



›THIS IS THE WAY

WE PUT BIG BUSINESS IN A SMALL BOX

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Position Paper

Nortel Business Communications Manager 50

Beats Avaya IP Office where it counts — in capacity and capabilities

- › All-in-one platform for converged voice and data for small to mid-sized business sites
- › Affordable for sites with as few as 3 to 20 users, yet scalable to serve up to 44 or more users
- › Pre-loaded with advanced capabilities that can be activated by a simple keycode
- › Choice of IP-enabled or pure IP, with simultaneous support for IP and traditional sets

The **Nortel Business Communications Manager 50** system is the complete platform for small to mid-sized business sites that require advanced capabilities and growth potential — made easy to manage and easy to afford.

Top three competitive differentiators

1. All-in-one platform for simple to advanced capabilities

Voice and data. The best of high-end digital PBXs and robust data networking in one affordable device.

Advanced capabilities. Voice messaging, auto-attendant, unified messaging, CTI applications — all included in one box. No separate devices to install, wire, power and manage, as with alternative solutions.

IP and traditional services. IP-optimized, ready for trunk-side and line-side IP voice and data services today. Supports any mix of digital and IP phones (not constrained as with other solutions).

2. Scalable for a broad range of applications and sites

Add ports. Affordable for sites with 3 to 20 stations; scalable to support up to 44 digital set users plus 32 IP users. Customers buy only the ports they need today, and activate additional ports when needed.

Add modules. Grow beyond the base unit by adding media bay modules in building-block fashion to add ports in various combinations of stations and trunks. No need to replace the core hardware.

Add capabilities. Features and applications are pre-loaded, available for 60-day free trial, activated by keycode.

Upgrade without an overhaul. “Evergreen” development strategy, to fit well in hybrid environments that contain a mix of analog, digital, IP and wireless services — and offer a smooth migration path. Interworks with other Nortel PBX and convergence systems as part of an end-to-end, converged network.

3. Easy to install, easy to manage

Easy fit into crowded spaces. Rugged unit (about the size of a package of printer paper) can stand alone on a desktop, be mounted in a standard 19” rack, or wall-mounted with optional mounting bracket.

Integrated management tools. Standard, intuitive Element Manager application to monitor and program the system. Most functions can also be programmed through any connected telephone set.

Easy management of large distributed networks. Using Network Configuration Manager, maintains a central database of system configurations, for easy management of hundreds or thousands of systems.

Option to centralize applications. Streamlines administration and establishes enterprise-wide consistency by centralizing applications for messaging and management and distributing them over the IP network.

Side-by-side comparison

Nortel Business Communications Manager 50 and Avaya IP Office solutions

	Avaya IP Office	Business Communications Manager 50
Capacity <i>Are you locked into one capacity range?</i>	<p>To support from 3 to 20 users... Requires five separate platform models:</p> <ul style="list-style-type: none"> > IP Small Office Edition 2T+4A 2 analog trunks, 4 analog extensions, 3 VoIP channels > IP Small Office Edition 2T+8A 2 analog trunks, 8 analog extensions, 3 VoIP channels > IP Small Office Edition 4T+4A+8DS 4 analog trunks, 4 analog extensions, 8 digital stations, 3 VoIP channels > IP Small Office Edition 4T+(4)4T+8DS 4 analog trunks, 4 analog extensions, 8 digital stations, 16 VoIP channels > IP Office 403 <ul style="list-style-type: none"> • Equipped with 2 analog extensions, 8 digital stations, up to two network interface cards (4-port analog, 4-port BRI or 1 PRI) and three expansion modules for additional trunks or stations (up to 90 extensions) • Requires a Voice Compression Module card (5, 10 or 20 channel versions) for VoIP 	<p>To support from 3 to 20 users... Can be achieved with one standard core module.</p> <ul style="list-style-type: none"> > Core unit 4 analog trunks, 4 analog extensions, 12 digital stations, 12 IP trunks, 32 IP stations > Optional expansion modules (1 to 2 per system) <ul style="list-style-type: none"> • 4x16 Combo (4 analog trunks, 16 digital stations) • GASM8 (8-port analog station interfaces) • DTM (digital trunk module) • BRI (ISDN Basic Rate Interface trunk module) • DSM16 (16-port digital station module) • DSM32 (32-port digital station module) • GATM4 (4-port global analog trunk module) • GATM8 (8-port global analog trunk module)
Scalability <i>Can your system grow with the company?</i>	<ul style="list-style-type: none"> > Not much "head room" in any of the above models to accommodate growth. > IP Small Office Editions are not expandable, cannot grow beyond initial capacity. Forklift upgrade required. > Downtime for upgrades. IP Office 403 systems often must be taken out of service during upgrades, such as adding Voice Compression Modules or Trunk Cards. 	<ul style="list-style-type: none"> > Full scalability for up to 32 IP desktops and 40+ digital desktops, or a combination of those. > Cost-effective expansion beyond initial capacity, using optional modules. No forklift upgrade required. > "Hot" expansion. Expansion can be completed while the system is running.
IP Services <i>Just how much IP do you get?</i>	<ul style="list-style-type: none"> > IP readiness. IP Small Office Editions support very limited VoIP channels (3 and 16); no VoIP channels on base IP Office 403 model. IP Office 403 requires purchase of separate voice compression cards (5-, 10-, 20-channel). > Simultaneous users. A voice compression module channel is consumed — for the duration of the call — for every call to check voice mail. > Scalability of VoIP. For IP Small Office Editions, must change out core. For IP Office 403, must buy new Voice Compression Module card and discard expensive old card. No expansion beyond 20 VoIP channels. 	<ul style="list-style-type: none"> > IP readiness. Any core unit supports up to 32 IP phones and 12 IP trunks, <i>with no external or additional hardware.</i> IP is built in and keycode-enabled. Ports can be remotely enabled and programmed. > Simultaneous users. Voice messaging and VoIP are independent. VoIP channels are not consumed by users checking voice messaging. > Scalability of VoIP. Base unit supports up to 32 IP phones. Buy what you need today, activate additional lines by keycode later.
Messaging <i>You get what you pay for.</i>	<ul style="list-style-type: none"> > Features. IP Small Office Edition base unit and IP Office Voice Mail Lite add-on offer only basic message-taking — no centralized operation, no unified messaging, no fax. No auto-attendant on "Lite" edition. IP Office 403 requires purchase of IP Office Voice Mail Lite or Pro. No fax on any voice mail edition. > Hardware. IP Office Voice Mail Lite and Pro editions require customer-supplied Pentium server. > Message storage. 10 hours of storage on base unit; 1 minute for each MB of capacity on the customer-supplied server. 	<ul style="list-style-type: none"> > Features. Supports business-level feature set with voice messaging, unified messaging, auto-attendant, fax — all included in standard software load. Fax capabilities built into the base unit. > Hardware: All features built into the standard unit and activated by key code. No external hardware required. > Message storage. 100 hours of storage and 1000 mailboxes on board, no external server required.
CTI/Call Center	<ul style="list-style-type: none"> > Features. Basic capabilities included, but business-level features carry a price. > Hardware. External PCs and servers required. Multiple servers required in many cases. 	<ul style="list-style-type: none"> > Features. Real, business-level applications, flexibly enabled by key code. Ten ports virtually guarantee access to recorded announcements. > Hardware. Full-featured CTI and call center capabilities integrated into the standard unit. No external hardware required.

Configuration

Both configurations shown support 10 digital stations, 4 analog trunks, 1 fax, voice mail with auto-attendant and 1 seat of unified messaging. Which set-up would you rather support?

Business Communications Manager 50



Avaya IP Office



IPO 403 with digital station expansion module and external server with Voice Mail Pro

Head-to-head with Avaya IP Office solutions

Six winning strategies for Business Communications Manager 50

1. Put unified messaging on the agenda, even if it's just one seat for the boss

- Highlight>*
- * The cost of Avaya's Voice Mail Pro and the lack of integration
 - * The cost-effective integration of applications on the Business Communications Manager 50

2. Drive for the customer to configure more than 8 digital stations

Forces Avaya out of the IP Office Small Office Edition and into the expensive IP Office 403

- Highlight>*
- * The Avaya forklift upgrade from IP Office Small Office Edition to IP Office 403
 - * Superior growth potential of the Business Communications Manager 50

3. Put auto-attendant on the agenda (especially for customers considering the IP Office 403)

- Highlight>*
- * The lack of business-level functionality in the "free" embedded messaging capabilities
 - * The cost of Avaya's IP Office Voice Mail Pro
 - * Cost-effective integration of applications on the Business Communications Manager 50

4. Clarify the limitations of having only 3 VoIP channels

Forces Avaya out of the 3-VoIP-channel editions and into the more expensive 16-VoIP version or IP Office 403

- Highlight>*
- * The limited number of simultaneous VoIP users on Avaya systems
 - * The added cost of Voice Compression Modules on IP Office 403 systems
 - * The flexibility of Business Communications Manager 50 to add VoIP channels by keycode activation

5. Put an informal call center on the agenda for call load balancing

- Highlight>*
- * The added cost of applications on Avaya systems
 - * The Avaya requirement to acquire, install and maintain external servers
 - * Cost-effective application integration on the Business Communications Manager 50 platform

6. Clarify the real limits of Avaya's teleconferencing

In spite of hype about 60-party conferencing, only two analog lines can be used for multi-party conferencing on Avaya IP Office.

Five key messages to impart to customers

1. **Avaya IP Office has some serious limitations**, such as limited "headroom" on models, requiring forklift upgrades to match modest growth.
2. **With Avaya systems, VoIP capabilities are constrained** — supports no more than 3 simultaneous IP users on the smallest systems, requires separately purchased cards for the larger system, and still maxes out at 20 VoIP channels — compared to 32 standard for Business Communications Manager 50.
3. **Avaya's so-called "free" applications are limited** and don't supply genuine business-level functionality. Expensive options/add-ons must be purchased to get full functionality.
4. **Adding applications on Avaya systems means adding hardware**, such as extra cards and external servers, even multiple servers. Business Communications Manager 50 applications are integrated into the base unit and activated by key code.
5. **Make sure the quotes being evaluated are "apples to apples."** Avaya separately prices auto-attendant, CTI and call center applications, unified messaging or VoIP. The proposed configuration may not include these capabilities.

Top 10 features and benefits

Feature	Benefit
1. Hundreds of telephony features	One of the industry's largest portfolios of telephony features — more than 200. For callers, ensures prompt, professional treatment. For employees, provides convenience, productivity and control features.
2. Voice messaging	Enables callers to leave message on a mailbox for selected user, department, group. Personalized greetings and password-protected access to review messages. Virtually unlimited mailbox space (100 hours of message storage).
3. Automated attendant	Answers calls 24/7 with personalized greetings, and routes calls to the right people, departments or voice mailboxes — according to time of day, day of week, holiday schedule and calling line ID information stored in multi-level routing logic.
4. Unified messaging	Converges voice, fax and e-mail messages onto users' PCs or laptops, to easily manage from one standard application, such as Microsoft Outlook or Exchange.
5. Convergence of services over IP	All the advantages of IP: economical extension of network services to remote workers, portability, simple moves and changes, no toll charges for site-to-site calls.
6. Universal Internet Access	Gives authorized users access to the intranet or the Internet, with optional security through authentication, encryption, firewall and virtual private networks (VPNs).
7. Call center	Distributes calls among 10 active agents or designated employees, to create a help desk, customer order center, etc. Calls flow into two queues aligned with agent skills.
8. Computer/Telephony Integration (CTI)	Enables third-party, PC applications to control services, such as click-to-call company directory or auto-display of a customer's account when the customer calls.
9. Support for digital and IP sets	Simultaneous support for any combination of IP and non-IP phones. Users can keep their IP phones when the company upgrades to a larger communications platform.
10. Mobility	Supports the Nortel T7406 office space mobility solution for small business sites.

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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