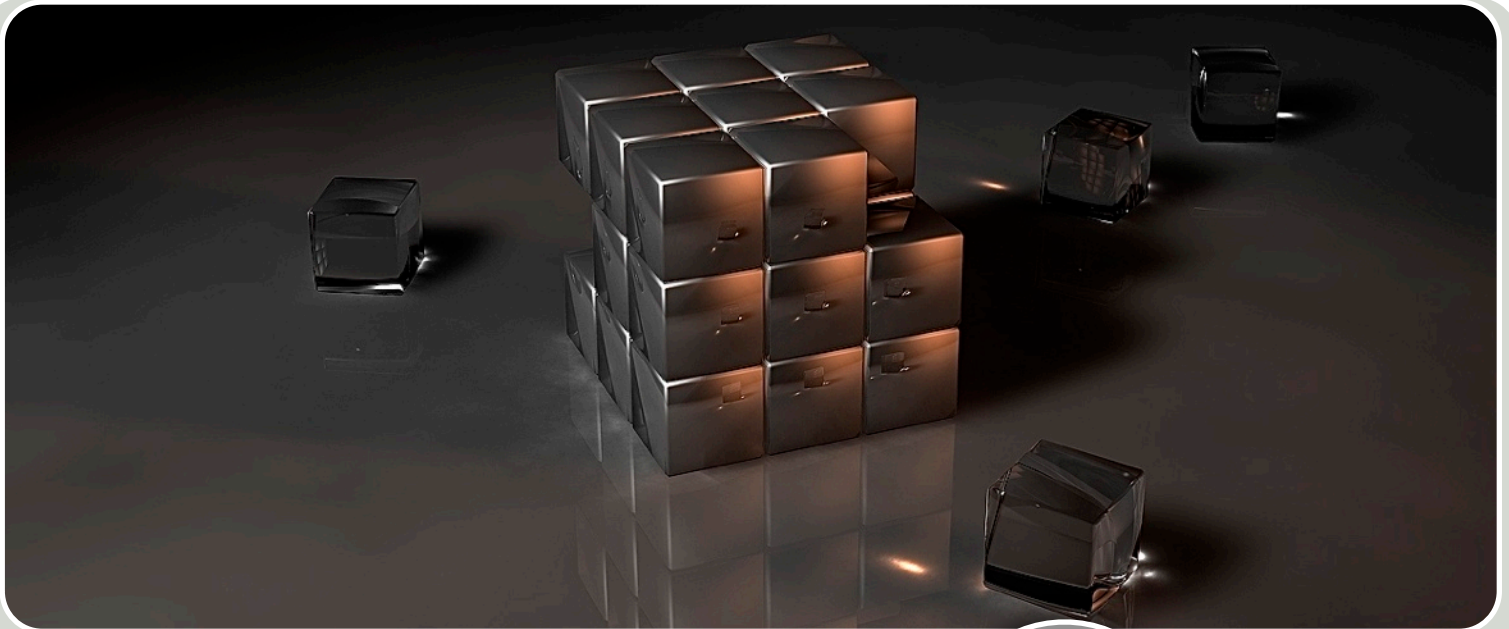


# IPCELERATE™

more



## IPcelerate IPfusion™

### Using building blocks to create impact in VoIP!

IPfusion™ is the most modern and flexible integrated development environment (IDE) available for any Cisco 3rd Party Product set. IPfusion provides a comprehensive set of tools to partners and clients alike for software development on the IPcelerate NIPA™ Framework. IPfusion™ was designed to take advantage of all the IPcelerate embedded capabilities inside the NIPA Framework by providing tightly-knit components that deliver a rich set of development functions which minimizes the amount of time to enhance existing IPcelerate applications and create new ones.

One of the really cool things in IPfusion is the built-in support for drag and drop. IPfusion includes the

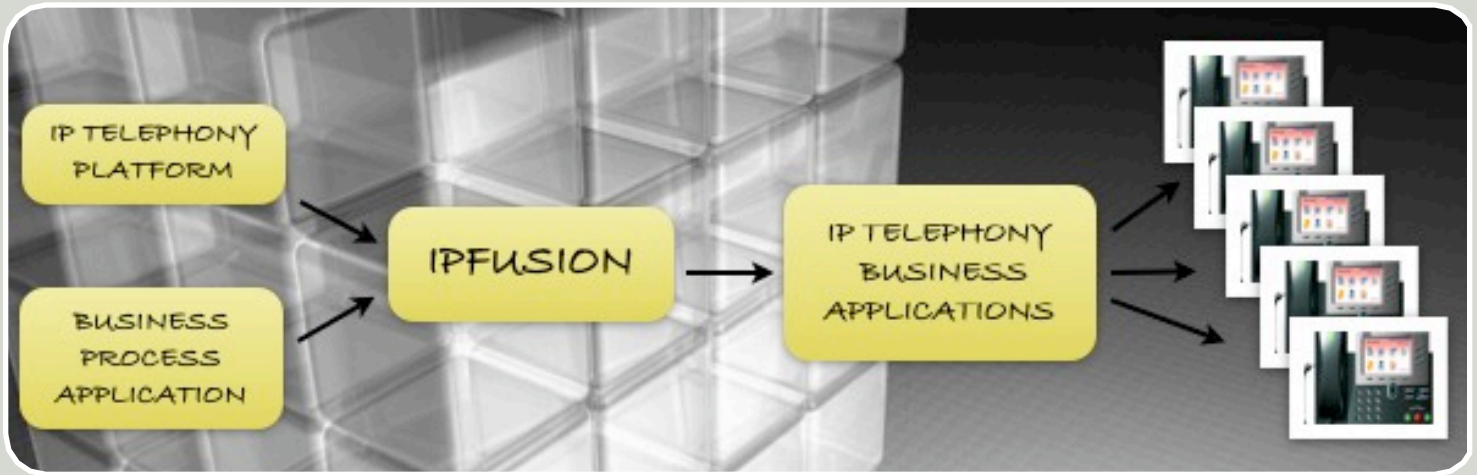
Drag and Drop Manager which allows you to drag an object to easily create an application. The Cisco based XML Tags, 3rd Party Database interfaces, IPsession Application Tags and Tree components all include enhanced support for drag and drop so you don't have to write any code.

IPfusion allows users to create VoIP applications without the worry of code generation, well-formed code, state management and application/configuration flow. IPfusion includes a Runtime Engine (RTE) that allows users to test the applications as well as deploy multiple applications for an organization.

Drag & Drop  
functionality



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**What is IPfusion?**

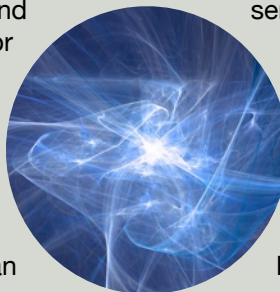
- *Integrated Development Environment (IDE) for developing IP Telephony applications*
- *Helps Create Custom Telephony Applications using NIPA Framework*
- *Integrates with different business applications, for example, 3<sup>rd</sup> party database*
- *Drag & Drop based console, similar to many standard IDE's like Visual Studio, Eclipse, etc...*

**IPfusion Components**

**Ease of use** - IPfusion streamlines and accelerates the IP telephony application process by allowing staff to dynamically create and maintain applications. Using a simple Windows-based interface, IPfusion lets companies develop and maintain Cisco IP telephony applications without requiring extensive XML knowledge and often without involving a software developer or applications team. IPfusion reduces IP telephony application development time from days or weeks to just hours.

**Drag and Drop Functionality** - IPfusion includes the Drag and Drop Manager which allows you to drag an object to easily create an application. The Cisco based XML Tags, 3<sup>rd</sup> Party Database interfaces, IPsession Application Tags and Tree components all include enhanced support for drag and drop so you don't have to write any code.

**Embedded Objects and Connectors** - IPfusion comes pre-loaded with useful VoIP application objects. Some of the Cisco XML objects include; menu, input, text, directory, image, graphic file, and icons. Accompanying the objects



are helpful tags to help describe and customize applications for the users. Connectors to IPsession and IPstudio products are done via the Network IP Application (NIPA) framework. IPfusion provides database connectors that allow users to tie existing information in databases servers such as Oracle, SQL Server, MYSQL, Sybase and others.

**Runtime Engine** - IPfusion comes with a Runtime Engine (RTE) that allows you to design, develop, test and deploy VoIP applications. As you build and test the multiple VoIP applications built using IPfusion the RTE is available for you to host and deploy the application

**IPfusion Application Merger Tool** - When the IPfusion drag and drop manager is used to create an application the IPfusion Application Merger tool takes all of the back end generated code base and compiles it to ensure that it is deployed on the RTE correctly. With just a few clicks of the mouse an application that is created using the IDE can be immediately deployed to the RTE without needing a Software Engineering skill set.

**IPfusion does more w/VoIP**

**Productivity** - IPfusion allows you develop simple or complex VoIP applications in minutes instead of days.

**Possibilities** - Build simple database driven menus or drive complex work flow processes.

**Acceleration** - Develop applications quickly with little or no coding experience.

**Control** - If your business process changes, you have the tools to change the IPfusion application to accommodate the process.

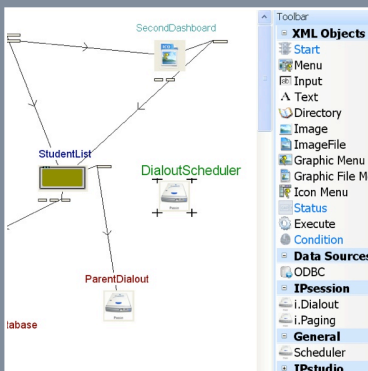
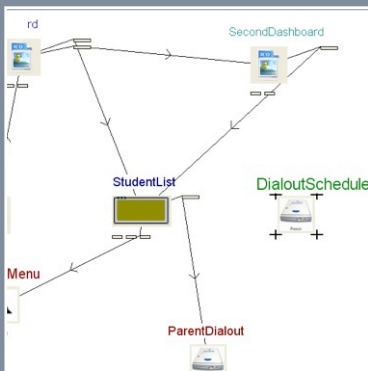
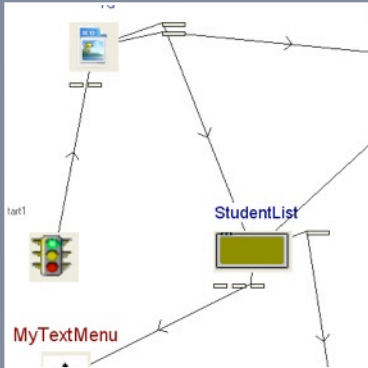
**Visibility** - Build easy to use graphic based IP telephony applications.

**Call us today or visit us online to learn more about how IPcelerate technology can expand your business.**

**IPCELERATE, INC.**

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# IPFUSION



## IPfusion Sample Application

In the following example the IPfusion Drag and Drop manager has been used to integrate an existing school database for attendance to automatically call and inform parents when their child is absent from school that day. Additional prescheduled events have also been developed. Using IPfusion this process took 30 minutes instead of weeks using code from scratch.

## IPfusion Press Release

### IPCELERATE INTRODUCES IPFUSION Innovative Drag and Drop Integrated Development Environment (IDE) Dramatically Reduces Application Creation Time

IPcelerate, Inc., a provider of advanced VoIP products and technologies, introduced today IPfusion, a revolutionary Integrated Development Environment (IDE) for users of IPcelerate VOIP technologies. The icon-based IDE enables users to easily design, develop, test and personalize business-critical IP phone applications. It provides interfaces to third party databases, and also incorporates business objects from existing IPcelerate IPsession and IPstudio products. IPfusion's innovative design features a "drag and drop" interface, user-friendly pull-down menus, and intuitive logic found in commonly used Windows-based development environments.

IPcelerate reseller and development partners will be able to use IPfusion to easily create applications for a specific customer, verticalized applications, and horizontal solutions for their specific markets, thereby differentiating themselves and adding a new revenue stream for increased profitability.

Initial field trials using IPfusion have delivered – in days - new applications that previously would have taken months to develop. IPfusion does not require extensive programming knowledge. It is offered with its own Run-time Engine (RTE) to allow companies to provide an extensive testing environment. These applications can be deployed in a production environment using the RTE, which interfaces with IPsession and IPstudio products. [More...](#)

