



## >THIS IS THE WAY

SMALL AND MEDIUM BUSINESSES IMPROVE  
VOICE COMMUNICATIONS

>THIS IS NORTEL™

### Portfolio Brief

#### Proven telephony solutions

Small and medium businesses (SMBs) need the ability to exploit all the convenience, productivity and efficiency advantages of today's advanced telephone systems. The Nortel Norstar Communications Portfolio is a proven, full-featured telephony solution used by more than one million businesses around the world today.

#### Norstar highlights

- > *Flexible, reliable, affordable and easy-to-use telephony solutions*
- > *Advanced applications, including desktop messaging, fax messaging, private networking, Computer Telephony Integration (CTI) and customer service call center applications*
- > *Extreme reliability, with one of the lowest failure rates in the industry*
- > *Scalable design to easily and cost-effectively add lines, extensions, locations and capacity*
- > *Complemented by full-featured digital telephones that allow you to easily take advantage of enhanced telephony services*

#### Sophisticated features that are simple to use

Norstar earned its market leadership position through a very clear value proposition based on providing SMBs with robust, full-featured communications systems that are easy to deploy, use and manage. The phone system should be almost invisible — a no-worry, no-hassle conduit for business communications. Norstar systems are straightforward, reliable, cost-effective, easy to install and easy to use.

#### Advanced telephony applications

With Norstar, SMBs can enjoy many of the high-end capabilities found in more advanced communication systems. They can deploy sophisticated applications such as automated attendant, voice mail, skills-based routing for customer service agents, Computer Telephony Integration, desktop messaging and mobility. They can take advantage of features that save time and money, such as automatic call distribution, call tracking by client and comprehensive



call reporting. Productivity-enhancing applications such as desktop messaging allow SMBs to more efficiently utilize the workforce while both improving service quality and the company image.

## Modular architecture for scalable growth

The nerve center of the Norstar portfolio is a Norstar Integrated Communications System (ICS). Three models offer choices for every SMB, from a small office with just a few extensions to a multi-location business with hundreds of telephone ports. Nortel offers flexible scalability options that allow SMBs to continue to leverage investments in Norstar solutions as they expand to add new users, additional communications applications and support for new locations.




At any time, the Norstar solution can be enhanced with an ever-expanding choice of integrated applications, and the modular, scalable design of Norstar systems lets SMBs configure just what is needed today while providing maximum expansion flexibility in the future. An SMB can choose from a variety of platform options — from compact to modular systems — to deploy a scalable telephony system that can grow with the business.

## Unleash the power of Norstar

Whether a company needs phones for the front desk or the conference room — or for employees who roam throughout the business or for deskbound customer service representatives — Nortel offers a range of single-line and multi-line digital and IP telephones that meet

the telephony needs of any SMB. Norstar offers companies the ability to migrate to a fully converged voice and data network while leveraging the majority of their original investments. For more information, please contact a local Nortel reseller or visit [www.nortel.com/smb](http://www.nortel.com/smb).

### Nortel Norstar Integrated Communications System options at a glance

	Norstar 3x8 ICS	Norstar Compact ICS	Norstar Modular ICS
			
Number of users	Up to 3 lines 8 extensions	Up to 8 lines 24 extensions	Up to 224 extensions
Extensive selection of telephony features	✓	✓	✓
Speed dial, caller ID, three-way calling, etc.	✓	✓	✓
Automated attendant ("For billing, press '1...")	✓ *	✓ *	✓ *
Secure, customizable voice mail	✓ *	✓ *	✓ *
Desktop messaging (voice mail and e-mail on a PC)	✓ *	✓ *	✓ *
Digital business phones with LCD and soft key	✓	✓	✓
Basic Call Center	✓ *	✓ *	✓ *
Enhanced Call Center		✓ *	✓ *
Computer Telephony Integration (CTI)	✓	✓	✓
Single-cell mobility	✓	✓	✓
Multi-cell mobility		✓	✓
Application networking among multiple sites			✓
Expandability		✓	✓

\* Resides in CallPilot messaging system for Norstar

Nortel is a recognized 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, visit Nortel on the Web at [www.nortel.com](http://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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