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The new dimension of IP

IP Communications

by Alcatel

THE BUSINESS

VISION

THE TECHNOLOGY

FOCUS

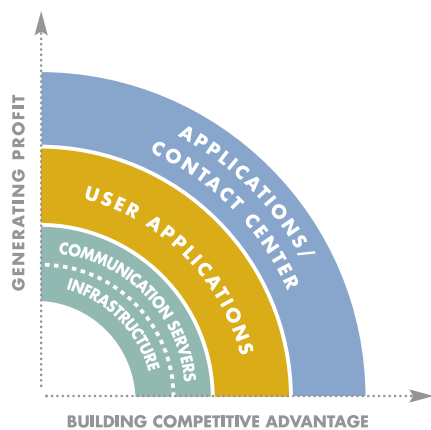
THE ECONOMIC

IMPACT

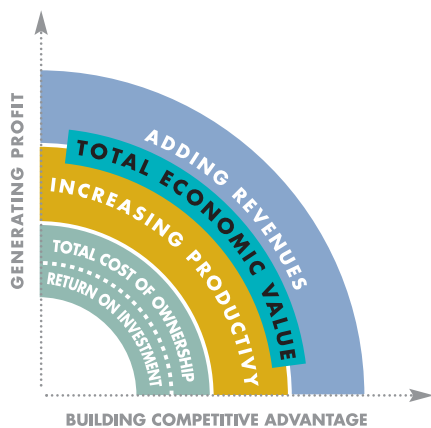


The way forward and upward

In today's competitive business world, CEOs and their IT and telecom departments share three major concerns. In a climate of rightsizing, restructuring, and seamless reorganisation, **cost reductions** are expected at all levels - every expenditure is evaluated as an investment and expected to generate real returns, **increased efficiency** and **improved customer relationships**.



Because communication – both internal and external - is at the heart of all business, IT and Telecom teams have a key role in tackling these issues. And the criteria used to assess their performance are brutally simple: time, and money.



- How quickly can the appropriate technologies be implemented?
- How soon will staff become more productive using them?
- How much existing equipment needs to be discarded?
- When does the Return On Investment make an impact?
- Will the Total Cost of Ownership be lower?
- Will customer profitability increase?

Maximizing

ROI

The Business Vision

Globally, 75% of multisite operations and large businesses are migrating to an IP business environment.

Switching to Alcatel IP communication solutions has an immediate effect on the bottom line.

■ **The external costs of operations drop significantly**, starting with the telecom bills.

In the area of network management, Alcatel IP communication solutions help optimize resources, offering maximum flexibility whether network management is an internal resource or outsourced.

Alcatel:

- Is the N°1 **Communication Solutions** provider in Europe
- Has 20% of the IP market share
- Has installed 16 million lines in large businesses - 5 million on native IP platforms
- Serves 30% of its users with IP communication

... Alcatel is therefore poised to be the European leader in IP communications.

Case Study

A welcome change

A Local Government Authority wanted to improve the quality of its citizens' welcome system by offering a single toll free number for the Town Hall, public library, swimming pool and sport center, schools, and a number of non-profit organizations. They decided to manage both data and voice communications through a single converged network.

The results

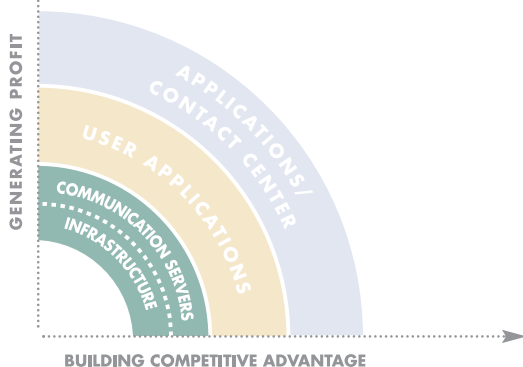
A 46% saving was made on internal IT or telecom costs, of which 25% on lower telecom bills. Additional cost savings were made by improving their response service through the implementation of an automatic IVR (interactive voice response) system. The operators, freed from a time-consuming task, were promoted to a higher-responsibility level, improving both employee motivation/productivity and customer satisfaction. Because the systems used were totally open, the local authority could migrate all services within a 2-year budgetary timeframe, and the reduced network management costs were leveraged across a dozen domains instead of one.



The Technology Focus

Alcatel **OmniPCX Enterprise** forms the basis of any migration to IP communications. Incorporating the latest technologies (Linux, XML, SIP, VXML), it is based on open standards (SIG, DPNSS), provides a pure software communication management platform, and offers:

- **High Reliability** in real-time telecommunication: an unmatched 99,999%.
- **Complete Scalability** allowing any number of users (from 10 to 50,000) to be connected across multiple sites.
- **Architectural Flexibility** allows minimized investments with a complete choice between **dual IP and TDM**, and ensures interoperability and standard openness. As a result, you can **migrate smoothly**, at your own pace and where it makes economic sense.
- **Simplified Management** thanks to one identical communication software across the enterprise, which is fully unbundled from the underlying infrastructure. One single open management platform, Alcatel **OmniVista**, to monitor both voice and data environments.
- **Intelligent Networking** which provides benefits of cost reduction mechanisms to all users across sites. For instance, ARS (Advanced Route Selection) is available from any site without duplicating the software.



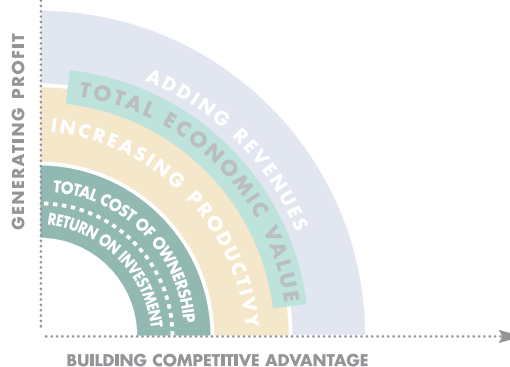
The Economic Impact

Going IP does not necessarily mean throwing away existing equipment.

With Alcatel, and only with Alcatel, you decide the pace of your migration; workstation by workstation, department by department, branch office by branch office.

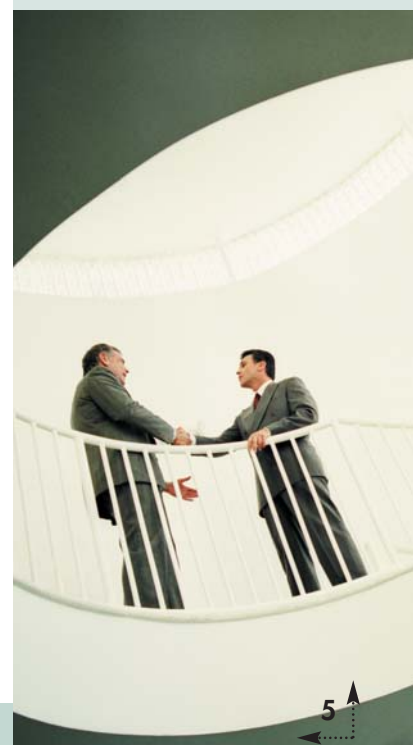
You can also choose to implement IP across the entire organization all at once. Making it entirely your decision allows you to make an upstream assessment of the existing infrastructure, highlight strengths & weaknesses, measure readiness to adopt IP, and map the migration route through the organization.

Converging telecom and IT networks in an IP solution means less cabling, fewer technical hitches, less troubleshooting, and identical service levels across the organization through centralized resources.

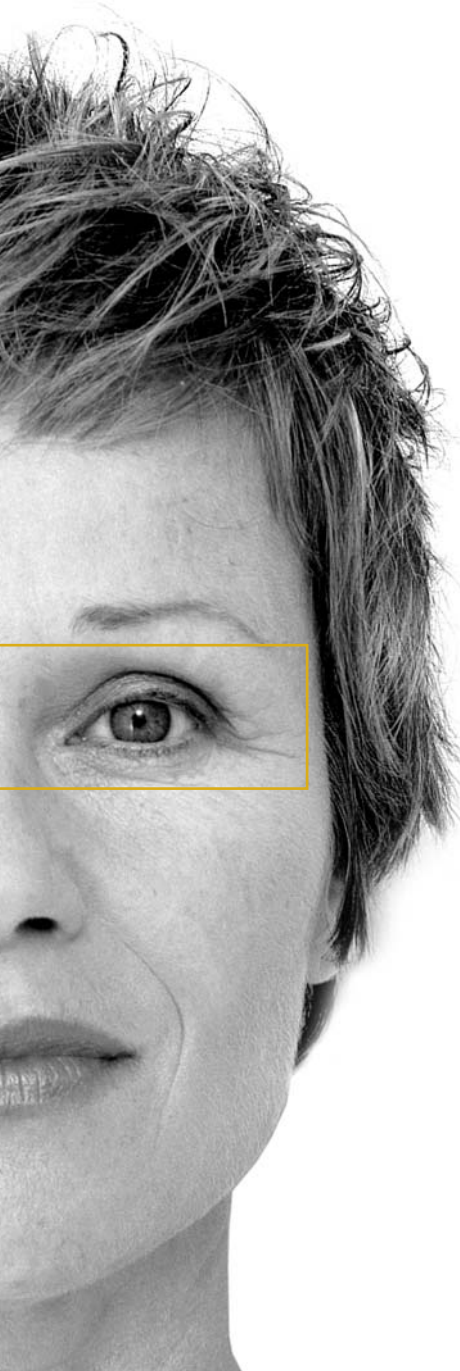


A rapid and measurable Return On Investment is visible through:

- Shared bandwidth in multi-site networking yields **5 to 30% savings** in subscription and communication costs
- Centralizing applications yields **5 to 20% savings** in carrier subscription and communication costs
- Integrated management of data and voice networks yields **10 to 40% savings**
- Centralized maintenance, upgrades and related operations yield **5 to 20% savings**
- Moves, Adds and Changes (MACs) yield **20 to 40% savings**
- **30 to 60% savings** in cabling!
- Smooth migration path yields **20 to 50% savings** in PBX annual hardware investment



Increasing Efficiency



The Business Vision

While everybody expects real-time access to nearly everything, each have their own profiles, roles, needs, priorities, and preferences. Yet the information and communication infrastructure they depend on is unique, and should be designed so as to meet all of their expectations and deliver real **efficiency gains**.

Corporate employees are now highly dependent on technology to achieve productivity gains. Sales people on the road need to access an urgent email from their car, or send an email by phone. Executive assistants need to update their various directories all at once. After-sales service agents need to access detailed client information when on call.

With Alcatel OmniTouch Unified Communication applications, merging all these diverse communications media becomes a reality.

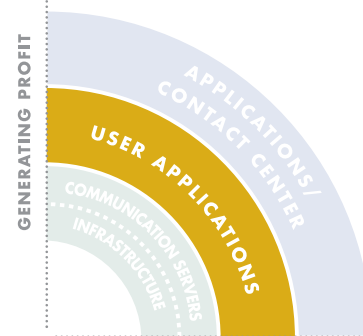


The Technology Focus

Combining Alcatel **OmniPCX Enterprise** and Alcatel **OmniTouch Unified Communication** solutions opens a whole new world of functionalities.

All messages get through to the user wherever he is, or he can re-route his calls to preset priorities.

He is contactable in any format; traditional phone, GSM, or email on PC or PDA. Functionalities like *My Assistant*, *My Messaging* and *My Phone*, coupled with the capabilities of Alcatel **OmniPCX Enterprise**, give project teams the freedom of individual mobility. At headquarters, working from home or in a remote office, all employees benefit from an identical level of service.

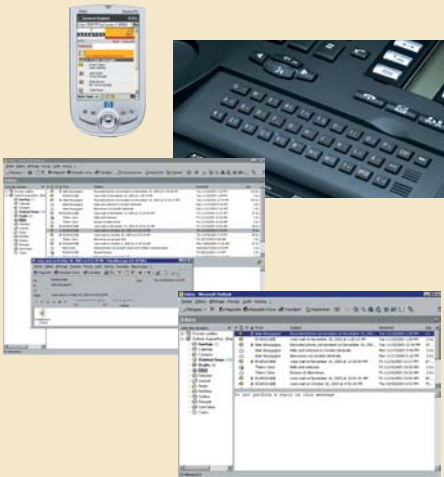


Case Study

Taking their own good advice!

A leading business consultancy specializing in complex legal and financial advice, serving a nation-wide client base with a staff of 150 consultants and administrative assistants.

Legal and financial consultancy is carried out mainly at headquarters, occasionally at clients' premises, and frequently at consultants' homes. Consultancy is compartmentalized and specialized across several layers of their client's organisation, consultants often forming specialized workgroups for complex assignments, identifying core competencies to best exploit the available in-house expertise. In effect, consultants needed to take their office - and all associated services - with them on the road.



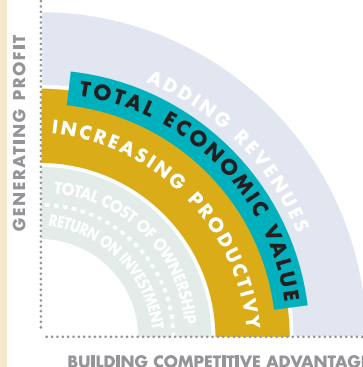
- **My Messaging:** A single multimedia mailbox for all messages, including voice, e-mail or fax. You can listen to your emails in your native language
- **My Phone:** Access all your business telephony services via your PC
- **My Assistant:** A "one number" facility (find-me, follow-me feature), so that people don't need to second guess which number will reach you
- **My Teamwork:** Provides teamworkers with a virtual meeting room with services such as conferencing, document sharing, and instant messaging
- Thanks to "Light Directory Access Protocol" (LDAP), the Alcatel dial-by-name feature can access all types of corporate directories.

This flexibility is reflected in the openness of Alcatel **OmniTouch Unified Communication** solutions, which allow unlimited scope for further customization and development, in complete synergy with existing communication applications. Alcatel's Application Partner program can integrate Alcatel IP communication solutions with most of your existing business processes and CRM applications. Your Alcatel Business Partner is there to help!

The Economic Impact

The knowledge and experience of your employees is a gold mine. It fuels your business. But, according to Giga Group, 96% of corporate information remains inside the heads of employees or in unstructured systems including individual PCs and desk drawers.

The Alcatel **OmniTouch Unified Communication** suite keeps your customers and employees connected and informed, whenever the business demands, to deliver business process continuity.



■ Intuitive access to advanced telephony services

- Manage incoming calls easily (call log, screen pop)
- Make outgoing calls simple with Universal Directory Access
Save 10% to 20% of your communication time

■ React better to customer requests

- Important calls are always connected (VIP list)
- No time wasted on unnecessary call-back
Save up to 35% of your day

■ Access and manage all media - including emails

- Easy message consultation and management
- One click to call email sender
Save up to 45% of your interaction time

■ Improve off-site mobility

- Full feature access from any linked phone or multimedia PC
- Call-back simplified
- One number reaches you everywhere
Save up to 25% of call management time

At the end of the day, it's your profitability that gets a boost.

Alcatel's IP telephony solutions fitted the bill!

Alcatel **OmniPCX Enterprise** enabled teamworkers to assign tasks within workgroups, keep in constant touch with each other and the client, and invoice accurately and efficiently.

Alcatel **OmniTouch Unified Communication** gave users a virtual workspace where they could access all the services at headquarters from anywhere in the country.

The applications available in Alcatel **OmniTouch Unified Communication suite**, such as My Phone and My Messaging, ensured employees never miss a single call, e-mail, message, or fax, as all their communications are redirected to wherever they are.

Improving Customer Relations



As part of Alcatel's no-compromise approach to quality and performance, Alcatel chose Genesys to power its IP Communications solutions. Genesys is the world's premier source of Contact Center technologies, and shares with Alcatel an ongoing commitment to leading the IP market.

The Business Vision

4 missions are critical to driving your business forward:

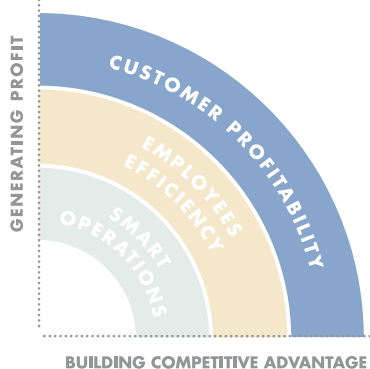
- **Selling** is a pro-active mode requiring, in most cases, outbound communication (call centers, emailing ...)
- **Customer Support** is serviced by inbound communication applications (call, emailing, internet service ...)
- **Information** is best handled by self-service devices such as interactive voice response.
- **Production** relies heavily on outbound communication tools to manage delivery, receivables, renewals and general client relations.

These four missions are handled by contact centers, providing end-users with a gateway to the business. Increasingly, customers base their impressions of a business through interaction with contact centers. Their priorities are **fast answers, first call resolution** and **personalized service**, and a choice between **live support and self help**. Companies that succeed in their contact center implementation are able to answer these basic end-user concerns.

However, Customer Relationship Management is not a "one day trip" but rather a CRM journey that can be split into different stages.

This is why Alcatel provides you with a complete end-to-end IP Contact Center - an evolutive solution from ACD, to routing engine, CTI, outbound, multimedia, with assisted and self service, deployed across multiple sites as a virtual contact center, over TDM or IP.

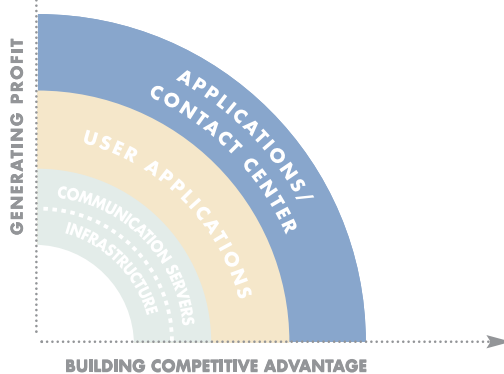
Wherever you are on the CRM journey, take advantage of the right solution for your needs, today and tomorrow!



The Technology Focus

Alcatel increases your competitive edge in the CRM journey by providing Business Protection, Evolutionary Framework and IP Contact Center.

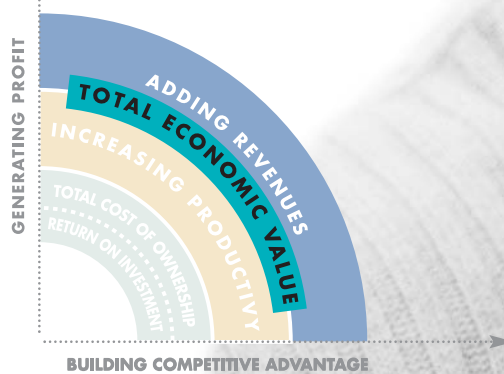
- **Business Protection** means rapid deployment for "Faster Time to Benefits", the risk control of a proven solution, and 100% reliability for no lost calls.
- **Evolutionary Framework** means your contact center evolves with your CRM journey, wherever you start. For instance, you can evolve from an ACD-based environment to an external multimedia router without any service disruption, through incremental investment.
- **IP Contact Center** means a future-proof solution able to provide the same high level of service through any communication mode (TDM or IP), when and where it makes sense, and compatibility with all business applications thanks to the latest technologies (APIs,...).



The Economic Impact

Running Alcatel *Contact Center Solutions* over IP allows you to :

- **Reduce your operating expenses** with CRM integration
- **Maximize your human capital usage:** users become reachable wherever they are, enabling you to exploit expertise to the maximum. The Contact Centre becomes a virtual pool of resources with global availability.
- **Optimize your IT resources:** agents can access IT resources anywhere, with any device. This is even more important with the increased integration of eBusiness applications.



Case Study

Banking on Alcatel

A bank wanted to improve customer preference and profitability, and chose Alcatel IP Communications. Now, clients can access the bank and its branch offices through a variety of channels thanks to the end-to-end IP contact center: voice, web, email, interactive voice response.

The "universal queue" provided by Alcatel Contact Center Solutions ensures that all of these channels are consistent, enabling the bank to have a 360° view of its customers while increasing the productivity of its agents.

For instance, a customer wanted to perform a transaction through the web. He was able to access a live agent to guide him through the transaction. Once it was done, the IS was automatically updated and an email was sent directly to the customer with the transaction details.

Result: profitability improved by 20%, and customer preference increased by 50%.

Alcatel

the right choice

■ Industry leader

Alcatel is a world leader in telecommunications and Internet technology. For more than a century Alcatel has designed and engineered innovative, best-of-breed technology that has won awards and satisfied customers around the globe. Alcatel is a primary source of new technologies for the communications industry and has over 25,000 relevant technology patents.

■ Excellence and experience

Alcatel is number one in IP-PBX in Europe and is present in 130 countries all over the world and currently supports 500,000 enterprise customers.

■ Technology pioneer

Our Omni product family is the most highly-awarded set of IP communications solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovation and its implementation of open standards.

■ Service and Support

Successful IP Solutions need to be accompanied by solid service offerings. Fortunately, you have access to a highly skilled Alcatel Professional Services team who work together with you and your Business partner to customize the Alcatel solution to your current and future environment.

Alcatel Professional Services include assessment, design and implementation which ensures that Alcatel's solution meets your specific business needs.

This team provides a high level of specialized support to a worldwide network of skilled and prestigious Business Partners delivering performance as well as assuring your peace of mind.

The **Alcatel Professional Services** help Business Partners to improve their customer satisfaction and loyalty, offering experienced resources, means and tools to provide the best suited support, and leveraging years of experience to turn realistic commitments into tangible results.

■ Analysts endorse Alcatel

In the Corporate Enterprise Telephony and Contact Center infrastructure, Alcatel is seen by Gartner as a **leader** and **able to execute** core capabilities: corporate strategy, technical innovation, market share in telephony or network infrastructure, telephony capabilities, financial strength, and indirect channel distribution.



The Business Partner network

A worldwide resource of Business Partners - accredited through a demanding Business Partner Program - is ready to help you choose the Alcatel solution right for your business needs. Our skilled and highly experienced Business Partners will bring you customized services from Audit & Design, through Implementation and Project Management to Maintenance and Operations.



The Alcatel Applications Partner Program

Third-party applications benefit fully from the potential of Alcatel products through The **Alcatel Applications Partner Program (AAPP)**, which provides easy interfacing for Alcatel communication products covering infrastructure elements, platforms and software suites, through a full array of standards-based application programming interfaces (APIs) and fully-documented proprietary interfaces.

Examples of interoperability test reports are available on Alcatel website www.alcatel.com