BROADSOFT

Streaming Music On Hold Solution

SETUP GUIDE

Why is a streaming solution needed?

Cloud platform customers want more features and benefits from their hosted communications solution. Common complaints are:

- The default hold music is awful.
- The music on hold file is to too repetitive and too short.
- The message-on-hold file plays from the beginning whenever a call is placed on hold, driving callers crazy.

There must be an easy way to step up our "on hold game." After all, customer experience can make the difference between success and failure.

Here's how we stream.

All that is needed to stream from Easy On Hold® to your Broadsoft® platform is an **Identity/Device Profile** with a **Line/Port ID**. You're basically setting up an extension where callers go to hear continuous, custom streaming content. Easy On Hold® configures our streaming SIP server to your Line/Port ID and SIP Server Domain Name. Calls placed on hold or park hear the stream.
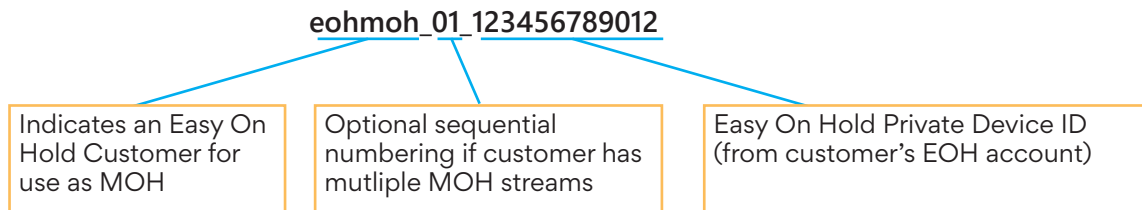
Here's the difference.

No default music. No loading files that repeat over and over. No more tech time handing audio files. No more Jingle Bells in January.

Your customer or marketing department logs in to a content control portal to select music, messages, and scheduled custom announcements. Multiple streams can make up various caller experiences. Once set up, the configuration does not change; your team is no longer the go-between for messages and callers.

Before we begin, EOH will provide the Line/Port ID

Easy On Hold will provide the Line/Port ID using the following format:

eohmoh_01_123456789012

Indicates an Easy On Hold Customer for use as MOH	Optional sequential numbering if customer has mutliple MOH streams	Easy On Hold Private Device ID (from customer's EOH account)

You will provide the SIP Server name

You will provide the SIP Server Name, such as my.sipservers.com (as would be used when adding an external VoIP phone).
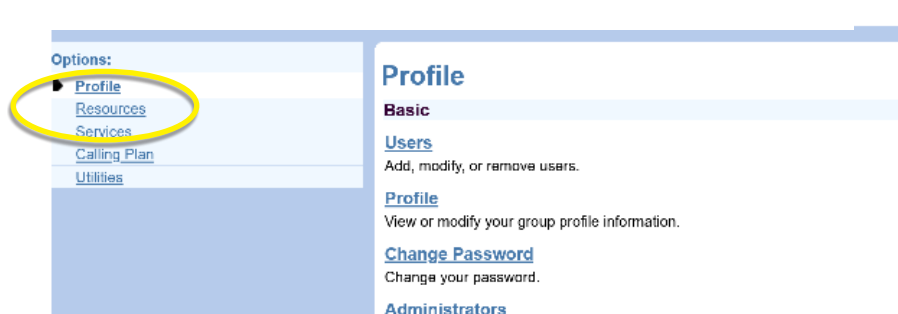
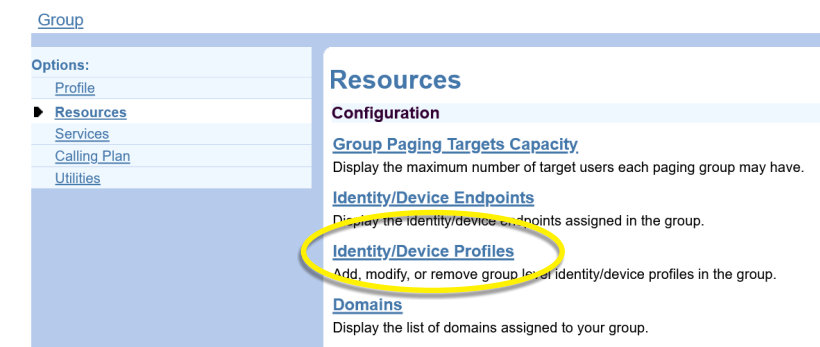**If applicable, you will also Provide:**

- **SIP Proxy**
- **SIP Password**

The process:

Add Identity/Device Profile → Set up Line/Port → Contact EOH to confirm Registration
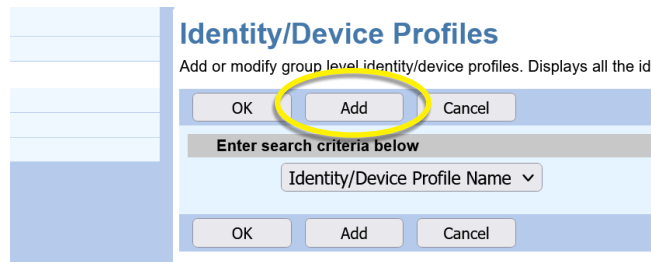
1.1 From Group Level View, select **Resources** from the left menu.
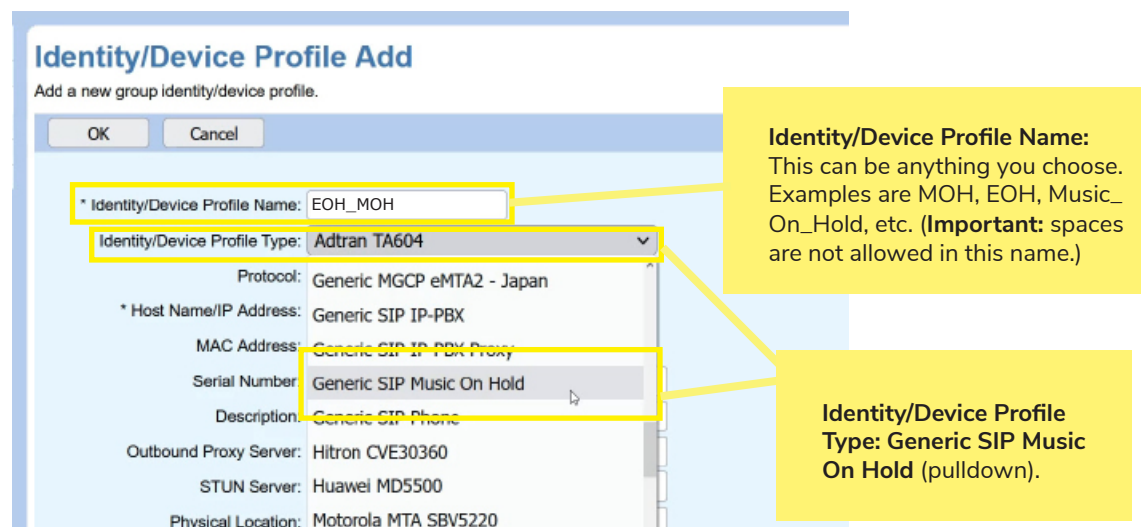

1.2 From Resources View, select **Identity/Device Profiles**.

1.3 Under **Identity/Device Profiles**, select **Add**.

1.4 From the Identity/Device Profiles screen, enter a name, then pull down the **Identity/Device Profile Type** list. Select **Generic SIP Music On Hold**.

Identity/Device Profile Name: This can be anything you choose. Examples are MOH, EOH, Music_On_Hold, etc. (**Important:** spaces are not allowed in this name.)

Identity/Device Profile Type: Generic SIP Music On Hold (pulldown).

1.5) Under the **Transport** dropdown, choose **UDP**. Click **OK**.

Identity/Device Profile Add

Add a new group identity/device profile.

OK	Cancel

* Identity/Device Profile Name: EOH
Identity/Device Profile Type: Generic SIP Music On Hold
Protocol: SIP 2.0
Host Name/IP Address: Port:
Transport: UDP
MAC Address:
Serial Number:
Description:
Outbound Proxy Server:
STUN Server:
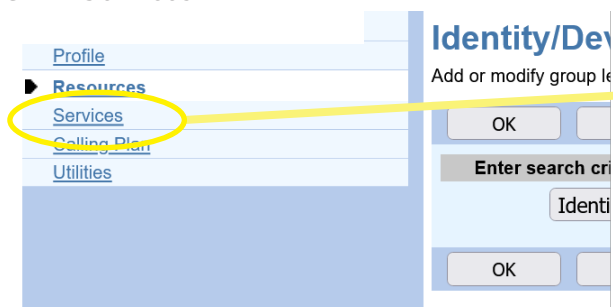Physical Location:

OK	Cancel

Transport: UDP

Description: Any useful description is accepted, i.e., "streaming music for CustomerName".

Click **OK** to complete Identity/Device Profile Configuration.

Set up the Line/Port for MOH

2.1 Go to **Services**.

Profile
▶ **Resources**
Services
Calling Plan
Utilities

Identity/De
Add or modify group le

OK	

Enter search cr
Identi

OK	

OPEN Services

2.2 Go to **Music/Video on Hold**.

Group

Options:
- Profile
- Resources
- ▶ Services
- Calling Plan
- Utilities

Services

Basic

Auto Attendant
Serves as an automated receptionist that answers the phone and provides a personalized message to callers. Callers have the option to connect to the operator, dial by name or extension, or connect to configurable extensions.

Call Park
Enable users to park a call against their call park group and set call park attributes.

Call Pickup
Enable users to answer any ringing line in their call pickup group.

Exchange Integration
Configure the Exchange Integration settings for client integration.

Hunt Group
Automatically process incoming calls received by a single phone number by distributing them among a group of users or agents.

Integrated IM&P
Configure Integrated IM&P settings.

Music/Video on Hold
Play an uploaded audio (music) or video file for callers on hold.

Voice Portal
Allow users to call from any phone so that they can use and configure their user services.

OPEN Music/Video on Hold

2.3 Select **Group** and proceed to Edit the Group Settings.

Music/Video On Hold

Upload an audio or video file, which is a .wav or .mov file co
and Call Park services. Music On Hold for Call Centers

OK

Music/Video On Hold Type

Group

OK

SELECT Group

2.4 Enter settings as shown.

Music/Video On Hold Modify

Modify the selected Music/Video On Hold source.

| OK | Apply | Cancel |

General Settings　　　　　　　　　　　　　**Internal Calls Settings**

☑ Enable music/video during Call Hold
　☐ Use Dynamic Music on Hold
☑ Enable music/video during Call Park
☑ Enable music/video during Busy Camp On

Enable music/video during Call Hold (enabled by default)
Enable music/video during Call Park (enabled by default)
Enable music/video during Busy Camp On (enabled by default)

Music/Video On Hold message:
Preferred Audio Codec: G.711

Preferred Audio Codec: G.711

○ System Defined Music/Video
◉ External Source
　◉ Identity/Device Profile　○ None

Change this setting. (System Defined Music/Video is enabled by default). Change to: **External Source** and **Identity/Device Profile.**

Identity/Device Profile
Identity/Device Profile Name: EOH_MOH_Profile (Group) ▾　　Configure Identity/Device Profile

Identity/Device Profile Name: This is the Identity/Device name already chosen. It will populate from the pulldown.

* Line/Port: eohmoh_01_123456789012　@ prod.voipdnsservers.com ▾
Contact: sip: _____　Path: _____

...tions (Also saves current screen data)
...om Music/Video File
...io: None ▾
Video: None ▾

Line/Port was provided, and appears in this format:
eohmoh_01_123456789012

SIP Server Domain Name: This will be populated with your SIP Server Domain Name. Report this to Easy On Hold.

| OK | Apply | Cancel |

Click **Apply** and **OK.**

General Settings Summary

1. Enable for **Hold, Park, Camp**
　　a. Enable music/video during **Call Hold** (enabled by default)
　　b. Enable music/video during **Call Park** (enabled by default)
　　c. Enable music/video during **Busy Camp On** (enabled by default)
2) Set **Preferred CODEC** to **G.711** if that is your current CODEC.
3) Change source to External Source, Identity/Device Profile.
4) Select the **Identity/Device** name from dropdown. (The name chosen in step 1.4.)
5) Enter the **Line/Port** provided from Easy On Hold (eohmoh_01_123456789012).
6) Enter your **SIP Server Domain Name**. Report this to Easy On Hold.
7) Click **Apply/OK.**

What's Next?

Notify the Easy On Hold® support team at +1 888-798-4653 ext. 236. To avoid blacklisting, no attempt will be made to register this endpoint until EOH has confirmation that the MOH has been configured.

Testing the registration. Easy On Hold® will report the successful registration and test a live connection.

No other configuration or ongoing maintenance is required. The configuration does not change.

Content management. All stream management is made exclusively with Easy On Hold® and its content management system.

Streaming Content

Content options include: existing client content, or licensed music and/or voice recordings provided by Easy On Hold®. For the convenience and benefit of its customers, Easy On Hold® has obtained performance licensing for a variety of music. Voiced greetings, announcements and promotions can be added to play between songs or as produced promotional "spots". End-users are able to control content from a personal management portal at easyonholdcloud.com.

Scalable Solution

Content can be shared across multiple devices, or unique assigned to individual endpoints. Hundreds of concurrently-held calls are supported for each stream instance.

Partnership Opportunity

Contact us for information about providing streaming solutions for your customers. Every business needs properly licensed content. Add music on hold to your solutions and earn extra revenue.

Support

Easy On Hold® provides expert 24/7 support at **+1-888-798-4653** and https://easyonhold.com/support/.

Contact

Support: **Dustin Ganey**

https://easyonhold.com/support

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support@easyonhold.com

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