



Enterprise Voice Operations & Analytics (EVOA)

Product Ordering Guide

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About This Guide

Purpose

This guide explains every SKU in the EVOA product catalog: what it does, when to order it, and how it combines with other parts. Use it to construct customer orders through the License Manager (Quotes -> Orders -> Licenses).

Audience

- MeeraApps Direct Partners placing orders directly with MeeraApps
- MeeraApps Distributors placing orders on behalf of their Sub-Partners
- Distributor + Direct Partner sales / account teams building customer quotes

Prerequisites for Reading

Familiarity with the License Manager UI (Quotes, Orders, License Store), and the EVOA feature vocabulary (Call Centre, Phone Display, Real-Time Alerts, Emergency Alerts, SIP Phone, AI Analytics).

How This Guide Is Organised

- Ordering Model Overview — the mental model: Foundation + Capacity + Features + SA
- Category walkthroughs — every SKU by category, with description and licensing unit
- Feature Code Reference — which SKU activates which internal feature flag
- Order Scenarios — worked examples for typical deployments
- Software Assurance Rules — coverage, renewal, reinstatement
- Ordering FAQ — the questions that come up most

Document Conventions

Part numbers appear in bold monospace: **CA-BASE-0001**. Feature codes appear in italic: *AiAnalytics*. Order-flow UI paths use arrows: License Store > Allocate.

Ordering Model Overview

Every EVOA customer install is composed of four building blocks. Missing any one of them is unusual and normally intentional.

The Four Pillars

Pillar	Purpose	Key SKUs
Foundation	Core system license, single site, single PBX. Prerequisite for everything else.	CA-BASE-0001, CA-SITE-0001, CA-PBX-0001
Capacity	Number of extensions the system will observe.	CA-EXT-0001
Features	Optional add-on modules: Call Centre, Phone Display, AI Analytics, API Access, SIP Phone.	CA-AI-0001, CA-CC-ADDON, CA-CC-AGT, CA-PD-PHN, CA-API-0001, SP-USR-001
Software Assurance	Recurring coverage for updates, support, and re-issues. Standard commercial expectation.	CA-SA-01Y through CA-SA-05Y

Ordering Rules of Thumb

- Every new install needs at least one CA-BASE-0001 or one SP-USR-001 (SIP Phone standalone).
- Add CA-SITE-0001 only for additional sites (first site is bundled in Base).
- Add CA-PBX-0001 for each additional PBX system (first PBX is bundled in Base).
- Add CA-EXT-0001 in the quantity of extensions the customer wants monitored.
- Add feature SKUs only if the customer has licensed those modules — do not sell empty capabilities.
- Software Assurance is per-license-unit per year. Order it against every seat + feature the customer bought.

TIP Distributors: your Sub-Partners' orders go through you. You allocate licenses from your License Store to Sub-Partner customers.

Product Categories

Foundation (Base)

Licensing unit: per installation (prerequisite)

CA-BASE-0001 — Base Package

Core system license. Required for every installation.

Feature codes activated: • StandardReporting • CustomReporting • ScheduledReports • ReportBranding • ChartExport • MultiTenant

NOTE CA-BASE-0001 is the foundation license. Every new installation needs at least one. Includes the first Site and first PBX in the customer's install. Also activates the free feature set (Standard/Custom/Scheduled Reporting, Report Branding, Chart Export, Multi-Tenant).

Site Licenses (Site)

Licensing unit: per additional site (first site included with Base)

CA-SITE-0001 — Site License

Additional site license for multi-site deployments.

PBX Connections (PBX)

Licensing unit: per PBX system (first PBX included with Base)

CA-PBX-0001 — PBX Connection

PBX connection license for each connected PBX system.

Extension Seats (Extension)

Licensing unit: per extension seat

CA-EXT-0001 — Extension

Per-extension license for call accounting.

Multi-Tenant (Tenant)

Licensing unit: per additional tenant (first tenant included)

CA-TNT-0001 — Additional Tenant

Additional tenant license. Each unit licenses one additional tenant (first tenant is included free).

Feature Add-Ons (Feature)

Licensing unit: per license (unlocks the feature globally)

CA-API-0001 — API Access

Enables programmatic API access to call accounting data.

Feature codes activated: • ApiAccess

CA-AI-0001 — AI Analytics Add-on

Enables AI-powered insights, natural language query, anomaly detection and automated report narratives. Requires an AI provider API key (Anthropic, OpenAI, Azure OpenAI) or on-premises Ollama.

Feature codes activated: • AiAnalytics

CA-CC-ADDON — Call Center Add-On

Enables the Call Center module: ACD historical reports, agent management, and ACD system configuration. Must be ordered alongside CA-CC-AGT for named agent entitlement.

Feature codes activated: • CallCenter

IMPORTANT Must be ordered alongside CA-CC-AGT for named-agent entitlement. Also requires at least one Driver SKU (CA-CC-MIVB, CA-CC-MCX-MIVB, or CA-CC-MCX-SIP).

CA-CC-MIVB — CC Driver: MiVoice Business

Enables the MiVoice Business ACD driver (ACD port 15373) for the Call Center module.

Feature codes activated: • CallCenter.Driver.MIVB

CA-CC-MCX-MIVB — CC Driver: Mitel CX (MIVB)

Enables the Mitel CX ACD driver with MiVoice Business backend for the Call Center module.

Feature codes activated: • CallCenter.Driver.MCX-MIVB

CA-CC-MCX-SIP — CC Driver: Mitel CX (SIP)

Enables the Mitel CX ACD driver with SIP backend for the Call Center module.

Feature codes activated: • CallCenter.Driver.MCX-SIP

CA-CC-RT01 — CC Real-Time Dashboard

Enables the real-time wallboard and supervisor dashboard for the Call Center module (CA-CC-RT01).

Feature codes activated: • CallCenter.RealTime

CA-SNMP-EM — SNMP / Emergency Alerts

Enables the SNMP Trap Receiver Windows Service and the Emergency Alerts pipeline: receives SNMP traps from MiVoice Business Emergency Response, decodes CESID + caller info, and fans out to phone recipients, browser toast, email groups, and Desktop Notifier stations. Independent of the Call Centre module. Requires the customer's SNMP trap community + trap source IPs to be configured under Administration > Emergency Alerts.

Feature codes activated: • SnmpEmergencyAlerts

NOTE Independent of the Call Centre module — Emergency Alerts works with just Call Accounting + CA-SNMP-EM. If Phone Display is also licensed, phones become emergency recipients; if Call Centre is licensed, agent-name enrichment kicks in. Neither is required.

Contact Centre Agents (CallCenter)

Licensing unit: per named ACD agent

CA-CC-AGT — ACD Named Agent

Licenses one named ACD agent. Order the quantity equal to the number of agents configured in the call center system.

Phone Display (PhoneDisplay)

Licensing unit: per Mitel 6900 phone in Active status

CA-PD-PHN — Phone Display Device

Licenses one Mitel 6900 phone for the Phone Display module. Order the quantity equal to the number of phones that will be in Active status on the customer's deployment. Pending / Disabled / Unreachable phones do not consume a license.

Feature codes activated: • PhoneDisplay

NOTE Order quantity = the number of Mitel 6900 phones that will simultaneously be in Active status. Phones in Pending / Disabled / Unreachable status do NOT consume a seat.

SIP Phone Product (SipPhone)

Licensing unit: per named user

SP-USR-001 — SIP Phone Per-Seat License

Single-user perpetual license for MeeraApps SIP Phone desktop application.

Feature codes activated: • SipPhone

SP-SA-01Y — SIP Phone Software Assurance 1 Year

Annual software assurance — includes updates and support for 1 year.

SP-SA-03Y — SIP Phone Software Assurance 3 Years

3-year software assurance — includes updates and support for 3 years.

Bundles (Bundle)

Licensing unit: per bundle (see contents)

CA-DEMO-0001 — Partner Demo Bundle

Demo/POC/Training: 1 Site, 2 PBX, 20 Ext, all features. Locked.

Feature codes activated: • StandardReporting • CustomReporting • ScheduledReports • ReportBranding • ChartExport • MultiTenant • ApiAccess • AiAnalytics • CallCenter • PhoneDisplay • SnmpEmergencyAlerts

IMPORTANT CA-DEMO-0001 is a LOCKED demo/POC/training bundle: 1 Site, 2 PBXs, 20 Extensions, all features enabled. Not for production. Duration-limited by the License Manager.

Software Assurance (SoftwareAssurance)

Licensing unit: per license unit per SA year

CA-SA-01Y — Software Assurance (1 Year)

1-year SA coverage per license unit.

CA-SA-02Y — Software Assurance (2 Years)

2-year SA coverage per license unit.

CA-SA-03Y — Software Assurance (3 Years)

3-year SA coverage per license unit.

CA-SA-04Y — Software Assurance (4 Years)

4-year SA coverage per license unit.

CA-SA-05Y — Software Assurance (5 Years)

5-year SA coverage per license unit.

CA-SA-REINSTATE — SA Reinstatement Fee

One-time fee required when renewing SA after the coverage has lapsed.

Professional Services (ProfessionalServices)

Licensing unit: per engagement (typically per day)

CA-PS-INSTALL — Professional Services - Installation

Remote or onsite installation and commissioning service (per day).

CA-PS-TRAIN — Professional Services - Training

End-user or administrator training session (per day).

CA-PS-CONSULT — Professional Services - Consulting

Design, integration or consulting engagement (per day).

Feature Code Reference

Each entitlement on a generated license carries a set of Feature codes. Free features ship with every CA-BASE-0001. Chargeable features are activated by ordering the corresponding SKU.

Free Features (included with Base)

Feature code	What it enables	Activated by
StandardReporting	Traffic + cost + CDR + executive report families.	CA-BASE-0001, CA-DEMO-0001
CustomReporting	Report Templates designer (build custom reports; save, share, brand).	CA-BASE-0001, CA-DEMO-0001
ScheduledReports	Scheduled report delivery to Recipient Groups.	CA-BASE-0001, CA-DEMO-0001
ReportBranding	Per-tenant Branding Profiles applied to PDF / Excel output.	CA-BASE-0001, CA-DEMO-0001
ChartExport	Chart PNG / SVG export from dashboards.	CA-BASE-0001, CA-DEMO-0001
MultiTenant	Multiple tenants on one install; per-tenant data isolation.	CA-BASE-0001, CA-DEMO-0001

Chargeable Features

Feature code	What it enables	Activated by
ApiAccess	Programmatic REST API access to call accounting data.	CA-API-0001, CA-DEMO-0001
AiAnalytics	AI-powered insights, natural-language query, anomaly detection. Requires customer's AI provider key.	CA-AI-0001, CA-DEMO-0001
CallCenter	Call Centre module: ACD historical reports, agent management, ACD system configuration.	CA-CC-ADDON, CA-DEMO-0001
CallCenter.RealTime	Real-time wallboard + supervisor dashboard.	CA-CC-RT01
CallCenter.Driver.MIVB	MiVoice Business ACD driver (port 15373).	CA-CC-MIVB
CallCenter.Driver.MCX-MIVB	Mitel CX ACD driver with MiVB back-end.	CA-CC-MCX-MIVB
CallCenter.Driver.MCX-SIP	Mitel CX ACD driver with SIP back-end.	CA-CC-MCX-SIP
PhoneDisplay	Mitel 6900 phone provisioning + alert-push + VIP-Waiting takeover.	CA-PD-PHN, CA-DEMO-0001
SipPhone	MeeraApps SIP Phone desktop client product.	SP-USR-001
SnmpEmergencyAlerts	SNMP Trap Receiver + emergency-alert pipeline (browser / phone / email / desktop notifier fan-out).	CA-SNMP-EM, CA-DEMO-0001

NOTE SnmpEmergencyAlerts is a feature flag — activation on the generated license is auto-granted by the merger when LicenseData.SnmpEmergency.Enabled = true. Order qty=1 of CA-SNMP-EM to signal the customer purchased the module.

Order Scenarios

Worked examples of typical customer orders. Adjust quantities and SA period per commercial terms.

Scenario 1 — Small SMB, Call Accounting Only

Customer: 100 extensions, single site, single MIVB PBX. Wants Call Accounting only (no Call Centre, no AI). 3-year SA.

Part number	Qty	Purpose
CA-BASE-0001	1	Foundation (includes 1 site + 1 PBX)
CA-EXT-0001	100	100 extension seats
CA-SA-03Y	1	3-year Software Assurance

Scenario 2 — Mid-Size Multi-Site + Call Centre + Phone Display

Customer: 500 extensions, 3 sites, 3 PBXs (mix of MIVB and Mitel CX), 20 named ACD agents, 15 supervisor Mitel 6940 phones on Phone Display. 5-year SA.

Part number	Qty	Purpose
CA-BASE-0001	1	Foundation (includes 1 site + 1 PBX)
CA-SITE-0001	2	2 additional sites (total 3)
CA-PBX-0001	2	2 additional PBXs (total 3)
CA-EXT-0001	500	500 extension seats
CA-CC-ADDON	1	Call Centre module
CA-CC-AGT	20	20 named ACD agents
CA-CC-MIVB	1	MiVoice Business ACD driver
CA-CC-MCX-MIVB	1	Mitel CX (MIVB backend) ACD driver
CA-CC-RT01	1	Real-time wallboard + supervisor dashboard
CA-PD-PHN	15	15 Mitel 6900 phones on Phone Display
CA-SA-05Y	1	5-year Software Assurance

Scenario 3 — Enterprise + AI Analytics + API Access

Customer: 2,500 extensions, 8 sites, 8 PBXs, 60 ACD agents, 40 Phone Display phones, AI Analytics enabled, external SIEM/BI pulling via REST API. 3-year SA.

Part number	Qty	Purpose
CA-BASE-0001	1	Foundation
CA-SITE-0001	7	7 additional sites (total 8)
CA-PBX-0001	7	7 additional PBXs (total 8)
CA-EXT-0001	2500	2,500 extension seats
CA-CC-ADDON	1	Call Centre module

Part number	Qty	Purpose
CA-CC-AGT	60	60 named ACD agents
CA-CC-MIVB	1	MIVB ACD driver
CA-CC-RT01	1	Real-time wallboard
CA-PD-PHN	40	40 Phone Display phones
CA-AI-0001	1	AI Analytics module
CA-API-0001	1	API Access
CA-SA-03Y	1	3-year Software Assurance

TIP For Enterprise deployments, quote CA-PS-INSTALL and CA-PS-TRAIN days alongside the license order. Typical: 3-5 install days + 2 training days for a first-time 2,500-ext customer.

Scenario 4 — Distributor Onboarding a Sub-Partner + First Customer

Distributor DIS-0001 signs up a new Sub-Partner (SUB-0001) and immediately places an order for that Sub-Partner's first customer (100 extensions, MIVB, no Call Centre).

- Distributor onboards the Sub-Partner from Partners page (+ Add Sub-Partner)
- Distributor places an order to MeeraApps against DIS-0001 for the customer's parts (same SKUs as Scenario 1)
- On order confirmation, licenses land in the Distributor's License Store
- Distributor allocates licenses from Store to the customer (which is registered under SUB-0001)

IMPORTANT Sub-Partners never buy directly from MeeraApps. Every commercial transaction flows through the Distributor. Sub-Partner activity rolls up into the Distributor's Store, Orders, Invoices, and Dashboard.

Scenario 5 — Renewal + Add-On Order

Existing customer, previously ordered per Scenario 2, now wants AI Analytics added and 5-year SA re-instated (SA lapsed 3 months ago).

Part number	Qty	Purpose
CA-AI-0001	1	Add AI Analytics module
CA-SA-REINSTATE	1	SA reinstatement (one-time fee, required because SA lapsed)
CA-SA-05Y	1	New 5-year SA

Software Assurance

What SA Covers

- All product updates (major, minor, and patch releases) within the coverage window
- Technical support per the customer's support tier
- License re-issuance when hardware or entitlement changes require it
- Access to new feature modules that ship during the coverage window (subject to per-module licensing)

SA Duration SKUs

Part number	Coverage
CA-SA-01Y	1-year SA per license unit
CA-SA-02Y	2-year SA per license unit
CA-SA-03Y	3-year SA per license unit
CA-SA-04Y	4-year SA per license unit
CA-SA-05Y	5-year SA per license unit

Reinstatement

If SA lapses (i.e., the coverage end date passes without renewal), a reinstatement fee is required to resume coverage.

Part number	CA-SA-REINSTATE
When required	SA has expired and customer wants to renew
When NOT required	Renewing BEFORE the current SA expires (continuous coverage)
Recommended practice	Renew at least 30 days before expiry to avoid reinstatement

Renewal Reminders

The License Manager's SA Renewal service (SaRenewalReminderService) automatically flags approaching expiries. Reminders can be scheduled via the SaRenewalReminders section of appsettings.json (default: check every 12 hours, 30-day reinstatement grace period).

Ordering FAQ

Do I need CA-SITE-0001 for a single-site customer?

No. The first site is bundled in CA-BASE-0001. Order CA-SITE-0001 only for the second and subsequent sites.

Do I need CA-PBX-0001 for a single-PBX customer?

No. The first PBX is bundled in CA-BASE-0001. Order CA-PBX-0001 only for the second and subsequent PBXs.

Do I need CA-TNT-0001 for a single-tenant customer?

No. The first tenant is bundled in CA-BASE-0001. Order CA-TNT-0001 only when the customer needs additional tenants on the same install (one unit per additional tenant).

Can I quote Call Centre without a driver SKU?

No. Call Centre (CA-CC-ADDON) requires at least one ACD driver SKU: CA-CC-MIVB (MiVoice Business), CA-CC-MCX-MIVB (Mitel CX with MIVB backend), or CA-CC-MCX-SIP (Mitel CX with SIP backend). Quote the driver that matches the customer's ACD.

How is CA-CC-AGT counted?

One unit per named ACD agent. Match the quantity to the number of agents configured in the customer's ACD system. Named-agent licensing means a specific person is licensed — swapping requires re-allocation but is not billable.

How is CA-PD-PHN counted?

One unit per Mitel 6900 phone that will be in Active status simultaneously. Phones in Pending, Disabled, or Unreachable status do NOT consume a seat. Under-order → the admin sees a 'License Required' panel when trying to approve additional phones.

What's the difference between CA-AI-0001 and free StandardReporting?

CA-AI-0001 unlocks AI-powered narrative insights and natural-language query. StandardReporting is the built-in report families (traffic / cost / CDR / executive) that ship with every Base package for free.

Distributor question: can I order a customer directly on my Distributor account?

No. Distributors don't own end customers — every customer belongs to one of the Distributor's Sub-Partners. Create a Sub-Partner first, then create the customer under that Sub-Partner. If no Sub-Partner exists yet, the Customer form blocks with an explanatory message.

What if the customer bought SIP Phone standalone (no Call Accounting)?

Order SP-USR-001 for each named user. SA can be added via SP-SA-01Y (annual) or SP-SA-03Y (3-year). No CA-BASE-0001 is required for SIP Phone-only customers.

What if I need to change a partner's PartnerType after they have activity?

Only SuperAdmin can force-change PartnerType on a partner with existing orders/quotes/invoices. The change is reversible in code but does NOT retroactively reprice historical records. Contact MeeraApps if a mid-life reclassification is required.

How do I reissue a license after hardware change?

Reissue is included in SA. If SA is current, use License Manager's Licenses > Regenerate flow. If SA has lapsed, reinstatement (CA-SA-REINSTATE) is required first.

Appendix A: Full Part Reference (Alphabetical)

Every active SKU in the License Manager catalog as of build time.

Part number	Name	Category	Description
CA-AI-0001	AI Analytics Add-on	Feature	Enables AI-powered insights, natural language query, anomaly detection and automated report narratives. Requires an AI provider API key (Anthropic, OpenAI, Azure OpenAI) or on-premises Ollama.
CA-API-0001	API Access	Feature	Enables programmatic API access to call accounting data.
CA-BASE-0001	Base Package	Base	Core system license. Required for every installation.
CA-CC-ADDON	Call Center Add-On	Feature	Enables the Call Center module: ACD historical reports, agent management, and ACD system configuration. Must be ordered alongside CA-CC-AGT for named agent entitlement.
CA-CC-AGT	ACD Named Agent	CallCenter	Licenses one named ACD agent. Order the quantity equal to the number of agents configured in the call center system.
CA-CC-MCX-MIVB	CC Driver: Mitel CX (MIVB)	Feature	Enables the Mitel CX ACD driver with MiVoice Business backend for the Call Center module.
CA-CC-MCX-SIP	CC Driver: Mitel CX (SIP)	Feature	Enables the Mitel CX ACD driver with SIP backend for the Call Center module.
CA-CC-MIVB	CC Driver: MiVoice Business	Feature	Enables the MiVoice Business ACD driver (ACD port 15373) for the Call Center module.
CA-CC-RT01	CC Real-Time Dashboard	Feature	Enables the real-time wallboard and supervisor dashboard for the Call Center module (CA-CC-RT01).
CA-DEMO-0001	Partner Demo Bundle	Bundle	Demo/POC/Training: 1 Site, 2 PBX, 20 Ext, all features. Locked.
CA-EXT-0001	Extension	Extension	Per-extension license for call accounting.
CA-PBX-0001	PBX Connection	PBX	PBX connection license for each connected PBX system.
CA-PD-PHN	Phone Display Device	PhoneDisplay	Licenses one Mitel 6900 phone for the Phone Display module. Order the quantity equal to the number of phones that will be in Active status on the customer's deployment. Pending / Disabled / Unreachable phones do not consume a license.
CA-PS-CONSULT	Professional Services - Consulting	ProfessionalServices	Design, integration or consulting engagement (per day).
CA-PS-INSTALL	Professional Services - Installation	ProfessionalServices	Remote or onsite installation and commissioning service (per day).
CA-PS-TRAIN	Professional Services - Training	ProfessionalServices	End-user or administrator training session (per day).
CA-SA-01Y	Software Assurance (1 Year)	SoftwareAssurance	1-year SA coverage per license unit.
CA-SA-02Y	Software Assurance (2 Years)	SoftwareAssurance	2-year SA coverage per license unit.

Part number	Name	Category	Description
CA-SA-03Y	Software Assurance (3 Years)	SoftwareAssurance	3-year SA coverage per license unit.
CA-SA-04Y	Software Assurance (4 Years)	SoftwareAssurance	4-year SA coverage per license unit.
CA-SA-05Y	Software Assurance (5 Years)	SoftwareAssurance	5-year SA coverage per license unit.
CA-SA-REINSTATE	SA Reinstatement Fee	SoftwareAssurance	One-time fee required when renewing SA after the coverage has lapsed.
CA-SITE-0001	Site License	Site	Additional site license for multi-site deployments.
CA-SNMP-EM	SNMP / Emergency Alerts	Feature	Enables the SNMP Trap Receiver Windows Service and the Emergency Alerts pipeline: receives SNMP traps from MiVoice Business Emergency Response, decodes CESID + caller info, and fans out to phone recipients, browser toast, email groups, and Desktop Notifier stations. Independent of the Call Centre module. Requires the customer's SNMP trap community + trap source IPs to be configured under Administration > Emergency Alerts.
CA-TNT-0001	Additional Tenant	Tenant	Additional tenant license. Each unit licenses one additional tenant (first tenant is included free).
SP-SA-01Y	SIP Phone Software Assurance 1 Year	SipPhone	Annual software assurance — includes updates and support for 1 year.
SP-SA-03Y	SIP Phone Software Assurance 3 Years	SipPhone	3-year software assurance — includes updates and support for 3 years.
SP-USR-001	SIP Phone Per-Seat License	SipPhone	Single-user perpetual license for MeeraApps SIP Phone desktop application.

Support and Contact

Partner and Distributor commercial enquiries:

Publisher	MeeraApps Technology
Email	sales@meeraapps.com
Website	www.meeraapps.com

Technical support (product / License Manager issues): support@meeraapps.com.