

# NORTEL UNIFIED COMMUNICATIONS — TRANSFORMING THE WAY BUSINESSES COMMUNICATE

The Nortel logo consists of the word "NORTEL" in a bold, white, sans-serif font. To the left of the text is a stylized white graphic element consisting of two overlapping, curved lines that form a partial circle or a speech bubble shape.

## Solution Brief

### Nortel Converged Office

*Enabling business to simplify and accelerate to advanced unified communications*

Voice mail, pager, mobile phone, fax... main office, home office, drop-in workstation, hotel room... instant messaging, network presence, multiple e-mail accounts... phone network, data network, wireless. Today's knowledge worker has such a wealth of choices for connecting with clients and colleagues. Is it any wonder so many business cards are printed on both sides?

Yet for all the welcome connectivity, this abundance of communication options has also brought unwelcome complexity. A typical office worker spends too much time each day trying to successfully contact co-workers through all these channels — and determining how and when to connect.

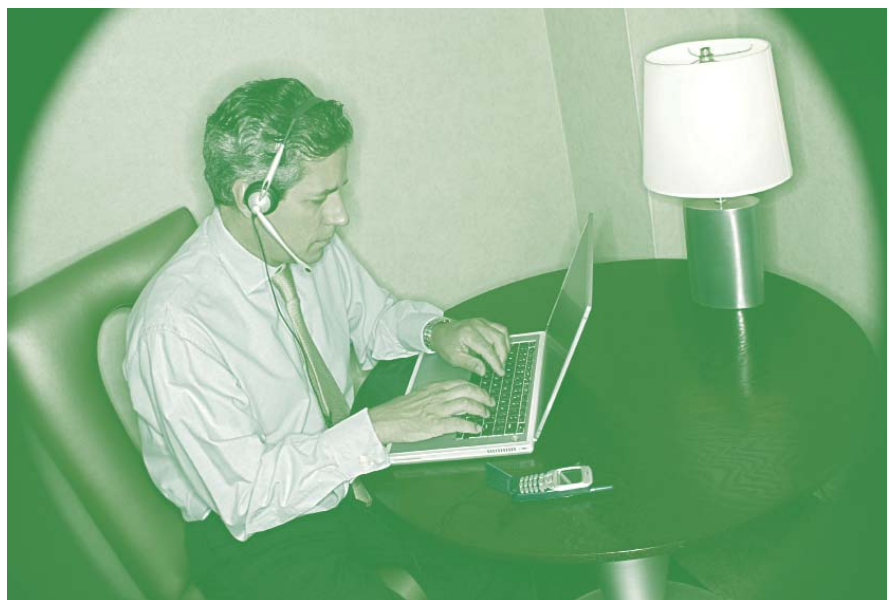
New technologies that unify communication channels promise to simplify this process — organizing multimedia communications into one convenient user experience. Microsoft exposes all of this information through the Office Communicator client and throughout the Microsoft Office suite of applications. When combined with Microsoft Office Communications Server 2007, users can see the availability of others,

know who's online, send instant messages, and hold video calls over the company's IP network.

But what if the organization wants to unify its telephone infrastructure, solutions and PBX/IP PBX capabilities with the desktop and unified communications applications from Microsoft? What if people want the flexibility to use either their PC or their phone to make and receive calls?

How can the network be optimized and integrated with the desktop seamlessly? The Nortel Converged Office solution supported by Nortel Global Services effectively deliver streamlined business operations, processes and communication networks to achieve these objectives. Now you can do it all!

The Nortel Converged Office solution integrates Nortel business-grade telephony with Microsoft desktop collabora-



tion and communication systems in an open, standards-based environment. This robust, enterprise-class architecture includes four key components from Microsoft and Nortel:

- Microsoft Office Communicator soft client provides the user interface.
- Microsoft Office Communications Server 2007 and Live Communications Server 2005 manages all real-time (synchronous) communications including: instant messaging, VoIP, audio and video conferencing. They also power presence, a key benefit of Microsoft unified communications that unites all the contact information stored in Active Directory with the ways people communicate.
- The Nortel Communication Server IP-PBX portfolio including the CS 1000 and CS 2100 delivers hundreds of business-grade telephony features for desktop phones and wireless devices, over a highly redundant and resilient network.
- Nortel Application Center, Nortel's suite of communication applications, provides optional capabilities such as unified messaging, contact center functions, interactive voice response and web integration which can be integrated into an overall enterprise solution.
- Nortel Converged Integration Services brings the desktop and voice network together.

The Nortel Converged Office solution is only a component of the overall solution to the transformation of communications and desktop to a single ecosystem. Required in achieving quality of experience, business process improvements and high-touch customer service are the optimization of the consolidation of these infrastructures.

Nortel Global Services brings the desktop and voice network together with a one-stop shop suite of Convergence Integration Services to deliver real-time

- › **Best-in-class telephony solutions, tightly coupled with Microsoft environments**
- › **Presence-enabled integrated communications from within Microsoft Office**
- › **Open SIP computer-telephony interface for third-party and custom applications**
- › **Unique expertise and experience to integrate the end-to-end voice and IT infrastructures**

telephony and multimedia solutions, including:

- Network Application Services for seamlessly enabling applications
- Network Implementation Services for planning, architecture, deployment and integration of solutions
- Network Managed Services for remote monitoring and managing of solutions
- Network Support Services for technical support, repair, spares management and software subscriptions

Alternative solutions for interworking PBXs and Microsoft Office Communications Server 2007 or Live Communications Server 2005 may require complex middleware and extra gateway boxes — driving up the cost of installation and maintenance. Yet for all the added complexity, other solutions only offer limited remote call control computer-telephony integration (CTI). They don't extend Nortel telephony and reliability features into the Microsoft environment in the same seamless, easy-to-deploy manner that the Nortel Converged Office allows.

The Nortel Converged Office solution is the result of an industry-leading alliance and unified communications vision that Nortel and Microsoft share. This alliance ensures that our customers benefit from accelerated time to market with new, innovative solutions that reduce complexity and drive business process improvements. Additionally, customer investments today will pave the way for future initiatives that Nortel and Microsoft bring to market.

The Nortel Converged Office solution is tightly integrated, with direct connectivity and redundant interfaces based on SIP (Session Initiation Protocol) and SIP CTI. This architecture makes the solution easy to deploy, manage and use — and highly reliable as well. Moreover, you can take advantage of the rich feature sets of the Microsoft and Nortel platforms being coupled — full remote call control CTI and the ability to use Office Communicator to automatically update settings (eg call forwarding info) on your desk phone.

## Redefine the possibilities for business communication

The Nortel Converged Office solution makes it easier than ever for colleagues and business partners to conduct business, spend their time productively and remain in touch wherever they are.

For example:

- From within the Microsoft Office Communicator client, Microsoft Outlook e-mail or other Microsoft Office document, you can put the cursor over a contact name or icon to see if that person is available, absent or busy — on data and voice networks.
- Click to initiate a telephone call to that person — not just within the company's data network, but anywhere in the company's voice network and dial plan, and to the public network.
- Control your Nortel desktop phone (analog, digital or IP phone) from within the user-friendly Microsoft interface, to answer, make, transfer, conference redirect, deflect or forward calls.
- Have calls to your deskphone directed to your PC — so you can receive that call even if you're traveling on business. When away from your desk, use the Microsoft interface to place voice calls through the Nortel telephony system and dial plan, dialing the digits just as if you were using your desktop phone.
- Have incoming calls arrive simultaneously on your desktop phone and PC soft client and answer the call on the device that makes the most sense at the time.
- Take advantage of Nortel Communication Server telephony features — such as Call Forward No Answer, Group Call, Call Detail Recording and Attendant Recall — for calls handled in the Microsoft environment.
- Enrich the total solution with optional Nortel applications from the Nortel Application Center such as meet-me conferencing, unified messaging, interactive voice response and contact centers.

- Bring other media types into the voice call to enhance the communications experience of the user — Microsoft Office Communicator client provides the interface for users to add video, instant messaging and file sharing — without setting up a separate communication session. With Nortel redundancy and reliability features built into the solution, you can count on these capabilities being available whenever you need them and wherever you are.

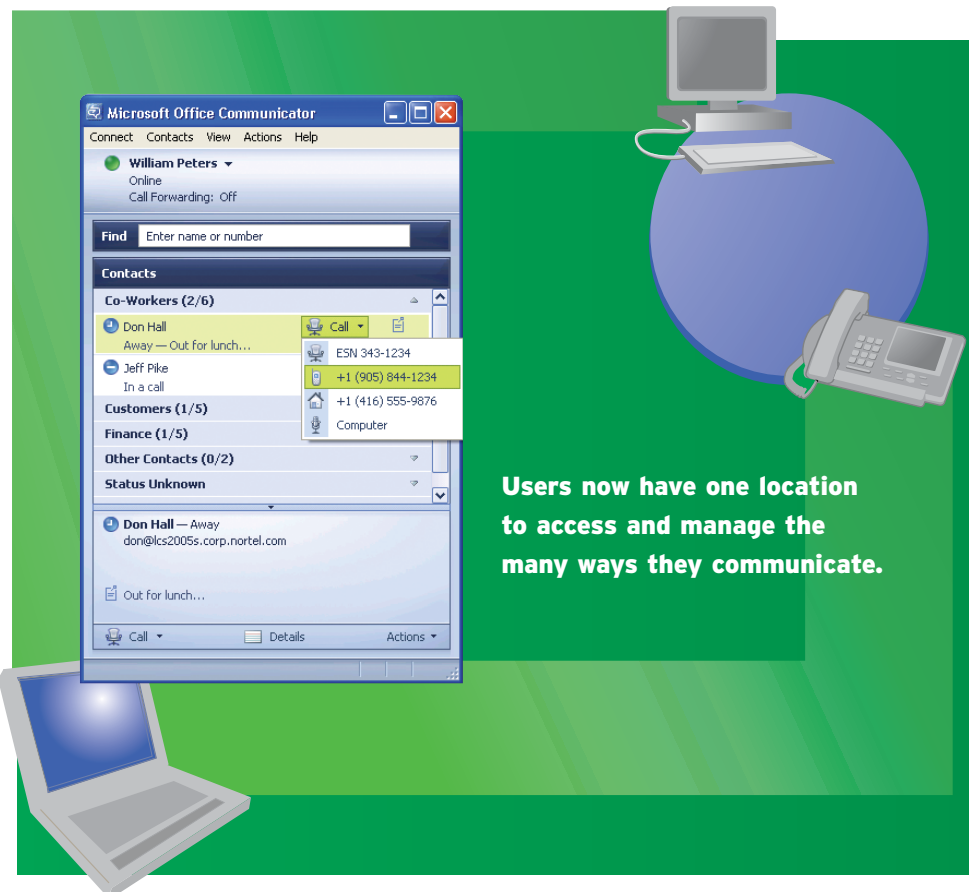
## Increase productivity, responsiveness and performance

Boost employee productivity. Users now have one location to access and manage the many ways they communicate. No more wasted time checking various voice mail, e-mail and instant messaging systems. With icons and automatic notification to indicate when colleagues are available, you can eliminate unproductive phone tag.

Stay in touch, wherever you are. No longer chained to desktop phones, mobile workers can answer voice calls on their laptops wherever they have network connectivity, such as airports and hotels. Callers don't have to remember separate home and on-the-road numbers. Voice calls are delivered over cost-effective IP connections and your existing telephony infrastructure.

Dramatically reduce communication costs. Nomadic workers can take full advantage of broadband connections to make and receive calls when away from the office. No more expensive calls from hotel rooms. No need to use a home phone for business calls. No need to run up the wireless minutes. Yet you maintain consistent voice quality and accurate presence status (on/off phone).

Create superior applications through convergence. The close coupling of PC and telephony platforms opens up a new realm of possibilities. For example, the Converged Office solution can



**Nortel has a century of tradition in voice telephony, and we lead the industry in IP networking solutions. Who better to converge telephony and IP communications and media for today's Microsoft-based business environments?**

deliver a voice call to a user's PC, automatically forward the call to voice mail if it isn't answered, prompt the caller to leave a voice message on the Nortel CallPilot system, then update the user's Microsoft Outlook display with a message-waiting indicator and the message information. The whole is greater than the sum of the parts.

Your organization can use the Communication Server PBX and Office Communications Server to track all telephony activity in the converged environment. Voice calls placed from the Microsoft Office Communicator PC client will trigger the standard CDR (call detail recording), correlated to the account of the user's desktop phone.

Interwork with other third-party applications. Third-party vendors can create applications and solutions that interwork with our open SIP application programming interface. The Nortel and

Microsoft collaboration is a leading example, but there are vast opportunities for standards-based convergence with other multimedia systems and SIP/SIP CTI solutions.

**One-stop shop from the desktop to the network for real-time telephony and multimedia solutions**

As you move to unified communications, expertise and services that bring the desktop and voice network together are required. Nortel fills that need with Convergence Integration Services. Nortel has unmatched product knowledge, depth of experience, global presence and broad industry background to deliver what's needed end-to-end. We have been deploying unified communications-type services for over three years now with our own MCS product line.

Unifying the many ways your people communicate to make business simple.

**Nortel Business Made Simple**

Nortel has a century of tradition in voice telephony, and we lead the industry in IP networking solutions. Who better to converge telephony and IP communications and media for today's Microsoft-based business environments? To find out more about Nortel Converged Office solutions, visit us on the Web at [www.nortel.com](http://www.nortel.com).

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Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com). For the latest Nortel news, visit [www.nortel.com/news](http://www.nortel.com/news).

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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