



> NORTEL SMALL AND MEDIUM BUSINESS SOLUTIONS

NORTEL

Position Paper

Nortel Business Communications Manager and Norstar: When convergence makes sense

Introduction

When determining which communication platform is best suited to a particular business's need, when does convergence make sense? In other words, when should a business consider a KTS (Key Telephone System) like Nortel Norstar versus a converged IP telephony solution like the [award-winning](#) Nortel Business Communications Manager (BCM)?

At the heart of convergence and IP telephony are two fundamental questions:

- > How can it help the business today?
- > What opportunities can it create tomorrow?

These questions can be answered by closely examining some of the more fundamental needs of small and medium-sized businesses (SMBs) with respect to communications. These include core elements such as reliability and security, contact center capabilities and manageability, and other critical areas such as employee mobility, growth plans, investment protection and the specific dynamics of an organization's business model.

Core communication requirements

First, let's examine some of the fundamental communications needs in the SMB and branch office environment marketplace — reliability and security. As Norstar is a digital solution (non-IP based), security is inherent in the overall design, which is further complemented with additional security features such as user-defined passwords to control access. Norstar's reliability has also been proven over its rich history, with an industry-leading reliability rating and unprecedented market longevity.

[BCM continues this tradition of reliability](#) for small and medium businesses, and even has optional redundancy features not available on Norstar

(including cooling fan, power and system programming redundancy to name just a few¹). [BCM also has an industry-leading, layered approach to platform security](#), including a hardened secure platform and capabilities that stretch across secure access management, secure interfaces and secure telephony features. In addition to this, BCM has built-in firewall and denial-of-service protection capabilities — perimeter defenses to protect the internal network, computers and employees from unauthorized access or attacks. In short, BCM's extensive, world-class security features have been designed to ensure SMB customers have peace of mind knowing that their business is well-protected.



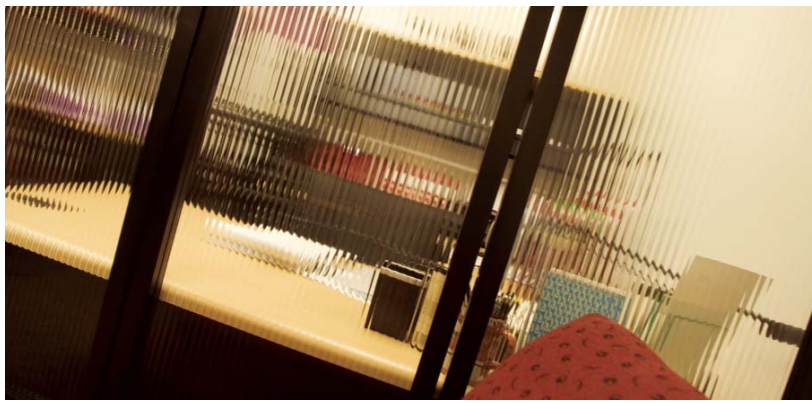
¹ Cooling fan, power and system programming redundancy are available with BCM400.

Both Norstar and BCM offer comprehensive contact center capabilities, but **BCM offers an additional suite of advanced applications**, including skills-based routing, multimedia contact center, Intelligent Contact Center (i.e. the ability to purchase agents and skill-sets à la carte) and Interactive Voice Response (IVR). This means customers have much more flexibility in mixing and matching both basic and advanced features to customize a BCM solution to meet their needs and optimize their contact center's overall productivity.

From a management perspective, both Norstar and BCM provide for the ability to manage and program the system remotely. BCM, however, leverages Nortel Business Element Manager, a web-based, comprehensive and user-intuitive management platform that enables centralized management and monitoring of network performance across multiple sites. In addition to BCM, Business Element Manager also reaches across a number of other Nortel SMB devices and solutions, including Wireless LAN (Nortel Business Access Point 120), IP Data (Nortel Survivable Remote Gateway, Nortel Secure Router portfolio), Switching (Nortel Business Ethernet Switch portfolio) and IP phone portfolio. The end result is a simplified yet comprehensive management experience, providing less down time, increased productivity and significant cost savings.

Employee mobility

For customers requiring mobility within the office space, Norstar offers the Nortel Business Series Terminal T7406, an in-office wireless phone with extensive feature integration for up to six users and coverage of up to 282,000 square feet. And for customers requiring greater mobility coverage, within or near the office environment, Norstar offers the



Nortel Digital Mobility portfolio, a wireless phone solution with extensive feature integration for up to 64 users and coverage of up to 1.5 million square feet.

BCM also provides these same types of mobility, but extends the range of mobility options available to customers even further. This includes wireless capabilities like the Business Access Point portfolio, a full-featured Wireless LAN solution for up to 128 users and coverage up to 1,100 feet. BCM's ruggedly designed wireless VoIP handsets, WLAN Handsets 2210 and 2211, can also be used in combination with the Business Access Point (or other WLAN devices) to offer employees mobile VoIP capabilities and advanced features like push to talk.

Employee mobility outside the office or on the road can also be dramatically enhanced with BCM's IP Client offerings, which include the Nortel IP Softphone 2050, a PC-based IP telephony client, and the Nortel Mobile Voice Client 2050, a PDA-based IP telephony client using 802.11b WLAN. Both of these leading-edge, software-based solutions help enable tele-workers, road warriors and other mobile workers to stay connected — to information and applications and with customers, colleagues, partners and suppliers.

Growth

Both the Norstar and BCM portfolios are highly scalable from an employee growth perspective. Norstar accommodates user growth up to 224 stations, while BCM offers scalability up to 192 digital or 90 IP stations (with an average top end configuration around 150 users and plans to increase this substantially in the future).

However, in evaluating how a communications system addresses specific business needs, there are other types of growth that must be taken into account, such as potential merger or consolidation situations or multi-site growth. BCM's Business Element Manager platform makes setting up and managing new sites, applications and devices much more simple, efficient and cost-effective.

Another type of growth to consider is employee MACs (Moves, Adds or Changes). BCM with IP telephones can be a much more efficient and cost-effective alternative to Norstar as it eliminates the need for separate cable drops to the desktop.

A final consideration worth mentioning is examining exactly how convergence and IP applications can help a business grow. In other words, determining which specific capabilities and applications can deliver the most value to a particular organization or department. With that in mind, BCM offers a variety of "try before you buy" applications — letting

customers experiment and test out which ones offer the most value to their business and as such provide the greatest return on their investment.

Investment protection

And speaking of investment, Norstar provides a high degree of investment protection within the portfolio (i.e. 3X8 to CICS to MICS), as all the digital telephone sets can be used interchangeably, and trunk cartridges are also transferable (from CICS to MICS).

Perhaps most importantly with Norstar, should an SMB plan on evolving to IP telephony sometime in the future, there is a significant degree of investment protection to help offset the costs of migration. For example, all Norstar fiber trunk and station modules can be migrated to the BCM200/400 platforms. In addition to this, as BCM has the same user interfaces as Norstar and can use the same digital telephone sets (i.e. the [Business Series Terminals](#) portfolio), there is no need for

significant retraining. And perhaps most importantly, all these digital telephone sets can be re-utilized in a Norstar to BCM migration situation, which can result in an investment protection level of up to 80 percent.

All of this translates into significant capital savings, minimized training costs and a seamless customer migration path — both within the Norstar portfolio or in evolution to a BCM situation.

Nortel continues this tradition of helping customers protect and prolong their communications investment with the BCM portfolio, as all digital and/or IP telephone sets, as well as BCM's Media Bay Modules, can be easily transferred within the portfolio — from BCM50 to BCM200 to BCM400.

Last, from an investment protection perspective, it's also important to note the inherent value of BCM as an IP-based convergence offering. As the market continues evolving towards IP, Nortel will

continue to heavily invest in innovative, value-added, IP-based applications — both internally and with world-class partners through our comprehensive [Nortel Developer Programs](#).

Business model dynamics

Perhaps one of the most important criteria when determining whether Norstar or BCM is the best fit is to take a look at the business' specific environment — the industry, business model and plans for the future. Converged IP offerings like BCM can deliver a significant degree of cost savings, productivity enhancements and customer service improvements, but to truly understand the value it all boils down to what a business wants to do — now and in the future. Which leads to the bottom line...

The bottom line

Although there are many potential business benefits from a converged IP telephony solution, businesses need to internalize them to their specific needs — to closely examine both where they are today and where they want to be in the future.

Nortel's strategy is to offer customer choice and the flexibility to seamlessly evolve to IP telephony if and when it works for their business, while maximizing their total communications investment. IP-based convergence can deliver significant benefits to SMBs, and is quickly becoming the communications blueprint for the future. But the bottom line is this: convergence makes sense when it makes sense for your business.

Find out more about how Nortel's communications solutions can help small and medium-sized businesses and branch offices increase employee productivity and satisfaction, streamline business operations and costs, and deliver superior customer service. Contact your local Nortel reseller or visit us at www.nortel.com/smb.

Figure 1. Positioning Norstar and BCM to meet SMB needs

SMB needs	Norstar	BCM
Core communications	<ul style="list-style-type: none"> > Reliable/secure voice and messaging > Comprehensive call center applications > Remote system management 	<ul style="list-style-type: none"> > Reliable/secure voice/data and messaging > Comprehensive and advanced multimedia call center applications > Simplified, centralized management across Nortel's SMB portfolio
Employee mobility	<ul style="list-style-type: none"> > Within or near the office 	<ul style="list-style-type: none"> > Within or near the office > External mobility for road warriors, teleworkers, etc.
Growth types	<ul style="list-style-type: none"> > Approximately 224 users 	<ul style="list-style-type: none"> > Approximately 192 users, plans to increase > Multi-site, M&A, MACs > Try and buy applications
Investment protection	<ul style="list-style-type: none"> > Within Norstar portfolio > Migration to BCM 	<ul style="list-style-type: none"> > Within BCM portfolio > IP application development
Business model	<ul style="list-style-type: none"> > Static industry/business model 	<ul style="list-style-type: none"> > Dynamic industry/business model > What IP can do for you?

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