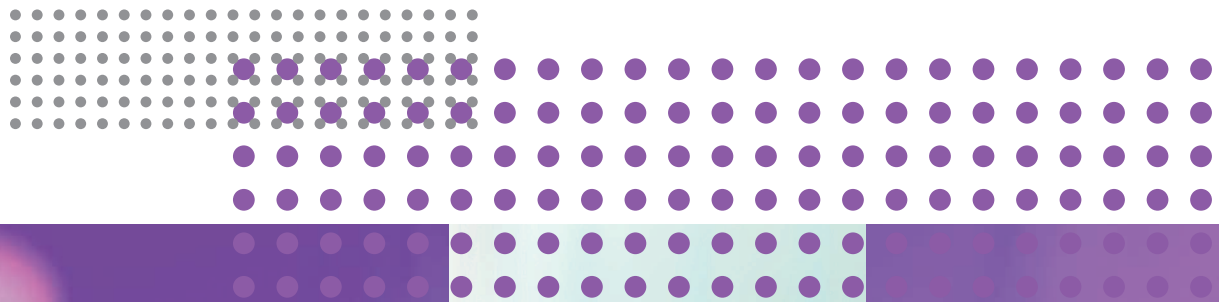


# Alcatel-Lucent Office Communication Solutions for SMBs



Transform  
the way you work





When you run a business, customer satisfaction, employee productivity and cost control mean a lot to your bottom line.

Customer satisfaction results not only from the use of your products and services but also from how quickly clients, partners and suppliers can reach you, how well they are greeted and how long they need to stay on the line to obtain a relevant answer.

Employee productivity means the elimination of time wasters including missed calls and unnecessary travel, as well as added opportunities such as the ability to work with distant teams, or simply from home.

Cost optimization isn't just about getting a solid return on investment, it is also about being able to pay in a way that suits your budget and your organizational structure

**Alcatel-Lucent focuses on the technology so you can focus on growing your business and serving your customers.**



# Alcatel-Lucent Office Communication Solutions: transform the way you work



## **Transform your business: turn first contact into repeat business**

Satisfied customers generate repeat business. In this respect, communications can raise your level of service dramatically: handling all incoming inquiries professionally thanks to an efficient voicemail and greeting system, welcoming clients by their name when they call in, rapidly referring them to the right salesperson, setting up a conference call in no time, and ensuring that your technicians, sales representatives, consultants and delivery staff can be reached anywhere, at any time.

**Ask Alcatel-Lucent to enhance your customer service so you can grow your business.**



## **Transform your services: gain productivity and motivation**

Allow your staff to share information easily or to work from home while enjoying full and secure access to your company information. When you're on an important call but have to leave your office building, your caller won't even notice. Maintain a single directory for your email, mobile and office phone. Unchain your staff from their desk with wireless phones and headsets. Allow fixed lines and mobile lines to be accessed with a single number. At the end of the year these time savers turn into great cash earnings.

**Trust Alcatel-Lucent to help you reduce the cost of doing business.**



## **Transform your network: more cost effective, more secure**

As a small or medium business, you have no time to waste on infrastructure management. You need competitively priced, mature, future-proof solutions, which are secure, low-risk and easy to manage.

Generate immediate savings and be ready for change. Your workforce might be growing rapidly or you might be thinking of opening a new office or another warehouse. The communication solution you choose has to be flexible, scalable and able to evolve in line with your changing needs. The solution should optimize your spending on a daily basis, reducing telecoms charges even as it enhances your communications capacities.

Alcatel-Lucent offers you an integrated communication infrastructure with business-class traditional and IP telephony, secure email and internet, and shared access to agendas, directories, files and folders.

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

**Over 10 million users worldwide have chosen  
Alcatel-Lucent Office Communication Solutions**





# Business telephony: competitive

Get ahead. Alcatel-Lucent Office telephony solutions give you all the business interaction capabilities you need. Our business telephony solutions, combining both hardware and applications, allow you to enhance customer satisfaction and generate important productivity gains.

## Customer welcome

At **Viking Travel**, business was suffering: counsellors were constantly interrupted by their phone ringing, prospective buyers went elsewhere because of the time they spent on hold, clients were disrupted by the atmosphere of stress that prevailed in the office.

### The Alcatel-Lucent solution:

Callers are now greeted by professional messages, in one of four languages, offering easy-to-follow options. Incoming calls are automatically dispatched to available counsellors. The office manager can monitor call traffic and reorganize shifts to match activity.

Customers who are on hold listen to music with waiting messages to reassure them that their call will be taken as soon as possible. Call length has also dropped drastically: salesattendants are able to access client information as they speak, using a pop up functionality that displays past records on screen.

Finally, a 24/7 broadcast information service operates during closing hours to maintain a professional image around the clock.



### Spotlight

- Greeting messages
- Voicemail and call screening
- Attendant consoles & Automated Attendant
- PC-based Attendant console with PIMphony application
- Call center application



## On-site mobility

**Vangrave** is a medium-sized clothing importer and retailer with an attached stockroom. In this busy outlet, supervisory staff are constantly on the move: going through the aisles to maintain shelf stocks, getting prices for staff on the checkout counter, moving between the shop and the stockroom or back office. A slow down in any of these functions causes an immediate bottleneck of queuing customers who are in a hurry to complete their purchases.



### Spotlight

- Ergonomic, lightweight DECT wireless handsets

### The Alcatel-Lucent solution:

Ergonomic and intuitive DECT wireless handsets with headsets mean employees are free to get on with their jobs while making sure they can always be reached as the need arises.

These terminals also enable full access to Office communications services: call-by-name, call transfer, conference call, supervision, voicemail access and notification...

# excellence starts here



## Efficient team work

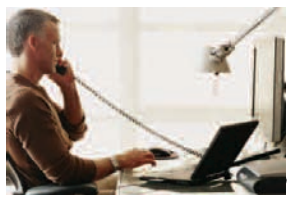
**Logi2com** is an IT services firm that manages the installed base of about 30 companies. The director, assisted by a secretary, mainly deals with management and eight technicians provide on-site and off-site support.

### The Alcatel-Lucent solution:

With PIMphony, the director's assistant can efficiently monitor incoming calls and dispatch them to the assigned technician on site.

When the technicians are off-site, thanks to the cellular extension option and the "one number function", they can be reached on their mobile. From their mobile, they can access telephony services such as call management, call filtering, voice-mail and call log, as if they were working from their desk.

An integrated 6-party audio conference call bridge means the weekly sales meeting is easy to plan and manage.




### Spotlight


- 9 SERIES digital phone
- 6-party audio conferencing
- PIMphony Team
- Cellular extension application

## Alcatel-Lucent OmniPCX Office

Compact Edition

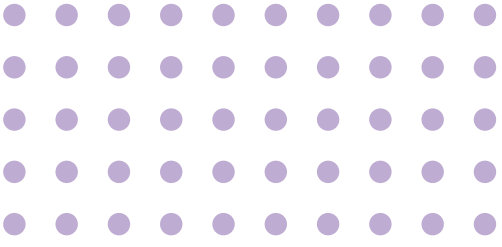


Wall-mounted version



Rack version

A complete range of communication servers, modular, powerful and flexible, delivering outstanding voice quality.



# IP telephony: competitive transformation calls for it

When your company is ready to offer more advanced customer services and enhance its business processes, IP telephony is the answer. And it's much simpler than you might think. Alcatel-Lucent traditional business telephony services can communicate fully with the IP and internet world, so migration is smooth and cost effective: you only use IP when and where you need it.



## Minimizing your costs, maximizing your services

### Voice over IP makes your communications more cost-effective

Full IP: you save costs by transporting voice and data on the same line. Your phone and data services are converged on a unique network.

## 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.

## On-site voice and data WiFi mobility

### Mobility in communications: total PC and phone mobility

Employees can work and access critical information from their PC anywhere in the building. Staff benefit from business telephony on their Wireless LAN handsets.

Alcatel-Lucent Office Communication Solutions provide professional and reliable end-to-end voice over IP telephony and networking from LAN switching and WiFi infrastructure up to IP phones and converged applications.



## A single network for voice and data

**SOTRA**, a small regional transportation and logistics company, has a small office block and two adjacent warehouses. To operate, the company runs a number of critical business applications such as optical logging of inventory parts. Employees are constantly on the move from one building to another. It became crucial to implement an infrastructure that would enable multiple point data access. The owner decided to move to a single voice and data network capable of supporting full on-site mobility for both data and voice applications.

## Spotlight

- IP Touch phones
- IP Touch WLAN handsets
- OmniStack LAN switches
- OmniAccess Wireless LAN switches

## The Alcatel-Lucent solution:

The communications system is based on a single IP infrastructure for both data and voice services. Mobile employees in the warehouse use IP Touch Wireless LAN handsets designed for industrial environments. Wherever they are - in their office, in the warehouse or even in the parking lot - they can access corporate business telephony services as well as logistics applications.



# Collaboration and mobility services: competitive businesses rely on them

Today, to increase your reactivity and the quality of dialog with your partners, you need global solutions that integrate collaboration and mobility into your company telephony system. Whether in the office or traveling, everyone should be able to benefit from their office or normal professional environment by communicating better: accessing e-mail, managing their diary, sharing contacts, consulting files and using business communication services.

**Jarvis Law** is a small but thriving law office which specializes in construction litigation. Partners are often required to travel across the country for expertise purposes. A lot of their work is done outside the office so they need to be able to access the company servers at any time of the day or night. Their clients also need to be able to reach them easily.

## The Alcatel-Lucent solution:

Office communication solutions offer the lawyers a powerful combination of enterprise-class business telephony, secure email and internet, and shared access to agendas, directories, files and folders. The Virtual Desktop allows mobile staff to share and securely exchange information over the internet.

With the Mobile Virtual Desktop, smartphone and PDA users enjoy the same benefits. Reliable, secure access to business tools and documents means the lawyers are ideally placed to collaborate and take decisions, whatever their location.

All staff are able to synchronize contact databases to provide services such as the automatic screen pop of contact cards for detailed information on the caller or called person. Integration with Microsoft® Outlook means you can optimize your existing investments and access our applications through familiar interfaces. Advanced telephony services, such as click-to-call, email notification of voicemail and telephony management services generate significant productivity gains.



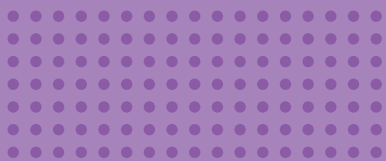
## Spotlight

- Extended Communication Server
- Virtual Desktop and Mobile Virtual Desktop
- Alcatel-Lucent Connector for Microsoft Outlook®

### Alcatel-Lucent Extended Communications Server



# Office



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