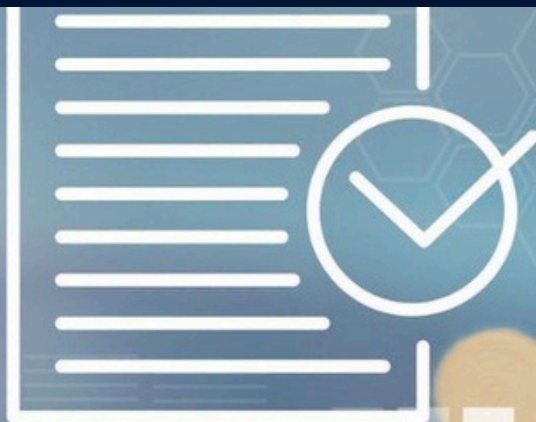




**graymatter**  
NETWORKS



# **BrainBox Setup Guide**

# Table of Contents

## Navigating this Guide



01

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### Introduction

Whether you are integrating BrainBox for the first time or upgrading your existing system, this guide will provide a clear and structured approach to ensure a seamless experience.

02

---

### What is BrainBox? The BrainBox Solution

From cost reductions to compliance and seamless integration, get a brief overview of BrainBox and its benefits.

03

---

### What's Involved With Setting Up BrainBox

Getting started with BrainBox is straightforward and designed to minimize disruption to your operations. Learn what's involved in the set up process.

04

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### BrainBox Initial Setup Guide

From pre-installation preparation, to testing and quality assurance, learn more about the technicalities of setting up a BrainBox.



# INTRODUCTION

## WHAT IS BRAINBOX?

BrainBox by GrayMatter Networks is a software based phone system with exceptional flexibility and the ability to add and remove features according to your needs. We supply simple and fair solutions to complex telecom issues so that our customers are able to focus on their core business. On prem, cloud or both – it just works.

### Savings

We don't play the license game. You buy it, you own it. Get it all with 40-60% in savings.



### Save Time

With BrainBox, your hotel communication just works.



### Fanatical Support

Night or day, our support team is always there.



### Flexibility

Need more features? You want it, you got it! Our Dev Team has you covered.

# The BrainBox Solution

## Full Compliance

BrainBox is a fully compliant next-generation, software-based PBX solution designed specifically for hotels. BrainBox eliminates licensing fees and integrates seamlessly with your property management system (PMS). With BrainBox, you own your system. No per-extension charges or vendor lock-in, just powerful, reliable communication tailored to hospitality needs.

## Ensures Compliance With Federal Laws

If using GrayMatter Networks carrier services (or other compliant carriers), our solution automatically enables direct 911 dialing (no prefix needed) and ensures accurate location data is sent to emergency services.

## Built-In Testing & Ongoing Monitoring

Easily test and verify compliance with built-in reporting and proactive alerts, ensuring your system is always ready for an emergency

## Cost-Effective & Seamless Integration

No need for expensive upgrades. BrainBox modernizes your existing PBX while keeping costs low and compliance effortless!

## Dispatchable Location Information

BrainBox updates dispatchable location data when phones are moved, ensuring emergency responders always receive accurate details. BrainBox sends dispatchable (location info) to the 911 operator when an emergency call is made (compliant carrier required).

## Multi-Building Compliance

For hotel groups, BrainBox standardizes compliance across all buildings, simplifying management and ensuring entire property meets ng911 regulations.

# BrainBox Solves Your Compliance Issues

## Proactive Compliance Monitoring

Built-in tools provide real-time alerts and reporting, so you can regularly test and verify compliance without manual guesswork.

## Automated 911 Calls

When a 911 call is made, BrainBox instantly notifies designated staff (front desk, security, IT) via email, SMS, or on-screen alerts, ensuring rapid response.

## Centralized Compliance Dashboard

BrainBox provides a real-time dashboard where hotel management and IT teams can monitor compliance status and receive alerts for potential issues.

## Instant Multi-Channel Notifications

BrainBox automatically alerts key staff via email and SMS the moment a 911 call is made, ensuring no emergency goes unnoticed.

## Customizable Alert Recipients

Hotels can choose who gets notified, ensuring the right people—such as security, front desk, and management—are informed immediately.

## Automated System Checks

BrainBox continuously monitors PBX settings to confirm compliance, alerting IT if direct dialing is ever disabled or misconfigured.

## Real Time Error Detection & Alerts

If a 911 call transmits incorrect location data, BrainBox can detect the issue and alert IT teams, ensuring fast corrections and ongoing compliance.

## Emergency Call Recording & Logging

Every simulated and real emergency call is automatically logged and recorded, allowing hotels to review, refine, and improve emergency response protocols.

# What's Involved with Setting Up BrainBox

## DISCOVERY & PLANNING

This initial step includes gathering network details, verifying compatibility, and acquiring credentials. We evaluate your existing PBX setup, telecom infrastructure, and compliance status. BrainBox is tailored to fit your specific hotel requirements, including guest services, staff communication, and compliance needs.

## SOFTWARE & NETWORK CONFIGURATION

This step ensures deploying BrainBox software, setting up firewalls, and establishing VPN tunnels. We install and configure the BrainBox system, leveraging Sangoma's FreePBX platform with our added hospitality features. This includes configuration of firewall rules to allow necessary SIP and RTP traffic while blocking unauthorized access. BrainBox sets you up for success with software and network configuration settings that ensure seamless communication among staff and guests.

## PBX FEATURE SETUP

This step includes the configuration of call routing, IVR, call flow, voicemail, auto-attendants, PMS integration and call accounting features. We ensure your hotel is set up with all the features necessary to get you up and running in no time! BrainBox is tailored to fit your specific hotel requirements with a dev team that ensures all your feature requests are met.

## COMPLIANCE CONFIGURATION

This step ensures all regulatory requirements are met. We test compliance features, like accurate location reporting and direct dialing, to ensure everything works as required. BrainBox is set up to meet all federal emergency dialing regulations, ensuring proper 911 location tracking and access.

## **HARDWARE SETUP**

This step ensures all necessary equipment is set up accordingly. We connect phones (guest room, front desk, back office) and integrate any other essential devices like elevator lines or fire panels.

## **POST SETUP VERIFICATION**

After initializing the set up, it's time to confirm nothing was missed throughout the process. Our team double checks everything is in line before the system goes live.

## **TRAINING & ROLLOUT**

This step ensures your team is set up for success with the proper training and system testing. We provide training for your team on how to use the system's features and handle day-to-day operations. Before going live, we test the entire system for reliability and functionality.

## **GO LIVE WITH SUPPORT**

Once everything is ready, we switch over to BrainBox with minimal disruption. Our team is available for troubleshooting, updates, and answering any questions as you get comfortable with the new system.

That's it! BrainBox is up and running, giving you a modern, cost-effective, and compliant telecom solution designed specifically for hospitality.

# BrainBox Initial Setup Guide

## PRE-INSTALLATION & PREPARATION

### **Confirm Network Requirements (LAN, WAN, SIP trunking)**

Verify hardware compatibility or virtual machine readiness. Gather necessary credentials for integration (PMS, SIP provider, etc). Assign static IPs and configure VLANs if needed

### **Software & Network Configuration**

Deploy BrainBox OS and PBX software, configure network settings (firewall, VPN, security), set up SIP trunks and least-cost routing, and enable failover (Black2Back™, LTE backup)

## PBX Feature Configuration

### **Set up extensions, voicemail, and IVR**

Configure auto attendants and call flow control. Implement call accounting and logging. Activate PMS integration for hospitality functions (wake-up calls, room status, etc)

## Security & Compliance

### **Apply ng911, Kari's Law, and Ray Baum's Act configurations**

Enable encryption (TLS, SRTP) and intrusion prevention. Restrict access with role-based permissions.

## Hardware Installation (If On-Prem)

### **Mount BrainBox server (1U rack or standalone)**

Connect power, network, and telephony interfaces (PRI, SIP, analog). Ensure proper ventilation and secure cabling.

## Testing & Quality Assurance

### **Conduct call flow testing (internal and external calls)**

Verify guest services (wake-up calls, voicemail, call routing). Ensure redundancy mechanisms function correctly.

## Training & Go-Live

### **Provide hotel staff with an overview of system functions**

Set up administrator access for ongoing management. Finalize cutover and monitor post-deployment performance.