



> NORTEL SMALL AND MEDIUM BUSINESS SOLUTIONS

NORTEL

Solution Brief

Sophisticated yet affordable business communications solutions for small and medium businesses

If you think of Nortel as the company that provides equipment for the world's largest national and international telephone networks and global data networks, you'd be right. But you will also find Nortel solutions being used by more than 15 million small business employees around the world.

Nortel understands the needs of small business. As one of the world's most trusted communications providers, Nortel offers innovative, converged voice and data solutions that can help your business do more business.

From day one, you'll see the Nortel difference. Immediately your company will have more ways to connect with customers. E-mail, voice mail and incoming calls will follow you anywhere you're doing business. You will experience new ways to share ideas and strengthen customer relationships. All while saving money.

From networks to applications, award-winning Nortel business communications solutions meet the unique requirements, challenges and budgets of smaller businesses:

- > **Convergence solutions** deliver advanced voice and data services over one easy-to-manage IP network.
- > **Telephony solutions** make it more convenient and productive than ever to connect with colleagues and customers.
- > **Data networking solutions** support internal and external sharing of files and other resources.
- > **Mobility solutions** free people from their desks, and let communications go wherever the work goes.
- > **Security solutions** protect network integrity and privacy, even as communications traverse public networks and the Internet.

The right business communications system can change the playing field, giving your company a "big business" persona while sustaining its inherent agility and personal service.



Converged voice and data solutions

Deliver advanced voice and data over a single, easy-to-manage IP network.

- › Would you like to untangle the maze of voice and data networking equipment?
- › Do you want to reduce the burden of network moves, adds and changes?
- › Is it cumbersome to support remote or mobile users?
- › Would you like your communication system to do more but cost less?

If the answer to any of these questions is “yes,” Nortel has an answer for you: network convergence over Internet protocol (IP) — the foundation for IP Telephony, unified messaging, multimedia customer contact centers and more.

Converging voice and data onto a unified network can save as much as 50 percent in capital and operating costs. Toll charges for voice and fax calls between branch offices can be reduced or eliminated. In fact, traditional telephone lines can be relegated to back-up status or eliminated.

Network moves, adds and changes become almost seamless, and services

“The BCM50 delivers a converged network that allows us to effectively manage not only our communications but our time. Unified messaging with one handy inbox for all types of communications enables our employees to prioritize voice messages and e-mail and respond to those that are most time-sensitive first.”

— Steve Read, President
Apex Audio Visual Rentals

Converging voice and data services in one network reduces cost of ownership, tightly integrates voice and data features, simplifies management and enhances reliability.



can easily be extended to remote sites and home offices over cost-effective IP links. Applications such as voice messaging and auto attendant can be centralized to dramatically reduce administration and ensure a consistent experience across company locations.

Furthermore, the convergence of voice and data enables powerful new capabilities, such as unified messaging, Web-enabled customer contact centers and PC-based call management. Users can perform diverse tasks in a single session, define precisely how calls are handled and manage their communications in ways never before possible.

Imagine being able to place a call just by clicking on a name in an online directory, or use the PC to initiate and log calls, and have calls find you through your choice of media and device. You could access and manage messages from multiple systems — voice mail, e-mail and fax — in one place. And you could dictate by day and hour exactly how incoming and outgoing communications should be handled.

“The Nortel Business Communications Manager 50 is the ultimate answer for a small business such as ours, in that we seek big-business features such as call center, auto-attendant, unified messaging and VoIP telecommuting solutions — at pricing levels that easily justify their deployment. All of this in one well-integrated package.”

— Rich Moncure, President
On Hold Marketing

In the business world, convergence caught on first for the dramatic cost savings. It then quickly showed its deeper value for improving employee productivity and customer care. With these advantages at hand, it's no surprise that so many large enterprises have IP Telephony at the core of their next-generation network plans, and small- to medium-sized businesses are catching up fast.

Data networking solutions

Enable employees to share information, ideas and resources

- > Do employees need to share business applications, printers, modems and fax machines?
- > Are you looking for affordable ways to deliver more bandwidth to each user?
- > Is the data network getting sluggish, reaching its limits?
- > Are you concerned about the growing complexity of your network, and how to manage it?
- > Are you looking for ways to upgrade without an overhaul?

No doubt these scenarios look familiar to most small and mid-sized businesses, especially if the data network was installed more than five years ago. Today's applications, such as multimedia Web browsing and videoconferencing, consume a lot of bandwidth.

Nortel can help. We have cost-effective solutions that keep your network running fast, now and into the future.

For the data requirements of most small- to medium-sized sites...

Versatile Nortel Business Communications Manager platforms provide a rich set of data services. Local and wide-area networking, Internet access, IP Telephony... these data services and more can be securely delivered without adding external routers.

For intensive data networking for a building or campus...

Choose a Nortel Business Ethernet Switch. This switch is available in 24- or 48-port models, at a low cost per port. The compact design occupies only one unit of rack space and requires very little power. These switches can also send power over the Ethernet network to support IP



Business Ethernet Switch 100 Series

phones and wireless access points. Most important, these smart switches recognize voice traffic and give it the priority treatment it requires.

To securely connect multiple sites over the Internet...

Nortel Business Secure Routers create virtual private networks that travel across the open Internet yet preserve the integrity and confidentiality of communications.

Now even a very small business can set up an intranet so employees can share information, an extranet to share information with partners and suppliers, and Web access to interact with customers.

Security solutions

Protect the integrity of the network and its traffic, within and outside the company.

- > Could your business respond swiftly and automatically to a security attack?
- > Does your company have a mobile sales force or home-based workers?
- > Do employees often work after hours or require flexible working hours?
- > Would these people be more productive if they had secure remote access to the company network?
- > Are all company workstations current on all the latest virus definitions?

These are questions that keep network administrators awake at night, and with good reason. As larger companies implement more stringent security protections, hackers are turning their attention to small and medium businesses. Even a minor security breach could cause havoc.

The Nortel Business Secure Router 222 enables secure remote connectivity by creating a virtual private network that travels across the open Internet yet preserves the integrity and confidentiality of communications.

Business Secure Router 222



With tough security features built into Nortel solutions, you can rest easy.

Create secure networks over the public Internet, with fully encrypted virtual private networks (VPNs) that securely connect branch offices, business partners and remote users far beyond the reach of private networks.

Protect the confidentiality of data in transit through encryption, authentication, confidentiality, data integrity, anti-replay protection and protection against traffic flow analysis.

Extend secure access to mobile users and telecommuters. With a small security "client" on their laptops, remote users can securely connect to the company network from anywhere, while satisfying the most stringent government privacy regulations.

Prevent hackers and viruses from entering your business with advanced firewall and intrusion detection systems that grant or deny network access based on many attributes.

Mobility solutions

Free users from their desks and enable communications to go where the work goes.

- › Could customer service be better if employees were more accessible?
- › Do you need to connect people whose jobs are not tied to desks, such as healthcare professionals, plant supervisors and sales associates?
- › Do you need to connect people whose jobs are not tied to any location, such as outside sales people and service technicians?
- › Would you like to extend wireless access to communal workspaces and gathering areas?

It's a surprising but very real statistic: 50 to 70 percent of office space is unoccupied during normal business hours, according to the International Telework Association and Council. Where are these people? Some are elsewhere in the building or visiting another company site. Others are working at home or on the road.

Wherever they are working, employees must stay in touch, with clear voice and a full set of telephony features. Nortel has solutions to fit:

- › **For wireless voice across the building or campus**, our Digital Mobility Solutions work seamlessly with Nortel Norstar and Business Communications Manager platforms to support users with wireless handsets.
- › **For wireless voice and data service across the company**, Nortel has a wireless IP solution that serves mobile users anywhere on your company LAN or WAN. Wireless devices — handsets, laptops or PDAs — can be configured to work anywhere on the network where there is a standards-compliant wireless access point.

Nortel Business Access Point 120 provides users with secure network access and the freedom to be productive from anywhere, at any time. Nortel Digital Mobility Solutions include a range of wireless handsets that work with Norstar digital key systems or the Business Communications Manager family of converged telephony and data solutions.



- › **For wireless voice and data service anywhere**, mobile users can connect from Wi-Fi 802.11 wireless IP “hotspots” at any remote location — and receive calls or browse the Internet just as though they were at their desks. You can also provide wireless hotspots for customers to use when they visit your locations — a way to further improve service and the customer experience.

Users can roam from floor to floor in a building or campus, across the city and around the world — among enterprise WLANs, WLAN hotspots and public wireless services. Wherever they roam, they enjoy non-disruptive voice, data and multimedia sessions, with little or no noticeable impact as they move around or cross network boundaries.

“Our people are constantly on the move and need to be reached very quickly. With Nortel’s business communications mobility solution, our people can communicate on-the-move with the same level of reliability as office-based communications. This is great for efficiency and more importantly, great for customer service, because it eliminates the frustration and loss of productivity when customers can’t reach our employees quickly.”

— Jim Pears, Sr., President
Metro Dodge Chrysler JEEP

Voice telephony solutions

Provide enterprise-class communication features at a small-business price.

- › Would you like to project a big-business image to callers?
- › Could your users benefit from advanced features that are easy and convenient to use?
- › Would you like your receptionist to have more time for value-added services instead of merely directing calls?
- › Are your employees spending valuable time juggling between voice messages and e-mail?
- › Would you like your company to be even more responsive and available to customers?

The telephone is often the first point of contact many customers will have with your business. That means the phone system should project an image of quality and professionalism, with features that make it easy for callers to get the information they need. For employees, the system should be convenient and easy to use. Consider some of the advantages of Nortel telephony solutions for these needs:

- › **Auto-attendant** provides helpful information and directs callers to the right destination, while freeing receptionists from mundane tasks.
- › **Interactive voice response** automates routine, information-based transactions, such as inquiries about store hours or pending orders.
- › **Voice messaging** is like having a personal assistant to take a message anytime. With auto-attendant and voice messaging, customers can make inquiries, place orders or schedule service any time of the day or night.

You'll find Norstar digital telephones being used by more than 15 million small and medium business employees around the world.

Business Series Terminal
T7316E+T24 Key Indicator Module



Business Series
Terminal T7100



Norstar
Modular
Integrated
Communications
System



- › **Unified messaging** consolidates all incoming messages — e-mail, voice mail and faxes — into a single window on your desktop or laptop PC.
- › **Customer contact centers** make it easy for customers to do business with you. Skills-based routing directs callers to the agent most qualified to help them — for up to 80 active agents. Computer telephony integration puts important call-related information at the agent's fingertips. You can enrich the caller/agent interaction with Web click-to-call, co-browsing and 'pushed' Web pages.

- › The industry's broadest range of **calling features**, more than 400 in all, offers convenience, productivity and control while reducing phone tag and frustration.

Nortel offers a complete range of user-friendly digital and IP telephones 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. IP "soft clients" transform laptops into secure telephony devices.

All of this can be managed from one location, using a simple Web-based interface.

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 small and medium business telephony.

More than 15 million small and medium business users around the world depend on Nortel. You can too. We can bring the power of IP, wireless

Convergence makes it possible for even a small company to turn its network into a powerful business tool and reap the full benefits of the Internet Age.

networking, network security and the latest in voice technology to your business.

We will work with you to help you choose the right products and services for your business. And as the technology continues to evolve, you can count on Nortel to offer upgrade options that extend the value of your existing investments.

Find out more about how Nortel communication solutions 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/smb.

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.

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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