB Softphone**. **LCB Softphone** Collaboration builds upon **LCB Softphone** 15+ years of softphone experience and can be added to **Voip** Enterprise and custom **Telecom** solutions.

Increase Productivity in the Workplace

The need for real-time collaboration increases significantly as teams grow and companies adopt more remote/home-based work initiatives. **LCB Softphone** Collaboration allows interaction through multiple channels. For instance, a host can escalate an IM conversation to a full video conference with a simple click, or share a document on their screen while presenting it live via video conference, giving attendees virtually the same feeling they would have as being in the same room. Participants can ask questions in real-time, and receive answers, collaborating properly to make business decisions faster and complete projects on time.

Save Money by Traveling Less & Working More

Think of how much time and money is wasted when team members are forced to travel for work. With **LCB Softphone** Collaboration, employees can work together and engage customers from any location using HD video, chat and screen sharing, all but eliminating the need for travel. Less travel means more money saved, and less downtime when travelling means higher levels of productivity.





Data Sheet | LCB Solutions Collaboration and Video Conferencing

Features

Start or Schedule with a Simple Click

Start a collaboration session quickly and easily, or add it to an Outlook calendar invite, without entering pin codes, conference IDs, or passwords.

Meet on Any Device, Anywhere

Join or run meetings from wherever you are, on the device that works best. Hosting and presenter capabilities are supported on any device that has LCB Softphone installed, and participants can join either using Bria or a web browser.

Conferences That Are Easy to Join Whether on desktop or mobile, participants can easily join via **LCB Softphone**, web link or dial in by phone to join a conference.

Dedicated Meeting Room

Never overbook a virtual conference room again! Each user is provided with a dedicated virtual meeting room, making it easy to schedule meetings on the fly, or recurring meetings, without having to check for overbooking.

HD Video and Content Sharing

Easily and intuitively share video and content with colleagues, customers and peers in up to 1080p HD video.

Group and Private Chat

Send and receive instant messages to everyone in the group or a single participant in the conference.

Feature-Rich Host Capabilities

View and manage participant capabilities such as assign video, presenter control, turn mic on/off, room-wide muting and unmuting, and lock participants from changing mute setting.

Personalize Your Virtual Room

Video layout, quality and camera selection can be changed quickly during a live session.

Check Attendance

The participant list shows other conference members who are attending or have recently joined or left the session. It also depicts voice activity and audio detection below the conference member's avatar.

Network and Local Recording

Network recording can be set up for the host to record both audio and video of the conference. The audio portion of a conference can be recorded locally by any participant in the conference.

Host Secure Meetings

Designed to meet even the most stringent security requirements, all sessions are encrypted via TLS and SRTP for securing media and audio streams, and HTTPS for screen sharing.



Let's Start Collaborating

For more information visit www.lcbso1.com or contact your LCB Softphone sales representative.