NORTEL

Product Brief

Nortel Business Communications Manager 200 and
Nortel Business Communications Manager 400

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

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

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

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

The answer is a **Nortel Business Communications Manager** system — 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 or traditional telephony or a mixture of both — and smooth migration from one to the other when it makes best sense for you.

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 20 to 32 users, offering flexible deployment and two expansion slots for configuration and growth options.

- **Business Communications Manager 400** serves sites with 30 to 200 users, with four expansion chassis for configuration and growth options.

Both models offer key technologies that can help your business compete more effectively, such as support for both IP and digital telephony, voice, fax and unified messaging, IP networking among sites, Internet/intranet access, contact centers with skills-based routing and convergence. And both models enable advanced applications with multimedia contact centers, interactive voice response for self-service, mobility solutions and more.

Since Business Communications Manager is an integrated solution, you know these applications will work together. You won't get lost in a maze of standalone devices, software upgrades or a tangle of cabling — everything you need 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 both clear value today and over the long term as your organization's needs and business requirements evolve.

Improve customer and client approval 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. With direct inward dial (DID), callers can reach the desired person or department without having to go through a receptionist or IVR system, even when using analog trunks (analog DID Media Bay Module not supported in EMEA).

Enhance employee productivity and satisfaction with a rich portfolio of convenient communications 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 you to customize internal call routing as staff members visit other offices, move or change responsibilities.

Increase revenues with contact center 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 (CTI) puts important call-related information at the agent's fingertips.

Reduce costs by streamlining administration, centralizing applications for many sites, using your existing LAN and the Internet to efficiently and securely transmit voice and fax calls, and capitalizing on new IP services.

Optimize the network with your 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. Software and system expansion modules enable you to grow naturally as your business needs change, both in capacity and capabilities.

Migrate to convergence in phases from today's hybrid environment to pure IP. Whether you're ready for convergence today, or a year from now, your options will be open and your investment secure.

Project a corporate-caliber image at a small-business price

Affordable Business Communications Manager platforms, scaled for small to medium-sized organizations, come preloaded with hundreds of features and a full suite of integrated applications. As your business grows and its needs evolve, you can activate more capabilities just by entering a keycode. Consider the possibilities:

- **One of the industry's largest portfolio of telephony features —** more than 400 in all — 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 on 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 to their messages from anywhere.

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.

- **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.

- **Ad hoc conferencing** enables up to 40 people to participate in a tele-conference that is set up in progress. There's no need to buy a separate or outsourced conferencing service.

- **Interactive Voice Response** automates routine, information-based transactions, such as inquiries 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 e-mail 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.

- **Superior voice quality** enables the business to project a professional image to callers. Recent advancements in the way voice traffic is handled over IP (fragmentation and header compression) improve service quality and reduce the amount of bandwidth required to carry voice.

Furthermore, most Nortel IP telephone sets support Proactive Voice Quality Monitoring (PVQM) to monitor voice quality in real time — investigating such metrics as round-trip delay, jitter and packet loss, which could affect clarity of the sound. With proactive warnings of potential trouble, your administrator can ensure a consistent quality of user experience.

- **Support for SIP (Session Initiation Protocol)** enables applications to extend seamlessly across different media and access devices. SIP trunking opens up new networking options and ways to interwork H.323 and SIP network elements and applications. SIP interoperability applies to Business Communications Manager to Business Communications Manager, Business Communications Manager to Nortel Communication Server 1000 and Business Communications Manager to Nortel Multimedia Communication Server 5100.

- **Universal Internet access** gives authorized users access to the company intranet or the Internet. Optional security features — such as authentication, encryption, firewall, content filtering and virtual private networks (VPNs) — provide secure and appropriate connectivity among business sites and for mobile or home-based employees.

Business Communications Manager platforms 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.

Nortel IP Phone 2000 Series

The compact, all-in-one unit can stand alone on a desktop, be mounted in a standard 19″ equipment rack, or be wall-mounted with an optional mounting bracket.

- **Intelligent Contact Center applications** distribute incoming calls among a pool of agents or designated employees. You can easily create an order desk, reservations department, customer service group or technical support center. 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 you optimize contact center resources and service quality.

- **Multimedia Contact Center** enriches customer-care transactions with such capabilities as intelligent routing of electronic interactions, merging of voice calls with e-mails, "pushed" Web content, collaborative Web browsing, Web-based self-service and real-time text chat sessions between customers and agents.

- **Mobility solutions** allow Business Communications Manager communications to follow your staff as they roam the building or campus — spanning up to a million square feet (304,800 square meters) 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 associates in large retail outlets.

  Business Communications Manager platforms support two mobility options, for one of the industry's most complete offerings. Multi-cell digital mobility provides a robust, cost-effective wireless solution that covers up to 5,000 square meters per base station. Wireless LAN (WLAN) mobility offers advanced voice and data features with security provided by Wi-Fi Protected Access (WPA) and IPSec tunneling to the Business Communications Manager platform.

- **Multi-layered security features in the platform** protect your business from computer worms, viruses, online fraud and other cyber-attacks — while ensuring regulatory compliance.

  For example, data users and administrators log in with passwords that are centrally maintained and regularly changed. The system locks out access after someone makes several failed attempts to login, ends a session when a user leaves a workstation idle for too long and closes unused accounts after a designated time. User and administrator activity — even password changes — are encrypted for confidentiality and tracked in a secure audit log.

  Designed to be secure in both public and private networks, Business Communications Manager leads competitors with such enhanced security features as:

  - Support for extensive security policies
  - Encryption of all operations, administration and maintenance communications
  - Comprehensive security audit trail, including tracking of configuration changes
  - Accepting only digitally signed software updates

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

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, plus an audio-conferencing unit and door phone.

When you want to take advantage of IP on the network side...
Your employees can use any combination of IP and non-IP telephones, extending your 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, an IP audio-conferencing unit 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 phone sets, you can mix and match for the best economy and utility. For Nortel Norstar customers who upgrade to a Business Communications Manager solution, they have the option to retain their existing digital telephones, and maximize the investment they have already made — both in terms of the telephone sets themselves and end-user training.

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 platform can scale from 20 to 200 ports in various combinations of lines, trunks and extensions.

Add capabilities. Since all features and applications are pre-loaded onto your Business Communications Manager system, these too can be easily activated through the use of a simple keycode. If you're not sure which applications are right for your business, Nortel makes it easy to decide by offering a 60-day free trial for most applications, from messaging to IP trunking for networking 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 traditional, digital, IP and wireless services. And since they interwork with other Nortel solutions, you have a smooth migration path to pure IP solutions.

Business Communications Manager systems at a glance

Features	Business Communications Manager 200	Business Communications Manager 400
Number of users	20 to 32 digital users or 90* IP telephone users	30 to 200 digital users and/or 90* 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, e-mail on PC)	✔	✔
Digital business phones with LCD and soft keys	✔	✔
Support for IP business phones	✔	✔
Support for convergence to users' desktops	✔	✔
IP trunking , SIP trunking	✔	✔
Intelligent Contact Center (up to 50 skillsets, 80 active agents)	✔	✔
Multimedia Contact Center (Web-enabled)	✔	✔
Interactive voice response for self-service	✔	✔
Computer telephony integration (CTI)	✔	✔
Multi-layered security in the platform – Access management security – Interface security – Telephony security	✔	✔
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
Redundant fans, power and hard drives		✔

* Subject to configuration and engineering rules

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. Its robust Nortel corporate Linux operating system was developed for the high-reliability, secure carrier market.

Simplify administration with integrated management tools. Installation and configuration are a snap with the Nortel Business Element Manager application, which enables you to quickly and easily manage all Business Communications Manager platforms across the organization. You can monitor and program the entire system, with its many capabilities, 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 your enterprise network includes hundreds or even thousands of Business Communications Manager systems, you can manage those systems efficiently from a central location. The Nortel Network Configuration Manager helps you create and maintain a centralized 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 centralized applications. You can further streamline network administration by centralizing applications for messaging and management, and distributing those capabilities over your IP network. Your organization benefits 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 your business.

Business communications made simple

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 is a market leader in IP 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.

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