



MEDIUM AND LARGE-SIZED **BUSINESSES**



A dynamic tool
for dynamic businesses

Alcatel **OmniPCX** *Enterprise*



ARCHITECTS OF AN INTERNET WORLD



THE VISION



IMAGINE.

Imagine a communications system that could raise the productivity of everyone in your company, whether they're working on your premises, on the road, or even from home.

Imagine a communications system with built-in customer care, enabling you to treat your customers as kings—and helping to grow your business.

Imagine a communications system so easy to manage you could free up resources for your core business and still stay flexible, making changes as your business dictates.

Imagine an open, modular, and standards-based communications system running on future-oriented software that would fit smoothly into your current IT set-up.

Imagine a flexible, client-server communications system that allowed you to adjust your structure on the fly.

IT'S A REALITY.

It's called the Alcatel **OmniPCX Enterprise**, the world's most advanced, future-proof communications system.

The Alcatel **OmniPCX Enterprise** is a dynamic communications system for the dynamic enterprise. And it doesn't cost you an arm and a leg, because you pay as you grow.

You take care of your business. With the Alcatel **OmniPCX Enterprise**, you are in safe hands.

IMPROVED PRODUCTIVITY

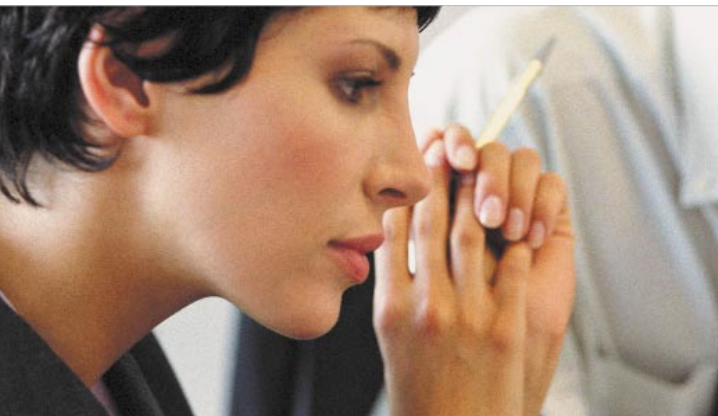
Get the best from your people

You want your staff to get things done, to be on the ball when a customer comes on line. Give them the right tools. The Alcatel Reflexes™ phones offer a wealth of features to simplify communication and empower your people. And the intuitive user interface guides users through each feature—no wasted time looking up operating instructions.

With the Alcatel Reflexes™, you make a call simply by keying in the name on the phone's keyboard. No more digging through phone books; enter the name, the system does the rest.

And the Reflexes™ range of analog and digital handsets has been supplemented by the e-Reflexes™. Feature rich like their siblings, they will hook straight into your enterprise IP network, offering multimedia communication capability without compromising on voice quality.

Then there's the huge power of the PC telephony applications. The Alcatel **OmniPCX Enterprise** integrates your telephone into your PC environment, giving users full access to all telephony features on their PCs—multi-party communication, manager/assistant team, group telephony, and more. Plus, the PC telephony application inter-operates seamlessly with your other business applications such as Lotus Notes, Outlook, and the Microsoft Office suite.



"The Alcatel communication system allowed us to improve productivity by 15% to 30%. A sales specialist who handled 50 calls each morning can now handle 60 to 80. The Alcatel communication system enables us to immediately recognize the caller more than 80% of the time, which also helps us improve customer loyalty."

SA Bertrand, Paris, France

PRODUCTIVITY

With the new IP Soft phone on your PC, you have a full client-based and Web-based telephony application automating combined voice and data communication through the latest Internet technology. It makes group and team working across sites a way of life and reduces your network costs.

Productivity also gets a boost from the mobility applications embedded in the Alcatel **OmniPCX Enterprise**. When your people are on the move, they need the same communications facilities they have at the office. That's why Alcatel has put together a complete package of mobility solutions for staff:

- Moving around the business, at a single site or across several sites
- Visiting customers
- On the road
- Working from home.

They can take calls while away from their desks; on-site cellular telephony is fully integrated in the Alcatel **OmniPCX Enterprise**, with all the features of a fixed phone. They can have calls routed to their off-site cellular phone; they also have access to voice-mail, fax-mail, e-mail, and Web-based applications. They can check their e-mail from a hotel room or browse the Internet at the airport and make efficient communication calls simultaneously from their PC using a single connection—leveraging your company's IP LAN and Adaptive Routing to minimize connection costs. And people working from home can operate efficiently with all the voice and data services and databases they would have in the office.

So mobile people are fully integrated into your company's workflow. Business doesn't stop because people are away from their desks. And all the applications and features can be distributed. In a dynamic enterprise, people often move between offices or sites. With the Alcatel **OmniPCX Enterprise**, they keep their familiar environment and are operational immediately.



FOR THE **DYNAMIC** BUSINESS

Grow your business by building customer loyalty

Yes, the Alcatel **OmniPCX Enterprise** helps you do that, too.

Because looking after customers—current and new ones—is serious business, Alcatel has built into the Alcatel **OmniPCX Enterprise** a powerful application to allow you to quickly deploy a contact center. But you don't necessarily need a headcount-intensive structure. Maybe half a dozen people would lighten the load. Or perhaps an 'informal' contact center is what you need, as more and more of your employees are in direct touch with customers.

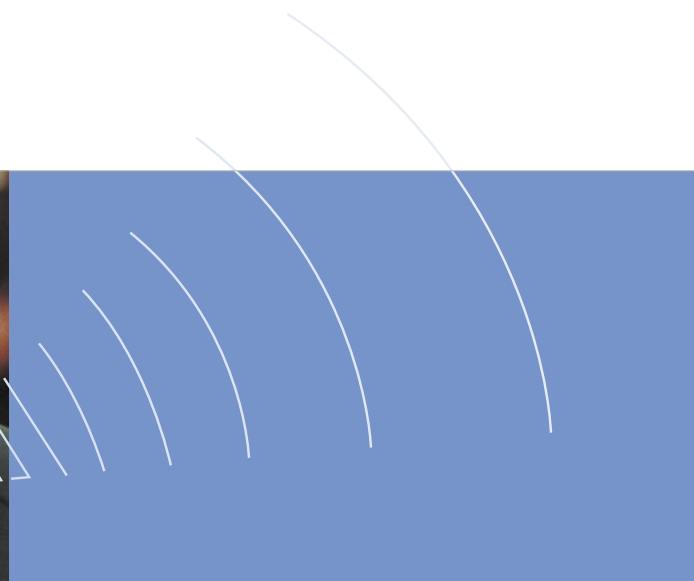
The power of the Alcatel **OmniPCX Enterprise** contact center solution lies in its flexibility.

When there's a rush of activity, any employee—at any of your company locations—can hook into the contact center and then sign out again when the peak is over. This is possible thanks to the

easy-to-use agent interface; no long learning curve here—all the necessary information is available on screen at a glance. Plus, there's an embedded and easily manageable greeting application to fit any contact center dimension. So even a non-expert can be up and running in no time.

Customer care is now a reality both externally as well as internally. For example, it is easy to build "helpdesk" services that bring customer services to the Company.

With an eye to getting the most out of your resources, the Alcatel **OmniPCX Enterprise** comes with a contact center supervisor application. It is designed for ease of use in any configuration, complete with icons, guide summaries, and all the necessary information just a few clicks away.



A M I C

Easy to adapt

When the market changes gear, you have to be able to adapt. You need to change your organization, move people, re-dimension your sites, set up a new site...

Sometimes a communication system can be a constraint. Not so the Alcatel **OmniPCX Enterprise**. That's because it is IP-based.

With its media-independence, you can change from a traditional infrastructure to IP whenever it makes sense for your business—and without missing a beat.

IP to the desktop and between locations makes deployment fast and easy (as well as optimizing network usage). So, when your LAN is ready, so are the telephones. The same is true for the contact center agent. And that means you are in business, talking to customers without having to install special cabling or bring in manpower to get a new site or new users up and running.

In addition, the Alcatel **OmniPCX Enterprise** is modular in design. That means you can pace your communication system evolution in synch with the dynamics of your business. With the result that you can combine your traditional installation with the latest IP technology and still benefit from all the features of the Alcatel **OmniPCX Enterprise**.

No upheavals for your end users—they use familiar handsets offering the same user interface and the same applications, upgrading to a full-fledged, future-oriented client-server architecture as your needs dictate. And no change for management, either, since the same management tools are used.



SIMPLIFIED MANAGEMENT

Rid yourself of the management headaches

Speaking of management, you can rest assured that your valuable human resources will be dedicated to your core business. The Alcatel **OmniPCX Enterprise** practically manages itself.

A whole suite of applications such as voice mail, mobility, networking, a tailored hospital/hotel module, and more come with the system. So does a management application, offering a single, network-wide management to optimize your telecommunications resources. No need for extra software; no need for special skills. And no extra costs. It is user-friendly and time saving.

One operation and a whole set of users is modified—wherever they may be located. A graphical display shows all the handsets in your network, so customization is fast. And a standard database exchange will build your company directory automatically.

Daily operations are simplified, and you'll find your downtime virtually disappears. Updating moves, changes, or additional users is made simple. It can be done from an attendant console without high-tech know-how. It can be done through a Web browser. It can even be done by the users themselves using menus on the advanced terminals.



"With increasing user demands, we needed to select a scalable and stable long-term solution, that offers essential telephony features lacking in most PC-based voice-over-IP systems. The Alcatel solution helped generate cost savings by leveraging our existing data networks and providing easier management. We have improved accessibility for customers by assigning in-building wireless phones to our mobile employees on the production floor."

Encorp, Inc., Windsor, Colorado, USA

PHILEAS AND INTEGRATION

Seamless integration

The Alcatel **OmniPCX Enterprise** is not a proprietary systems-based solution like other PBXs. On the contrary, it is an open, standards-based, and modular corporate communication system. And that brings you all kinds of advantages.

The Alcatel **OmniPCX Enterprise** supports all IP standards. Consequently, it will run on any kind of current or future network infrastructure. If you want a solution that will be with you for the long haul and will adjust to your changing requirements, you need look no further.

The Alcatel **OmniPCX Enterprise** also runs on Linux, the operating system that has been chosen by all major suppliers. Linux is reliable, open, and dynamic; it is constantly being enhanced and updated with new facilities and new functions.

And importantly, Linux will fit snugly into your IT infrastructure.

Seamless integration also comes from the fact that the powerful Soft phone application, offering multimedia communication on a PC, runs on a Web browser or an Alcatel 4980 integrated in Lotus Notes and Microsoft Outlook, as well as the full Microsoft Office suite.

All this brings you two key benefits. You can count on your Alcatel **OmniPCX Enterprise** to be reliable—redundancy mechanisms help to maximize system uptime. And you can count on it to be secure—safe from abuse, both internally and from outside sources.

With the Alcatel **OmniPCX Enterprise**, quality is not an option. It's built in, too.



GET YOUR **MONEY'S** WORTH

Pay as you grow

The Alcatel **OmniPCX Enterprise** is the business communications system of the future. But you can pace your investment to coincide with your business's evolution. Because the Alcatel **OmniPCX Enterprise** is based on a modular and scalable architecture, you need take only the functions and features you need. And those are the ones you pay for.

At the same time, you spend your money knowing that your investment is protected. That's because the Alcatel **OmniPCX Enterprise** integrates smoothly into your legacy environment and your current infrastructure.

From another point of view, the Alcatel **OmniPCX Enterprise** network facilities help to optimize the use of the public network, which reduces your outlay on a daily basis and ultimately brings down your total cost of operation. Not to talk of the benefits from the embedded applications and the efficiency derived from the simplified management tasks.

So buying the best doesn't mean spending the most. But that's just the cost side of the equation.

The Alcatel **OmniPCX Enterprise** goes a long way to increase your revenues, too. It helps you to increase productivity. It brings improvements to your customer service through the contact center application, unified messaging, mobility features, and many more. It enables you to make better use of your branch office or home worker resources thanks to networking, teamworking, and the common feature set.

And finally, because system uptime is maximized, you are available to your customers at all times, in business doing business.

In short, a rapid and solid return on investment for a reasonable, measured investment.



You are not alone

The Alcatel **OmniPCX Enterprise** is designed and built by one of the leading suppliers of voice communication systems. It combines state-of-the-art voice with advanced communications services bridging the gap between the worlds of data and voice and offering you a smooth transition, at your own pace, to a full IP-based architecture without compromising services and quality.

To help in that transition, with the applications you need and the support you deserve, Alcatel has built up a dense network of skilled business partners across the world.

You can be sure that there is an Alcatel Business Partner near at hand, ready with its experience and know-how to support you and counsel you. Alcatel Business Partners will bring the customized support your business requires to keep your Alcatel **OmniPCX Enterprise** performing in top gear.

They will configure the optimal solution for you and evolve it as your business evolves. They will design and build new applications to meet your changing needs. They can offer you a whole spectrum of services, from installation support, hotline, hardware maintenance, software support, audit, professional services, right through to repair services. All there to ensure that your Alcatel **OmniPCX Enterprise** performs optimally. You could hardly ask for more.

You will find in the Alcatel **OmniPCX** family a 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 the 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.



