



SMALL AND MEDIUM SIZED **BUSINESSES**

Total communications
for **your** business

Alcatel **OmniPCX** Office



THE COMMUNICATIONS SOLUTION

WITH EVERYTHING YOU NEED IN ONE BOX

Like the people in our two examples, you run a small to medium sized company. You employ between 6 and 250 people. Approximately. And naturally communications are of vital importance to you. Nothing can be approximate about **them**.

Andrew Farley* runs a builders' supplies business in the United Kingdom. "I employ 60 people. We're moving. We need more space and we want to update our image and give our company a shot in the arm. Above all we want to answer customers' calls efficiently and professionally. The way we handle calls should communicate the kind of business we run. We're looking for a simple solution we can get up and running fast. It mustn't cost us an arm and a leg and when we grow, it's got to be able to grow with us."

Alcatel has the answer.

Including **voicemail** to make sure that when someone leaves a message it gets listened to. A **personal assistant** to ensure that the right person receives the message. A **mobile solution** to get through first time to people on the go. Customized music plus **company information on hold**. **CTI** to enable departments to deliver a personalized greeting along with customer information in real time. And **full IP** that's part of the package, ready to evolve to provide new features and functions.

In short, a cost-effective solution with built-in options that are easy to activate whenever Andrew is ready. Plus capacity that's ready to expand when he needs it.



MEETING YOUR COMMUNICATIONS NEEDS TODAY WITH TOMORROW'S TECHNOLOGIES

INTERNET & DATA SOLUTION FOR **SMALLER** BUSINESSES

AND WE DO MEAN EVERYTHING

You need two things. You need a telephone system that efficiently handles customer calls.

And you probably also need Internet and data capability—or will do soon—to enable you to manage an increasingly large flow of information from a variety of networks.

The beauty of Alcatel **OmniPCX Office** is that you only buy what you need. It's a flexible, modular, powerful and cost-effective all-in-one solution. Which means you don't have to opt for all of the solution until it suits you. It evolves as you evolve.

Alcatel **OmniPCX Office**

Modular, scalable, powerful, flexible, simple

It's modular: we customize the system to meet your needs. When your needs change, it changes.

It's powerful: it provides you with all the power you need now and will need tomorrow to manage all your company's voice and data traffic and run a host of applications. And to evolve as the technology evolves. So it's future-proof.

It's open: based on industry standards like Linux and Internet protocols with the designed-in flexibility to adapt to your existing environment.

And it's not only simple: everything's in one box...it's easy: easy to buy, easy to install, easy to maintain, easy to use, easy to see why Alcatel **OmniPCX Office** is the best solution for your business.

Peter Gibbs* is the director of a small medical specialties company near Detroit.

"I'm in charge of a team of 40 people.

My problem is that my phone lines are jammed and we've got to trade up. Two of us have got Internet access—myself and the sales director. We need the Internet more and more to work with our customers and suppliers, and to tap into market information. I intend to provide Internet access to my staff but I don't want to see my costs go through the ceiling. Also, everyone talks about the need for security but we don't have an IT manager. We've got to rethink our total communications needs."

The Alcatel solution is the answer.

A **single solution** for everyone's needs.

Voice + Data + Internet. **Simple** to set up and easy to run for a company with no IT specialist of its own. One **single Internet access** is shared by all the staff to keep down the costs and enable efficient management of Internet access for the whole workforce thanks to the **proxy server**. An **integrated firewall** to ensure secure access and **unified messaging** to boost productivity for those employees who make maximum use of the system's capabilities.



*Not his real name

VOICE: THE STATE OF THE ART

THE BEST VOICE SOLUTION SMALLER COMPANIES CAN GET

Voice with Alcatel **OmniPCX Office** means if you need it, you've got it. All the regular telephone capabilities you could possibly want. Plus VoIP.

Everything it takes in terms of telephony to put you ahead of the competition. And to keep you there. On top of that, it's Alcatel **OmniPCX Office**. Which means you can move up to the Internet and data. Whenever you like.

The right welcome

A highly advanced call server covering all your needs

- The integrated Call Center put calls through to the right person. The Supervisor Console and Statistic Manager analyse call traffic flow to maintain high-quality service
- Personal Assistant greets callers efficiently and professionally
- Voicemail and call screening fields filter your calls for you
- Calls can be recorded on-line for you

Exactly the right terminal for you

A wealth of models and interfaces: analog, digital, IP, DECT, PC

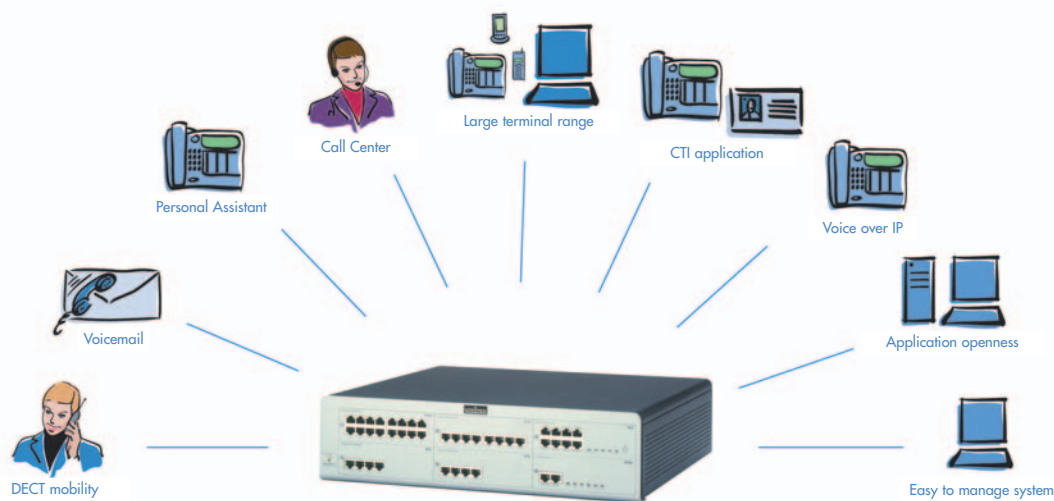
- Ergonomic and intuitive to make your life easier
- Icons that morph into other icons according to what you're doing and pop up on your screen to save you time
- Call management and teamworking with group supervision on your terminal or on your PC via PIMphony
- DECT handsets DriveKey™-equipped to navigate faster
- E-Reflexes™ IP phones that give you the same performance as standard Reflexes™

Up and away

Total mobility around the office and around the world

- DECT wireless handsets so you're always in touch on site
- Remote Access Server—teleworkers can use their PC as a phone and enjoy all the advantages of being at head office

RICH VOICE CAPABILITIES



Better management, higher profits

A host of powerful management tools to keep your costs down

- Wide range of metering solutions keeps you informed and in control
- Automatic Route Selection routes calls using the cheapest method every time

Head office, branch office... it makes no difference to you

Networking keeps all your sites connected

- All the solutions you need to keep you connected for less
- Your branch offices benefit from the same services as your head office

Minimizing your costs, maximizing your services

Voice over IP makes your communications more cost-effective

- Full IP—you'll save on costs by mixing voice and data over the same line
- Remote sites share head office capabilities

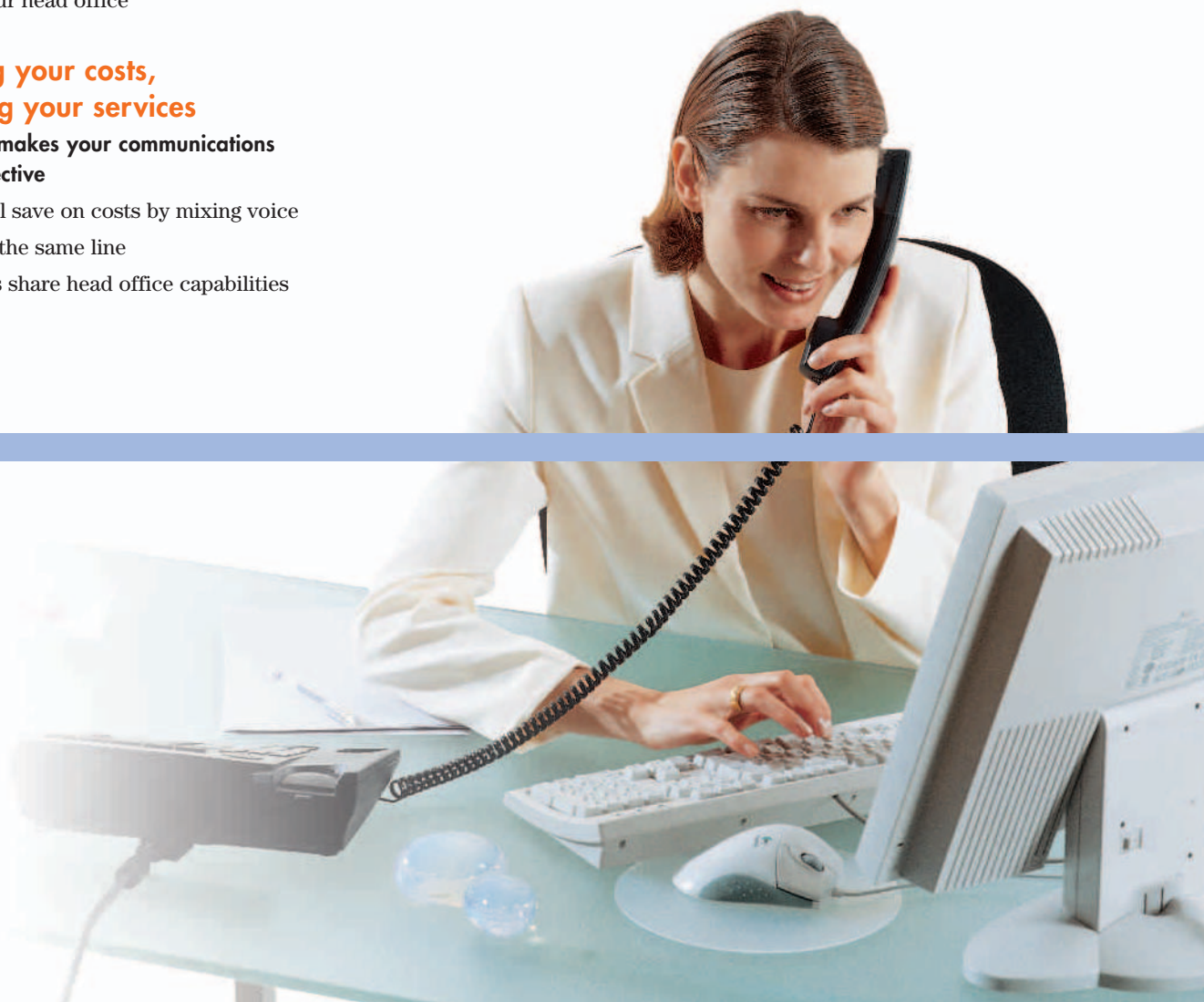
Making things friendlier

Linking PCs and phones to deliver a range of key services

- Standard CTI interfaces (CSTA and TAPI) are open to a whole raft of applications—enabling you to set up a contact center, for example

FROM VOICE TO INTERNET

**WHEN YOU'RE READY TO MOVE ON TO THE NET,
ALCATEL OMNIPCX OFFICE IS READY.**



CONVERGE! ENJOY ALL THE ADVANCEMENTS OF VOICE + INTERNET + DATA

THE BEST TOTAL SYSTEM SMALLER COMPANIES CAN GET

OK, so you want voice **and** data **and** the Internet. A converged solution that's simple to manage and use. But you don't want to spend a fortune. And you don't have a dedicated IT manager. Which means you want an all-in-one solution. And the world's best all-in-one solution, for a whole catalog of reasons, is Alcatel **OmniPCX Office**. The solution that delivers the widest choice of voice features combined with all the really exceptional services you get with the Net.

All the Data/LAN services you need

Transfer large files with no trouble

- LAN infrastructure connects your PCs with all the power of an integrated auto-sensing 100BaseT switch
- You get LAN services to run your LAN
- A DHCP server automatically configures the IP addresses for your PCs and IP phones
- A file server provides a common and private directory enabling your employees to share files and data

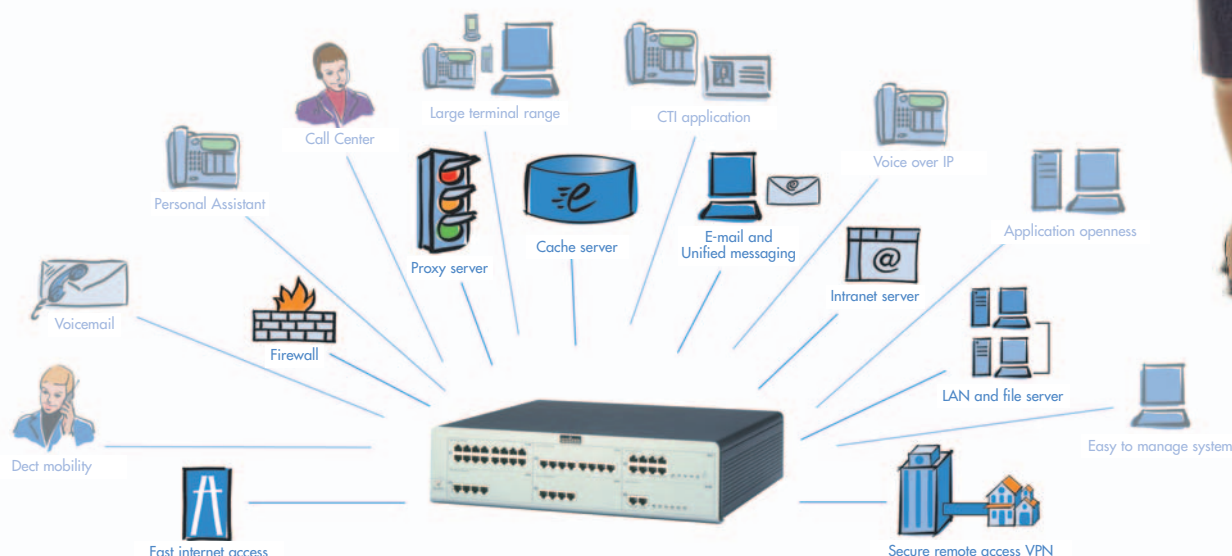
All the Internet you need

Move up to advanced business communications

- All your employees share a single fast Internet access



VOICE+INTERNET+DATA All-in-one box



- All access functions are in the box: fast Internet access router, firewall protection, proxy server for control, Web and DNS cache for optimum performance, remote access, intranet server—you name it
- It's open to a large number of applications—ready to host services like fax and anti-virus detection and protection, and with designed-in flexibility to adapt to your existing environment
- VPN capability provides you with secure communications between your main office and remote sites/remote workers via the Net
- An intranet web server keeps your employees up-to-date with company news and information

All the messaging convenience you need Get a single in-box for everything

- Unified messaging: everything—voicemail, e-mail, faxes—on just one easy-to-use user interface. (Get e-mail and you can send and receive documents, text, data and images around the office and around the world—instantly.)
- Multimedia Web Messaging: Alcatel Web Communication Assistant to access your voice messages and e-mails using a regular web browser. This “lightweight” solution can be accessed from within the company as well as on the road.

OUTCOMPETE YOUR COMPETITORS.

The Alcatel **OmniPCX** family can offer you the communications system to satisfy the needs of your company, whatever its size or market sector. It is scalable all the way from 6 to 50,000 users in a stand-alone or networked configuration. You get a full spectrum of capabilities—voice, data, Internet and full IP capability—while the communication applications running on Alcatel **OmniPCX** will help your business grow. The Alcatel **OmniPCX** range is a versatile and affordable solution, whether you need just a basic system or a full-featured installation. It is dynamic and powerful, yet easy to deploy and manage. And should you need further help and services, there is a skilled Alcatel Business Partner nearby to guide and support you.

Main characteristics

Architecture

Operating system Linux

Power back up

Call server

Integrated Call Center*

Voicemail

Automated Attendant

Hunting Groups

Greetings messages

Music on Hold

Directory entries

Automatic Route Selection (ARS)

Terminals & workplace

Analog terminals

Digital (Reflexes™) terminals

DECT mobile terminals

IP phones

Softphones

H.323 terminals (V2)

CTI server

Integrated CTI server (CSTA/TAPI)

PIMphony clients with Integrated CTI server

CSTA monitoring and sessions

Communication ports

Analog trunks (NDDI-DDI)

PCM Access

Primary rate access

Basic rate access

IP trunks

E-server

Shared Internet access

- ISDN
- External ADSL modem or router

Firewall

Proxy/cache

E-mail server

VPN remote worker (PPTP/IPSec)

VPN LAN-to-LAN (IPSec)

LAN infrastructure & services

Embedded LAN Switch

LAN services DHCP/DNS

File server

*Country-dependent

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