

MANAGED CLOUD VOICE · MALAYSIA

A cloud dialer for your outbound team.

Predictive dialing, campaigns and compliance — hosted in Malaysia, connected to the SIP lines you already have.

Prepared for your team · 2026 · JomCloud, a Ceriakom Communication Sdn Bhd venture

THE RANGE

Three packages

All three run on the same managed platform. Based on what you've described, **Dialer** is the fit.

OFFICES

PBX

RM39 / extension / mo

A cloud phone system for your office.
Extensions, IVR, voicemail-to-email,
call recording.

INBOUND TEAMS

Contact Centre

RM49 / agent / mo

Everything in PBX, plus queues,
agent states, wallboard, SLA
reporting and supervisor tools.

RECOMMENDED FOR YOU

Dialer

RM149 / agent / mo

Predictive, power and preview dialing,
campaigns, lead lists, DNC and
compliance.

Only your dialing agents need a Dialer seat — back-office staff can sit on RM39 PBX extensions on the same platform.

THE CASE FOR A DIALER

Your agents spend more time dialing than talking

Dialing by hand

- ✗ An agent spends most of the hour dialing, waiting, and hearing voicemail
- ✗ Leads live in a spreadsheet — nobody's sure who's been called or when
- ✗ Outcomes get typed into a second system, or not at all
- ✗ Do-not-call and calling-hour rules depend on each agent remembering them
- ✗ You find out a campaign didn't work at the end of the month

JomCloud Dialer

- ✓ The system dials ahead and connects the agent only to live answers
- ✓ Leads, filters and recycling rules live in the campaign, not a spreadsheet
- ✓ Every call ends in a disposition — the record updates itself
- ✓ DNC lists and calling windows are enforced by the platform, not by memory
- ✓ You see contact rate and conversion live, and can change pacing today

FULLY MANAGED

You run your business. We run the phone system.

Every package includes the operational work, not just the software licence.

- ✓ **24/7 monitoring** with alerting — we usually know before you do
- ✓ **Backups** and tested restores
- ✓ **Patching & security hardening** as part of the service
- ✓ **On-call support** from a team in Kuala Lumpur
- ✓ **99% uptime SLA**
- ✓ **Onboarding & migration** from your current system, included
- ✓ **Your own admin portal** — change routing without raising a ticket
- ✓ **No lock-in** — your numbers and your carrier stay yours

WHO YOU'D BE WORKING WITH

JomCloud

Managed cloud voice for Malaysian business — a venture of Ceriakom Communication Sdn Bhd, a licensed Malaysian telco operator.

Cyberjaya

Data centre, Malaysia

Kuala Lumpur

Support & engineering team

99%

Uptime SLA

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THE DETAIL

How the solution works

Architecture, dial modes, campaigns, the agent screen, compliance, reporting, and where your data sits.

ARCHITECTURE

Cloud dialer architecture

No hardware on your premises. Agents work from a browser, the platform places the calls, and they leave through the SIP lines you already have.



Built on VICIdial, the most widely deployed open-source predictive dialer. Your campaigns, leads, recordings and reports are isolated from every other customer. Signalling is SIP over TLS; audio is SRTP.

HOSTING & DATA RESIDENCY

Everything stays in Malaysia

The platform runs in a Cyberjaya data centre. Your lead data and call recordings do not leave the country.

- ✓ **Call processing and campaigns** — in Cyberjaya
- ✓ **Your lead data** — in Cyberjaya
- ✓ **Call recordings** — stored physically in Cyberjaya
- ✓ Aligned with Malaysia's **PDPA 2010**

Your control over the data

- ✓ Recording on-demand or always-on, per campaign
- ✓ Search, play back and download from your own panel
- ✓ Delete recordings and purge lead lists yourself
- ✓ Default recording retention **90 days**, configurable to your own policy

DIAL MODES

Four ways to dial, per campaign

Set the mode to match the campaign — high-volume cold calling and high-value account work need different things.

HIGHEST VOLUME

Predictive

Dials several numbers ahead of each free agent and predicts when one will finish. Agents get live answers back to back.

STEADY PACE

Power / ratio

A fixed number of calls per available agent. More predictable than predictive, still far faster than by hand.

HIGH-VALUE CALLS

Preview & manual

The agent sees the record first and decides when to dial. For accounts where being prepared matters more than volume.

Pacing is adjustable while a campaign is running — you can dial harder in the evening peak and ease off when the floor thins out.

Your lists, running themselves

Campaigns

- ✓ Run **multiple campaigns at once**, each with its own dial mode, script, caller ID and agent group
- ✓ Agents can be assigned to one campaign or several
- ✓ Start, pause and re-pace a campaign without stopping the floor

Lead lists

- ✓ **Upload** lists in bulk, or push leads in over the API
- ✓ **Filter** by any field — region, product, last outcome, age of lead
- ✓ **Recycle** rules — automatically retry no-answers and busies, with your own limits
- ✓ **Hopper rules** control what's queued for dialing next, so the good leads don't sit at the bottom of the list

Every call ends in a disposition you define — sale, callback, not interested, wrong number — and the lead's state updates automatically.

THE AGENT EXPERIENCE

What your agents see

A browser screen, nothing to install. The agent logs in, goes ready, and the platform does the dialing.

The record, on screen

Name, number, history and previous outcome appear as the call connects — the agent opens with context, not "who am I speaking to?"

The script

Your script with the lead's details merged in. Change it centrally and every agent has the new version on the next call.

One-click outcome

Disposition the call, or schedule a callback for a specific date and time — to that agent or to whoever's free.

- ✓ Manual dial is always available for the number the agent has in front of them
- ✓ Agent and scheduled callbacks are tracked by the system, not on a sticky note

COMPLIANCE

The rules, enforced by the platform

Outbound goes wrong when compliance depends on every agent remembering it. These are enforced centrally, on every call.

- ✓ **Do-not-call lists** — internal and imported, checked before every dial
- ✓ **Calling windows** — the platform will not dial outside the hours you set, per campaign
- ✓ **Frequency caps** — no more than N attempts per lead per day or per week
- ✓ **Full call recording** for dispute resolution and QA
- ✓ **Every attempt logged** — who called, when, from which number, and what the outcome was
- ✓ **Lead purging** on request, so you can honour a customer's deletion request

We configure these to the rules you operate under. If your compliance policy changes, the change is made once, centrally, and applies to everyone from the next call.

CONNECT RATES

Getting more of your dials answered

Before the call is answered

- ✓ **Caller-ID rotation** — spread outbound across a pool of numbers instead of hammering one
- ✓ **Local presence** — show a number in the region you're calling, so it looks local rather than unknown

Once it connects

- ✓ **Answering-machine detection** — voicemail is dispositioned automatically instead of burning an agent's minute
- ✓ Optional message drop, so a voicemail still gets your message

Carrier and trunk management is ours to handle, including the anti-fraud flagging that can trip up high-volume outbound on Malaysian carriers. We watch it so your campaign doesn't stop mid-morning.

BLENDED & REMOTE

Inbound on the same platform, agents anywhere

Blended campaigns

- ✓ When someone **calls you back**, they reach the same agents on the same system
- ✓ Agents can take inbound between outbound calls — no second platform, no second login
- ✓ Inbound and outbound activity land in the same reports

Remote agents

- ✓ Agents log in from anywhere with an internet connection and a headset
- ✓ Hire outside Klang Valley, or run evening shifts from home
- ✓ Supervisors monitor remote agents exactly like office agents
- ✓ Every remote call is recorded and reported identically

Agents need a stable internet connection and a headset. There is nothing to install on their machine.

REPORTING & COACHING

See it while it's happening

Real-time

- ✓ Live campaign view — dials, connects, drops, agents ready and on calls
- ✓ **Contact rate and conversion as the day runs**, so a bad list gets caught by 11am rather than at month-end
- ✓ Per-agent live status and current call

API, webhook and CRM integrations push outcomes into the system your team already works in.

Reports & coaching

- ✓ Agent performance — dials, talk time, dispositions, conversions
- ✓ Campaign and list performance, with CSV export
- ✓ **Listen, whisper and barge** on any live call, from anywhere
- ✓ Pull any recording for a one-to-one or a QA review

Keep the lines you already have

JomCloud is carrier-neutral. We connect to your existing SIP lines rather than replacing them — which removes most of the risk and most of the cost of a migration.

- ✓ **No number porting.** Your existing numbers keep working throughout
- ✓ **No change to your call rates.** You stay on your existing carrier contract — and on high outbound volume, that line item is the one that matters
- ✓ **No lock-in.** Works with TM MLS, TIME, Maxis or any SIP provider
- ✓ If you want a pool of numbers for caller-ID rotation, we can supply those too

Worth checking

TM **MLS** is delivered as SIP and connects to us directly, with nothing extra needed.

Make sure your trunk has **enough concurrent channels** for predictive dialing — a predictive campaign places more simultaneous calls than you have agents. We'll size this with you during discovery.

HARDWARE & CONNECTIVITY

What you need on site

Hardware

- ✓ **Nothing mandatory.** A laptop, a browser and a USB headset is a working agent seat
- ✓ A good noise-cancelling headset is the one thing worth spending on — it's on every call all day
- ✓ Optional IP desk phones if you prefer them, auto-provisioning

Internet

- ✓ Roughly **100 kbps per agent on a call** — 20 agents is about 2 Mbps
- ✓ Stable latency matters more than raw speed; business fibre is comfortable
- ✓ Prioritise voice traffic on your router (QoS)

If your office drops off the internet, the platform is still running. Agents can log in from home or from a phone and keep the campaign going.

SECURITY

Security & data protection

In transit

- ✓ **SIP over TLS** — call signalling is encrypted
- ✓ **SRTP** — the audio itself is encrypted

On the platform

- ✓ **Tenant isolation** — your campaigns, leads, recordings and reports are separated from every other customer
- ✓ **fail2ban and IP access lists** block brute-force and toll-fraud attempts

Access

- ✓ **Role-based access** — an agent sees their own leads, a supervisor their campaigns, an admin everything
- ✓ Per-user credentials, revocable the moment someone leaves
- ✓ **Bulk lead export can be restricted** — worth doing when your lead list is the asset

Operations

- ✓ 24/7 monitoring with alerting
- ✓ Regular patching and security hardening
- ✓ Backups with tested restores

SUMMARY

Everything included in Dialer

- ✓ Dial modes — predictive, power/ratio, preview and manual
- ✓ Campaign management — multiple concurrent campaigns
- ✓ Lead & list management — upload, filter, recycle, hopper rules
- ✓ Dispositions and call statuses; agent and scheduled callbacks
- ✓ DNC lists, calling-window enforcement and frequency caps
- ✓ Caller-ID rotation and local-presence dialing
- ✓ Answering-machine detection with optional message drop
- ✓ Web agent screen — scripts, dispositions, manual dial, callbacks
- ✓ Blended campaigns — inbound handled on the same platform
- ✓ Real-time campaign and agent monitoring
- ✓ Supervisor listen, whisper and barge
- ✓ Full call recording with self-service playback
- ✓ API, webhook and CRM integrations
- ✓ Hosted, monitored, backed up and supported 24/7

COST

What it costs

MONTHLY

RM149 / agent seat / month

Everything on the previous slide, per agent seat. Add or remove seats any time.

ONE-TIME

RM450 setup

Covers instance build, trunk connection, campaign and script configuration, list import, agent setup and training.

Call charges

Local and overseas calls: unchanged.

We connect to your existing SIP lines, so your call charges stay with your current carrier at the rates you already have. JomCloud does not bill your call minutes.

Seats & hardware

- ✓ From **3 agent seats**, no practical maximum. Non-dialing staff can sit on **RM39** PBX extensions instead
- ✓ No hardware required — a headset per agent is all we'd recommend buying

COST COMPARISON

Where the money actually goes

On outbound, the seat licence is rarely the biggest number. Two things move.

UNCHANGED

Your call spend

Same carrier, same contract, same rates — and on high outbound volume this is your largest line item. We don't sit in the middle of it or take a margin.

THIS IS WHAT CHANGES

The dialer

Licences, servers, maintenance and the IT time around them become **RM149 per agent per month**, fully managed.

THIS IS WHAT PAYS FOR IT

Agent time

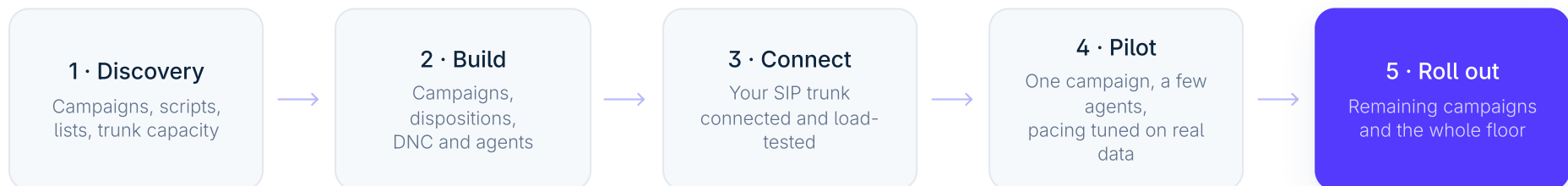
The real return is talk time per agent-hour. An agent who stops dialing by hand and stops sitting through voicemail spends far more of the day in live conversations.

Tell us your current dials and contacts per agent-hour and we'll model the difference against your own numbers before you decide.

GETTING THERE

How the migration runs

Included in the setup fee. Because there's no number porting, nothing you rely on today stops working.



Predictive pacing is tuned during the pilot against your real answer rates — it isn't a setting we can guess correctly on day one.

NEXT STEP

See it running.

A 30-minute demo on a live system — bring the questions this deck didn't answer.

jomcloud.my/book.html · +603 9010 2929

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