



Alcatel **OmniPCX Enterprise** for medium-sized, multi-site enterprises
BUILDING BRIDGES COST EFFECTIVELY

Today, medium-sized companies have an average of four sites. Whether you have one or multiple sites, you are faced with challenges beyond competitiveness, customer satisfaction, and business development.

The first challenge is to keep your communication costs under control – knowing that operator billing, for example, can represent anywhere up to 80% of the overall communications expenditure of a mid-sized company. The second is productivity. How do you, as a multi-site enterprise, create a cohesive team out of islands of expertise and forge a single networked business out of different business entities?

Your third challenge is being customer focused. Ensure that your customers know they can reach the right person with the right information with just one call.

You need look no further than the Alcatel **OmniPCX Enterprise**. It has been built with the needs of medium-sized businesses in mind. And if you

have growth ambitions, the Alcatel **OmniPCX Enterprise** is designed to grow with you.

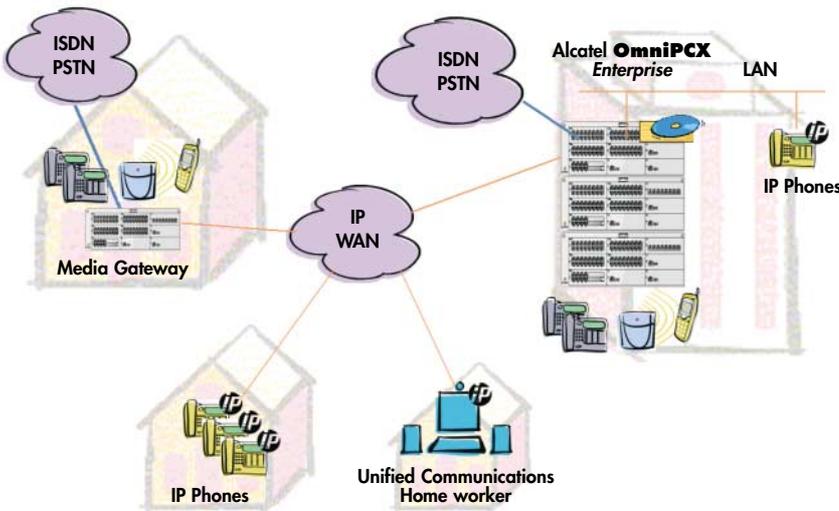
Keeping it simple

The key benefit of the Alcatel **OmniPCX Enterprise** is perhaps its incredible flexibility. So whether you have a significant number of fairly large sites, or a head office plus one or two small locations, the Alcatel **OmniPCX Enterprise** adapts to your structure and business needs.

You can choose between centralized call handling or a decentralized approach. And in either case, your distance workers and mobile staff are completely taken care for.

Centralized architecture

This is probably the best solution for most multi-site medium-sized enterprises.



Centralized architecture ▲

The big advantage here is that you only have to install a single **OmniPCX Enterprise** communications server for your whole enterprise. It operates via a voice-enabled IP network interconnecting each of your other sites, with physical connections based on a routing mechanism over an IP-WAN.

And it can handle:

- legacy telephony equipment
- DECT/PWT mobile handsets
- cell phones
- IP phones

Your other sites then only need to install software-based, click and run media gateways to connect the same mix of terminals, as well as to manage additional voice applications. Alternatively, if it is a small location or there are employees working at home, just install a router with IP phones.

It is that simple. It is cost effective. And it brings significant advantages.

Reduced costs

- ▶ Telephone costs are cut because all inter-site calls are just that, they flow across the IP-WAN. So network operator calls are substantially reduced.
- ▶ The system can be configured to select the least-cost operator.
- ▶ Adaptive routing means that an external call first passes through the IP-WAN and “breaks out” into the public network at the point closest to the call destination. So many long-distance calls (or even some international calls) become local ones.
- ▶ Centralized management: The Alcatel **OmniVista 4760** is a powerful, Web-based management application that is easy to use. One person can manage the whole enterprise network and configure Reflexes sets, abbreviated numbers, integrated Least Cost Routing, class of services, greeting trees, plus additions, moves, and changes. Its accounting module can simulate potential savings using a new carrier, while call monitoring will help supervise telecommunications expenses.

Productivity

- ▶ All staff are linked to the same system and have the same level of functionality and applications, so communication between colleagues is considerably streamlined.
- ▶ The Alcatel **OmniPCX Enterprise** offers the full range of easy-to-learn and easy-to-use communications features on the phone sets:
 - dial by name
 - caller identification
 - a single, company-wide directory
- ▶ Then there are advanced facilities such as:
 - automatic call-back on busy
 - conference call
 - call transfer

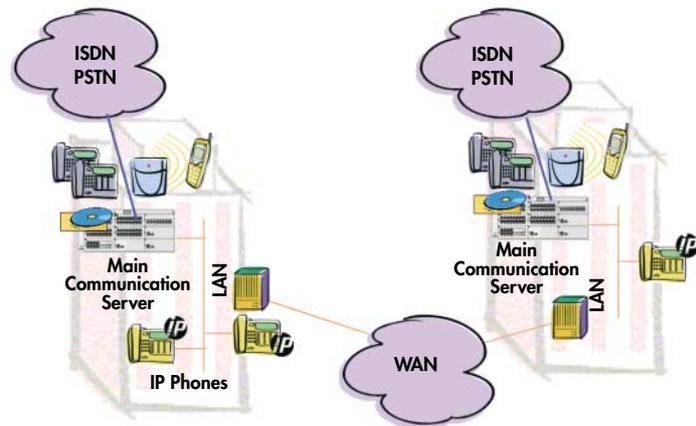
- consultation call
- And many other productivity-enhancing capabilities, including:
- “find me – follow me” call routing
 - detection of mobile users when they are moving around the premises
 - PC telephony
- ▶ The impact on team work and cooperation among sites is tangible, further speeding up your ROI.

Customer satisfaction

- ▶ A single, central operator takes all incoming calls, regardless of the site being called. Calls are then switched to the right person fast, and customers deal with a single, consistent interface.
- ▶ The Alcatel **OmniPCX Enterprise** comes with a set of sophisticated greeting applications with powerful voice-guide services. These ensure around-the-clock response to incoming calls.
- ▶ Also included is an embedded contact center application. It is:
 - easy to use, implement, manage, and expand
 - very flexible – it enables you to create informal, ad-hoc contact centers to provide rush-hour capacity, for example
 - equipped with simple and powerful connectors to available customer care applications

Distributed call handling

If you have two or more major sites, you may decide that they should maintain their autonomy or specific identity. In this case, you can opt for distributed call handling. In this setup, each site is equipped with its dedicated Alcatel **OmniPCX Enterprise** communication server. This preserves autonomy but at the same time optimizes communication costs between sites.



▲ **Distributed Architecture**

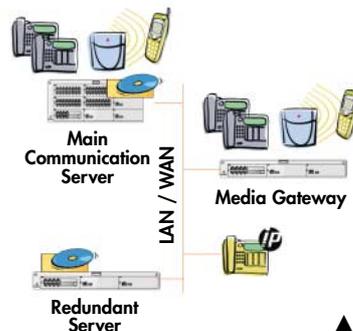
The servers are interconnected by the enhanced ABC (Alcatel Business Communications) protocol, offering all the benefits of inter-site networking:

- cost optimization
- centralized resources
- service transparency for users
- centralized management, etc.

Security and availability

In the case of IP network loss between remote sites, each machine continues to operate autonomously. In this case, calls between sites are re-routed over the ISDN network, ensuring continuity of service (distributed architecture mode).

You might want to add an extra level of security. In this case, it is easy to install a duplicate communications server on a dedicated CPU. In this case, one CPU operates as the main server, the other as standby. Server databases are duplicated at all times (mirroring, available both in centralized and distributed architecture modes).



▲ **Redundancy**

This facility can be important to have for mission-critical applications or to ensure continuity of call center operations.

The smallest site

Your home workers also need to be integrated into your network. With the Alcatel **OmniPCX Enterprise**, this is not a problem. Home workers are linked to the enterprise system via a VPN, so they operate just as though they were located on your premises. They can be equipped with an IP phone or Web-based PC telephony and draw on all the resources of the



You are not alone

*To help with support, guidance, and training, Alcatel has built up a broad network of skilled Business Partners across the world. You can be sure that there is an Alcatel Business Partner near you, ready to put its experience and know-how at your disposal. They will guide you through your needs based on your company dynamics. They will install your Alcatel **OmniPCX Enterprise** solution, tune it, and maintain it. They will also provide your users with training to leverage the power and versatility of the Alcatel **OmniPCX Enterprise**.*

Alcatel **OmniTouch** Unified Communication suite of applications (My Messaging, My Phone, My Assistant, My Teamwork).

IP at your pace

Alcatel was an early IP technology pioneer and recognized IP to be the choice for voice and data communications. Alcatel even based its **OmniPCX Enterprise** on it for that reason.

However, not all medium-sized enterprises can move to a full IP solution. If you are setting up a new site, you should certainly consider equipping it with IP phones. But at existing locations, you may want to fully amortize your legacy networks. The Alcatel **OmniPCX Enterprise** can handle that. It delivers optimum performance on IP and TDM networks, enabling you to evolve at your own pace.