



## ›THIS IS THE WAY

TO MAKE CONVERGENCE AFFORDABLE AND  
AVAILABLE TO THE SMALLEST BUSINESS SITES

›THIS IS NORTEL™

### Product Brief

#### Nortel Business Communications Manager 50

*Now small business sites can enjoy affordable, converged voice and data communications that were previously only available to larger organizations.*

#### **Telephony and converged voice and data services — traditional telephony, IP telephony or a mix of both — all in one package**

If your organization has one or more small sites, franchises or branch offices — with perhaps a few users or a few dozen — no doubt you've been seeking the most cost-effective, productive and reliable way to connect people and locations.

And no matter what business you're in, you'll want to project the best possible image and customer service, so you can distinguish yourself from the competition. You'll want your employees to be able to exploit resources on the Internet and company LAN, but without letting Internet viruses and hackers exploit them. And you need high-end performance and capabilities, but at a low cost of ownership.

The answer is a Business Communications Manager system from Nortel — an all-in-one platform for the converged voice and data needs of small to mid-sized business sites. Business Communications Manager is distinctive in providing a choice of IP-enabled or pure IP strategies, with simultaneous support for IP and traditional business sets — and smooth migration from one to the other.

Three models offer choices for every application — from small businesses or branch offices with only a handful of extensions, to a multi-location business with hundreds of voice and data ports — at a price point to suit any site.

The Business Communications Manager 50 platform is ideal for businesses that need up to 20 stations with room to grow to 40+ stations with advanced capabilities, such as robust telephony features, voice



messaging and unified messaging, IP networking, Internet/ intranet access, contact centers with skills-based routing, IP telephony to users' desktops, and an integrated router option for Ethernet or ADSL broadband access.

Since the Business Communications Manager 50 is an integrated solution, you know these applications will work together. You won't get lost in a maze of stand-alone devices, software upgrades or a tangle of cabling — everything you need is right there in one compact unit that can be managed from a single, intuitive software application.

### **Transform communications from basic utility into competitive advantage**

The Business Communications Manager 50 platform delivers clear benefits for your business today, and really proves its value over the long term, especially as your business grows and evolves.

**Improve customer and client satisfaction** with prompt and efficient call handling that enables callers to reach you anytime, anywhere. For example, with automated attendant and voice messaging functions, customers can make inquiries, place orders or schedule service any time of the day or night.

**Enhance employee productivity** with the richest portfolio of convenience and control features, secure Internet access, and provide the means for users to stay in touch when away from their desks.

For example, call forward and redirect features enable you to customize internal call routing as staff members visit other offices, move or change responsibilities.

**Increase revenues** with optional call center and self-service applications that make it easier for customers to do business with you. For example, skills-based routing sends callers promptly to the agent most qualified to help them.

**Reduce costs** by streamlining administration, centralizing messaging and management applications for many sites, using your existing LAN and the Internet to securely transmit voice and fax calls, and capitalizing on new IP services.

**Optimize the network** with the ability to use your existing LAN to carry voice/fax calls, and interworking with third-party network elements and applications. You can order your Business Communications Manager 50 base unit with integrated Ethernet or ADSL router — that's one less element to think about.

**Match the pace of business success.** Software and system expansion modules enable you to grow naturally as your business needs change, both in capacity and features.

**Migrate to convergence in phases** from today's hybrid environment to pure IP. Whether you're ready for convergence today, or a year from now, your options will be open and your investment secure.

### **Project a corporate-caliber image at a small-business price**

The affordable Business Communications Manager 50 unit, scaled for small sites, comes pre-loaded with hundreds of features and a full suite of integrated applications. As your business grows and its needs evolve, you can activate more capabilities just by entering a key code. Consider the possibilities:

- › **One of the industry's largest portfolio of telephony features** — more than 400 in all — lets you process calls with exceptional reliability, efficiency and flexibility. You can be sure that all callers receive prompt, professional treatment. Employees enjoy convenience, productivity and control features that reduce phone tag and frustration. For example, the system can put a call on hold to page a person, who can then pick up the call from any extension.
- › **Voice messaging** enables callers to leave important information on a mailbox for a selected user, department or groups of users. The system adds call information, such as calling line ID, time and date of the call and priority level. Employees can record their own personalized greetings and enjoy password-protected access to their messages from anywhere. Mailboxes are virtually unlimited, as the Business Communications Manager 50 provides 100 hours of message storage.

**The power of Nortel Business Communications Manager — perfect for organizations with 3 to 20 users, yet scalable to serve 40+ users if needed.**

- › **Automated attendant** answers calls 24 hours a day with your personalized greetings and routes calls to the right people, departments or voice mailboxes — according to time of day, day of week, holiday schedule and calling line ID. The routing logic can include multiple levels, so callers can self-direct to exactly the right destination.
- › **Unified messaging** converges voice, fax and email messages onto users' PCs or laptops, to be managed by one standard application, such as Microsoft Outlook or Exchange. This convenience can be a real time-saver, especially for users with heavy call volume.
- › **Convergence** of services over IP supports powerful new e-business applications that improve operations and customer service, cost-effectively extend network services to remote workers, increase portability, simplify moves and changes, and eliminate toll charges for site-to-site calls.
- › **Universal Internet Access** gives authorized users access to the company intranet or the Internet. Optional security features — such as authentication, encryption, firewall and virtual private networks (VPNs) — provide safe connectivity among business sites and for mobile or home-based employees.

- › **Call Center** distributes incoming calls among up to 10 active agents or designated employees, to create an order desk, reservations department, customer service group or technical support center. Calls can flow into two queues aligned with agent skills, so callers have an express lane to the right destination, and agents can give the best possible service.
- › **Computer Telephony Integration (CTI)** enables you to use third-party, PC-based applications to control telephone services, such as a click-to-call company directory or automatic screen “pops” of a customer’s account status alongside a customer’s call.

It’s simple to activate, set up and manage these applications from any workstation that has LAN or Web access, using a standard management application called Element Manager and “Start up Profile”.

## Put the power of Business Communications Manager in users' hands

To end users, the telephones that sit on their desks are the system. It’s the critical interface that determines how easy it is for them to use the phone system, and in turn, how productive, effective and satisfied they will be. That’s why Nortel offers a wide range of user-friendly telephone sets to fit any niche in the business, from the front desk to the conference room, from supervisors who spend their days on the phone to mobile workers who are never at their desks.

### *For traditional digital telephony...*

There’s an entry-level, single-line telephone ideal for public areas such as cafeterias and lobbies... a choice of multi-line, display telephones and consoles for moderate to high-volume users... cordless phones, plus an audio-conferencing unit.

Finally, the advantages of convergence, made affordable and practical for the smallest business locations.

Deliver premium levels of professionalism and service quality, and customers will want to keep doing business with you.

**Business Communications Manager platforms simultaneously support a choice of digital and IP telephone sets, so you can retain existing sets as you upgrade the core of your communications system, and you can converge services over IP in phases to fit your needs.**



*When you want to take advantage of IP on the network side...*

Your employees can use any combination of IP and non-IP telephones, extending your investment in digital business sets while migrating to convergence in stages.

*When you're ready to extend convergence over IP to users' desktops...*

There's a choice of industry-standard, multi-line IP telephones with integrated LCD display screens, and an IP "soft-phone" that transforms an existing laptop or desktop PC into a converged voice/data communications platform.

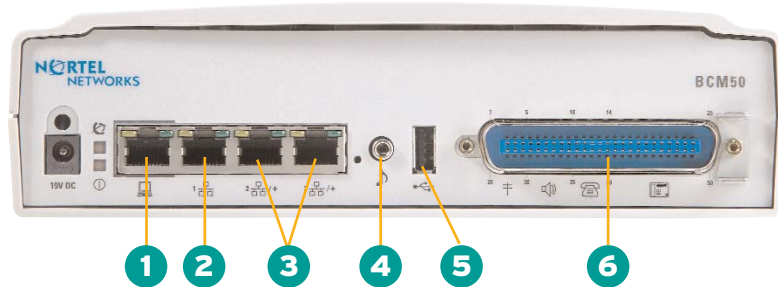
Since a single Business Communications Manager 50 unit can support any combination of these phone sets, you can mix and match for the best economy and utility. And as you upgrade from one Nortel communications system to another — such as from Norstar\* to Business Communications Manager, or from a Business Communications Manager 50 to a Business Communications Manager 200 or 400 model — you can choose to keep the same telephones on users' desks.

### **Buy only what you need today. Expand as needed.**

**Add capacity.** The Business Communications Manager 50 base unit was designed to meet the interface requirements of many small businesses and to be affordable for sites with as few as 3 to 20 stations. However, this scalable platform grows to support more than 40 digital set users and 32 IP set users. Buy only the ports you need today, and activate additional ports later as you need them.

When you need to grow beyond the base unit, just add media bay modules in building-block fashion to add ports

With an easy-to-use and highly flexible architecture, the Business Communications Manager 50 enables small sites to benefit from convergence capabilities that were previously only available to much larger organizations.



1. One 10/100 Ethernet port supports system programming and management.
2. One 10/100 Ethernet port supports converged LAN communications.
3. Two 10/100 Ethernet ports support LAN connectivity or connect to optional expansion units that support additional lines or stations.
4. An input jack provides a second option for music on hold.
5. The USB port supports enhanced capabilities for system management.
6. An RJ-21 connector on the front panel supports up to 4 analog trunks, 4 analog stations, 12 digital stations, music on hold, outbound paging and auxiliary relay output.

in various combinations of lines, trunks and extensions. You can activate those ports at any time by downloading a simple keycode. Unlike other systems on the market, you don't have to replace the core hardware.

**Add capabilities.** Since all features and applications are pre-loaded onto your Business Communications Manager system, these too can be easily activated through the use of a simple keycode. If you're not sure which applications are right for your business, Nortel makes it easy to decide by offering a 60-day free trial for most applications — from voice messaging to the latest CTI applications.

**Upgrade without an overhaul.** Through open standards and an "evergreen" development strategy, Business Communications Manager 50 platforms fit well in hybrid environments that contain a mix of analog, digital, IP and wireless services. And since it interworks with other Nortel key/PBX systems, larger Business Communications Manager systems, and with our portfolio of convergence call servers, you have a smooth migration path — wherever your business success leads you.



**Easy to install.  
Easy to manage.**

For administrators and users alike, the phone system should be almost invisible — a no-worry, no-hassle conduit for all the critical information flow of business. True to that proposition, Business Communications Manager 50 systems are straightforward, reliable, cost-effective, easy to install and easy to use.

The Business Communications Manager 50 comes in a rugged, plastic enclosure about the size of a package of printer paper. This compact, all-in-one unit can stand alone on a desktop, be mounted in an optional 19" equipment rack, or wallmounted with an optional mounting bracket.

**Simplify administration with integrated management tools.** Installation and configuration are a snap, because the Business Communications Manager 50 comes with its own intuitive management application. In fact, you can monitor and program the entire system, with its many capabilities, from just a few windows of the software. You don't even have to have a PC or IP connection to manage the unit, because most functions can be programmed through any connected telephone set.

**Easily manage large, distributed networks.** If your enterprise network includes hundreds or even thousands of Business Communications Manager systems — even a mix of models, you can manage all those systems efficiently from a central location. The Nortel Network Configuration Manager helps you create and maintain a centralized database of system configurations, so it's fast and easy to bring new systems online, back up system information, and restore system information from archived data.

**Take advantage of centralized applications.** You can further streamline network administration by centralizing applications for messaging and management, and distributing those capabilities over your IP network. In addition to saving money, your organization benefits from standard greetings, global administration, and a consistent interface and experience across the entire network.

**Integrate telephony and data with one cost-effective device.**

The Nortel Business Communications Manager 50 system combines the best elements of high-end digital PBX phone systems, cutting-edge convergence solutions and robust data networking in one

affordable package. By integrating advanced data networking and comprehensive telephony features in a single device, Business Communications Manager 50 delivers a level of system integration and flexibility rarely seen in the industry — and certainly uncommon for small business locations. Combine this with quick setup and ease of operation, and Business Communications Manager 50 is clearly the logical choice for your business.

**From Nortel. This is the way business gets done.**

Don't take chances with your business communications. Count on the company that has been delivering telephony and data systems to the world's largest service providers and enterprises for decades — the company that pioneered the digital revolution, reinvented business networking in the Internet Age, and leads the market in small/medium business telephony today.

To find out more about how Nortel Business Communications Manager systems can help you boost employee productivity and satisfaction, streamline business operations and costs, and deliver superior customer service, contact your local reseller or visit us on the Web at: [www.nortel.com/bcm](http://www.nortel.com/bcm)

Easy installation and set-up for worry-free telecommunications



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For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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