



Corporate Communications

Product Guide

Fibr is the secure online service where you chat, keep track of, and protect all your business communications. This guide contains details and advice to help you choose the right solutions for service.

powered by  saropa®

Are your Communications Safeguarded?

There are many types of communication issues that can affect your business – accidental disclosures, intellectual property loss or theft, grievous acts, infrastructure malfunctions, disputed client interactions – the list is endless. It is critical that your business can avoid unplanned communication failures to minimise impact on company data, revenue and profits, while protecting customer relationships.

Every year most businesses experience serious and embarrassing incidents that demand quick recalls or missent information. This can happen on any working day, and at any time your business communicates with a customer by phone or email. The potential incidents can be natural or artificial, from computer malfunctions and malicious acts, to accidental disclosures to intentional leaks.

As a business manager, your responsibility is to reduce both the risk and impact should the worst occur. Having a communications plan that includes an Online Communication System (OCS) keeps your business protected from information disasters.

Most organisations are dependent upon the services provided by their client facing staff. This dependence can be an Achilles heel as far as safeguarding communications is concerned. A professional OCS secures your business because it keeps that information within your network at all times, as your stakeholders must connect to you receive information.

Have you ever considered the non-financial cost that a major communication will have on your business? The loss or disclosure of important information and its effect on the company reputation cannot be overstated.

It's often not until a communication disaster is experienced that business communications are found to be drastically under-protected. Only then, business managers identify how little control they have of corporate information and data.

Fibr is the ultimate solution for your business to deliver secure communications to your clients, suppliers and staff - where and when you need it most.



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About Saropa®

Saropa Pty Ltd is an Australian financial technology company and a leading provider of online solutions for home owners and businesses.

Our team's extensive experience in top-tier financial technology presents us with a great opportunity to bring expert communication solutions to Australian businesses. We are engaged and excited about our vision for business communications which encourages our culture of innovation.

The inspiration for building **Fibr** came from professional and personal experience with the frustration and stress that mishandled communications bring.

We have created partnerships with important Australian organisations to provide high quality client solutions. In 2009 a major Australian company asked Saropa to create a new online counselling solution to improve service and the reduce dependance on traditional telephony systems.

We strive to give our clients the peace of mind that poor service issues won't occur due to incorrect, ill-timed and inappropriate communications:

- Control what information get sent to which clients and instantly rescind errors
- Manage group forums without the concern of disparaging public remarks
- Amalgamate your contact-points into one convenient place
- Supervise staff communications
- Client's initiate, suspend and resume discussions in a conversational framework

Our ability to innovate is our strength. This defines our approach to everything we do.



Four Pillars Security Policy

Saropa® is committed to your privacy and the security of your information. We invest in the highest level of security available to Internet users and employ the same measures used by financial institutions.

Our servers are located in the highest rated facility in Australia – Tier 3+ Rating, with 24x7 on-site security guards and an array of internal and external CCTV cameras.



1 - SECURITY TECHNOLOGY

Saropa is committed to only using the latest technology in Internet security.

Within our the state-of-the-art operations hub, Saropa is equipped with Intrusion Detection Systems to maximize security.

2 - ALWAYS AVAILABLE - 24 x 7

Saropa employs systems that monitor network traffic to identify and quickly correct service interruptions.

Server power and cooling are provided by a battery of rotary UPS units, controlled humidity, roof chillers, and on-site diesel tanks.

3 - STRICT PRIVACY POLICY

Saropa adheres to and operates within Privacy Legislation, so information entered into the website is yours at all times and cannot be accessed by staff.

Additional precautions are in place to protect personal information. Review our Privacy Policy online at www.saropa.com.au.

4 - PASSWORD PROTECTION

Saropa encrypts every piece of information entered before it is even sent to our servers.

Your account password must pass the minimum corporate level of complexity, so if you require assistance our support team will help you.



Fibr Packages



Connection Pack

Strengthen Client Bonds

Need to Know

- Capture sales enquiries and respond in real-time
- Open new channels to your clients and suppliers
- Interactive contact pages and answering service

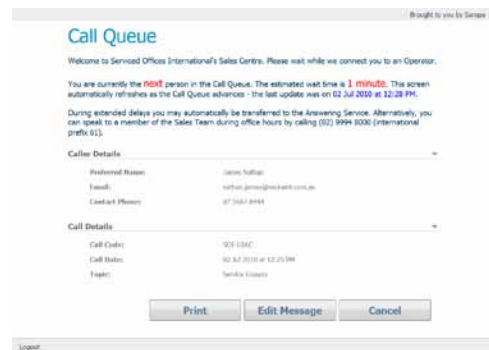
Is your website helping your business to build strong bonds with existing and potential clients? Do you feel that phone and email is not enough for your business to connect with existing and potential clients?

Turn a currently passive 'contact us' page in your website into an active sales/service tool for your business to connect with your existing and future clients.

Use the **CONNECTION PACK** to build stronger bonds with your customers and clients, and open a secure connection to service them online.

KEY FEATURES:

- Client, supplier and staff accounts
- File sharing and rescinding
- Automatic Caller Queue Groups
- Setup Operating Hours
- Public Access and Answering Machine
- Resume and transfer calls



Quick Tip: Smart Queues detect whether there are Operators online and redirect callers to the Answering Service if none are available.

Suitable for

- IT and Product Help Desks
- National and Regional Call Centres
- Virtual Receptionists

Connection Options

Call Centre Management

Item Name	Starter	Premium
Public Call Centre	✓	✓
Call Queuing System (predictive wait times)	✓	✓
Out of Office Answering Machine	✓	✓
Full Audit Trail (with Caller ID)	✓	✓
Smart Web Buttons (Branded)	✓	✓
Unmanned Queue Alert Emails	✓	✓
Call Hand-overs and File Notes		✓
Upload File Attachments (Rescindable)		✓
Client Accounts (Assigned or Self Service)		✓
Smart Queues (Operator Skill Matching)		✓
Virtual Assistant (Response Suggestions)		✓
Supervisor Accounts (View or Intervene)		✓
Service Multiple Businesses Centrally		✓
Integrated Knowledge Base (Online Help)		✓

Consultation Pack

Schedule consult & moderate

Need to Know

- Secure interactive service
- Public and private responses
- Schedule future session times

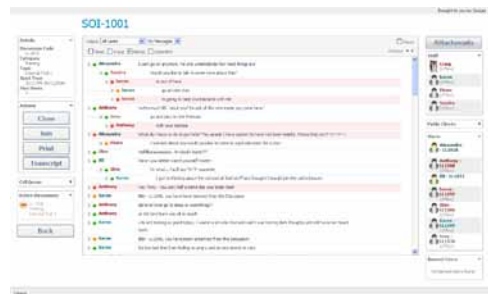
DO YOU FEEL THAT FORUMS AND MESSAGE BOARDS ARE NOT INTERACTIVE and powerful enough to service your group sessions?

Having a communication medium that allows your organisation to provide secure instant interactive group consulting services will improve client experience and reduce service time.

Use the **COMMUNICATION PACK** to securely service group sessions and transform sessions into case studies.

KEY FEATURES:

- Group client chat with multiple operators
- Bans users and message moderation
- Message threading
- Break-out rooms and internal supervision
- Audit trail and compliance controls



Quick Tip: Conduct moderated group discussions with large groups and break-out for private discussions when needed.

Consultation Options

Group Management

Suitable for

- Advice Consultant and Coaches
- Survey and Research Houses
- Counselling and Group Advice

Item Name	Starter	Premium
Easy-Reference Case History (Searchable)	✓	✓
Discrete Moderation (manual or automatic)	✓	✓
Follow-up Message Flags	✓	✓
Hierarchical Messages (Threading)	✓	✓
Internal Staff Messages (not public)	✓	✓
Temporary or Permanent Client Bans	✓	✓
Future Session Booking	✓	✓
User Avatars (Picture & Public Name)	✓	✓
Keyword Triggers and Filters (Alerted)		✓
Persistent and Recurring Sessions		✓
Group Sessions / Chat Rooms		✓
Forum Publication (Read-Only)		✓
1 on 1 Break Out Rooms (Pop-up)		✓
Unauthenticated Guest Participation		✓

Collaboration Pack

Feedback and Needs Analysis

Need to Know

- Live requirements for your projects
- Collect input from stakeholders
- Vote and prioritise requirement



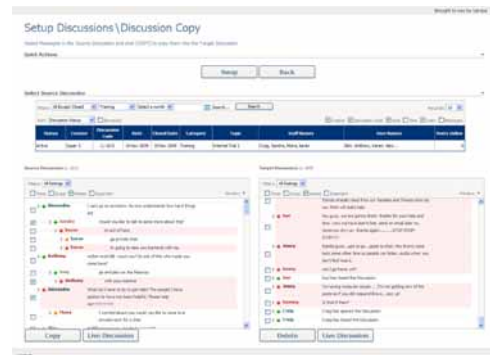
DO YOU HAVE DIFFICULTY COLLECTING AND CONSOLIDATING REQUIREMENTS and feedbacks from multiple stakeholders of your business case requirements?

Having a communication medium that captures all the collaborative comments and feedbacks in one place and allow stakeholders to vote and agree on each individual item within the requirement is critical process for a business case to succeed.

Use the **COLLABORATE PACK** to build a live requirement document for your business case via collaborative feedbacks and voting.

KEY FEATURES:

- Ticketing and case history
- Granular voting and ratings
- Surveys and questionnaires
- Requirements phases and history



Quick Tip: Iterate through the life-cycles of your project and trace the interactive history or stakeholder requirements.

Suitable for

- Work Requests and Ticket Tracking
- Project Centres and Dispersed Teams
- Enterprise Websites and Intranet Deployments

Collaboration Options

Requirements Management

Item Name	Starter	Premium
Job Logging and Tracking (Fast and Interactive)	✓	✓
Completion Time Tracking (Service Metrics)	✓	✓
Personal Watchlists and Update Alerts	✓	✓
Version Controlled File Attachments (w/ Preview)	✓	✓
Message Voting & Ratings	✓	✓
Scheduled Feedback Discussions		✓
Sessions Duplicator (Copy From & Copy To)		✓
Pre-configured Session Templates		✓
Online Survey, Quiz & Questionnaire Tools		✓
Pre-Session Checklists (Client Qualification)		✓
Email Invitations and SMS 'nudges'		✓
Paste Board (Multi-Session Private Notes)		✓
Integrated Web Media (audio, video, desktop)		✓

Brand Pack

Style and Substance

Need to Know

- Staff Timesheets and Client Invoicing
- Analyse statistics and trends
- SMS notifications and reports

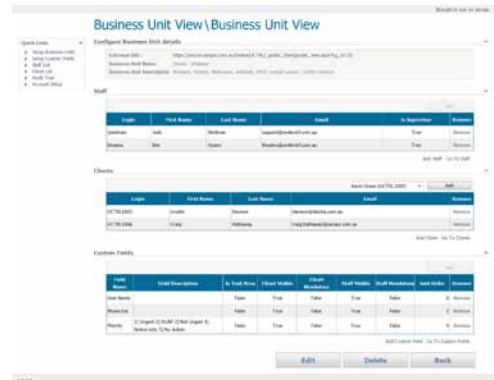


HAVING JUST A COMMUNICATION PLATFORM IS NOT ENOUGH? Are you able to collect and consolidate useful information and monitor service quality from the channels your business use to connect with existing and potential clients.

The **BRAND PACK** track time sheets and generate invoice to clients for time and material; consolidate useful information to analyse statistics and trends.

KEY FEATURES:

- Track service time sheet and generate invoice for clients
- Create statistical management reports to efficiently manage your resource
- Receive SMS alerts and logon to service your clients



Quick Tip: Manage the configuration options for your Teams and Business Units using the built-in administration tools.

Suitable for

- Serviced Offices and Virtual Receptionists
- Call Centres and International Servicing
- Multiple Brand Enterprise Websites

Brand Options

Brand Management

Item Name	Starter	Premium
Core Internationalisation (I18n) Framework	✓	✓
Fully configure colour scheme, images and fonts	✓	✓
Remove any Unwanted System Functionality	✓	✓
iPhone (Mobile Device) Versions	✓	✓
Staff Time-sheets (with Service Metrics)	✓	✓
Priority Dashboard	✓	✓
Staff and Client Avatars	✓	✓
Multi-lingual Spelling Dictionaries		✓
Intranet-mode (only for Internal Staff)		✓
Statistical Management Reports and Charts		✓
Service Alert Thresholds (email and SMS)		✓
Physical Location Redirection (IP Range)		✓
Staff Identification (Personal or Generic)		✓
Content Publication to External Sites		✓

Security Pack

Assurance and Integration

Need to Know

- State-of-the-art Corporate Data Centre
- Activity Tracing and Live Monitoring
- Seamless Website Integration



ARE YOUR PUBLIC AND CONFIDENTIAL BUSINESS COMMUNICATIONS SECURE from accidental disclosure to unintended 3rd parties? Any time you send out information from within your network, by phone, email, fax or web publishing, your company's reputations is risks should it fall into the wrong hands.

Having a communication platform that captures and protects your interactions allows your internal and external stakeholders to trust their information is always protected.

Use the **SECURITY PACK** extends the default security framework of your system for highly sensitive environments.

KEY FEATURES:

- Highest encryption standards
- All activities are tracked and traceable
- Two-Factor Authentication via SMS codes

Audit Trail

The screen shows the most visible listing of the activity for all users. Use the top bar to modify as shown.

Activity	Activity Type	Start Date	End Date	Accessed	Accessed By
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010
10/10/2010 10:10:10	Accessed	10/10/2010	10/10/2010	10/10/2010	10/10/2010

Quick Tip: Use the Live Audit Trail to track user activities and trace interactions between multiple parties.

Security Options

Enterprise Security

Suitable for

- Counselling and Sensitive Advice
- High Volume Call Centre
- Enterprise Deployments

Item Name	Starter	Premium
Zero Client Footprint (no install policy)	✓	✓
Bank-Grade Data Centre (outside CBD)	✓	✓
Full Audit Trail (with IP tracking)	✓	✓
End-to-End Encryption (incl. Attachments)	✓	✓
Very High Availability - 24 x 7	✓	✓
Remote System Administration	✓	✓
Complex Organisational Structures	✓	✓
Terms of Use, Safety Guide and Disclaimer	✓	✓
Permanent Transcripts (Print or Email)	✓	✓
Segmented Database Backups		✓
Single-Sign-On (SAML) Integration		✓
Self-Hosting Licences (WAN/LAN)		✓
Who's Online Activity Monitoring		✓
Two Factor Authentication (SMS)		✓

Case Studies

Product Suitability Matrix

Every business is unique and so is their communication needs. From small or large businesses, local or international, the suite of Fibr Packs will suit your demands. Take your client experience to the next level by combining Packs together.

QUICK TIP: The Starter Packs are great low-cost way to introduce web communications into your business.

Business Type	Connection	Consultation	Collaboration	Brand	Security
Help Desk	✓			✓	✓
Advice Consultant		✓		✓	✓
Job (Ticket) Tracking			✓	✓	✓
Group Trainer		✓ Premium		✓	✓
Survey and Research		✓ Premium		✓	✓
Project Centre		-	✓ Premium	✓	✓
Call Centre	✓ Premium	✓		✓ Premium	✓ Premium
Counselling	✓ Premium	✓ Premium		✓	✓ Premium
Virtual Reception	✓ Premium			✓ Premium	✓
Enterprise & Intranet	✓ Premium	✓ Premium	✓ Premium	✓ Premium	✓ Premium

**“safeguarding
communications into the
future with better client
service today”**

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