

Alcatel-Lucent Office Communication Solutions for Small and Medium Businesses



Simplified communications for
businesses on the move





To succeed as a small or medium business (SMB), you need to keep customer satisfaction and employee productivity high and operational costs low. Dynamic communications that help you strengthen relationships, increase collaboration and mobility, and improve performance are at the core of your future success.

Customer satisfaction is not just about the quality and value of your products and services. It is also about how quickly clients, partners and suppliers can reach you, how well they are greeted, and how long they need to stay online to have their questions answered.

Employee productivity increases when you can reach the right people at the right time on the right device. It increases when you eliminate time-wasters, such as missed calls and unnecessary travel. Productivity also improves when you enable new capabilities, such as working with remote and virtual teams, staying connected while traveling, or simply working from home.

Controlling costs is not just about getting a solid return on investment (ROI). It is also about managing expenditures — especially communications expenses — in a way that suits your budget and your organizational structure.

Alcatel-Lucent partners with you to put all the pieces together and simplify your communications. We can help you interconnect your people, their knowledge and your communications network so you can focus on growing your business.



Connect the right people at the right time in a new enriched ecosystem tailored for SMBs

Turn first contacts into repeat business

Satisfied customers generate repeat business, and effective communications can dramatically raise your level of service. Ensure that you handle incoming inquiries professionally with an efficient greeting system that welcomes clients by name and rapidly refers them to the right salesperson.

Deploy a phone system that allows you to quickly set up conference calls and reach your technicians, sales representatives, consultants and delivery staff anywhere, at any time.

Ask Alcatel-Lucent to enhance your communications system so you can strengthen customer relationships and generate repeat business.

Increase productivity and motivation

Help your staff to share their knowledge easily and in real time or to work from home while enjoying full, secure access to company information. Enable seamless communications so staff can leave the building while they are on a call. Maintain a single directory for your e-mail, mobile and office phone.

Unchain your staff from their desks with wireless phones and headsets.

Enable access to fixed and mobile phones with a single number. These time-savers simplify communications and increase productivity, and your result is a more efficient and cost-effective organization.

Rely on Alcatel-Lucent to help you reduce the cost of doing business.

Make your network more cost-effective and secure

As an SMB, you have no time to waste on infrastructure management. You need a secure, always-on communications network that is competitively priced, low-risk and easy to manage.

Whether your workforce is growing rapidly or you are thinking of opening a new office or another warehouse, your communications network must be flexible, scalable and able to evolve with your changing needs. It should optimize your spending on a daily basis to help you generate immediate savings. The network should help you become more agile so you can quickly and easily adapt to changes in your market.

Alcatel-Lucent offers integrated communications solutions that include business-class traditional and IP telephony, secure e-mail and Internet, and shared access to agendas, directories, files and folders.

Rely on Alcatel-Lucent to build your network while you build for the future.



More than 16 million users worldwide already enjoy the benefits of Alcatel-Lucent Office Communication Solutions.

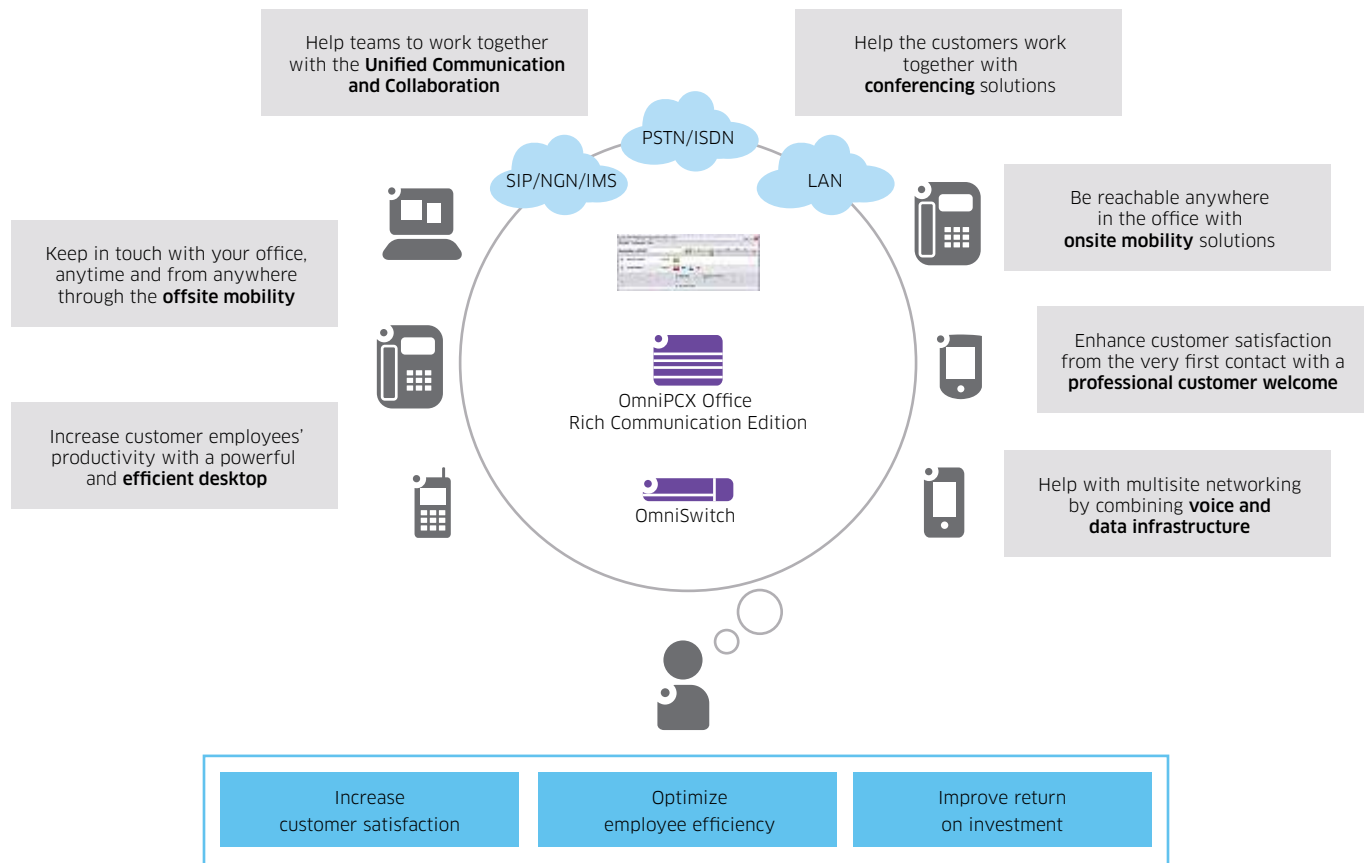
Rich communications portfolio that answers SMB customer needs

The Alcatel-Lucent Office Communication Solutions portfolio includes a wide variety of robust terminals combined with rich voice/data collaboration and mobility solutions specifically tailored to meet SMB needs (see Figure 1).

The portfolio is reliable, open and standards-based. Alcatel-Lucent Office Communication Solutions are modular at every level — from communication suites and software licenses to communication servers and networking infrastructure that meet customers' exact requirements. You can buy the portfolio with a hardware warranty and a variety of services, evolving from a simple maintenance contract to a complete system with new applications and technology. Alcatel-Lucent Office Communication Solutions are future-ready, based on an IP communication server using standard protocols and offering a number of powerful features.



Figure 1. Alcatel-Lucent Office Communication Solutions portfolio





Unified communication and collaboration

Teams can far more easily work together and increase their productivity, taking advantage of a better control and monitoring of their communications.

- The My IC Phone, My IC Web for Office and My IC Mobile provide the user with a comprehensive unified communication solution ensuring a consistent user experience across devices. This My IC family helps the user to have an intelligent and efficient access to his communication services according to his context.
- PIMphony Team Application™ — Allows easier supervision of team activities and improves teamwork and customer satisfaction
- RCE Fax server — Enables centralized IP fax solution based on a powerful appliance, increasing employee productivity

Audio and web conferencing solutions

Audio conferencing reduces costs and travel expenses, with a rapid ROI compared with outsourced audio conferencing services. Combined audio and web conferencing helps increase productivity, with *ad hoc* and event-based communications and features that meet all users' needs. *Ad hoc* communication eliminates asynchronous tools and reduces e-mail and time-consuming voice mail tags.



Offsite mobility

Employees can keep in touch anytime and anywhere, benefiting from a range of offsite mobility services.

With the one-number service, employees can use a single professional phone number while on the move and can retrieve business telephony services anywhere, resulting in reduced calling costs.

Employees have easy access to internal and customer contacts as well as Alcatel-Lucent OmniPCX™ Office Rich Communication Edition (RCE) services, such as voice mail, call routing and call logs, from any location. The My IC Mobile — Specifically designed for the Apple® iPhone® — this secure and quickly deployed application ensures business continuity by improving mobility.

Efficient desktop and onsite mobility solutions

The innovative smart deskphone Alcatel-Lucent OmniTouch™ 8082 My IC Phone delivers a multimedia communication experience by bringing together enterprise reliability, security and high-quality audio. The seven-inch wide capacitive touch screen enriches communications and productivity at work.

The state-of-the-art Alcatel-Lucent IP Touch™ 8 Series Phones are full-featured with integrated IP connectivity and telephony, bringing you the combined power of data and voice over IP. Fast action, easy-to-use feature buttons and interactive soft keys make the phones the ideal focal point for all your business communications.

With powerful Alcatel-Lucent OmniTouch™ 8118 and 8128 WLAN Handsets and a single Wi-Fi® infrastructure for voice and data, employees can answer customer calls immediately, wherever they are, reducing costs and saving time with minimized call backs.

The Alcatel-Lucent PIMphony Softphone optimizes team performance with greatly reduced response time and the elimination of missed calls.



Customer welcome

Customer satisfaction is enhanced from the first contact, with an advanced call server that is modular, scalable, expandable, flexible and feature-rich.

- Phone- or PC-based attendant console — Provides a professional welcome that is easy to use, manage and understand, for a single receptionist or multiple sites
- Personal assistant — Employees are always reachable internally or externally on mobile or fixed phone, with no extra hardware needed
- Integrated system voice mail, with unified professional greeting
- Intelligent call routing — Routes calls to the most skilled person, increasing customer satisfaction
- Embedded hotel application — Optimizes daily tasks and improves guest services

Combined voice and data infrastructure

IP multisite networking saves communications costs with one cabling plug-and-play infrastructure for voice and data and transparent telephony services — a true end-to-end voice and data combined solution. Remote-site or remote-worker configuration provides full telephony services so employees can always stay in touch using a cost-effective, secured remote connection.



Rich communications experience in a rich communications ecosystem

To learn more about the Alcatel-Lucent Office Communication Solutions portfolio and other enterprise management solutions, contact your Alcatel-Lucent sales representative, authorized reseller or sales agent.

You can also visit our web site at <http://www.alcatel-lucent.com>

www.alcatel-lucent.com Alcatel, Lucent, Alcatel-Lucent and the Alcatel-Lucent logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Alcatel-Lucent assumes no responsibility for inaccuracies contained herein. Copyright © 2011 Alcatel-Lucent. All rights reserved. 2011082809 (10)