Alcatel·Lucent
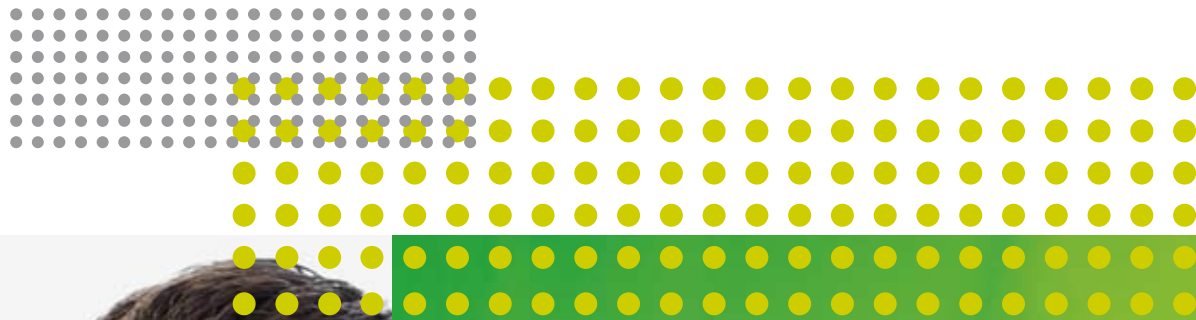
Alcatel-Lucent Business Communication Solutions
for Mid-sized Enterprises

Which solution is right for you?

When you want to invest in a new communication system, what do you look for?
- To maximize your investment by meeting different user needs, while staying within budget
- To manage a transition to new technologies (such as IP telephony or Wireless LAN) without overloading your IT staff or losing focus on your core business
- To take into account your technical criteria in terms of IT systems

THE 3-STEP PROCESS FOR SUCCESSFUL DECISIONS

STEP 1 - BASE SOLUTIONS
CHOOSE YOUR BASE

- **Solution 1:**
  UPDATE / IP-READY TELEPHONY SOLUTION
  Not ready to evolve to a full IP telephony solution? This option gives you a future-proof communication system that supports the latest applications.

- **Solution 2:**
  RENEW / FULL IP SOLUTION
  A good choice if you're building or moving to a new site and want to benefit from greater network capacity, an all-IP telephony system and/ or a converged voice and data infrastructure.

- **Solution 3:**
  MULTI-SITE / CONSOLIDATION SOLUTION
  Eliminates multi-site communication silos and provides an easy-to-manage and cost-effective, network and telephony solution across the entire company.

Whatever base you chose, benefits are the same:
- **ability to move forward and grow:** a flexible and modular system
- **guaranteed long-term investment:** robustness, reliability and high-performance
- **latest industry innovation:** open standards-based solution with IP in the core

STEP 2 - USER-CENTRIC OPTIONS
OPTIMIZE YOUR COMPETITIVE EDGE

Alcatel-Lucent has designed solutions that address your requirements regarding your employees, customer relationship management and administration information system.

- **Efficient Employees:**
  Solutions for each user profile
  Make the most of your investment by arming your employees with all the tools they need to stay productive. To answer to the unique needs of your users, Alcatel-Lucent has defined 5 key User Profiles
  - Office Worker
  - Executive
  - Team Worker
  - On-Site Roamer
  - Mobile Professional

- **Satisfied Customers:**
  Solutions adapted to your business model
  - Greeting Center
  - Contact Center

- **Smart Operations:**
  Solutions for each specific IS issue
  - Management
  - High availability
  - Security

STEP 3 - SERVICES
ENSURE LONG-TERM SUCCESS

Alcatel-Lucent and its network of Business Partners provide a full range of services to ensure a long term success throughout the full life-cycle of your communication solutions.

All these services are available across the Alcatel-Lucent range of solutions for enterprise, including Data Network Infrastructure, IP Telephony, Unified Communications, Contact Centers, Network Management and Security.

Our skilled and highly experienced professionals will bring you customized services from:

- **Audit and Design,** through

- **Integration and Deployment,** to

- **Maintenance and Operations**

Investing in a new communication solution?

There must be a reason

The decision to change your communication system is often due to some type of business growth, whether it be **opening new offices, expanding your workforce or simply adding new customer services**. Existing solutions can be stretched to the breaking point or, worse, become obsolete.

Bringing consistency to your network is another key trigger when considering a new solution. If your company has a number of diverse systems from various manufacturers – and across multiple locations – you might be thinking about **how to consolidate everything into a common framework that's more cost-effective and easier to manage**.

In either scenario, you want to invest in a system that is flexible, modern and offers you the innovation you need to perform in a fast-paced world.

As a worldwide leader in both network infrastructure and telephony solutions, Alcatel-Lucent, along with our global network of Business Partners, will help you design the perfect data or voice communication infrastructure. We will also help you benefit from all the advantages of a fully converged IP voice and data solution while balancing your business goals and practical constraints.

The Alcatel-Lucent security strategy is open and secure. Thanks to its standards-based approach, it maximizes interoperability and provides a cooperative approach to the security ecosystem.
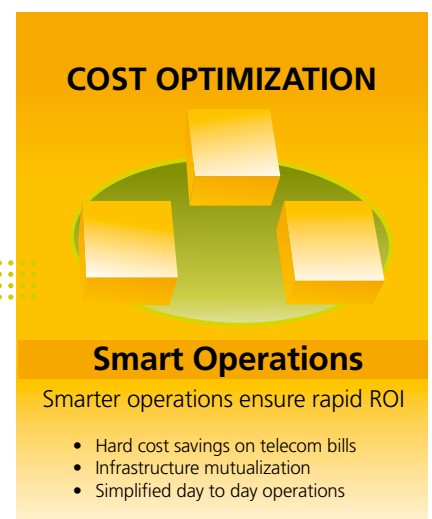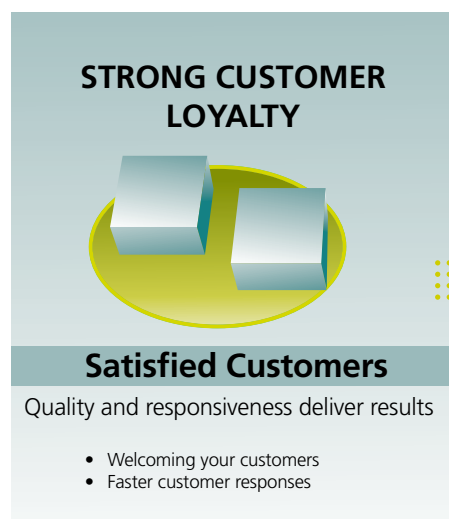
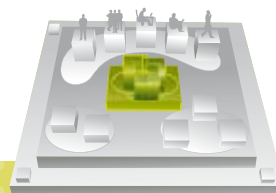## Gain a competitive advantage

Whatever the reason for your investment, it must help you gain a competitive advantage.

As a mid-sized enterprise, you're competing with larger corporations, but probably without the same level of IT resources and budget.
And that's why you're pragmatic – you have to be. Alcatel-Lucent understands your challenge!
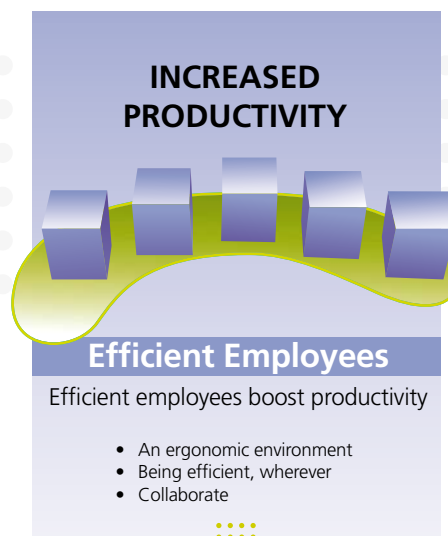
Therefore we've taken into account your objectives and practical constraints to offer you a solution that's both adaptable and flexible. **Find the communication solution that will help you boost employee efficiency, operate more cost-efficiently and gain a real competitive edge by increasing customer satisfaction.**

INCREASED PRODUCTIVITY

Efficient Employees
Efficient employees boost productivity

- An ergonomic environment
- Being efficient, wherever
- Collaborate

GAIN A COMPETITIVE ADVANTAGE

STRONG CUSTOMER LOYALTY

Satisfied Customers
Quality and responsiveness deliver results

- Welcoming your customers
- Faster customer responses

COST OPTIMIZATION

Smart Operations
Smarter operations ensure rapid ROI

- Hard cost savings on telecom bills
- Infrastructure mutualization
- Simplified day to day operations

Base Solutions

	UPDATE	RENEW	MULTI-SITE
	IP-ready telephony solution	**Full IP solution**	**Consolidation solution**

FEATURES

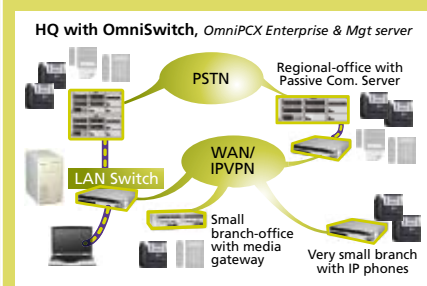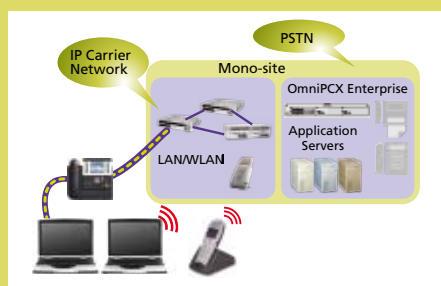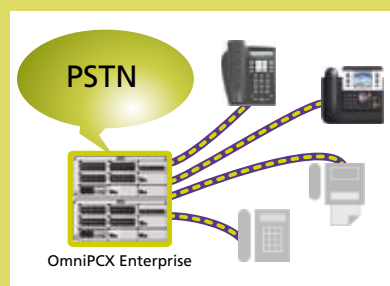| UPDATE	RENEW	MULTI-SITE

• Traditional PBX-type all-in-one hardware
• Enterprise-class telephony
• Integrated voicemail
• Digital or analog phones
	IP infrastructure
	• Full range of LAN & Wireless LAN switches
	• 10/100/1000 wire speed and PoE
	• Stackable or chassis-based solutions
	IP telephony
	• Full IP LAN-based voice system
	• Enterprise-class telephony:
	  - Integrated voicemail
	  - IP phones
	Converged architecture
	• Solutions designed to support converged (voice / data) networks
	• Advanced services (QoS, security for VoIP deployment)
		• Complete LAN and WLAN infrastructure
		• Advanced QoS and CAC (call administration control)
		• Single system across enterprise
		• Centralized management
		• High-availability options per site
		• Security options at all levels
		• Access routing
		• Enterprise-class telephony:
		  - digital, analog and/or IP phone
		  - centralized voicemail

BENEFITS

UPDATE	RENEW	MULTI-SITE

• Cost-effective PBX replacement with a modern, yet familiar, solution
• Deploy latest applications, as required
• Future-proof: add IP telephony and additional applications at any time
	• Easy IP network add-on
	• Scalable and flexible deployment:
	  - for wired and wireless networks
	  - from access to core IP infrastructure
	• Easy to integrate with other vendors solutions (LAN extension)
	• Easy to integrate wide variety of applications on phones
	• Soft-phones provide flexible, low-cost phone option
	• Single infrastructure for voice and data:
	  - simplified management
	  - reduced costs of operations
	  - secure infrastructure
	  - high availability
		• Create a homogeneous environment:
		  - same level of service for all users
		  - users interact as if in one building
		  - share applications & human resources
		• Enhance business security
		• Reduce operation expenses:
		  - centralized management
		  - one maintenance contract
		• Reduce telecom costs:
		  - centralize telecom subscriptions
		  - eliminate inter-site telecom costs

PSTN

OmniPCX Enterprise

IP Carrier Network
PSTN
Mono-site
OmniPCX Enterprise
Application Servers
LAN/WLAN

HQ with OmniSwitch, *OmniPCX Enterprise & Mgt server*
PSTN
Regional-office with Passive Com. Server
WAN/ IPVPN
LAN Switch
Small branch-office with media gateway
Very small branch with IP phones

Base solutions are based on Alcatel-Lucent OmniPCX Enterprise Communication Server, OmniStack, OmniSwitch and OmniAccess WLAN product lines.

Alcatel-Lucent OmniPCX Enterprise

Alcatel-Lucent heart of communication solutions for enterprises

Alcatel-Lucent OmniSwitch 6850

• Layer-3 gigabit ethernet fixed configuration switches
• Stackable
• PoE
• Upgradable fast ethernet

Alcatel-Lucent OmniStack 6200

• 10/100 L2+ ethernet workgroup switches
• Copper gigabit uplinks
• PoE derivative

Alcatel-Lucent OmniAccess WLAN Products

Highly scalable, comprehensive set of mobile LAN products

Access Points

User-Centric Options

EFFICIENT EMPLOYEES

Office Worker	Executive	Team Worker	On-Site Roamer	Mobile Professional
Most of their workday is spent at their desk, so this is where they need to gather all their message media in order to provide the fastest, most-efficient service possible. Profiles include administrative assistants, office managers, accountants, webmasters and more.	Top-level managers or highly autonomous employees who spend their day just about everywhere and anywhere – off-site, on-site and at their desks. They have intensive communication needs and have to be able to reach any employee at any moment.	In constant communication with other employees and cross-functional teams, they include everyone from project managers and high-tech workers to HR staff. Team Workers have the most intensive collaboration needs in the organization.	They're usually on-site but they could be anywhere in the building. This profile includes nurses, security guards, service reps and more. Mobile phone handsets are their key communication device.	They're on the move throughout a large part of the workday, so they need a reliable link to the back office. This group can include sales reps, consultants, field technicians and many others. In most cases, their main communication device is their mobile phone.

FEATURES

Office Worker	Executive	Team Worker	On-Site Roamer	Mobile Professional
• IP and digital phones • Softphone • Integrated or unified messaging	Unified communications: • Softphone • Unified messaging • Advanced routing • Cellular extension or dual-mode phone • Instant messaging • Peer-to-peer video	Collaboration solutions including: • Web-based audio conferencing • Data sharing • Instant messaging • Peer-to-peer video	• Voice-only wireless (DECT/PWT) • Converged wireless (WLAN)	• Cellular extension • Dual-mode phone

BENEFITS

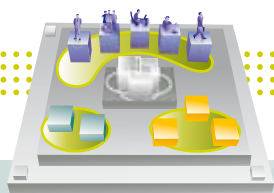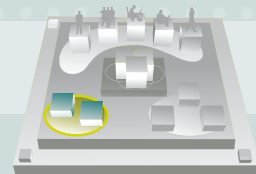| Office Worker	Executive	Team Worker	On-Site Roamer	Mobile Professional
• Wide range of phones adapted to individual needs • Intuitive use with alpha keyboards and displays • Easy to deploy: self labeling, automatic recognition • All messages retrieved from a single interface	• Access to the same tools as when in the office • Web-based applications: cost-effective, simple to deploy and manage • All messages retrieved from a single interface • Access to office services when on the move	• Eliminate conference service fees • Improve virtual team productivity • Minimize travel and projection of cycle times	• Business continues while employees are away from their desks • Access to system features: manager / assistant, conference, etc. • No cellular charges on-site	• One cellular phone for all communications • Single number, single mailbox • Cost-effective software-only solutions: use any phone • Cost savings for long-distance calls • Dual-mode for on-site mobility with VoWLAN and off-site mobility with GSM

Satisfied Customers

| Greeting Center	Contact Center
FEATURES	
• Automated attendant • Call distribution with queuing and announcements • Multimedia attendant console • IP attendant soft phone • Always-on PC-based console • Phone or softphone based Video DoorCam	• Inbound / outbound call distribution • GUI-based supervision tool through efficient call handling • Traffic-based reporting
BENEFITS	
• Wide range of phones adapted to individual needs • Intuitive use with alphabetic keyboards and tiltable displays • Easy to deploy: self labeling, automatic recognition	• Secure high level of customer service • Optimize use of internal resources • Minimize training time and need for special skills using graphical management tools

Smart Operations
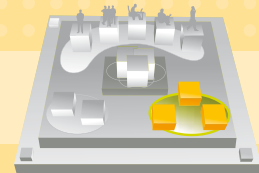
| Management	High Availibility	Security
FEATURES		
• Voice and data centralized management • Network-wide managed QoS • Single image of multi-site operations • One-touch web interface: configuration, directory, accounting, alarms, monitoring, performance	• Hardware and software network redundancy • Redundant communication server • Branch survivability • Passive Communication Server	• Firewall • Virtual Private Network • Enhanced network security: any user, any device, any port • Attack detection, containment, isolation • Auto-sense authentication
BENEFITS		
• Common fault-management • Manage all users centrally as one group • Wired and wireless infrastructure centralized management • Simplified moves, adds and changes • Web-based solutions • Proactive management: automatic broadcast of events	• Smart continuous switching • Cost-effective resilience for main sites and branches options • Non-stop operation during network or hardware failure • Disaster recovery with back-up at a different site	• Secure connections for remote sites and home workers • Protection against viruses, worms, hackers, intruders • Hardware-based solutions for no impact on voice quality • Contain attacks for any LAN and WLAN device • Centralized security management ensure universal and effective network access control
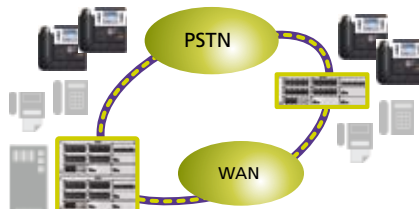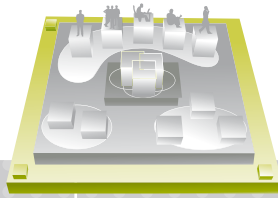
CONSULT AND DESIGN

The design of your network project is based on an in-depth understanding of your present situation and future needs. We will work with you to develop an **optimal evolution strategy**. You will discover the advantages of implementing emerging technologies within your existing infrastructure and how to reap maximum business benefits.

- Network operating center consulting
- Architecture audit/consulting: radio network, VoWLAN, VoIP data network compliance, applications, network, security, IP network transformation
- Technical advisor
- Architecture design: voice, data, security, applications, radio network, WLAN network
- Network management customization
- Applications / development design

INTEGRATE AND DEPLOY

We are committed to delivering trouble-free configuration and integration. Our experts can also **help you integrate advanced or customized solutions into your existing IS environment** and get the most out of your investment.

- Solution deployment assistance (IP migrations)
- Solution integration / highly specialized deployments
- Application developments and customization
- End-user and administration training

This service offering is not exhaustive. For more information please contact your Business Partner.

OPERATE AND MAINTAIN

The successful launch of your new solution doesn't end our collaborative partnership – we'll stay on the job to ensure its ongoing effectiveness. A portfolio of **professional and dedicated services helps your system to evolve according to your business needs**, both now and in the future.

Maintain
- Maintenance contracts on specific developments
- On-site / on-line support

Support
Alcatel-Lucent offers a complete range of support services for its enterprise solutions:
- Software maintenance service
- Software evolution service
- Hardware maintenance service

WHY ALCATEL-LUCENT?

Alcatel-Lucent, worldwide leader

- **Alcatel-Lucent, industry leader:** for more than a century Alcatel-Lucent has designed and engineered innovative, best-of-breed technology that won awards and satisfied customers around the globe; Alcatel-Lucent is a primary source of new technologies for the communications industry and has over 25,000 relevant technology patents.
- **Alcatel-Lucent, technology pioneer:** our Omni product family is the most highly awarded set of solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovation, and its implementation of open standards.

Industry recognition

Alcatel-Lucent is recognized by analysts like Gartner, Inc.
- Positioned in Leader Quadrant in report titled "Magic Quadrant* for Unified Communications, 2006" - published in June 2006
- Positioned in Leader Quadrant in report titled "Magic Quadrant* for Contact Center Infrastructure EMEA, 2006" - published in March 2006

The Alcatel-Lucent Business Partner Network

A worldwide resource of Business Partners – accredited through a demanding Business Partner Program – is ready to help you choose the Alcatel-Lucent solution that's right for your business needs.

These experts take the time to listen to your needs to define the right network infrastructure and communication system for your company. Customized applications can be designed that are a perfect fit for your implementation. Most importantly, our Business Partners will work with you to ensure a smooth transition, and to be sure that your Alcatel-Lucent solution evolves in sync with your business growth and maintains peak performance.

SECTOR DIVERSITY

Alcatel-Lucent is a worldwide leader in IP Communications, providing innovative solutions to mid-sized organizations like yours in over 130 countries.

For example:
- **Colleges and universities**
- **Healthcare centers**
- **Industrial companies**
- **Insurance companies**
- **Local authorities**
- **Mid-sized hotels**
- **School districts**
- **Real estate agencies**
- **Regional banks**
- **Retail companies**
- **Travel agencies**

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