ALCATEL SOLUTIONS FOR MEDIUM-SIZED COMPANIES

AMBITIOUS... YET SENSIBLE

ALCATEL

INVESTING IN A NEW COMMUNICATION SOLUTION?

THERE MUST BE A REASON

Let's be sensible. In your business, major investments are not a luxury.

The decision to change telecommunication systems is often linked to business growth: market expansion leading to the opening of new offices, increase in the number of employees, or the addition of new customer services.

Rethinking your communication system can also be necessary if your existing PBX is outmoded - you simply cannot add a critical function, like a customer-service hotline, to your existing system - or it may simply be that your current contract is expiring.

Bringing consistency to your network also triggers the need to evaluate a new system. If your company has a number of separate communication systems from **different manufacturers across multiple locations**, you might be thinking about how to consolidate all that into something more manageable and cost-effective.

YOUR COMPETITIVE ADVANTAGE

Whatever the reasons, **the move to a new communication solution is a great opportunity to improve employee efficiency, enhance cost-effectiveness of operations, as well as offering opportunities to increase customer satisfaction**.

The Internet has opened huge market opportunities for medium-sized businesses, enabling them to secure significant market presence. To grow in this world, hence to survive, you need a differentiating competitive advantage. This is where communication can play an important role.

Consider how a new communication system can help you achieve core business objectives, and improve your competitive edge:

STRONGER LOYALTY
Satisfied customers
Quality, Responsiveness
- Improved customer relationships
- Faster customer responsiveness

IMPROVED PRODUCTIVITY
Efficient employees
Productivity, Flexibility
- Better access for remote/mobile workers
- Everyday communication tasks made easier

COST REDUCTION
Smarter operations
Return on investment
- Hard cost savings on telecom bills
- Lower TCO: reduced management costs

Enhanced Competitive Edge

All this sounds great, but is it realistic?
You're competing with larger corporations, but probably without the same level of IT resources and budget. **You're pragmatic, you have to be – Alcatel understands your challenge.**

THE NEW WORLD OF IP COMMUNICATION

Whats more, communication systems have changed dramatically in the past several years.

IP Communication: do I need it? What will it bring me? Can I live without it?

IP Communication systems are vital to the efficiency of remote teams, mobile sales and field forces, collaborative work, managing multi-site environments cost effectively… and to the development of valued-added services for your customers.

You need to make sure you are investing in a system that is flexible, modern and that enables you to benefit from innovations in a fast-paced world. Exactly what that means is different for every company.

As a worldwide leader in both telephony and network infrastructure, Alcatel and our global network of Business Partners can help you sort through when and how much IP Communication is right for you and help you design your new communication system, balancing your business goals and practical constraints.

CHOOSING THE RIGHT SOLUTION

So the question is:

## WHAT DOES YOUR NEXT COMMUNICATION SYSTEM LOOK LIKE?

- **What do you really need** – in terms of communication systems that are constantly evolving?
- **How can you benefit most from the investment** – taking into account the different user-needs you have to satisfy, whilst also staying within your budget?
- **How will you make the move to IP** – without overloading IT staff and without compromising the focus on your core business?

WHICH SOLUTION IS RIGHT FOR YOU?

We have identified a successful decision-making process used by Alcatel customers to find the right solution.

The three steps

- **Start by deciding on a base solution** that addresses the major drivers or the concrete events that are pushing you to make an investment in a new system.
- **Next, select the user-centric, value-added options** that can help you achieve your business objectives
- **Finally consider the support and services** you may require to successfully get the system up and running, and to keep it that way.

SERVICES

USER CENTRIC OPTIONS
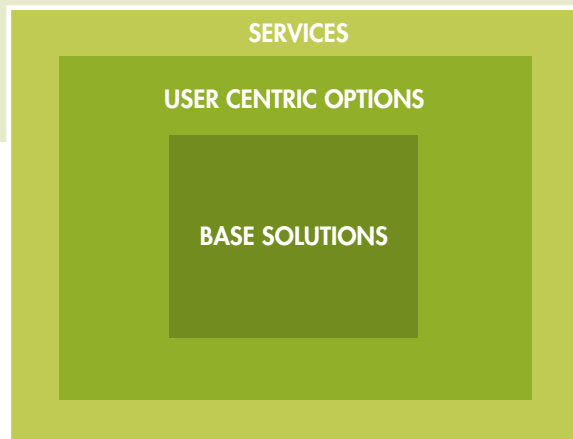
BASE SOLUTIONS

THE DECISION-MAKING PROCESS

STEP 1 - BASE SOLUTIONS

ADDRESS YOUR PRIMARY CONCERNS

Consider the major factors that are driving you to invest in a new communication system. Look at your business structure, size, budget and business development plans.

This should indicate a preferred base configuration of the Alcatel **OmniPCX** *Enterprise*:

Option 1. Update
Option 2. New Site
Option 3. Mult-site consolidation

- If you need to move to an up-to-date system to benefit from new applications and want to ensure a future-proof system, but you're not convinced that the investment to upgrade to a fully-IP system is justified - then Option 1 is for you.
- Option 2 is best for companies that are building or moving to a new site, or that have decided that now is the time to fully upgrade to an all-IP system.
- Option 3 is appealing to anyone who is faced with "islands of communication" at multiple sites and understands the value of creating a single communication system across the entire company.

There is no single right answer - choose the one that suits your business best.
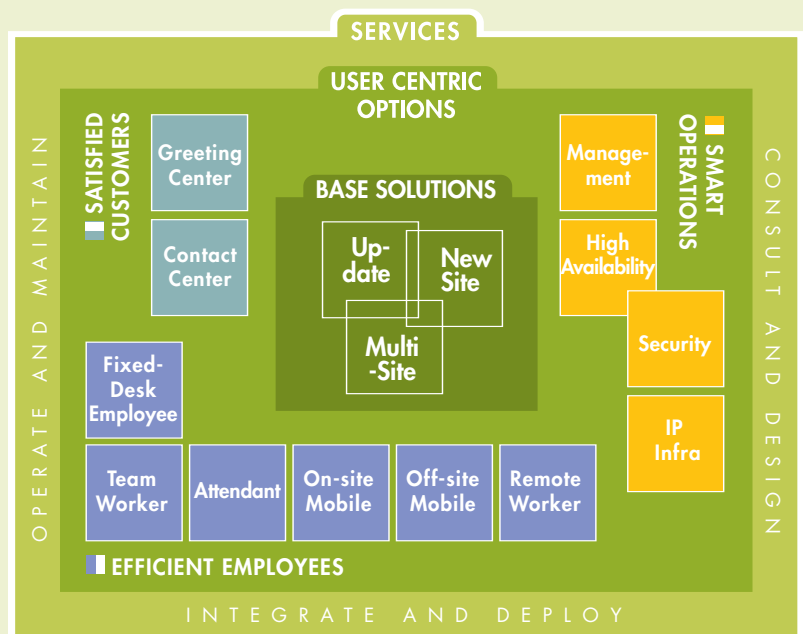
Let's look in detail at how one customer went through this decision-making process.

STEP 2 - USER CENTRIC OPTIONS

OPTIMIZE YOUR COMPETITIVE EDGE

Next, look at the different types of users of your communication system – your employees, your IT staff, your customers.

What can a new system do for them?
By examining the needs of different types of users individually, **you can ensure you are optimizing your investment by choosing the value-added options that will bring you the biggest payback.**

STEP 3 - SERVICES

ENSURE LONG-TERM SUCCESS

Finally, consider the various types of services you might require to back-up your IT resources throughout the life-cycle of your communication system to ensure optimal ongoing operation.

You're not in this alone.
Alcatel Business Partners are there to support you.

MID MARKET CASE STUDY

MURDOCH WINERY*

Murdoch Winery is a family-owned South African producer of fine wines. Over the past 10 years, they have significantly increased their export business to Europe and North America.

Retail outlet

Team of 15 running on a small key system

Head office, production site

150 employees 12-year-old PBX

Sales office

5 full-time sales representatives Standard phones

MAIN ISSUE:
THE REPLACEMENT OF AN OLD, OUTMODED SYSTEM

Murdoch Winery originally set out to replace the 12-year-old PBX at their main site.
During discussions, they also expressed frustration about having to maintain the small key system at the retail outlet and the **high cost of the international phone calls** made from the sales office and mobile phones. They also revealed that they had a **growing number of customer complaints regarding mishandled calls to the after-sales department**.

High telecom cost

No customer satisfaction
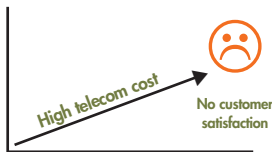
THE ALCATEL SOLUTION

Retail outlet

- Media Gateway
- Digital phones

Head office, production site

Alcatel **OmniPCX** Enterprise

Sales office

IP Phones

*Murdoch Winery opted for the Alcatel Multi-site solution, consisting of an Alcatel **OmniPCX** Enterprise system at the head office, a media gateway and digital phones at the retail outlet and five IP phones at the sales office*

RESULTS

This new communication solution satisfied their original expectations by providing a modern, secure and reliable system. It also solved additional issues by incorporating all three sites into a single, centrally managed communication system. In addition, they chose a number of optional solutions for their office staff, attendants, sales staff and customer support personnel, providing additional, concrete benefits.

Reduce telecom cost

Customer satisfaction
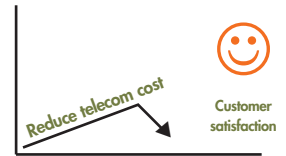
BENEFITS

IMMEDIATE REDUCTION OF OPERATING EXPENSES

- IP phones at the sales office eliminate the need for individual line subscriptions; calls go through the company's IP network and out the trunks at the head office.
- The Alcatel Cellular Extension solution enables international calls from the sales staff's mobile phones to go out through the company's long distance telephone services.
- The centralized management system enables the small IT department to easily manage the whole solution from any location.

ENHANCED EMPLOYEE EFFICIENCY

- A single switchboard operator now handles the calls for all three sites.
- All employees are now easily reachable with dial-by-name facilities from any phone.
- Alcatel collaboration tools (IM/chat, audio-conferencing, data sharing) enable teams spread across the three sites to collaborate more easily on projects.
- The Alcatel soft phone enables greater employee mobility allowing people working from home or other locations to have the same tools as when they are in the office.

CUSTOMER SATISFACTION

- The cost-effective Alcatel Contact Center solution routes calls more efficiently, enables at-a-glance supervision of the entire operation and measures - performance, showing results in simple reports.

SERVICE AND SUPPORT

As the Murdoch Winery has a small in-house technical team, it was important for them to find a supplier they could rely on. They were particularly impressed with the accredited Alcatel Business Partner that advised them and provided an excellent level of service from the consulting phase through to the deployment of the project.

Not only did this prove to be a good replacement for their old PBX, it also offered them some tangible benefits and affordable options that they thought were reserved for larger corporations, thereby enabling them to improve their company's efficiency and customer service.

*A Case Study based on customer experiences.

Up-date | New Site
Multi -Site

ALCATEL BASE SOLUTIONS
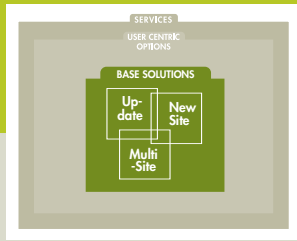
WHAT AN ALCATEL SOLUTION PROVIDES

Regardless of which Base Solution you choose, because they are all based on Alcatel **OmniPCX** *Enterprise* **you can be assured that they all enable you to:**
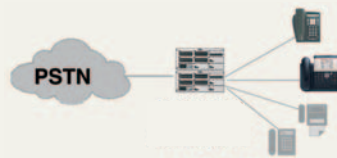
- Buy what you need and grow - Flexible and modular system
- Empower all users - Enterprise-class features and applications
- Guarantee long term investment - Robustness, reliability and high-performance
- Benefit from industry innovation - Open standards-based solution with IP at the core

FEATURES	BENEFITS
UPDATE / IP-READY SOLUTION	
■ Traditional PBX-type all-in-one hardware ■ Enterprise-class telephony ■ Integrated voicemail ■ Digital or analog phones	■ Cost-effective PBX replacement with a state-of-the-art yet familiar solution ■ Deploy latest applications, as required ■ Future-proof: add IP telephony and additional applications at any time

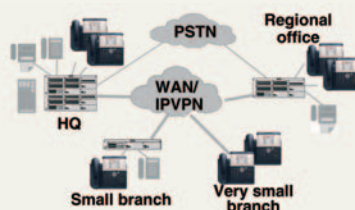| FEATURES	BENEFITS
NEW SITE / FULL IP SOLUTION	
■ Full IP LAN-based voice system ■ Enterprise-class telephony ■ Integrated voicemail ■ IP phones	■ Single infrastructure for voice and data ■ Easy to integrate wide variety of applications on phones ■ Soft-phones provide flexible, low-cost phone option
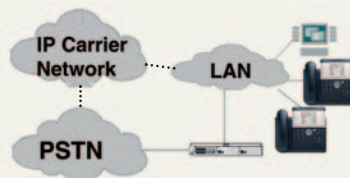
FEATURES	BENEFITS
MULTI-SITE SOLUTION	

■ Single system across enterprise
■ Enterprise-class telephony
■ Centralized voicemail
■ Centralized management
■ Digital, analog and/or IP phones
■ High-availability options per site
	■ **Create a virtual enterprise**
	  - Same level of service for all users
	  - Users interact as if in one building
	  - Share applications & human resources
	
	■ **Reduce telecom costs**
	  - Centralize telecom subscriptions
	  - Eliminate inter-site telecom costs
	
	■ **Reduce management expenses**
	  - Manage all sites centrally
	  - One maintenance contract

SHARING ALCATEL CUSTOMER EXPERIENCES WITH YOU

HERE ARE THREE ALCATEL CUSTOMERS WHO SUCCESSFULLY IMPLEMENTED EACH TYPE OF BASE SOLUTION. WHICH ONE IS CLOSEST TO YOUR BUSINESS?

LA SUISSE, INSURANCE COMPANY, SWITZERLAND

Issues: Could not add a needed 30-agent contact center to their older generation telephone system

Solution: **Update / IP-ready**

Results: "We chose the Alcatel **OmniPCX** *Enterprise*, a complete, modular, very modern and well priced solution. The deployment of our client contact center was a real success. This opened the way for deployment of an additional call center, an internal IT helpdesk and the full deployment of the solution at our headquarters," says Gilles Boutin, Telecom Manager.

ESC RENNES, INTERNATIONAL BUSINESS SCHOOL, FRANCE

Issues: Enhance its position as an international business school through investment in innovative communication resources for students and academic staff.

Solution: **New Site / Full IP**

Results: "The Alcatel full IP solution with 120 IP phones plus fixed and wireless LAN switching infrastructure provides a high level of availability and mobility, improved interaction between lecturers and students and enhanced the profile and reputation of the client as an international business school. In addition, the IP network infrastructure and the creation of a management team for the single IT system have both helped to optimize costs." says IT Manager.

BOROUGH OF SVEIO, NORWAY

Issues: High management costs and lack of basic communication capabilities for the borough's 200 employees distributed across three sites with different, out-of-date phone systems.

Solution: **Mult-Site Consolidation**

Results: "By using IP Telephony and IP long-distance telephone service, the Borough is saving on both call chargesand the cost of line rentals", says IT Manager, Kenneth Tollefsen. On top of saving money, user functionalities and service to the public have been greatly improved.

ALCATEL USER CENTRIC OPTIONS
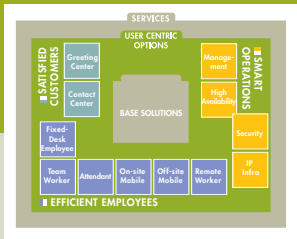
Your company has different communication needs depending on your business structure and your employees' profiles. Discover how the specific features and benefits of our user centric solutions can answer your communication needs.

EMPLOYEE EFFICIENCY

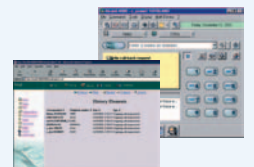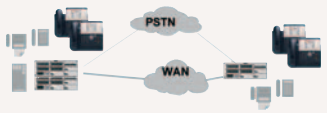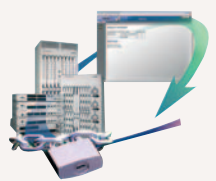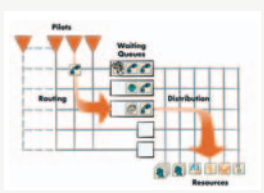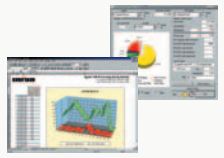|	FEATURES	BENEFITS
FIXED-DESK EMPLOYEE	• IP, application and digital phones • Soft phones • Integrated messaging	• Wide range of phones adapted to individual needs • Intuitive use with alphabetic keyboards and tiltable displays • Easy to deploy: self labeling, automatic recognition
ATTENDANT	• Phone-based console • Always-on PC-based console • IP attendant soft phone	• Professional greetings with maximal information and call context • Range of solutions for low to high call volumes • Enable attendant multi-tasking with PC-based consoles
TEAM WORKER	• Audio conferencing • Collaboration tools	• Eliminate conference service fees • Improve virtual team productivity • Minimize travel and project cycle times
OFF-SITE MOBILE	• Cellular extension • Unified communication	• Use cellular phone for all communication: single number, single mailbox • Cost-effective, software-only solutions: use any phone • Cost savings for long-distance
REMOTE WORKER	• Web soft phone • Integrated messaging	• Same professional company service when clients contact remote workers • Access to the same tools as when in the office • Web-based applications: cost-effective, simple to deploy and manage
ON-SITE MOBILE	• Voice-only wireless (DECT/PWT) • Converged wireless (WLAN)	• Business continues while employees are away from their desks • Access to system features: manager / assistant, conference, etc. • Avoid cellular charges on-site
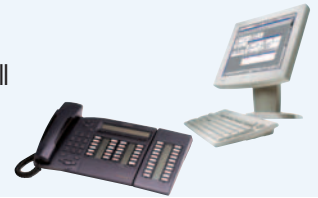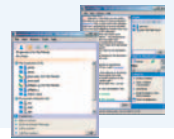
SMARTER OPERATIONS

	FEATURES	BENEFITS
MANAGEMENT	• Single image of multi-site operations • One touch web interface: configuration, directory, accounting, alarms, monitoring, performance	• Manage all users centrally as one group • Simplified moves, adds and changes • Proactive management: Automatic broadcast of events
HIGH AVAILABILITY	• Redundant communication server • Branch survivability options	• Cost effective resilience for main sites and branches • Non-stop operation during network or hardware failure • Disaster recovery with back-up at a different site
IP INFRASTRUCTURE	• Fixed and wireless LAN infrastructure • Access routing	• Scalable and flexible deployment • A wider choice at better price • Designed to support converged (voice / data) networks
SECURITY	• Firewall • Virtual Private Network	• Secure connections for remote sites and home workers • Protection against viruses, worms, hackers, intruders • Hardware–based solutions for no impact on voice quality

CUSTOMER SATISFACTION

	FEATURES	BENEFITS
GREETING CENTER	• Automated attendant • Call queuing and distribution	• Connect callers to the right person, the first time • Eliminate lost calls, ring-no-answer and voicemails • Cost-effective, fully embedded solution
CONTACT CENTER	• Inbound / outbound call distribution • GUI-based supervision tool • Traffic-based reporting	• Secure high level of customer service through efficient call handling • Optimize use of internal resources • Minimize training time and need for special skills using graphical management tools

SERVICES
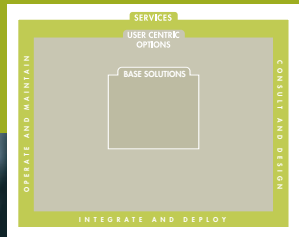
Alcatel and its Business Partners provide a full range of services to help ensure the long-term success throughout the full life-cycle of your communication solution. Our skilled and highly experienced professionals will bring you customized services, covering all aspects of Audit and Design, Implementation and Project Management, right through to Maintenance and Operations.

CONSULT AND DESIGN

We offer the services you need to ensure the design of your network project is based on an in-depth knowledge of your present situation and future needs. Our consultants can help you determine an optimal evolution strategy and show how emerging technologies will impact your existing infrastructure and benefit your business.

- Solution feasibility
- Network and solution audit
- IP migration strategy
- Network and solution design
- Security

INTEGRATE AND DEPLOY

We are committed to delivering trouble-free configuration and integration. Our experts can also help you integrate advanced or customized solutions into your existing IS environment and help you get the most out of your investment.

- Project Management
- IP Migration
- Application / solution integration
- End-user & administration training

OPERATE AND MAINTAIN

Your partnership doesn't stop when your solution starts - a portfolio of professional and dedicated services ensures its ongoing effectiveness and evolution according to your business needs, both now and in the future.

- Maintenance contracts
- Software evolution assurance
- Help desk
- Network management

ALCATEL, WORLDWIDE LEADER

- **Alcatel, industry leader:** For more than a century Alcatel has been designing and engineering innovative, best-of-breed technology that has won awards and satisfied customers around the globe; Alcatel is a primary source of new technologies for the communication industry and has over 25,000 relevant technology patents.

- **Alcatel, technology pioneer:** Our Omni product family is the most highly-awarded set of IP Communication solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovative capabilities, and its implementation of open standards.

INDUSTRY RECOGNITION

Alcatel is recognized by Gartner, Inc.
- Listed Leader Quadrant in report titled, "**Magic Quadrant* for Unified Communication, 2005**" - *published in February 2005*
- Listed Leader Quadrant in report titled, "**Magic Quadrant* for Contact Center Infrastructure EMEA, 2004**" - *published in October 2004*
- Listed Leader Quadrant in report titled, "**Magic Quadrant* for Corporate Telephony EMEA, 2004**" - *published in September 2004.*

THE ALCATEL BUSINESS PARTNER NETWORK

A worldwide resource of Business Partners - accredited through a demanding Business Partner Program - is ready to help you choose the Alcatel solution right for your business needs.

These experts will listen to your concerns and help you make the transition to your new IP communication system. They have the experience to ensure the implementation evolves in step with your business growth, can design customized applications, and provide all the services to see your Alcatel solution perform at its best.

THESE CUSTOMERS ALREADY TRUST ALCATEL

- **Assu 2000 - France**: "Clearly our short- and long-term savings are considerable, but above all the new system allows us to reorganize the call flow to deliver optimum quality to the customers who call us."

- **EINSA Multimedia - Spain**: "This new technology has brought benefits at all levels. Costs have been substantially cut and customer care has improved significantly, a major breakthrough, given that in our sector, communication with the customer is fundamental, and this is exactly what we want to promote."

- **City of Stord - Norway**: "Our IT department is now spending 30% less time on administering the telephone system, the overall standard of service within the Borough has improved, and significant savings are being achieved by putting internal traffic onto internal lines."

SECTOR DIVERSITY

Alcatel is a worldwide leader in IP Communication, providing innovative solutions to medium-sized organizations like yours in over 130 countries, for example:

- Colleges and universities
- Healthcare centers
- Industrial companies
- Insurance companies
- Local authorities
- Mid-sized hotels
- School districts
- Real estate agencies
- Regional banks
- Retail companies
- Travel agencies

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