



>THIS IS THE WAY

TO EMPOWER YOUR ORGANIZATION WITH

INTEGRATED VOICE AND DATA COMMUNICATIONS

>THIS IS NORTEL™

Product Brief

Nortel Business Communications Manager 200/400/50

Compact, all-in-one platforms deliver complete, integrated telephony and data services — using traditional telephony or IP telephony/convergence, or a combination of both.

Powerful, all-in-one platforms for converged voice and data communications

No matter how diverse the activities of commerce, industry, education, government and healthcare, certain desires and demands are just about universal. Whether a company has a few employees or a few hundred, it needs to project the best possible image and customer care, with advanced communications that rival those of larger enterprises.

Companies need valuable features that boost productivity and save time, but without wasting staff time to program, maintain and access those features. Companies want to exploit the advantages of the Internet but without letting Internet viruses and hackers exploit them. They want high-end performance and capabilities but at a low-end cost of ownership.

The answer is a **Business Communications Manager** system from Nortel — an all-in-one platform for the converged communication needs of small to mid-sized business sites. Business Communications Manager is distinctive in providing a choice of IP-enabled or pure IP strategies, with simultaneous support for IP and traditional business telephones — and smooth migration from one to the other.

Business Communications Manager models offer choices for every application — from small businesses

or branch offices with only a handful of extensions, to a multi-location business with hundreds of voice and data ports — at a price point to suit any site.

- **Business Communications Manager 200** is ideal for sites with 16 to 64 users, offering flexible deployment and expansion options with two bays for your choice of media bay modules.
- **Business Communications Manager 400** serves sites with 30 to 200 users, with four bays for media bay modules plus the option to add an expansion chassis for additional media modules.



BCM200



BCM400



BCM50

All models offer key technologies that can help businesses compete more effectively, such as support for both IP and digital telephony, messaging and unified messaging, IP networking between sites, Internet/intranet access, call centres with skills-based routing and convergence. The larger models, the Business Communications Manager 200/400, support additional advanced applications such as multimedia contact centres, interactive voice response for self-service and mobility solutions

Since Business Communications Manager is an integrated solution, you know these applications will work together. Users won't get lost in a maze of stand-alone devices, software upgrades or a tangle of cabling — everything a user needs is right there in one compact chassis that can be managed from a single, intuitive software application.

Transform communications from basic utility into competitive advantage

For dynamic organizations that expect to grow and change, Business Communications Manager platforms are the answer — delivering clear benefits for today and really proving their value over the long term as the organization evolves.

Improve customer experience with prompt and efficient call handling that enables callers to reach you anytime, anywhere. For example, with automated attendant, interactive voice response and voice messaging functions, customers can make inquiries, place

orders or schedule service any time of the day or night.

Enhance employee productivity and satisfaction with the richest portfolio of convenience and control features, secure Internet access and the means for users to stay in touch when away from their desks. For example, call forward and redirect features enable users to customise internal call routing when away from the office.

Increase revenues with call centre and self-service applications that make it easier for customers to do business with you. For example, skills-based routing sends callers promptly to the agent most qualified to help them. Computer Telephony Integration puts important call-related information at the agent's fingertips.

Reduce costs by streamlining administration, centralising applications for many sites, using existing LAN and the Internet infrastructure to securely transmit voice and fax calls and capitalising on new IP services.

Optimise the network with a flexible choice of configurations and protocols, simultaneous support for digital and IP telephones and interworking with third-party network elements and applications.

Match the pace of business success with software and system expansion modules that enable companies to grow naturally as their business needs change, both in capacity and capabilities.

Migrate to convergence in phases from today's hybrid environment

to pure IP when ready providing a future-proof investment

Project a Large company image at a small-business price

Affordable Business Communications Manager platforms, scaled for small to medium-sized organizations, come pre-loaded with hundreds of features and a full suite of integrated applications. As businesses grow and needs evolve, more capabilities can be activated just by entering a key code. Consider the possibilities:

- **The industry's largest portfolio of telephony features** — over 400 — processes calls with exceptional reliability, efficiency and flexibility. You can be sure that all callers receive prompt, professional treatment. Employees enjoy convenience, productivity and control features that reduce phone tag and frustration.
- **Messaging** enables callers to leave important information in a mailbox for a selected user, department or groups of users. The system adds call information, such as calling line ID, time and date of the call and priority level. Employees can record their own personalized greetings and enjoy password-protected access. their messages from anywhere.
- **Automated attendant** answers calls 24 hours a day with your personalized greetings, and routes calls to the right people, departments or voice mailboxes — according to time of day, day of week, holiday schedule and calling line ID. The routing logic can include multiple levels, so callers can self-direct to exactly the right destination.

Blend traditional and IP communications in one system that fits your budget and changing needs.

Deliver premium levels of professionalism and service quality, so customers will want to keep doing business with you.

- **Interactive Voice Response*** automates routine, information-based transactions, such as enquiries about store hours or pending orders. While your business saves money, customers really appreciate self-service access to pertinent information, any time of the day or night.
- **Unified messaging** converges voice, fax and email messages onto users' PCs or laptops, to be managed by one standard application, such as Microsoft Outlook or Exchange. This convenience can be a real time-saver, especially for users with heavy call volume.
- **Computer Telephony Integration (CTI)** enables you to use third-party, PC-based applications to control telephone services, such as a click-to-call company directory or automatic screen "pops" of a customer's account status alongside a customer's call.
- **Convergence** of services over IP supports powerful new e-business applications that level the playing field with larger competitors, cost-

effectively extend network services to remote workers, increase portability, simplify moves and changes and eliminate toll charges for site-to-site calls.

- **Universal Internet Access** gives authorized users access to the company intranet or the Internet. Optional security features — such as authentication, encryption, firewall and virtual private networks (VPNs) — provide safe connectivity among business sites and for mobile or home-based employees.
- **Basic and Professional Call Centre applications**** distribute incoming calls among a pool of agents or designated employees. Companies can easily create an order desk, reservations department, customer service group or technical support centre. With skills-based routing, callers have an express lane to the right destination, while agents are empowered to give the best possible service. Real-time and historical reports, including wallboard displays, help companies optimise call centre resources and service quality.

- **Multimedia Call Centre*** enriches customer-care transactions with such capabilities as intelligent routing of electronic interactions, merging of voice calls with emails, "pushed" Web content, collaborative Web browsing, Web-based self service and real-time text chat sessions between customers and agents.
- **Digital mobility*** allows communications to follow staff as they roam the building or campus — spanning up to a million square feet of territory. This is the ideal solution for employees whose jobs aren't attached to a desk, such as hospital staff, warehouse operators and sales staff in large retail outlets.

It's simple to activate, set up and manage these applications from any workstation that has Web access, using browser-based management.

* Business Communications Manager 200/400 only

** Business Communications Manager 50 only supports Call Centre applications

Business Communications Manager platform simultaneously support a choice of digital and IP telephone sets, so you can retain existing sets as you upgrade the core of your communications system, and you can evolve to convergence in phases to fit your needs.



Put the power of Business Communications Manager in users' hands

To end users, the telephones that sit on their desks are the system. It's the critical interface that determines how easy it is for them to use the phone system and in turn, how productive, effective and satisfied they will be. That's why Nortel offers a wide range of user-friendly telephone sets to fit any niche in the business, from the front desk to the conference room, from supervisors who spend their days on the phone to mobile workers who are never at their desks.

For traditional digital telephony... There's an entry-level, single-line telephone ideal for public areas such as cafeterias and lobbies... a choice of multi-line, display telephones and consoles for moderate to high-volume users... wireless phones and doorphones.

When you want to take advantage of IP on the network side...

Companies can use any combination of IP and non-IP telephones, extending their investment in digital business sets while migrating to convergence over IP in stages.

When you're ready to extend convergence to users' desktops...

There's a choice of industry-standard, multi-line IP telephones with integrated LCD display screens, and an IP "softphone" that transforms an existing laptop or desktop PC into a converged voice/data communications platform.

Since a single Business Communications Manager unit can support any combination of these telephones, users can mix and match for the best economy and requirements.

Buy only what you need today. Expand as needed.

Add capacity. It's easy to add incoming lines or user extensions as you need them. You can buy only the ports you need today and activate additional ports later by downloading a simple keycode or adding a media module. When you need more capacity than the base unit, the Business Communications Manager 400/50 platforms can expand in building-block fashion in various combinations of lines, trunks and extensions.

Add capabilities. Since all features and applications are pre-loaded onto the Business Communications Manager system, these too can be easily activated through the use of a simple keycode. If companies are not sure which applications are right for their business, Nortel makes it easy to decide by offering a 60-day free trial for most applications, from messaging to IP trunking between sites.

Upgrade without an overhaul.

Through open standards and an "evergreen" development strategy, Business Communications Manager platforms fit well in hybrid environments that contain a mix of analog, digital, IP and wireless services. They interwork with other Nortel key and PBX systems and with Nortel's portfolio of convergence call servers, which provides a smooth migration path to pure IP solutions.

Easy to install. Easy to manage.

For administrators and users alike, the phone system should be almost invisible — a no-worry, no-hassle conduit for all the critical information flow of business.

True to that proposition, Business Communications Manager systems are straightforward, reliable, cost-effective, easy to install and easy to use.

Simplify administration with integrated management tools.

Installation and configuration are easy to use, because the Business Communications Manager comes with its own intuitive management application. In fact, users can monitor and program the entire system, from just a few windows of the browser-based software, which can be securely accessed over the company intranet or the Internet.

Easily manage large, distributed networks.

If a company's enterprise network includes hundreds or even thousands of Business Communications Manager systems, these can be managed efficiently from a central location. The Nortel Network Configuration Manager helps operators create and maintain a centralised database of system configurations, so it's fast and easy to bring new systems online, back up system information and restore system information from archived data.

Take advantage of centralised applications.

Users can further streamline network administration by centralising applications for messaging and management, and distributing those capabilities over their IP network. The organisation can thus benefit from standard greetings, global administration and a consistent interface and experience across the entire network.

Integrate telephony and data with one cost-effective device

Nortel Business Communications Manager systems combine the best elements of high-end digital PBX phone systems, cutting-edge convergence solutions and robust data networking in one platform. By integrating advanced data networking and comprehensive telephony features in a single platform, Business Communications Manager delivers a level of system integration and flexibility rarely seen in the industry.

Combine this with quick setup and ease of operation and this solution is clearly the logical choice for any business.

This is the way business gets done. This is Nortel.

Don't take chances with your business communications. Count on the company that has been delivering telephony and data systems to the world's largest service providers and enterprises for decades — the company that pioneered the digital revolution, reinvented business

networking in the Internet Age, and leads the market in small/medium business telephony.

To find out more about how Nortel Business Communications Manager systems can help you boost employee productivity and satisfaction, streamline business operations and costs, and deliver superior customer service, contact your local reseller or visit us on the Web at: www.nortel.com/bcm.

Business Communications Manager systems at a glance

Features	Business Communications Manager 200	Business Communications Manager 400	Business Communications Manager 50
Number of users	16-32 digital users and/or 60 IP telephone users	16-192 digital users and/or 90 IP telephone users	4-44 digital users and 32 IP telephone users
More than 400 telephony features	✓	✓	✓
Voice mail to ensure that every call is answered	✓	✓	✓
Custom Call Routing ("For billing, press "1"...)	✓	✓	✓
Unified messaging (voice mail, fax, email on PC)	✓	✓	✓
Digital business phones with LCD and soft keys	✓	✓	✓
Support for IP business phones	✓	✓	✓
Support for convergence to users' desktops	✓	✓	✓
IP trunking between locations to save toll charges	✓	✓	✓
Call Center (2 skillsets, 10 active agents)	✓	✓	✓
Professional Call Center (50 skillsets, 80 active agents)	✓	✓	✗
Multimedia Contact Center (Web-enabled)	✓	✓	✗
Interactive voice response for self-service	✓	✓	✗
Computer Telephony Integration (CTI)	✓	✓	✓
Modular expansion in feature and capacity	✓	✓	✓
Digital mobility with wireless handsets	Target: 32 mobile users	Target: 64 mobile users	✗
Centralized applications	Messaging with Automated Attendant	Messaging with Automated Attendant	✓
Expansion chassis for media bay modules	2U chassis	4U chassis	2U chassis
Redundant fans, power and hard drives	✗	✓	✗

Nortel is a recognised leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries.

For more information, contact your Nortel representative or visit Nortel on the Web at www.nortel.com

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