

> EMPOWER AN ORGANIZATION WITH INTEGRATED VOICE AND DATA COMMUNICATIONS



NORTEL

Product Brief

Migrating from Nortel Norstar to Nortel Business Communications Manager platforms

Now is the time for businesses to consider the all-in-one convergence solution for integrated telephony and data services.

For more than 17 years, millions of users in 80 countries relied on Nortel Norstar Integrated Communications Systems to connect with colleagues, suppliers and customers. As the technology moved forward, Nortel developed new systems that capitalize on advances in hardware, software and networking. Organizations of all sizes have improved their productivity and performance with new Nortel Business Communications Manager systems.

Now is an ideal time to upgrade, for many reasons

Gain a richer set of applications in one integrated platform

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. Everything is included in one compact chassis that can be managed from one intuitive software application.

Exploit the advantages of IP Telephony

Norstar systems work with an external gateway to provide trunk-side IP, but not IP to the desktop. Now that IP networks can support voice quality, businesses gain

some serious benefits from Voice over IP (VoIP). They can use IP to support new e-business applications, cost-effectively extend services to remote sites, simplify adds/moves/changes, and provide a sophisticated and professional desktop interface.

Business Communications Manager platforms are ready for converged voice and data services over IP today, from the network to the desktop. Businesses can mix IP and traditional phones and migrate to IP at their own pace.

There's no need for a separate data port. Just connect the IP phone into the network, and connect the PC to an extra RJ-45 jack on the IP phone. One cable drop serves both devices and provides power for the telephone.

Empower users with Unified Messaging

Unified Messaging consolidates all incoming messages — e-mail, voice mail and faxes — into a single window on users' desktop or laptop PCs. Users can listen to voice mail, save or forward voice messages, view faxes on screen and forward them as e-mail, or even use Caller ID to go straight to a specific message.

Enhance Contact Centers with rich new features

Nortel Business Communications Manager systems support several Contact Center versions, so there's a solution scaled to match any existing Norstar installation and grow from there. The interfaces are compatible, so there's no need to retrain agents or supervisors.

But that's where the similarities end. New Contact Center applications add powerful capabilities. For example, with skills-based routing, callers have an express lane to the right destination, and agents can give the best possible service. With Web integration, callers can click on a Web page to request a callback from an agent — voice or text chat. Agents and callers can browse the Web together. In one efficient session, callers get all the information they need.

Make data services affordable and available

Business Communications Manager 200 and 400 platforms come with a built-in IP router that supports industry-standard routing protocols and a broad range of data services. The Business Communications Manager 50 platform offers the integrated broadband router as an option — either Ethernet or ADSL for Internet access or branch networking.

Embedded routers make these platforms attractive for small sites wishing to become Internet-capable, medium-sized sites that formerly couldn't be included in the corporate WAN because the cost was too high, and any site that could benefit from bundling voice and data in one easy-to-manage platform.

Free users from their desks

With Digital Mobility*, users can roam throughout a building or campus, while their services follow them on rugged, reliable wireless handsets. Messaging, Contact Center skillset routing, caller ID... these features and more will work just the same as on users' desktops.

And if employees need their services to follow them anywhere — not just on your premises but also to airports, conference centers or customer locations — you can meet their needs with WLAN solutions on Business Communications Manager platforms. Mobile users can roam among enterprise WLANs, WiFi hot spots and public wireless services, and access the network just as though they were at their desks.

Protect the network from threats

Business Communications Manager platforms come with a built-in firewall and denial-of-service protections — perimeter defenses to protect the internal network, computers and employees from unauthorized access or attacks.

The all-in-one platform also secures external communications. Organizations can create virtual private networks (VPNs) over the public Internet to connect teleworkers and branch offices. Remote users simply install IPsec client software on their laptops, or use a small IPsec device such as a Nortel VPN Router 1100 — and they can then securely connect to the Business Communications Manager network and access its voice and data resources. Users can work from anywhere, while satisfying even stringent government security requirements.

There is a BCM platform just right for every Norstar customer

Customer type	Norstar platform	Business Communications Manager
Small businesses and home offices	Norstar 3x8 Integrated Communications System, up to 8 users	Business Communications Manager 50, up to 20 users
Growing yet budget-conscious businesses	Norstar Compact Integrated Communications System, up to 24 users	Business Communications Manager 200, for 20 to 32 users
Dynamic, larger or multi-site businesses	Norstar Modular Integrated Communications System, approximately 180 users	Business Communications Manager 400, for 30 to 200 users

Reduce the cost and complexity of network management

It is simple to configure, activate and change users and applications from any workstation that has Web access, using browser-based management and intuitive, step-by-step "wizards". Even if the enterprise network has hundreds or thousands of Business Communications Manager systems, they can be managed efficiently from one vantage point.

What if the organization changes often? No problem. With VoIP, users pick up their devices and connect anywhere on the network, without administrator intervention. Their services come up in the new location just as if they were sitting in the original office.

Nortel has made it easy and cost-effective to upgrade

Applications are available on a try-and-buy basis

Voice Messaging, Unified Messaging, VoIP Trunk and Station, Fax Suite, Network Configuration Manager, LAN CTE, Voice Mail Networking... these applications are pre-installed on the Business Communications Manager system and can be activated whenever a business is ready to try or buy. Then, they pay only for the features and applications needed now, and can grow later simply by downloading a key code.

¹ Digital Mobility is available today on Business Communications Manager 200 and 400 platforms and targeted for availability on the Business Communications Manager 50 platform in November 2006.

Integration is a done deal

Everything is in one box. There's no maze of stand-alone devices, software upgrades or a tangle of cabling to trouble with. And since this is an integrated solution, you know the applications will work together.

Businesses can keep their existing digital telephones

Nortel Business Series Terminals M7xxx and T7xxx now being used with a Norstar system will all work with the new Business Communications Manager system. So will Norstar audio-conferencing units. Businesses save money by not having to replace digital sets, and users don't have to learn how to use a new phone.

There are attractive rebates for customers

Nortel is offering a number of exciting financial incentives for customers who migrate from Norstar to Business Communications Manager platforms. These lucrative offers extend the value of customers' original investments and make this a good time to move up to Business Communications Manager systems.

For more information, consult the Norstar promotional web site at www.nortel.com/promotions. You can also send an e-mail to the Marketing Promotions team at promotions.na@nortel.com or call the Nortel customer service group at 1 800 4 Nortel.



For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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