



INSTANT SERVICE

Nov 7

9809.79

1970

Get the answers you need. Here and now.

Nortel's Simple Guide to Unified Communications

NORTEL

nortel.com

Keep your company connected

Today's global marketplace is fast-paced, ruthless and challenging, and none more so than retail banking. To make a business impact and beat your competition, you need to turn every customer enquiry into an opportunity – which requires an organised, unified team working efficiently together.

Immediate access to information, and the ability to respond in real-time is key to success. But this is an ever increasing challenge as a growing number of employees move to mobile working – with even stronger growth predicted (14.4%*) as businesses continue to adopt a new generation of mobile technology.

Getting the right answers quickly for your customers is of utmost importance. And if you're to do it right, Unified Communications is key.

"Increased globalisation and distributed work environments, demand for fast customer service, 24 x 7 access, and more customer control are key trends that place a heavy emphasis on faster access to information and ability to reach key contacts."*

* Source: Frost and Sullivan, 2006

Less is more

More often than not, the person you need to answer a query isn't available when you need them. They might be at lunch, in a meeting, working off-site, or in a training session, but the customer asking the question needs an answer there and then.

In addition, think of all the communication tools at our disposal – including mobile phones, PDAs, laptops, office phones, and more. All of which are operated and managed separately.

Combine these factors together and it's easy to see why getting access to the right people – at the right time – becomes difficult, if not impossible.

Unified Communications links all these tools, allowing you to get in touch with your colleagues, anytime and anywhere. Which means you no longer have to spend time leaving messages, waiting for answers, or reading an out of office notification.



One-click connectivity

OneTouch/InTouch, a Unified Communications solution from Nortel, is the simple, cost-effective way to help everyone in your company stay in touch, no matter where they are. It's ideal for sharing information quickly, and eliciting real-time responses.

It merges voice and multimedia solutions into a single system – including email, instant messaging, PDAs, and mobile, work and home office phones. This means you're only one click away from the information you need.

Further features include:

Presence tools

With one glance, get to see where your colleagues are, whether or not they're available, and how they would prefer to be contacted.

Audio conferencing

No more wasted time in long pointless meetings thanks to secure conferencing solutions incorporating Instant Messaging, which shows conference call commands and enables the host to see who's joined or left the call.

Multimedia conferencing

Active video conferencing and interactive document sharing enhances collaboration and real-time decision making. While the polling function enables instant user surveys.

Communication management

Prioritise and filter contacts, so the important calls always get through, and unnecessary interruptions are minimised.





What does it all mean?

Nortel's OneTouch/InTouch Unified Communications solution provides numerous benefits for you and your colleagues.

Improved productivity

Your workforce will spend less time waiting and more time working, allowing them to achieve their end-goals much faster.

Stay in touch

Employees can always be reached on the office network, even when they are away from their desks.

Faster decision making

Share information with fewer delays, in real-time, and make informed decisions in less time than ever.

Reduced call costs

Making calls through your network or the internet using VoIP (Voice over Internet Protocol) greatly reduces your costs.

Scalability

OneTouch/InTouch is designed to work today and evolve in the future, adapting to your company's growth and delivering an ongoing return on investment.

OneTouch/InTouch in action

Meet Mark.

Mark is a branch manager for one of the larger banks. His bank offers a wide range of products and services, so his team needs to know the latest information if they're to keep customers happy. But Mark knows that it's impossible to predict what customers will ask, or when they'll ask it, so he has to make sure someone is always available to give accurate answers.

Good thing his organisation has installed **OneTouch/InTouch**:

- Any one of Mark's team can contact him with urgent questions and requests, no matter where he is. All calls can be diverted to his mobile device at all times.
- Mark is only one click away from finding out where consultants and financial advisors are, and how they prefer to be contacted at any given time with the 'Friends' list.
- In the event of new lending rates, Mark can quickly organise a collaborative multi-media training course for his front-of-house staff – so his team will be able to cross-sell and up-sell more easily.
- He can use Instant Messaging to transfer information to other branches, even while he's on another call with head office.
- He can set up chat rooms for more productive meetings or impromptu brainstorming with team members.
- Best of all, **OneTouch/InTouch** extends across the entire company as well as his team, so that everyone can stay up to date with the latest information.



10 great reasons to choose Nortel

Innovation

Nortel is continually developing intelligent business telephony and multimedia applications – based on the open SIP standard, including the next wave of advanced Unified Communications as part of the unique Innovative Communications Alliance with Microsoft®.

www.innovativecommunicationsalliance.com

An end-to-end value proposition

Nortel can meet all multimedia and networking needs, including business telephony, applications, LAN, WAN, mobility and security products, for all kinds of organisations – from small businesses through to large multinational enterprises.

Superior reliability

Nortel's voice and data networks have achieved 99.999% reliability – which enables us to meet even the most demanding communication requirements for stock exchanges and government defence networks.

Multi-layer security

Multi-layer defences are built into every Nortel solution, providing extra security from hacker and virus threats. Plus, Nortel phones are designed without an operating system or open port listeners, making the phone naturally resistant to attacks too.

Ultimate flexibility

All Nortel solutions are flexible enough to meet the different requirements of every customer. For example, the systems offer multi phone support: IP, Analog, Digital, DECT cordless, WLAN IP phones and mobile phones.

Commitment to standards

Nortel actively participates on all major standards bodies, and supports an open SIP ecosystem, supporting a range of third party based phones, gateways and applications.

Investment protection

Nortel has a 25-year track record of designing investment protection paths, with an unwavering commitment to support the latest technology, while preserving existing investment.

Low total cost of ownership

Independent research shows that deploying a Nortel IP telephony solution offer savings up to 50% when compared to a competitive offering.*

*Source:<http://www.nortel.com/products/01/eedge/bcm/collateral/nn108780-060704.pdf>

Multimedia experience

Nortel has a range of award-winning multimedia applications, and is the world's No. 1 telephony system vendor**, having shipped more than 50 million enterprise telephony lines.

**Source: Canalis Q2 2005 report.

Commitment to the enterprise market

Nortel has a long heritage and track record in delivering pioneering enterprise solutions – as a result of large research and development funding – and will continue to do so in the future.



Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH UK
Phone: 00800 8008 9009 or
+44 (0) 870-907-9009

www.nortel.com/onetouch-intouch-finance

Nortel and the Nortel logo are trademarks of Nortel Networks.
Copyright © 2006 Nortel Networks. All rights reserved.
Information in this document is subject to change without
notice. Nortel assumes no responsibility for any errors that
may appear in this document.

Microsoft is a registered trademark of Microsoft Corporation
in the United States and/or other countries.

NN118641-091206-EMEA

NORTEL

nortel.com