



> THIS IS THE WAY

TO MAKE CONVERGENCE AFFORDABLE
AND AVAILABLE TO THE SMALLEST BUSINESS SITES

> THIS IS NORTEL™

Product Brief

Nortel Business Communications Manager 50

Now small business sites can enjoy affordable, converged voice and data communications that were previously only available to larger organisations.

Voice telephony and converged voice/data services – traditional, IP or a mix of both – all in one box

If your organisation has multiple sites, franchises or branch offices — with perhaps a few users or a few dozen — no doubt you've been seeking the most cost-effective, productive and reliable way to connect people and sites.

And no matter what business you're in, you'll want to project the best possible image and customer service, so you can compete with much larger organisations. You'll want your employees to be able to exploit resources on the Internet and company LAN but without letting Internet viruses and hackers exploit them. You need high-end performance and capabilities but at a low cost of ownership.

The answer is a Business Communications Manager system from Nortel — an all-in-one platform for the converged voice and data needs of small to mid-sized business sites. Business Communications Manager is distinctive in providing a choice of IP-enabled or pure IP strategies, with simultaneous support for IP

and traditional business sets — and smooth migration from one to the other.

Three models offer choices for every application — from small businesses or branch offices with only a handful of extensions, to a multi-location business with hundreds of voice and data ports — at a price point to suit any site.



The Business Communications Manager 50 platform is ideal for businesses from 3 to 32 stations with room to grow to 76 stations with advanced capabilities, such as robust telephony features, voice messaging and unified messaging, IP networking, Internet/ intranet access, contact centres with skills-based routing, IP telephony to users' desktops, and an integrated router option for Ethernet or ADSL broadband access.

Since the Business Communications Manager 50 is an integrated solution, you know these applications will work together. You won't get lost in a maze of stand-alone devices, software upgrades or a tangle of cabling — everything you need is right there in one compact unit that can be managed from a single, intuitive software application.

Project a big company image at a small-business price

The affordable Business Communications Manager 50 system, scaled for small sites, comes pre-loaded with hundreds of features and a full suite of integrated applications. As your business grows and its needs evolve, you can activate more capabilities just by entering a key code. Consider the possibilities:

> **One of the industry's largest portfolio of telephony features** — more than 400 in all — lets you process calls with exceptional reliability, efficiency and flexibility. You can be sure

that all callers receive prompt, professional treatment. Employees enjoy convenience, productivity and control features that reduce phone tag and frustration. For example, the system can put a call on hold to page a person, who can then pick up the call from any extension.

> **Voice messaging** enables callers to leave important information on a mailbox for a selected user, department or groups of users. The system adds call information, such as calling line ID, time and date of the call and priority level. Employees can record their own personalized greetings and enjoy password-protected access to their messages from anywhere. Mailboxes are virtually unlimited, as the Business Communications Manager 50 provides 100 hours of message storage.

> **Automated attendant** answers calls 24 hours a day with your 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. The routing logic can include multiple levels, so callers can self-direct to exactly the right destination.

> **Unified messaging** converges voice, fax and email messages onto users' PCs or laptops, to be managed by one standard application, such as Microsoft Outlook or Exchange. This convenience can be a real

time-saver, especially for users with heavy call volume.

> **Convergence** of services over IP supports powerful new e-business applications that level the playing field with larger competitors, cost-effectively extend network services to remote workers, increase portability, simplify moves and changes, and eliminate toll charges for site-to-site calls.

> **Universal Internet Access** gives authorized users access to the company intranet or the Internet. Optional security features — such as authentication, encryption, firewall and virtual private networks (VPNs) — provide safe connectivity among business sites and can be extended to mobile or home-based employees.

> **Call Centre** distributes incoming calls amongst 10 active agents or designated employees, to create an order desk, reservations department, customer service group or technical support centre. Calls can flow into two queues aligned with agent skills, so callers have an express lane to the right destination and agents can give the best possible service.

> **Computer Telephony Integration (CTI)** enables you to use third-party, PC-based applications to control telephone services, such as a click-to-call company directory or automatic screen "pops" of a customer's account status alongside a customer's call.

It's simple to activate, set up and manage these applications from any workstation that has LAN or Web access, using an Element Manager and browser based management tools.

The power of Nortel Business Communications Manager now scaled and priced for sites with as few as 3 to 32 users, yet scalable to serve up to 76 or more users if needed.

Put the power of Business Communications Manager in users' hands

To end users, the telephones that sit on their desks are the system. It's the critical interface that determines how easy it is for them to use the phone system, and in turn, how productive, effective and satisfied they will be.

That's why Nortel offers a wide range of user-friendly telephone sets 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.

For traditional digital telephony...

There's an entry-level, single-line telephone ideal for public areas such as cafeterias and lobbies... a choice of multiline, display telephones and consoles for moderate to high-volume users.

When you want to take advantage of IP on the network side...

Your employees can use any combination of IP and non-IP telephones, extending your investment in digital business sets while migrating to convergence in stages.

When you're ready to extend convergence over IP to users' desktops...

There's a choice of industry-standard, multi-line IP telephones with integrated LCD display screens, and an IP "softphone" that transforms an existing laptop or desktop PC into a converged voice/data communications platform.

Since a single Business Communications Manager 50 unit can support any combination of these phone sets, you can mix and match for the best economy and utility. And as you upgrade from one Nortel communications system to another — such as from Norstar to Business Communications Manager, or from a Business Communications Manager 50 to a Business Communications Manager 200 or 400 model — you can choose to keep the same telephones on users' desks

Buy only what you need today. Expand when you need to.

Add capacity. The Business Communications Manager 50 base unit was designed to meet the interface requirements of many small businesses and to be affordable for sites with as few as 3 to 32 stations. However, this scalable platform grows to support up to 44 TDM set users (32 IP set users). Buy only the ports you need today and activate additional ports later as you need them.

When you need to grow beyond the base unit, just add media bay modules in building-blocks to add ports in various combinations of lines, trunks and extensions. You can activate those ports at any time by downloading a simple keycode. Unlike other systems on the market, you don't have to replace the core hardware.

Finally, the advantages of convergence, made affordable and practical for the smallest business locations.

Deliver premium levels of professionalism and service quality, and customers will want to keep doing business with you.

Business Communications Manager platforms simultaneously support a choice of digital and IP telephone sets, so you can retain existing sets as you upgrade the core of your communications system, and you can converge services over IP in phases to fit your needs.





Up to 2 expansion chassis can be connected, housing extra stations or trunks.



Main unit containing ADSL Router

Add capabilities. Since all features and applications are pre-loaded onto your Business Communications Manager system, these too can be easily activated through the use of a simple keycode. If you're not sure which applications are right for your business, Nortel makes it easy to decide by offering a 60-day free trial for most applications — from voice messaging to the latest CTI applications.

Upgrade without an overhaul. Through open standards and an “evergreen” development strategy, Business Communications Manager 50 platforms fit well in hybrid environments that contain a mix of analog, digital and IP. Since it interworks with other Nortel key/PBX systems, larger Business Communications Manager systems, and with our portfolio of convergence call servers, you have a smooth migration path — wherever your business success leads you.

With an easy-to-use and highly flexible architecture, the Business Communications Manager 50 enables small sites to benefit from convergence capabilities that were previously only available to much larger organisations.

**Easy to install.
Easy to manage.**

For administrators and users alike, the phone system should be almost invisible — a no-worry, no-hassle channel for all the critical information flow of business. True to that proposition, Business Communications Manager 50 systems are straight forward, reliable, cost-effective, easy to install and easy to use.

The Business Communications Manager 50 comes in a rugged, plastic enclosure about the size of a package of printer paper. This compact, all-in-one unit can stand alone on a desktop, be mounted in an optional 19” equipment rack, or be wallmounted with an optional mounting bracket.

Simplify administration with integrated management tools.

Installation and configuration are a snap, because the Business Communications Manager 50 comes with its own intuitive management application. In fact, you can monitor and program the entire system, with its many capabilities, from just a few windows of the software. You don't even have to have a PC or IP connection to manage the unit, because most functions can be programmed through any connected telephone set.

Easily manage large, distributed networks. If your enterprise network includes hundreds or even thousands of Business Communications Manager systems — even a mix of

models, you can manage all those systems efficiently from a central location. The Network Configuration Manager (NCM) from Nortel helps you create and maintain a centralised database of system configurations, so it's fast and easy to bring new systems online, back up system information, and restore system information from archived data.

Take advantage of centralised applications. You can further streamline network administration by centralizing applications for messaging and management, and distributing those capabilities over your IP network. In addition to saving money, your organisation benefits from standard greetings, global administration, and a consistent interface and experience across the entire network.

Integrate telephony and data with one cost-effective device.

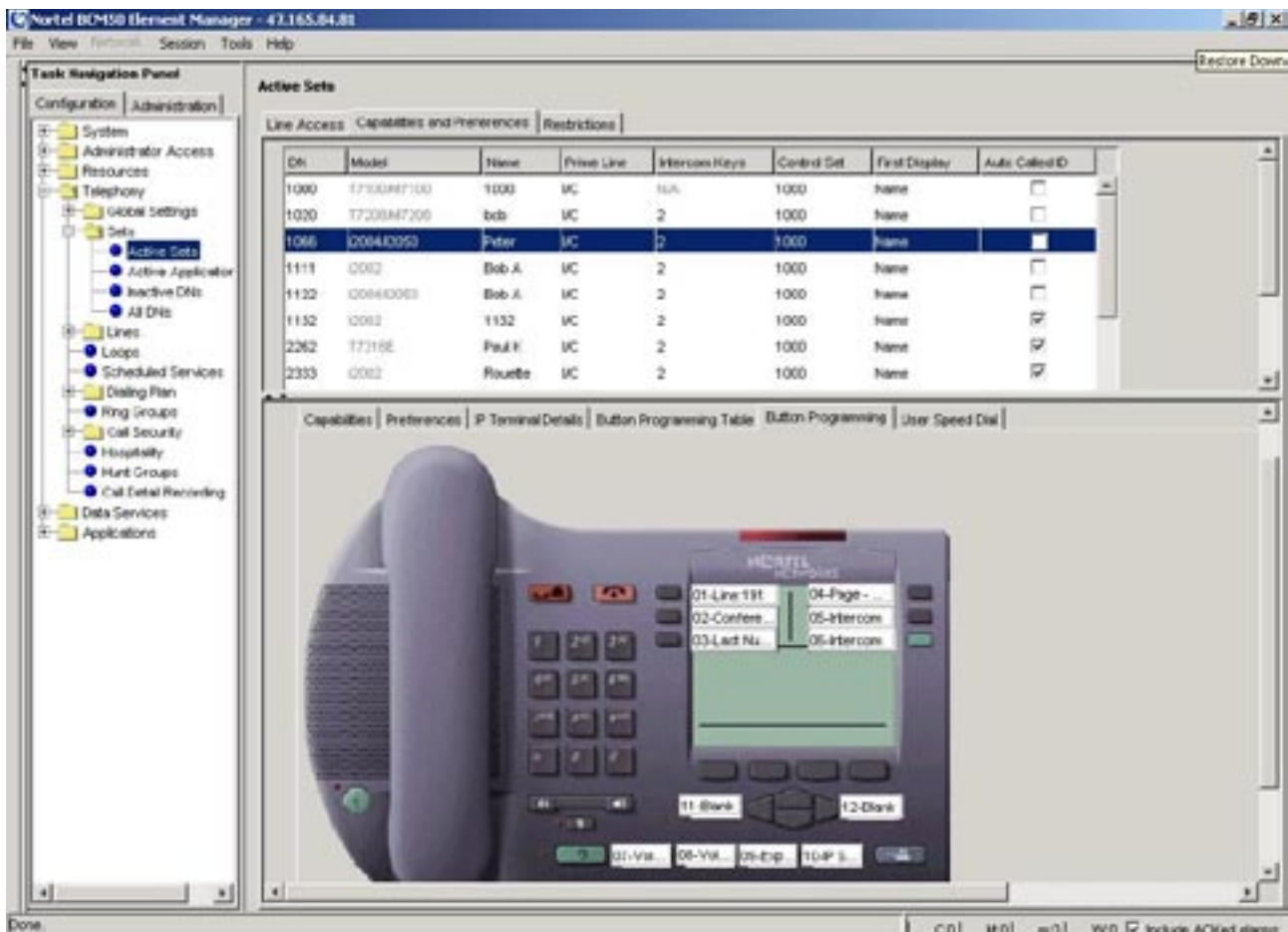
The Nortel Business Communications Manager 50 system combines the best elements of high-end digital PBX phone systems, cutting-edge convergence solutions and robust data networking in one affordable package. By integrating advanced data networking and comprehensive telephony features in a single device, Business Communications Manager 50 delivers a level of system integration and flexibility rarely seen in the industry — and certainly uncommon for small business locations. Combine this with quick setup and ease of operation, and Business Communications Manager 50 is clearly the logical choice for your business.

From Nortel. This is the way business gets done.

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 leads the market in small/medium business telephony today.

To find out more about how Nortel Business Communications Manager systems 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/bcm

BCM Element Manager Screen



Nortel is a recognised 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, contact your Nortel representative or visit Nortel on the Web at www.nortel.com

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