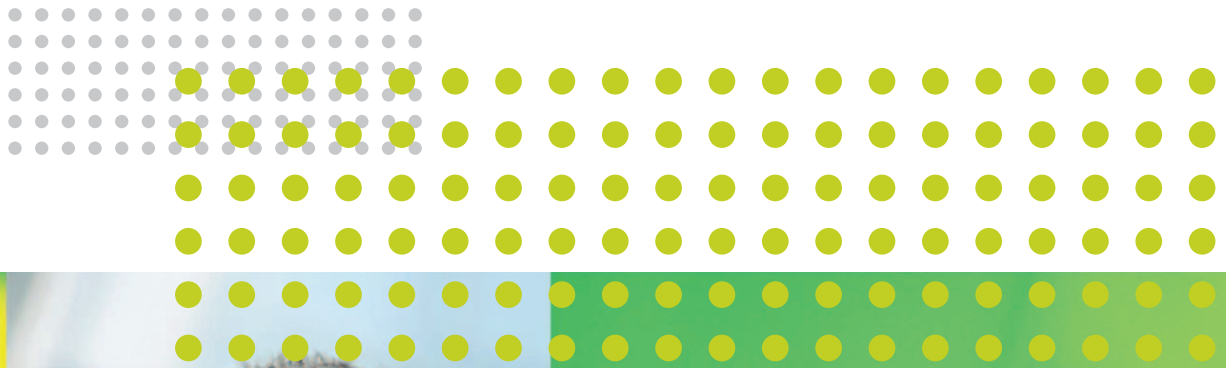


## Alcatel-Lucent Business integrated Communication Solutions – BiCS

The single-server solution that evolves  
with your business





## Large enterprise communications on a mid-sized budget

One of your objectives is to grow while competing with larger rivals. To achieve this, you need all of the advanced functionality, reliability and sophistication of larger organizations' communication solutions — but adapted to your budget. Implementation and maintenance must be fast and easy.

**The Alcatel-Lucent Business integrated Communication Solution (BiCS)** is specifically designed to help enterprises with up to 1000 employees benefit from more dynamic communications. It delivers advanced, yet flexible communications that help you interconnect your network, people, processes and knowledge for cost

control. It's also cost-optimized to keep expenditures under control as you position yourself for future expansion.

With the Alcatel-Lucent BiCS, you have all of the necessary software and licenses for a comprehensive, application-enabled communications system on a single, industry-standard server.

This innovative, single-server design is vital for enterprises that want to reduce the cost and effort of provisioning, testing and managing servers and don't want the issues around installing additional servers every time they deploy a new communications application.



## Simplify your path to advanced communications

To compete effectively, you must become more agile, mobile, knowledgeable and fast. New and innovative applications that let the right people connect at the right time, on the right device, at anytime, and from anywhere, will help you evolve your business models. But you don't have the time, money or resources for complicated information technology (IT) upgrades.

With the Alcatel-Lucent BiCS, all of the advanced communications applications needed to achieve your business objectives are at your fingertips — ready to go when you are.

### **Empower your teams**

Because all of the applications on the Alcatel-Lucent BiCS are pre-installed and pre-integrated, compatibility

between applications is never an issue. Your teams enjoy faster access to new communications capabilities. And your IT department enjoys reduced operating costs, simplified deployment and management.

### **Deliver the latest capabilities — easier and faster**

With the Alcatel-Lucent BiCS, there's no need to install a new server every time you want to provide advanced communications capabilities. With our "pay-as-you-grow" approach, provisioning a new service based on the latest converged voice-data and Session Initiation Protocol (SIP) technologies is fast and easy. Remote activation of new user licenses further simplifies IT operations as you grow your organization.

## Evaluate new applications for free

Free user licenses for any of the pre-installed applications let you evolve at your own pace and let you “try-before-you-buy” to ensure new applications fit your needs. Your organization can evaluate innovative new applications, such as Alcatel-Lucent OmniTouch™ 8600 My Instant Communicator, with no financial commitment or risk.

## Lower your total cost of ownership and reduce your environmental footprint

With a single server to purchase and manage, your TCO is lower than it would be if you had to maintain multiple servers. The single server also requires a smaller footprint, consumes less power, and dramatically reduces your equipment recycling burden. Because the Alcatel-Lucent BiCS enables teleworking, it further contributes to your eco-sustainability efforts.



## All-in-one access to industry-leading communication solutions

The Alcatel-Lucent BiCS combines all of the industry-leading communications capabilities of six standalone Alcatel-Lucent products on a single server:

- Alcatel-Lucent OmniPCX™ Enterprise Communication Server
- Alcatel-Lucent OmniVista™ 4760 Network Management System
- Alcatel-Lucent OmniTouch 8600 My Instant Communicator

- Alcatel-Lucent OmniTouch Contact Center Standard Edition
- Alcatel-Lucent 4645 Voice Messaging Services
- Alcatel-Lucent OmniTouch Fax Server

By providing all of these powerful capabilities in a single server, Alcatel-Lucent BiCS offers an unbeatable opportunity to cost-effectively transform your communications.

Figure 1. From multiple services on multiple servers to a multi-service mono server

- **Yesterday:** A server for each application



- **Today:** A single Alcatel-Lucent **BiCS**

## DEUTSCHE TELEKOM BUSINESS CUSTOMER UNIT SELECTS ALCATEL-LUCENT BiCS

Helmut Binder, Chief Marketing and Product Management Officer of T-Systems, explains why his organization selected BiCS as one of the platforms for its mid-market managed voice services.

“We chose the BiCS because its integrated suite of communications software offers our customers an advanced solution. It also provides the flexibility with a ‘pay-as-you-grow’ model which caters to budgetary constraints.”

## KEY BENEFITS

- “Pay-as-you-grow” to evolve communications in-line with your business
- “Try-before-you-buy” to evaluate innovative new applications with no financial risk
- Get all the latest communications technologies on a single server



## Advanced features aligned with your needs

All of the features listed below are provided on the Alcatel-Lucent BiCS. You simply activate the capabilities as you need them.



### THE AWARD-WINNING ALCATEL-LUCENT OMNITOUCH 8600 MY INSTANT COMMUNICATOR

The world's first multimedia, multisession, unified communications product to provide an integrated user experience across all communications options and across all devices.

- Unified Communications Magazine's 2007 Product of the Year (March 2008)
- Miercom Top Performer (February 2008)



TO MEET YOUR NEED FOR . . .	ALCATEL-LUCENT BiCS PROVIDES. . .
<b>Flexible telephony</b>	<ul style="list-style-type: none"> <li>• Support for up to 1000 users</li> <li>• Extended call logs and telephony presence</li> <li>• Softphone capabilities</li> <li>• Support for any combination of IP, SIP, WLAN, TDM and DECT technologies</li> </ul>
<b>Unified communications</b>	<ul style="list-style-type: none"> <li>• Alcatel-Lucent OmniTouch 8600 My Instant Communicator, which delivers voice, video* and data services with media-blending and dial-by-name capabilities through a single, intuitive user interface</li> </ul>
<b>Unified Messaging</b>	<ul style="list-style-type: none"> <li>• Access to voice mail from common e-mail clients, including Microsoft® Outlook® and IBM® Lotus Notes® and Domino®</li> <li>• Personalized voice mailboxes</li> <li>• Record online capabilities for sensitive calls</li> </ul>
<b>Increased mobility</b>	<ul style="list-style-type: none"> <li>• Access to corporate telephony features from mobile phones</li> <li>• A single number for fixed and mobile phones</li> <li>• Simultaneous ringing of fixed and mobile phones</li> <li>• Home and remote working with telephony, presence and collaboration capabilities</li> </ul>
<b>Improved customer service</b>	<ul style="list-style-type: none"> <li>• Contact center for up to 50 agents, plus leaders and supervisors</li> <li>• Agent softphones with connections to external customer relationship management (CRM) systems</li> <li>• Automated call distribution with customizable greetings, voice guides and directory access</li> <li>• Pleasant greeting with announcement, call queuing and voice guides</li> <li>• Call center reporting and statistics</li> </ul>
<b>Enhanced reporting</b>	<ul style="list-style-type: none"> <li>• Detailed call reporting and accounting and user management</li> <li>• User self-management through Web phone programming</li> </ul>
<b>Extended directory management</b>	<ul style="list-style-type: none"> <li>• The ability to add details, such as photos, office numbers and country location, to directory entries</li> <li>• Access to multiple directories, including e-mail databases, for universal look-ups and calling</li> </ul>
<b>Integrated fax server</b>	<ul style="list-style-type: none"> <li>• Support for up to four simultaneous fax ports</li> </ul>
<b>Flexible integration with third-party applications</b>	<ul style="list-style-type: none"> <li>• Web services through XML APIs or Computer-Supported Telephony Applications (CSTA)</li> </ul>

\*Requires a separate server.

## SIP-ready to support the latest multimedia applications

The Alcatel-Lucent BiCS delivers comprehensive support for international SIP standards to ensure your organization can take advantage of real-time, multimedia communications. It provides support for:

- **Public SIP trunking** to establish IP

connections to SIP carriers. This enables different types of access, compatibility with existing services.

- **SIP endpoints** to use entry-level IP phones or deploy dedicated phones to meet the needs of a particular vertical market segment.

Figure 2. Alcatel-Lucent BiCS: Delivering comprehensive communications on a single server



### TAKE ADVANTAGE OF:

- Cost-effective, full-featured enterprise telephony capabilities
- Pay-as-you-grow functionality
- Flexibility and reliability
- Easy user management

## EMPLOYEES AND CUSTOMERS WIN AS SENNHEISER BENELUX DEPLOYS THE ALCATEL-LUCENT BiCS

Sennheiser Benelux, part of the worldwide audio specialist Sennheiser Group, needed advanced services, such as mobility and collaboration, but without the costs these innovative services typically require. Sennheiser also wanted to improve its customer relationships.

The Alcatel-Lucent BiCS meets all of Sennheiser's current and future needs. Its sales force is now free to roam across countries and telework with access to a consistent set of standard and personalized communications and collaboration services. Wireless DECT phones keep warehouse staff in touch at all times. And customers enjoy a high quality of service that will further increase their loyalty to Sennheiser.



*"The Alcatel-Lucent BiCS solution creates a seamless environment for all our employees whether they are in Belgium, the Netherlands, or on the road, no matter what device they're using to stay connected. Centralized management for our voice and data communications will also significantly improve our customer's experience."*

**Eddy De Moortel, Director Finance & Operations, Sennheiser Benelux**



## Scalable and flexible system evolves as you grow

The Alcatel-Lucent BiCS provides the flexibility that lets you start small and expand up to 1000 users and 50 contact center agents. A variety of supported phone set types and network topologies gives you the flexibility to evolve to more advanced technologies and network architectures as your requirements change.

Figure 3. Easily move to higher capacities and new technologies as your requirements evolve

ADVANCED SYSTEM COMPONENTS		SUPPORTING UP TO	
Communication Server		1000 users	
Media Gateways		16 IP media gateways	
Network Nodes		5 nodes and 4 links (1000 users)	
Voice Mail	Access	16	ports
	Recording	200	hours
	IMAP server	400	sessions
Contact Center	Agent	50	agents (including softphones)
	CCA	50	clients
	Supervisors	10	clients
Network Management		1000	users
Directory		2	clients
	Entries	6000	names
	LDAP servers	5	
Accounting Tickets		2 million	
OmniTouch 8600 My Instant Communicator		1000 users (declared)	
		400 users (connected)	
Fax Server		4 simultaneous ports	

PHONE SETS
<ul style="list-style-type: none"> <li>• SIP</li> <li>• TDM</li> <li>• Analog</li> <li>• IP</li> </ul>
TOPOLOGIES
<ul style="list-style-type: none"> <li>• Multi-site</li> <li>• Centralized call processing</li> <li>• Spatial redundancy</li> <li>• SIP trunking</li> </ul>
HARDWARE
<ul style="list-style-type: none"> <li>• IP media gateway</li> <li>• Crystal hardware</li> </ul>

### Redundancy and reliability ensure high availability

Alcatel-Lucent BiCS delivers high availability and enhanced serviceability through:

- Hot-swappable RAID1 hard disk-drive mirroring
- Passive communication server
- Spatial redundancy through a second, appliance-based telephony server
- Easy back-up and restore capabilities
- A single-server design that improves mean time between failures (MTBF)

### CAPITALIZE ON OUR PARTNERSHIPS TO INCREASE YOUR SUCCESS

With Alcatel-Lucent and its network of more than 2000 partners around the world, you gain a global partner with local presence to ensure the long-term success of your Alcatel-Lucent BiCS. These partners will take the time to listen to your needs and define the customized implementation that makes the most business sense for your organization.



# Why Alcatel-Lucent?

Alcatel-Lucent sets the pace for advances in communications technologies. When you choose the Alcatel-Lucent BiCS, you benefit from all of the advantages a leader has to offer.

## Always-on, flexible framework

Standards-based and supported by the strong Alcatel-Lucent commitment to innovation and partnering to ensure your network, people, processes and knowledge are interconnected at the best pace for your business.

## Personal communication solutions

Alcatel-Lucent offers highly personalized communication solutions to connect people more effectively and efficiently so they can share knowledge anytime, anywhere, over any device and any access.

## Ongoing commitment to innovation

Alcatel-Lucent spends 2.7 billion euros annually on R&D and holds more than 25 000 patents. We will continue to pursue technological innovations that will help enterprises increase their competitive advantage.

## Lower power consumption

Alcatel-Lucent products are eco-sustainable from the edge to the data center and consume 30 to 50 % less power than the competition. Benefit from our early compliance with global sustainability standards.

## Open and standards-compliant

All Alcatel-Lucent products reflect our longtime commitment to openness and standards. We have one of the industry's strongest application partner programs and take an active leadership role in developing next-generation standards.

## Market-leading portfolio

With a portfolio of more than 650 products, a global presence and global services team, Alcatel-Lucent has the expertise and the experience needed to tailor solutions for small, medium, large and extra large enterprises in any industry.



*"BiCS is the offer we have been missing to meet the needs of mid market. It is complete, easy and simplifies the sales and post sales process."*

**Christophe Courtois, Unified Communications Marketing Manager, NextiraOne**



## Your network is becoming more eco-sustainable

All Alcatel-Lucent switches are designed for minimum environmental impact, achieving the lowest power consumption rates in most markets — and complying with environmental standards such as the Restriction of Hazardous Substances (RoHS), Waste Electrical and Electronic Equipment (WEEE) and Network Equipment Business Systems (NEBS) Level 3.

# Business Communication Solutions



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