



WE HELP OUR CUSTOMERS CHANGE THE WAY THEY COMMUNICATE

NORTEL™

Solution Brief

Time is money: what could your business do with an extra day every month?

The 30 staff at Western Elms Surgery, in Reading, UK, have gained a whole extra day each month from just one feature of their new telephone system. By ensuring that patients never get an engaged signal, and can leave a message if they don't need to speak to a member of staff, the surgery can now reliably find out about cancelled appointments, and reallocate unused time to new appointments or other productive work.

Your business might benefit from voicemail in a different, unexpected way; or it may be another feature that makes the big difference. Technology like the Nortel Business Communications Manager (BCM) 50 in use at Western Elms brings a wide range of affordable, efficiency-boosting capabilities to small and medium-sized businesses, and the surgery is certainly not alone in realising real business benefits as a result.

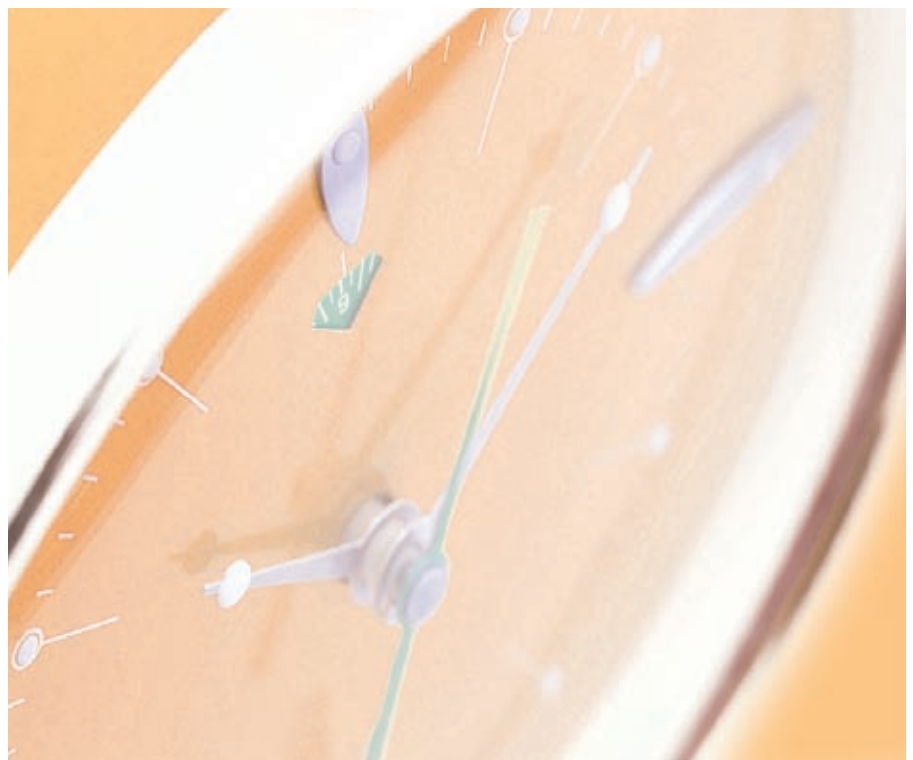
Level playing field

What could your business do if your staff could be more efficient, both in the office and away from it? If they could communicate better with one another and with customers? Advances in technology are levelling the playing field

for even the smallest business. There are now affordable solutions, like the Nortel BCM, that are simple to manage and use without any fuss or special IT skills.

Take Canadian company Apex AV Rentals, which provides audio-visual equipment for multimedia events. Its staff install multimedia infrastructure to tight timescales, and there's always more work

to be done than there are hours available. Following an installation of a BCM 50, staff in the field found extra hours in the day by using a feature called 'unified messaging'. It transformed their efficiency, letting them receive voice messages, faxes and emails at any time on their laptops and PDAs.



It's not just a phone system ...

At its simplest, the Nortel BCM is a system for efficiently managing multiple telephone extensions. As Western Elms surgery has discovered, a small business can be transformed just by using the range of telephony features enabled by the latest in today's telephony technology. For example:

- A menu facility routes appointment calls to a dedicated line, leaving reception staff free to concentrate on face-to-face patient management.
- By linking the telephone network to the waiting room audio system, doctors can page the next patient from the phone in their consulting room.
- Instead of having to remember to switch on one voicemail system at lunch, and switch to another in the evenings with a different message, the BCM handles it automatically, easily switching between alternative messages and connecting callers directly to the surgery's out-of-hours service.

...it converges your computer and your telephone

In the past, telephone technology and computer technology used completely different protocols that couldn't work together. Today, both voice and data can be transmitted using the basic protocol of the Internet: IP. This means that products like Nortel's BCM, which is an IP-based system, can handle both voice and data applications.

For example, if a customer or colleague leaves a voicemail, sends an email or transmits a fax, the BCM translates them all into IP and delivers them to different devices. It can convert a voicemail to email text, or email to a spoken message, so that they can be picked up from any computer, phone or other communication device.

Using the BCM, you can also network the computers in your office or, if you have more than one office, connect them all into one wide-area network .

The BCM runs both your voice and computer networks over one infrastructure instead of two, opening up an affordable, easy-to-manage world of networking that creates enormous savings.

Get flexible. Compete and grow.

On Hold Marketing, a small US company that provides on-hold messaging services, has used both the voice and data capabilities of its BCM 50 to compete against much larger companies. With customers across America, the company was struggling to serve west-coast customers after office hours at its Virginia headquarters, three time zones away.

The BCM changed that, because it enabled remote access to the company network. Employees were able to answer important calls and work effectively from their homes. One call answered out-of-hours led to a direct sale worth \$10,000.

Flexible working is not just for large companies. In fact, it can be more important for small and medium-sized businesses, where reputations rest on agility and the ability to meet deadlines, and extra staff can't be thrown at a problem. Flexible working lets staff work from home out of hours, or if they can't make it to the office. It lets them work effectively when travelling on business. It lets them move between offices without becoming unproductive. And products like the Nortel BCM bring flexible working and other benefits within the reach of businesses with as few as four employees.

➤ **"The Nortel solution has given us a lever to change the way we work. ...On top of this, I would say the cost-to-benefit ratio of the new system far exceeds that of any other solution we considered."**

Scott Trathen, Practice Manager,
Western Elms Surgery

www.westernelms.com



“Nortel’s BCM 50 is the ultimate answer for a small business like ours, in that we seek big-business features such as call centre, unified messaging and VoIP telecommuting solutions, at pricing levels that easily justify their deployment.”

Rich Moncure, President,
On Hold Marketing

www.onholdmarketing.com

Whether your business fits into one room or is spread across the country, the right investment in technology will enable you to reap tangible rewards. The BCM range comes in different sizes to ensure affordability for any size of business, and has cost-effective upgrade paths to support growth. The smallest of the three BCM models, the BCM 50, is designed for between 4 and 20 users, but expands up to 40. The BCM 400 handles up to 200 users.

Watch the savings mount

Dorwaal Insurance Group, a Netherlands-based insurance provider, chose BCM technology when it decided to centralise back-office operations to one location and redeploy staff to concentrate on sales. It saved 15% on its monthly telephone bills and had achieved a return on its investment within a year.

A major benefit for Dorwaal was the ease with which the BCM could be managed. Even the smallest BCM has an intuitive management system that simplifies control of features and applications, and can be managed without any special IT skills.

The larger systems can be managed remotely from any computer with a browser, and for a company like Dorwaal Insurance Group, centralised remote management has saved its small IT department two days a week that can now be used more profitably.

Any business can afford the Nortel BCM and make effective use of it, even if you don’t converge voice and data onto one BCM infrastructure. The BCM is designed to support a mix of technologies to help you migrate at the pace that is

right for you. You can use your existing digital telephone handsets to access the full range of telephony features, and enjoy the same benefits as Western Elms, Apex AV Rentals, On Hold Marketing and Dorwaal Insurance Group.

Start today

Whatever your challenges and the size of your business, technology providers like Nortel are listening and providing solutions that will grow with your business, and enable your business to grow. The BCM is not only affordable and a huge enabler for small-to-medium businesses, it’s also reliable, secure and future-proof.

Call your Nortel dealer now to find out how the BCM can add value to your business.

Nortel is a recognised leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries.

For more information, contact your Nortel representative or visit Nortel on the Web at www.nortel.com/solutions/smb

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