

# **ALCATEL-LUCENT OPENTOUCH<sup>®</sup> SUITE FOR SMALL AND MEDIUM BUSINESSES**

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## **2 EXECUTIVE SUMMARY**

### **Alcatel-Lucent Enterprise**

#### **Who we are**

Alcatel-Lucent Enterprise is a leading provider of enterprise communications solutions and services, from the office to the cloud. Building on our established heritage of innovation and our entrepreneurial spirit, we operate globally and adapt to local requirements.

#### **Our vision**

With new business models emerging and smart devices proliferating, enterprises want to optimize their business performance and provide an enhanced user experience that includes communications and network access to content and applications from anywhere. We believe that both can be achieved by enabling a connected experience that delivers personalized value for every individual.

#### **Our mission**

With our partners, we co-create the personalized connected experience that delivers tangible outcomes for our customers and their end-users.

### **Core messaging pillars**

#### **PERSONALISED CONNECTED EXPERIENCE**

The personalized connected experience is the ability for everyone to seamlessly access content and applications using their preferred devices, from desk phones to tablets, anytime anywhere, connected to a new generation of intelligent networks. This is how we optimize customer business performance and deliver value.

#### **INNOVATION FOR GROWTH**

Building on our rich innovation legacy, we invent breakthrough solutions that support the new uses, technology and consumption models, tailored to satisfy the unique needs of our customers and to fuel their sustainable business growth.

#### **OPEN COLLABORATION FOR SHARED SUCCESS**

We believe open collaboration with partners and customers is the most profitable way to generate long-term value for all stakeholders. With them, we create the personalized connected experience that delivers tangible outcomes for shared success.

## A modular and flexible offer

The Alcatel-Lucent OpenTouch Suite for SMB offer is completely modular and future-proof as it fits to your needs whatever the evolution of your daily business. Should you need an additional feature, a new application, add terminals or expand your capacity, the selected solution can be easily extended at any time and at your own pace.

To ensure you get a communication solution that can evolve with your needs, the Alcatel-Lucent OpenTouch Suite for SMB relies on a flexible and scalable architecture. You build your solution by combining the elements the most adapted to your expectations and budget among:

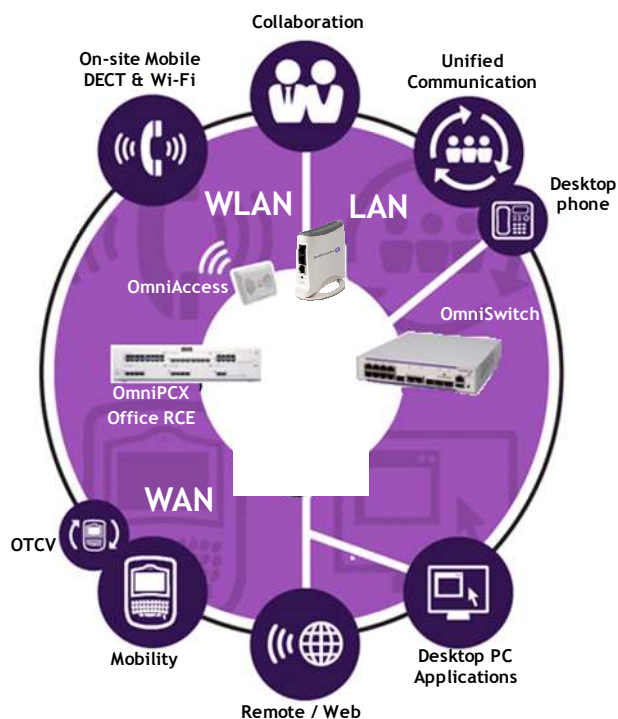
### Several **Communication Suites** and Value-added **Software options**

A wide range of **Applications** for communications,

A full range of powerful **Hardware platforms**,

A range of **Networking infrastructures**, wired and wireless

A complete range of professional wired and wireless **sets**.



### Mobility

- **Off-site mobility**
  - One number service
  - OTCV Windows
  - OTCV iPhone
  - OTCV Android
  - Remote Access Point
- **On-site mobility**
  - DECT, Wi-Fi

### Collaboration

- PIMphony Touch
- PIMphony Team Softphone
- My IC Social Networks
- My IC Web for Office
- OmniTouch Office Call Center
- IM, Unified call log, Unified search

### IP Migration

- Gigabit IP Premium DeskPhones
- SIP end points
- SIP trunking & networking
- LAN and WLAN data infrastructure
- IP video conferencing

### 3 GLOBAL OVERVIEW

**Alcatel-Lucent OpenTouch Suite for SMB** is an offer that provides through a single point of sale, a converged and multi-media communications solution that helps turn small and medium enterprises' communications into meaningful conversations and business services. Alcatel-Lucent Enterprise delivers native IP and TDM communications and multi-device conversation services to help users engage better with customers, partners and peers and therefore improve their productivity at work.

#### **Alcatel-Lucent OmniPCX Office Rich Communication Edition (RCE)**

Alcatel-Lucent **OpenTouch Suite for SMB** provides a global answer for customers who want to interconnect people, their knowledge and their communications network without needing to manage the complexity of these solutions. By focusing only on their growing business, these customers profit from the converged and powerful services provided by the **Alcatel-Lucent OmniPCX Office Rich Communication Edition (RCE)**.

The Alcatel-Lucent OmniPCX Office RCE is supplemented with a set of applications servers including **Omnivista 8770 Network Management**.

#### **Alcatel-Lucent Enterprise Data Networking offer**

The **Alcatel-Lucent Enterprise Data Networking** provide SMBs with state-of-the-art and easily deployable Ethernet switching equipment and WLAN infrastructure products. Alcatel-Lucent provides SMBs with high-performing and affordable Ethernet switching equipment to deploy Power-over-Ethernet (PoE) and true plug-and-play connectivity for IP phones, WLAN access points and other campus/office/branch/home networking devices

### 3.1 OmniPCX Office RCE Communication Suite

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The OmniPCX Office RCE is delivered with **Office Communication Suites** which include the software and a first set of licences. All suites support a large set of business communication features available for each user including a voice mail and an automated attendant. A name directory enables dial by name and caller identification. All systems are ready for call accounting and hospitality services. Each user can use the desktop Telephony application PIMphony Basic.

#### **Features available in all software Suites**

- **Instant Messaging between OmniPCX Office RCE users (New)**
- **LDAP connector for company directory search (New)**
- One number / Multi-set
- 4 VoIP channels for VOIP support
- Personal Assistant - 4 customizable company greetings
- 10 minutes customized music on hold - 4 system languages
- Remote customization for voice mail and automated attendant
- BLF (Busy lamp field) & extension to 250 supervised users
- Automatic Route Selection (ARS) - Direct Inward Selection Access (DISA)
- Call accounting over IP
- 3000 names directory - 1000 NMC tickets
- Voice mail 2 ports & up to 60 minutes storage software licenses
- Up to 200 PIMphony Basic sessions

Four Advanced suites covers enterprises which require analogue or advanced TDM devices, and one IP suite is available for enterprises which choose to leverage the benefits of a converged IP network. The initial choice between Advanced and IP Suite is only depending on the first sale configuration but it doesn't prevent in the future moving from a TDM towards a pure IP solution.

Users licenses are needed to connect an Alcatel-Lucent Premium DeskPhone, an analogue phone or any IP phone. Communication Suites come with a first set of Users licenses:

Com. Suite		IP	Advanced			
			VS	S	M	L
Users	UA	-	8	16	30	50
	Z	5	8	16	30	50
	IP	12	-	-	-	-

In addition, Mobile user licenses are required to connect DECT phones and Mobile IP user licenses are required to connect WLAN IP phones. Outside mobility requires Off-site Mobility user license.

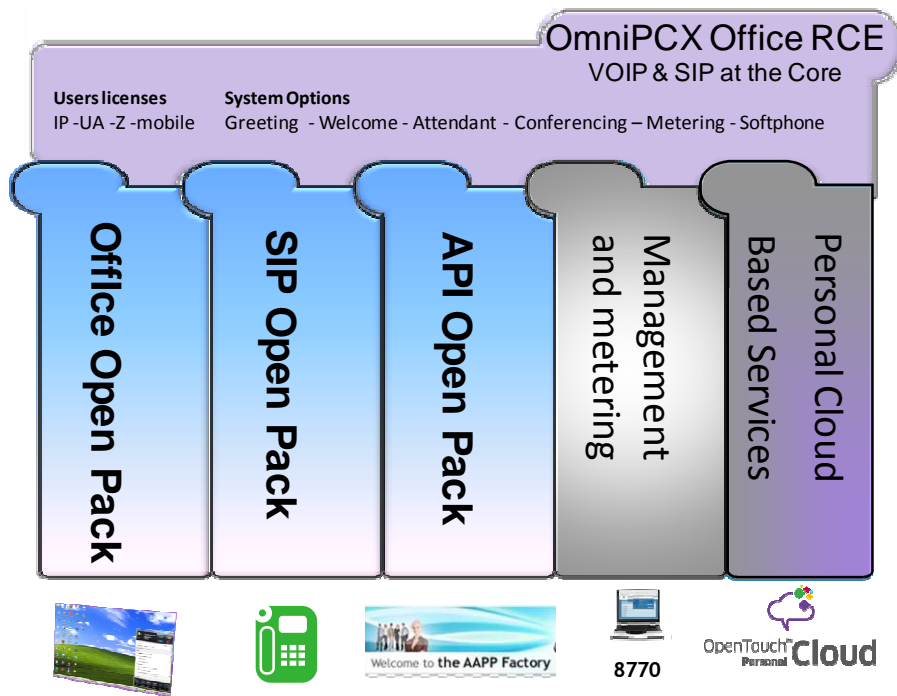
A user can have several fixed and/or mobiles phones linked together inside a Multi-set configuration presenting unified call logs, unified search and unified Instant Messaging. These unified feature presents the same content whatever the device of the multi-set is used.

### 3.1.1 OmniPCX Office RCE Communication Suite options

In addition to the User licenses, the OmniPCX Office RCE Communication Suites have the capability to evolve as and when you decide to.

They are three manners to enhance the Communication suites capabilities:

- With system licenses
- With optional application Open packs
- With optional application servers.
- With Personal Cloud services



Open Packs increase the level of service of OmniPCX Office RCE without additional server according to:

- The Office environment, LDAP connector and My Instant Communicator web application
- The SIP level of service which can be increased to the Open SIP level of service
- The Openness using API like TAPI or CSTA

Advanced applications servers can supplement the OmniPCX Office RCE:

- Alcatel-Lucent OmniVista 8770 Network Management System

Alcatel-Lucent Enterprise Personal Cloud proposes a set of services to enrich the OmniPCX Office RCE offer.

According to your needs, system options can provide you with optional services:

#### **Voice greeting and Voice mail**

The number of greeting messages can be set from 4 up to 20 messages.

The music on hold capability can be increased from 1 up to 4 x 10 minutes.

Voice mail will be tuned to the company needs by adapting the number of ports from 2 to a maximum of 8 ports, and storage capacity from 60 minutes up to 30 hours with all default hardware and 60,120 and up to 200 hours natively on a PowerCPU-EE or with an optional hard disk for PowerCPU.

#### **Attendant and multi-entities**

An automated attendant can greet and guide the callers.

A multiple trees can also be programmed to reflect multiple organisations or languages.

#### **Conferencing**

The embedded conferencing can be supplemented with a 6 parties conference option.

#### **Voice network access**

Network access can be supported using licenses for:

- IP network access (SIP trunking and H323)
- B-channel for private networking or for public ISDN using optimized Mix-card

#### **Metering and accounting**

Number of metering tickets can be increased from 1000 to up to 30000.

Additional accounting and audit options are available for a centralized network management.

#### **Welcome and call-center**

For a more professional welcome with agents and supervisors, the Alcatel-Lucent **OmniTouch Call Center Office** can manage up to 32 agents and provides tools for supervisor and statistics.

#### **Softphone and Personal Communication assistant**

PIMphony and My IC Social Networks and My IC Web for Office help users to manage their communication.

#### **Mobility and One number**

Mobility is provided with the One number service and the OpenTouch Conversation (OTCV formerly MyIC mobile) products.

### **3.1.2 Personal Communication applications**

Personal communication applications help the users to manage their communication, by accessing to communications logs, by controlling their call routing preferences and by improving the user experience with a PC or a smart-device.

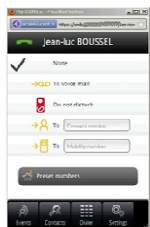
The OmniPCX Office RCE delivers two families of personal communication managers:

**PIMphony™** is a Windows application with variant for each category of users.



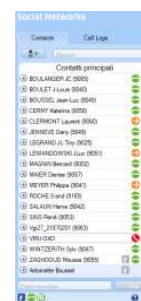
PIMphony Basic – free and ready for click and call  
PIMphony Pro - for increase your productivity  
PIMphony Team – for groupware and team work  
PIMphony Attendant - for assistant or operator

PIMphony Touch is a new version of PIMphony designed for Windows R8.1 Modern UI interface running on a PC or a tablet. Associated with a business phone, PIMphony Touch delivers a rich windows modern UI experience for call management, call-logs, directory search, visual voice mail, instant messaging and more.



**My IC Web for Office** is a web application directly embedded in OmniPCX Office RCE and is part of an optional RCE Office Open pack. The main advantage of My IC Web for Office is its zero touch deployment, ready for all IP devices running a compliant web browser. It is a perfect companion inside and outside of the company.







**My IC Social Networks** is a Microsoft™ Outlook™ plug-in. It concentrates in a single point all interaction with outside people, from email to IM, voice calls to supervision. Furthermore, My IC Social Networks is a wonderful identity federator.



	My IC WEB Office	My IC Social Networks	PIMphony	PIMphony Touch
<b>Usage Profile</b>	Standard user	Outlook user	PC user	PC or Tablet user
<b>Deployment</b>	Web client	Outlook PC plugin	Windows PC	Win R8.1
<b>Telephony</b>	Low/mid	Mid / social	Heavy	Mid/heavy
<b>Mobility</b>	On & Off-site	On Site	On & Off-site	On & Off-site
<b>Voice media</b>	Associated Phone	Associated Phone	Associated Phone or PIM IP media	Associated Phone
<b>Click to call</b>		Yes	Yes	
<b>Contact search</b>	UDA	Outlook + AD + Social network	UDA + PIM + LDAP	UDA + local Contact Manager
<b>Specificity</b>	WEB only	Social network	PIM interaction Team/ attendant Multisite	Modern UI Favourites

Universal Directory Access (UDA) is a search engine which can merge searches in OmniPCX Office RCE directory and an external LDAP which can be an Active Directory. Active Directory (AD) is the Microsoft directory.

### 3.1.3 Mobility solutions

Managing the mobility with a SmartPhone		
<p><b>Any Phone</b></p> <p>Basic voice solution Any mobile Any fixed No client</p> 	<p><b>OTCV Windows</b></p> <p><b>Call Control</b> - Call on hold - Enquiry call - Broker call - Call transfer - Release call - Conference Call routing setting Favorite with presence Programmable keys</p> <p><b>Instant Messaging</b> <b>Visual Voice Mail / IM</b> <b>Communication Logs</b> <b>Contacts search</b> - in local contacts - in OmniPCX Office RCE UDA (OXO Repertory + LDAP)</p>	<p><b>OTCV Android / iPhone</b></p> <p><b>Call Control</b> - Call on hold - Enquiry call - Broker call - Call transfer - Release call - Conference Call routing setting</p>  <p><b>Instant Messaging</b>  <b>Visual Voice Mail / IM</b> <b>Communication Logs</b> <b>Contacts search</b> - in local contacts - in OmniPCX Office RCE UDA (OXO Repertory + LDAP)</p>
Managing the mobility with a PC or a tablet		
<p><b>PIMphony Softphone</b></p>  <p><b>Telephony Softphone (w/wo VoIP)</b></p>	<p><b>PIMphony Touch</b></p>  <p><b>Same as OTCV Windows</b></p>	<p><b>My IC Web for Office</b></p> <p>Call routing setting Visual Voice Mail / IM Communication Logs Contacts search in OmniPCX Office RCE UDA</p> 

The OmniPCX Office RCE **One Number service** enables remote access to telephony features. A user can then include any mobile phone or any fixed phone as part of the company's communication system, inside or outside the company. The company user's phone number becomes the **single contact** point for colleagues, customers and partners.

Mobility solutions based on one number service are:

- **Any phone solution**, which enables access to limited telephony features through dual-tone multi-frequency (DTMF) codes and remote customization
- OpenTouch Conversation for iPhone (OTCV iPhone) application, OpenTouch Conversation for Android (OTCV android) and OpenTouch Conversation for Windows Mobile (OTCV Windows) application. OTCV products leverage access to services of OmniPCX Office RCE including access to Visual Voice Mail, Communication logs, call control and Universal Directory Access (UDA) which combine searches in the OmniPCX Office RCE directory and in a company LDAP server. They also support OmniPCX Office RCE Instant Messaging.
- The **VOIP SIP companion** is a VOIP option for OTCV iPhone and OTCV Android. This allows establishing VOIP calls using the WLAN instead of the cellular networks.

### 3.1.4 The OmniPCX Office RCE Open Packs

When customers' needs go beyond the OminPCX Office RCE software suite services, RCE Open packs enhance the OmniPCX Office RCE services.

#### OmniPCX Office RCE Office Open pack

The RCE Office Open pack provides the ability to connect the OmniPCX Office RCE directory search engine to an external LDAP server addressable in the customer's IT network. This enriched search is available for all the My IC family of end points.

In addition, the RCE Office Open pack includes the web based application My IC Web for Office which enables end user to manage their call logs and set their communication routing preferences from any compliant web browser on any device.

### OmniPCX Office RCE SIP Open pack



When the customer wants to use fully featured SIP devices, they need the SIP Open pack to support full telephony, including voice mail and routing. If these SIP devices are only basic SIP phones just used for establishing a simple call, the SIP pack is not needed. In both cases, each SIP device will need its own IP user software licence.

### OmniPCX Office RCE Application Interface Open pack

When a more vertical application is needed, Alcatel-Lucent Application Partners can provide very specific applications. To enable them to develop these applications and integrate with OmniPCX Office RCE, the Application Interface Open pack delivers programming interfaces as TAPI and CSTA.

## 3.2 OmniPCX Office RCE hardware

The Alcatel-Lucent OmniPCX Office RCE is delivered with an efficient and flexible hardware. In order to suit the exact size of your company and work out the system capability according to your needs, four hardware platforms are available. The hardware elements, which host the Alcatel-Lucent OmniPCX Office RCE software, are adaptable and simple to maintain. They even allow remote maintenance.

 <p>Wall Mounted</p>	<h4>The Compact Unit</h4> <ul style="list-style-type: none"><li>• A native wall mounted cabinet</li><li>• Intuitive and cost effective</li><li>• For 6 to 20 regular users</li><li>• For 6 to 200 IP users</li></ul>
 <p>Unit 1 Unit 2 Unit 3</p>	<h4>The 19" Units</h4> <ul style="list-style-type: none"><li>• 3 rack size cabinets (Alcatel-Lucent Unit 1,2,3) stackable and rackable (into a 19" rack)</li><li>• Equipped with enhanced processing unit and hard disk</li><li>• Wall mounted capabilities for Rack 1 and 2</li><li>• For up to 236 regular users</li><li>• For up to 200 IP users</li></ul>

All of those units have a 110V/220V power supply and allow average 10 minutes battery back up (except the Compact Unit). Extended autonomy capacity can be proposed upon request.

Use the boards of the OmniPCX Office RCE to benefit from the full potential of your system. They are highly modular for a customized offer. The portfolio covers:

- **CPUs boards:** depending upon the services needed.
- **LAN boards:** to create or expand a LAN (see LAN section).
- **Line boards:** for Analog and Digital sets.
- **Trunk boards:** for Analog, PCM, ISDN connectivity.
- **VoIP boards:** for IP User Telephony and IP Carrier "Trunking".
- **Mixed boards:** Modular interfaces for smaller configurations



### 3.3 8770 NMS server

The Alcatel-Lucent **OmniVista™ 8770 Network Management System (NMS)** gives administrators a unified view of the OpenTouch and OmniPCX communication network, including next-generation devices and applications. It features centralized management, bulk operations, advanced real-time performance monitoring, simplicity, and scalability, and adheres to the essential network management functions of the FCAPS model (fault, configuration, accounting, performance, security).



#### KEY FEATURES

- All-in-one solution
- Real-time performance monitoring
- Alarms and topology modules
- Multi-carrier and multi-currencies accounting

#### ACCOUNTING

The multi-carrier, multi-currency OmniVista 8770 NMS Accounting module provides a consolidated view of telecommunications expenses for internal re-invoicing and trend analysis. Hit lists and detailed views provide specific cost tracking in all formats (html, txt, xml and pdf). Call monitoring displays traffic peaks and sends notification in the event of threshold crossing.

#### KEY BENEFITS

- Reduced telecommunications costs by tracking abuses and security breaches
- Internal re-invoicing of telecommunications costs
- Automated report distribution by mail

#### TOPOLOGY AND ALARMS

The OmniVista 8770 NMS Topology and Alarms modules provide **real-time visibility of network performance**, ranging from overviews to detailed element views that include alarms and **performance indicators**. The appropriate persons are **immediately notified** of urgent situations on their desktop or mobile device.

#### KEY BENEFITS

- Ability to pre-empt potential network problems
- Faster problem resolution
- Proactive maintenance

#### REAL-TIME PERFORMANCE MONITORING

The OmniVista 8770 NMS Performance module provides real-time performance monitoring through continuous measurement of Key Performance Indicators (KPIs) such as Mean Opinion Score (MOS) for voice

quality. Users are immediately notified of threshold crossing. Capacity planning helps in planning infrastructure upgrades.

#### KEY BENEFITS

- Increased visibility and control of your communications environment
- View of resource availability
- Ability to analyze trends by tracking metrics

### 3.4 End points for OpenTouch Suite for SMB

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Alcatel-Lucent offers a variety of professional desktop phones that cover all the needs of users.



The Alcatel-Lucent Premium DeskPhones deliver a rich communications experience and a great conversation comfort with an outstanding audio quality either in hands free or using the comfort handset. They complement and leverage all the rich telephony capabilities of the Alcatel-Lucent OmniPCX Office RCE platforms.

The Alcatel-Lucent IPTouch 4008/4018 and the Alcatel-Lucent 4019 Digital phone are the perfect complement for entry level.

For users having more advanced requirements, the Alcatel-Lucent OmniTouch™ 8082 offers an unprecedented level of comfort at the desk, thanks to its video capability, high-quality wideband audio capacity and its always-on availability.

The Alcatel-Lucent 4135 Conference Phone provides audio-conferencing.

The Alcatel-Lucent 8012 DeskPhone is cost-effective, entry-level phone that offer SIP telephony for essential communications in a business-grade design.

The OmniPCX Office RCE supports a large set of end points delivering a rich user experience:

### Desktop communications

#### 8082 My IC Phone:

Smart deskphone delivering high-quality wideband audio capacity and capacitive haptic touch screen with rich conversation services and open web applications



#### IP and digital Premium DeskPhones:

IP 8068,8038,8028

Digital 8039, 8029



#### Alcatel-Lucent 8012 Deskphone

SIP device with high audio quality

Call log, dial by lastname, routing management.



#### IP Touch™ 8 and 9 Series Phones:

Full-featured IP and Digital business phones



### Conference

#### 4135 IP Conference Phone:

SIP based high-quality audio conferencing phone



### On-site mobility

8232/8242 DECT Handset

500/500 EX DECT handsets

OmniTouch 8118/8128 WLAN handsets

Feature-rich on-site roaming handsets



### Off-site mobility

OpenTouch Conversation Windows

OpenTouch Conversation iPhone

OpenTouch Conversation Android

VOIP SIP companion for OTCV iPhone and OTCV Android

OmniPCX Office services on any devices



## Efficient communications

### PIMphony Pro, Touch and Team

PC-based client delivering advanced telephony services and visual mail box for end user productivity.



### IP PIMphony

PC-based multimedia softphone including voice over IP using the PC audio devices.



### My IC Web for Office

Web-based client delivering telephony context configuration, visual mail box and routing preferences.



## Greeting services

### PIMphony Attendant

OmniTouch Call center Desktop Assistant



## Social Networks

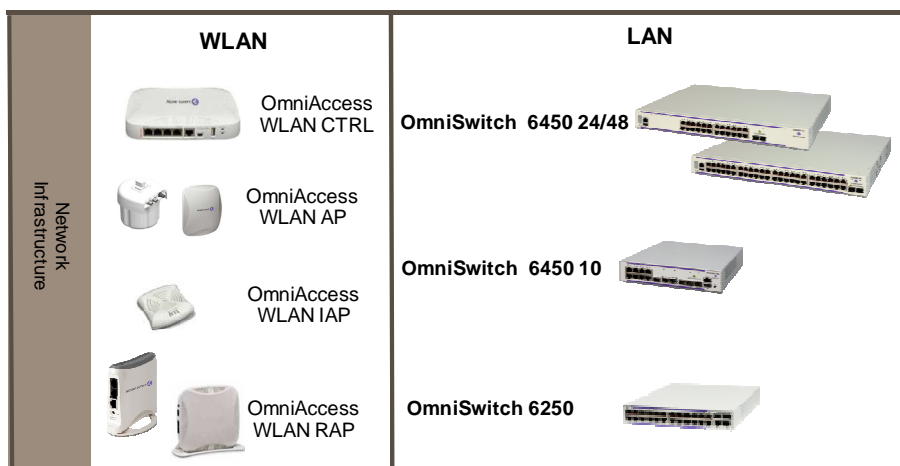
### My IC Social Networks

Microsoft Outlook plug-in connector for SMBs employees with their social network of customers and contacts.



## 3.5 Data Networks Solutions

Alcatel-Lucent Data Networking Solutions for SMB provide SMBs with state-of-the-art and easily deployable Ethernet switching equipment and WLAN infrastructure products.



Alcatel-Lucent OmniSwitch™ LAN products

Alcatel-Lucent provides SMBs with high-performing and affordable Ethernet switching equipment to deploy Power-over-Ethernet (PoE) and true plug-and-play connectivity for IP phones, WLAN access points and other campus/office/branch/home networking devices.

The **Alcatel-Lucent OmniSwitch™ 6250** Stackable Fast Ethernet Switch and **Alcatel-Lucent OmniSwitch 6450** Stackable Gigabit LAN Switch are delivering highly available and secure IP infrastructure equipment.

### Alcatel-Lucent OmniAccess™ WLAN products

The Alcatel-Lucent OmniAccess WLAN infrastructure complements the OpenTouch Suite for SMB with Wi-Fi mobility for voice, data and combined terminals.

*The WLAN switch controlled topology includes:*

- **Wireless switches**, the controlling heart of the infrastructure
- **Wireless access points (APs)**, enabling wireless devices

*The WLAN instant topology includes:*

- **Wireless instant access points (IAPs)**, enabling wireless devices

### Alcatel-Lucent Remote Access Points

The Alcatel-Lucent **OmniAccess Remote Access Points** (RAP108/RAP109: Instant RAP wireless access point, 802.11a/b/g/n, 2x2:2, dual radio and RAP-3WN radio 802.11b/g/n) are enterprise-class indoor remote APs, capable of supporting multiple functions including wired and wireless access, air monitoring/wireless intrusion detection and prevention across the 2.4 GHz spectrum. These OmniAccess RAPs are the ideal complement of the Alcatel-Lucent Premium DeskPhones for building an easy-to-set-up, easy-to-manage and secure remote worker environment.

## 3.6 Key Benefits of the OpenTouch Suite for SMB

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Alcatel-Lucent OmniPCX Office RCE turns every day enterprise communications into meaningful and collaborative conversations. This converged communications suite lets people converse and collaborate seamlessly across devices, media and locations. Limitations fade away. People are free to engage with colleagues, customers, partners and suppliers in the best way to accelerate business. And IT departments can finally deliver more advanced communications services without fear of increasing complexity or costs

### Accelerate decision-making

Add Alcatel-Lucent OmniTouch 8082 My IC phone to give your teams a multimedia, **touch screen** smartphone for the desktop. They enjoy instant access to telephony and unified communications applications and information.



### Increase productivity

Enable uninterrupted conversations and the ability to adapt communications based on context and conversations. Alcatel-Lucent OmniPCX Office RCE provides full access to enterprise communications services on-site and off-site, on any device.



### Reach your business community easily and reduce costs

Provide business communications services, including directory dial-by-name, attendant and messaging services. Communications efficiency improves while costs drop — whether employees are at their desk, on-site or off-site.



### Increase customer satisfaction



Integrate voice-centric and multimedia customer services. You'll be better positioned to improve call resolution rates and make better use of customer service resources. Satisfied customers generate repeat business and strengthen customer relationships.



## 3.7 More details on your Communications solutions

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### 3.7.1 User productivity

#### 3.7.1.1 *The Welcome pack*

A professional greeting is the first high-level service a company should deliver in order to convey a good image. Therefore, the Office Communication Solutions propose several features to enhance your company welcome.

#### **Alcatel-Lucent offers you:**

- > **Greeting messages:** To maintain high level of service and customize welcome, which will impact positively on company image.
- > **Music on hold:** To enhance professional image, to encourage patience, and provide audio comfort.
- > **Automated Attendant:** For nonstop professional greeting, cost efficiency, to relieve congestion. A Multiple Automated Attendant provides a multi languages greeting for several company department.

#### **GREETING MESSAGES**

How callers are greeted reflects a company's professionalism. Alcatel-Lucent Office Communication Solutions provide various greeting features to optimize caller welcome:

The greeting can be individual, or programmed on group or company level

Up to 20 greeting messages can be created

A greeting can be managed by time (lunchtime, opening hours) or for busy extensions

The system automatically detects fax messages.

#### **MUSIC/MESSAGE ON HOLD**

The system provides music and/or a message on hold, while callers are waiting to be put through. Implicit 16-second music on hold (free of copyright) is available. The music on hold can be customized with music of up to 10 min.

#### **AUTOMATED ATTENDANT (optional)**

The automated attendant allows you to welcome your correspondents 24 hours a day. It also represents a valuable help to your operator in peak times, automatically connecting your correspondent to the right service. You can also take the opportunity to broadcast information, such as opening hours or promotions.

A multi-language and multiple trees automated attendant allows you enhanced the greeting in your whole company organization and for your international customers.

#### 3.7.1.2 *Voice Mail and Personal Assistant*

#### **Alcatel-Lucent offers you:**

- > **Voice Mail:** Reduces number of lost calls, and allows you to customize greeting messages. Remote access is possible.

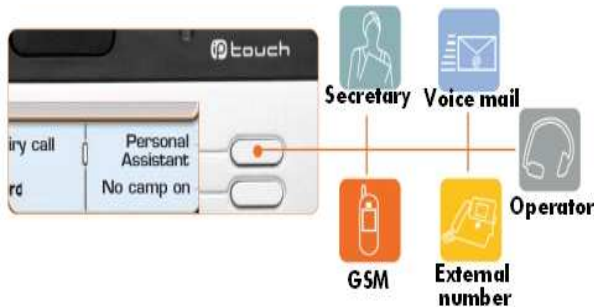
- > **Personal Assistant** Acts as a personal automated attendant not to let calls unanswered anymore.
- > **Call Recording:** Keeps track of valuable information, enrich customer data.

### Powerful Embedded Voice Mail

The voice mail is able to store up to 30 hours on the native hardware or up to 200 hours on hard disk. Because voice mail is recognized as essential in the business world, it is available to any user, whatever sets they are using, for maximum comfort and user friendliness.



### Embedded Personal Assistant



The Personal Assistant allows users (Of any terminals except Analog extensions) who are away from their desks to give callers a choice of up to 5 destinations: voice mail, GSM number, external number, internal number (secretary), or operator. This flexible call re-routing function is ready to use and easy to manage, even from outside of the company.

### Call Screening

With the voice mail on, you can listen to the messages as they are being left and choose who you want to talk to.

### Call Recording

Conversations can be recorded online, and stored in the voice mailbox.

## 3.7.2 SIP Openness

### SIP Overview

SIP is a standard IP signaling protocol designed to establish, to maintain, and to end multimedia sessions between different parties. SIP is only in charge of initiating a dialog between interlocutors and negotiating communication parameters, particularly concerning the media involved (audio, video). The Session Description Protocol (SDP) describes Media characteristics. SIP also uses the other standard communication protocols on IP: for voice channels on IP, Real-time Transport Protocol (RTP) and Real-time Transport Control Protocol (RTCP). SIP is a protocol that can be used for managing Voice over IP (VoIP) sessions over an IP network but with certain limitations for call handling.

### SIP Benefits

Being standards based, SIP is a way to open the OmniPCX Office RCE to the support of 3<sup>rd</sup> party SIP end points. A SIP end point uses SIP to establish a signaling exchange with the OmniPCX Office RCE to profit of one of its communication services or to establish a communication with one of its phone sets. A Sip end point can be a SIP Phone or any SIP device like e.g a doorphone or a software application. The SIP openness enlarges the number of devices which can communicate with OmniPCX Office RCE. Applied to SIP

phones, it can protect the customer investment when moving from a Communication server to another.

#### **OmniPCX Office RCE SIP level of services**

By implementing a complete SIP gateway/server solution, the OmniPCX Office RCE enables SIP end-points to be integrated as communication devices.

In addition, specific SIP phones having the capability to manage up to 4 active concurrent calls can be connected to OmniPCX Office RCE (e.g conferencing device). Only a limited number of SIP phones can be connected. Consult the feature description tab for a precise service level definition and the limits of system tab for the maximum number of supported devices.

#### **Compatible SIP End-Points**

Due to a very flexible set of SIP implementation, Alcatel-Lucent will maintain a list of tested SIP phones with their interoperability test results. Consult AAPP publication and technical notes issued on this subject for an up-to-date information.

### **3.7.3 Unified Communication and collaboration applications**

#### *3.7.3.1 Alcatel-Lucent My IC Social Networks*

Alcatel-Lucent **My Instant Communicator Social Networks** is a connector for SMBs employees with their social network of customers and contacts. Implemented as a Microsoft™ Outlook™ plug-in, it concentrates in a single point all interaction with outside people, from email to IM, voice calls to supervision. Furthermore, My IC Social Networks is a wonderful identity federator. The user can easily merge a phonebook identity with an Outlook contact or address book and a user of any of the supported social networks.





The “Voice mails” panel provides the following information:

- Caller name
- Date / time of left messages
- Messages duration.

The user can perform the following actions :

- Call back the caller
- Listen to the voice mails
- Delete the message

## Contact Search

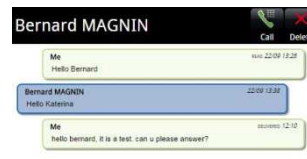
The contact search enables the user to look for any company contact. The contact search engine provides contacts from the OmniPCX Office RCE directory or from any external LDAP server thanks to the Universal Directory Access (UDA) capability of the OmniPCX Office RCE

## Dialer

My IC Web for Office comes with a dialer that enables the user to enter directly the number they want to call. My IC Web is not a soft-phone, audio must be handled with a phone.

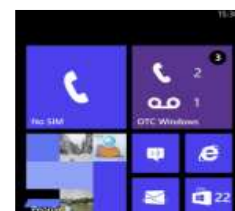
## Conversation: Call Control

- Call on hold
- Enquiry call
- Broker call
- Call transfer
- Conference
- Release call
- Send/Receive Instant Messages



OpenTouch Conversation for Windows Phone (OTCV Windows) is a powerful application developed for Microsoft Windows R8.1 smart phone users connected to an OmniPCX Office RCE R10.1.

OTCV Windows is an ideal supplement to a business phone, giving mobility to the user and delivering a rich user experience for call management, call



logs, directory search, visual voice mail, instant messaging, contact favourite and their telephony presence.

OTCV Windows is deployed through Windows Phone store and it takes advantage of this Microsoft service ability to download, install, and update the application. Twenty international languages are supported.

### Conversation : Call Control

- Call on hold
- Enquiry call
- Broker call
- Call transfer
- Conference
- Deflect call
- Release call
- Send/Receive Instant Messages

### Events : Call History Panel, Missed calls and Visual Voice Mail

From each conversation logs, the user can perform :

- Call back the caller
- Open/add the contact
- Delete the message

For each Voice mail, in addition, the user can perform :

- Listen the message
- Pause

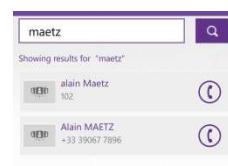
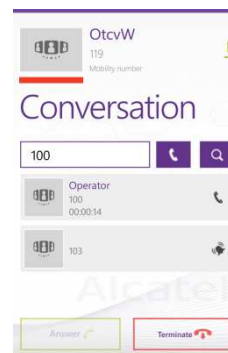
### Favourites: Contact Search

The contact search engine searches contacts from the OmniPCX Office RCE directory or from any external LDAP server thanks to the UDA (Universal Directory Access). The search engine looks also in the Windows Phone local directory. The final query result is a mix of local contacts and remote company directory contacts.

### Efficiency : up to 50 Buttons

Efficiency is improved with support of programmable buttons for most frequent call management.

- Speed Dial
- Call/Grp Pickup
- Attendant
- Immediate/busy Forward
- Do not disturb
- Deflect call
- Send DTMF
- Redial



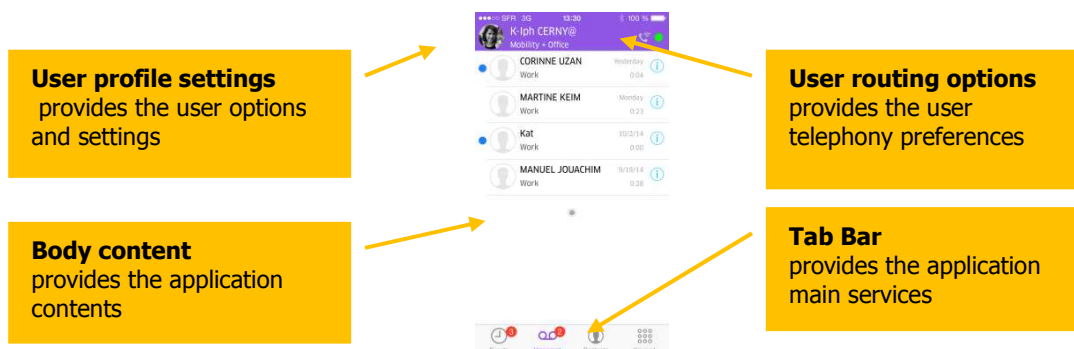
Feature	Benefits
Support of Windows Phone	This opens a large choice of smart-phones or devices to the end user directly integrated in their Microsoft environment.
Corporate features set	Company members can share their business number, enterprise grade voice services and call routing profiles among their business devices.

OTCV iPhone is an application specifically developed for users who have an Apple™ iPhone and would like to use it as their preferred or unique business phone. OTCV iPhone is deployed through Apple Store and it takes advantage of the powerful Apple Store service ability to download, install, and update the application.



### Home Layout

The OTCV home screen layout displays four main areas: The user profile settings, the user routing preferences, the application content area and the control tab bar.



### Call History Panel and Visual Voice Mail

The “Call History” panel provides the conversation logs;

In the “Voice mail” panel, the user can perform the following actions :

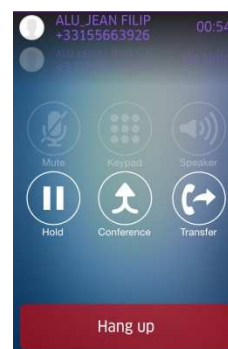
- Call back the caller
- Delete the message
- Add caller to contacts
- Listen to the voice mail

### Contact Search

The contact search engine searches contacts from the OmniPCX Office RCE directory or from any external LDAP server thanks to the UDA (Universal Directory Access). The search engine looks also in the iPhone local directory. The final query result is a mix of local iPhone contacts and remote company directory contacts:

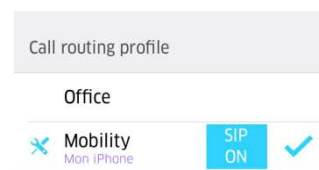
### Conversation : Call Control

- Call on hold
- Enquiry call
- Broker call
- Call transfer
- Conference
- Release call
- Send/Receive Instant Messages

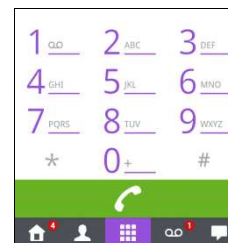


### VOIP SIP Companion

The **VOIP SIP companion** is a VOIP option OTCV iPhone. This allows establishing VOIP calls using the WLAN instead of the cellular networks.



OpenTouch Conversation for Android (OTCV Android formerly My IC mobile for Android) is a powerful application developed for users who have an Android™ SmartPhone and would like to use it as their preferred or unique business phone. OTCV Android is deployed through Google Play application store and it takes advantage of this Google service ability to download, install, and update the application.



### Events : Call History Panel, Missed calls and Visual Voice Mail

From each conversation logs, the user can perform :

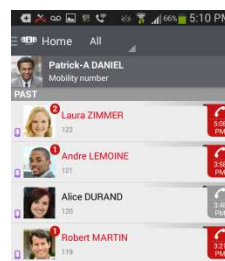
- Call back the caller
- Send an email
- Delete the message
- Open/add the contact

For each Voice mail, in addition, the user can perform :

- Listen the message
- Pause

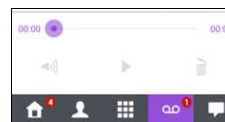
### Favorites: Contact Search

The contact search engine searches contacts from the OmniPCX Office RCE directory or from any external LDAP server thanks to the UDA (Universal Directory Access). The search engine looks also in the Android local directory. The final query result is a mix of local contacts and remote company directory contacts.



### Conversation : Call Control

- Call on hold
- Enquiry call
- Broker call
- Call transfer
- Conference
- Release call
- Send/Receive Instant Messages



### VOIP SIP Companion

The **VOIP SIP companion** is a VOIP option for OTCV Android. This allows establishing VOIP calls using the WLAN instead of the cellular networks.



Feature	Benefits
Enhanced user experience	Using a tab based presentation in idle mode and one screen per active communication, the user profits of a cross device user experience (8082 My IC Phone & smart-phone) and a rapid adaptation from one to the other
Support of Android 4.1	This lets a large choice of smart-phones or devices to the end user from least cost one to more sophisticated one.
Corporate features set	Company members can share their business number, enterprise grade voice services and call routing profiles among their business devices.

Alcatel-Lucent provides SMBs with state-of-the-art and easily deployable solutions for remote workers based on its **OmniAccess wireless** IP infrastructure. These solutions, whether deployed via Remote Access Points for home office, branch office and telecommuters or via Virtual Intranet Access (VIA) software for hot-spot Wi-Fi areas, are both centrally managed from an Alcatel-Lucent OmniAccess wireless switch.

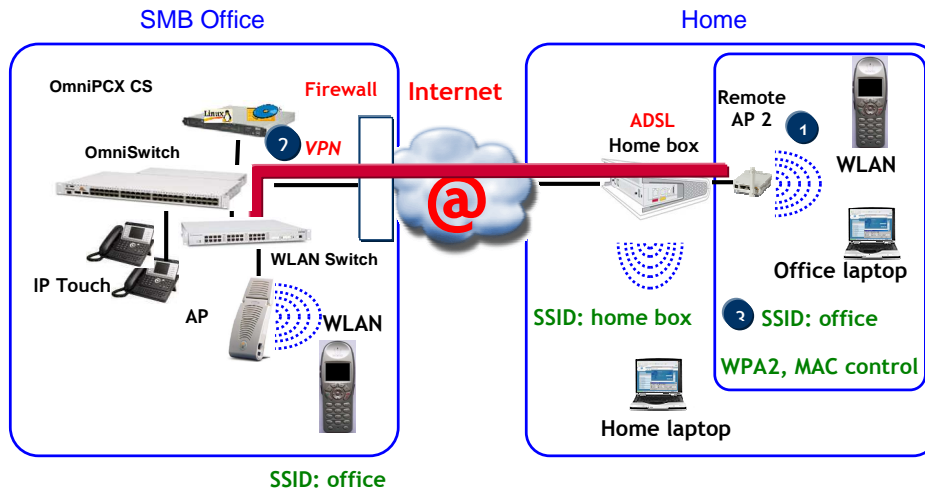
### Remote Access Point

The Alcatel-Lucent **OmniAccess Remote Access Points**, are enterprise-class indoor remote APs, capable of supporting multiple functions including wired and wireless access, air monitoring/wireless intrusion detection and prevention across the 2.4 GHz spectrum. These remote access points deliver secure user-centric network services and applications to remote branch offices, home office workers and telecommuters.

Centrally managed from an OmniAccess wireless switch, these access points support authenticated wired and wireless access, and policy-based forwarding mechanisms to allow access to centralized and local resources.



These OmniAccess RAPs are the ideal complement of the Alcatel-Lucent IP Touch™ phones for building an easy-to-set-up, easy-to-manage and secure remote worker or branch office environment. All Alcatel-Lucent communication applications extend to the home and increase remote worker productivity.



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