



>THIS IS THE WAY

TO A CONVERGED NETWORK THAT DOES MORE
AND COSTS LESS

>THIS IS NORTEL™

Solution Brief

Nortel Business Communications Manager Voice and Data Convergence Solutions

Are you tired of high toll charges for inter-office calls among locations? Would you like to untangle the maze of voice and data networking equipment that clogs equipment closets and burdens your staff and budget? 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 contact centers and more.

Now that IP networks offer the performance characteristics that delay-sensitive voice service requires, convergence solutions — including IP telephony — can build profitability and productivity in many ways:

- > **Reduce costs.** Toll charges for voice and fax calls between branch offices can be reduced or eliminated, and traditional telephone lines can be relegated to back-up status.
- > **Streamline the network architecture.** Converge disparate voice and data networks into a single infrastructure that can carry both types of traffic — and save as much as 50 percent in capital and operating costs.
- > **Centralize management across sites.** Applications such as voice messaging and auto attendant can be centralized — deployed on one Business Communications Manager unit that serves up to 10 others — to dramatically reduce administration time and costs and ensure a consistent experience across company locations.



› **Make services portable and flexible.**

Moves, adds and changes become almost seamless, and services can easily be extended to remote sites and home offices over cost-effective IP links.

› **Bring new value to voice applications.** The convergence of voice and data enables powerful new capabilities such as unified messaging, Web-enabled multimedia call centers and PC-based call management.

› **Enhance productivity.** Users can efficiently perform diverse tasks in a single session, precisely define how calls are handled and manage their communications in ways never before possible.

Convergence caught on first because of the dramatic direct cost savings. It then very quickly proved its deeper value for improving employee productivity and customer care. With these advantages at hand, it's no surprise that nearly half of large North American enterprises have IP telephony at the core of their next-generation network plans, and small-to medium-sized businesses are catching up fast.

Convergence on Business Communications Manager platforms

Business Communications Manager platforms are IP-optimized, ready for you to deploy converged services today. Voice and data services are converged at the infrastructure, management and application levels — delivering on the IP promise of optimized performance and lower lifecycle costs.

- › On the network side, Business Communications Manager supports IP trunks that use industry-standard interfaces to connect to other Nortel IP devices, such as IP PBX systems.
- › On the user side, Business Communications Manager supports wireless and wired IP telephones from Nortel and others, and PCs equipped to perform as Nortel IP softphones.

One Business Communications Manager platform can support any mix of IP and traditional phones, so you can mix and match for the best economy and utility, and embrace convergence on your schedule.

A new realm of possibilities

Manage messages and calls from your PC. With Unified Messaging, you can access and manage messages from multiple systems — voice mail, e-mail and fax — in one place. And you can dictate by day and hour exactly how incoming and outgoing communications should be handled.

Take the cost and hassle out of moves, adds and changes. Thanks to Dynamic Host Control Protocol (DHCP), users can connect anywhere on the network without intervention by an administrator. With centralized, automated IP address management, you can relocate your phone down the hall or across the globe — for now, or permanently — and your service comes up in the new location exactly as if you were in your own office.



Business Communications Manager convergence applications at a glance

Application	Business Communications Manager 50	Business Communications Manager 200	Business Communications Manager 400
Voice over IP (user side)	✓	✓	✓
Voice and fax over IP (trunk side)	✓	✓	✓
Unified messaging on users' PCs	✓	✓	✓
Dynamic address allocation	✓	✓	✓
"Instant office" capabilities	✓	✓	✓
IP virtual private networks (IP VPNs)	✓	✓	✓
Multimedia Contact Centers		✓	✓
Call Center Reporting		✓	✓
IP music on hold		✓	✓
Interactive Voice Response		✓	✓
IP messaging networking among sites	✓	✓	✓
Integrated management of UPSs	✓	✓	✓
Robust IP security	✓	✓	✓
Remote and centralized administration	✓	✓	✓

Extend secure network services to remote and mobile users. With an IP Phone and secure IP communications — both supported on Business Communications Manager platforms, telecommuters can enjoy the same connectivity and features as in-office colleagues. Mobile users can connect from wireless IP hot spots at any remote location, and receive calls just as though they were at their desks.

Enrich contact centers with Web and multimedia. On Business Communications Manager 200 and 400 platforms, you can combine Web and

telephony for unique, interactive customer care. For example, customers can click on a Web page to request an agent callback or real-time text chat. Agents and callers can "push" Web pages to each other and collaboratively co-browse the Web.

Eliminate boundaries. Business Communications Manager platforms translate between phone numbers and IP addresses. Just enter the phone number you want to reach, and the call will ring through — even if the person you are calling is on a wireless IP network at a remote location.

This is the way convergence is done. This is Nortel.

Nortel has a century of tradition in voice telephony, and we lead the industry in delivering convergence solutions. Moreover, we offer a way to migrate to convergence at your pace, while maintaining your investments and the merits of today's networks. To find out more about convergence solutions on Business Communications Manager platforms, contact your local reseller or visit us on the Web at: www.nortel.com/bcm