

Nortel Networks Norstar Integrated Communications Systems Portfolio

*Flexible, Reliable and Scalable –
Delivering Powerful Solutions
to Small and Medium Businesses*



Norstar's powerful solutions

*support your business goals
so that you can focus on*

your business, not your network.

Whether you are a standalone business office, multi-site business, franchise, branch office, or department within a larger organization, your business relies on your phone system to perform every time you pick up the receiver or push that button. You need a simple-to-use telephone system with practical, scalable features that does not require costly end-user training to be effective.

You need a cost-effective system to fit your budget today, with the capacity and scalable applications to secure that competitive edge as you grow. Norstar* Integrated Communications Systems offer end-to-end solutions to small and medium-sized businesses and branch offices to enable you to focus on your bottom line – your business.



Practical solutions meet your needs today and give your business room to grow

Norstar Integrated Communications Systems: Providing Superior Reliability for Your Communications

Every Norstar solution begins with an Integrated Communications System (ICS). This fully digital platform brings together all your communications – voicemail, fax, email, computer and telephone – right at your desktop. The communication needs and size of your business will help determine the best system for your company. Whatever system you choose, every Norstar ICS offers these important advantages:

High bandwidth to the desktop lets you use applications like ISDN and Computer Telephony Integration (CTI) without changing your existing wiring.

Modular, scalable design lets you choose the system that fits your needs today, while planning for the future.

Digital technology creates a platform for current and future PC-based applications.

Outstanding quality makes Norstar one of the most durable and reliable voice solutions available, delivering one of the lowest failure rates in the industry with a tested mean time between failure (MTBF) rate of 100 years for the Compact ICS.



Figure 1:
Norstar Integrated Communications Systems offer practical solutions. Models from left to right are the Norstar Compact ICS, Norstar 3x8 and the Norstar Modular ICS.

Norstar 3x8 Integrated Communications System (ICS)

Simple, yet sophisticated, this unit was designed specifically for small businesses and supports:

- Up to 3 CO lines and 8 telephone extensions
- Voicemail, automated attendant and telephone support
- All Business Series Terminals, including fully-featured digital functions with LCD and soft keys

Norstar Compact Integrated Communications System (ICS)

A flexible building-block design expands with your business easily and cost-effectively:

- Grows from a 4x8 to an 8x24 capacity
- Supports voicemail, automated attendant, telephones and CTI support
- Allows you to easily add enhancements as your business needs change
- Supports all Business Series Terminals

Norstar Modular Integrated Communications System (ICS)

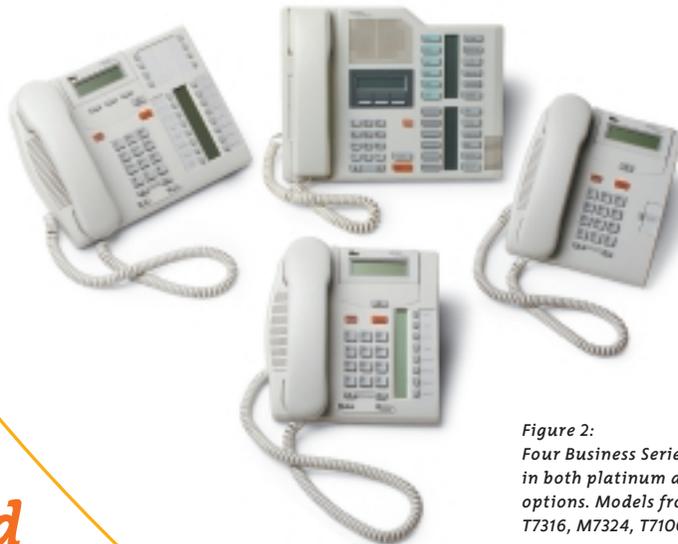
Designed to be both flexible and scalable, there is ample room to expand the software and hardware capacity of the Norstar Modular ICS supporting:

- Up to 272 ports in various configurations, including 60 Companion* wireless telephones
- Advanced integrated applications: voice messaging, unified messaging, digital networking, enhanced call centers and speech recognition
- Software and system expansion modules that let you grow as your business needs change
- All Business Series Terminals and Companion wireless telephones

Intelligent Business Platforms

Norstar Telephones: Helping to Increase Your Business Productivity

To end-users, the telephones are the system. Your telephone is the most critical interface to your business productivity. Internal communications, customer services, and business-to-business activities – they are your lifeline to business communications. Nortel understands that the user's perception of the telephone and the manner in which it delivers services is the benchmark by which a voice system is measured (see Figure 3). Norstar offers a wide range of user-friendly Business Series Terminals, to fit any need in your business (see Figure 2) – from the front desk to the conference room, and anywhere in between. For business people requiring wireless mobility throughout the workplace, the Norstar Companion wireless telephone and headset offers the same powerful features as the desktop telephones.



*Figure 2:
Four Business Series Terminals come
in both platinum and charcoal color
options. Models from left to right are
T7316, M7324, T7100 and T7208.*

***Simple,
efficient tools
drive increased
productivity***

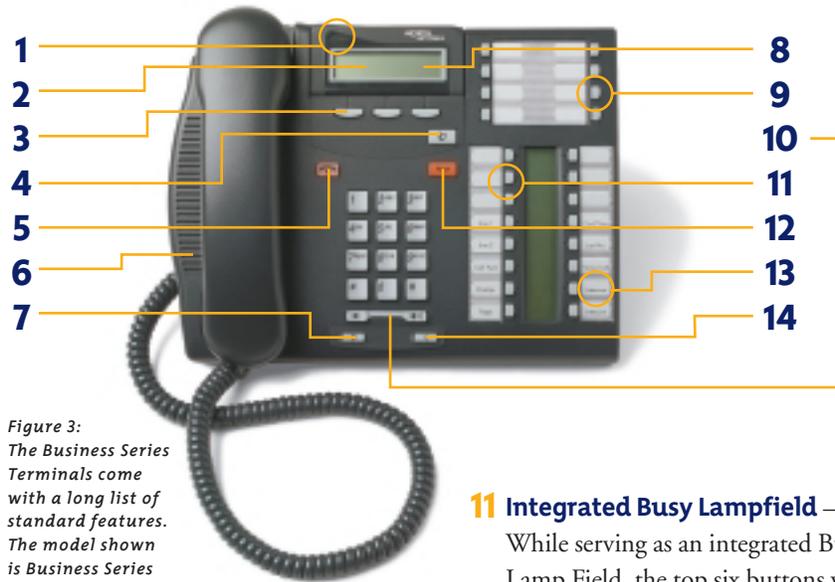


Figure 3:
The Business Series
Terminals come
with a long list of
standard features.
The model shown
is Business Series
Terminal T7316.

1 Message Waiting Indicator (MWI)/ Visual Ringing Lamp (VRL)

– All T7100, T7208 and T7316 telephones are now equipped with an intelligent red LED to keep you aware of incoming messages with a single glance. Four unique patterns include: fast flash – phone is ringing, on another call or you’re away from your desk; slow flash – call on hold; solid pattern – message waiting; blank – phone is idle.

2 Call Log – You can easily find out exactly who has called while you were away from your desk. The Call Log leverages Calling Line Identification (CLID) services to show a record of incoming call information – including date and time of calls as well as number of repeated attempts.

3 Soft Keys – Communications are further simplified by three soft keys on the T7316 and the M7324 that let you select the appropriate action with just one touch of a key – without the need to remember cumbersome commands.

4 Feature Button – Just press this button to quickly program or use one of the many features on the Norstar and Nortel Networks Business Communications Manager (an integrated voice and data solution) voice platforms.

5 Release Button – No need to lift and replace the handset to hang-up after a handsfree call – just press the release button.

6 Built-in Speaker – High-quality audio enables handsfree conversation, background music, group listening, and paging announcements. A crisp speaker saves your neck and ear during long calls and avoids any conversation distortion.

7 Mute Button – You can use the mute button to listen without being heard.

8 LCD Window – The Business Series Terminals have LCD Windows that walk you through Norstar and Business Communications Manager features step-by-step so you can easily transfer calls, establish conference calls, respond to messages, and leverage network and application services. The LCD Window will identify the person calling before you answer if you subscribe to CLID services from your voice services provider. The LCD Window allows you easy access to advanced applications – such as Voice Mail, Fax Messaging, and Dial-by-Name – without the need for studying instruction manuals. And to make viewing even easier, the T7100, T7208 and T7316 telephones feature fully adjustable tilt LCD Windows.

9 Memory Buttons – Need quick access to the numbers of your most important customers? You can easily program frequently used numbers for one-touch dialing. You can also program the memory buttons for quick access to system features or network services. The choice is yours – customize the phone for the way you work.

10 Volume Control Bar – You can easily and quickly adjust the ringer, handset, headset, or speaker volume by merely tapping the volume control bar to accommodate soft-spoken customers or to hear an important incoming call when you step away from your desk.

11 Integrated Busy Lamp Field – While serving as an integrated Busy Lamp Field, the top six buttons with LCD indicators provide one-button access to any combination of features, internal autodials and external autodials. You can easily customize each phone to meet the needs of each user. For example, if you meet frequently with customers in your office, you can program a button for “Do Not Disturb” and avoid interruptions by merely pressing a button.

12 Hold – A simple touch of a button places callers on hold – with tones or music to assure them that they have not been disconnected. External calls on hold play periodic reminder tones, and Exclusive Hold – available as a simple feature code – prevents co-workers from inadvertently picking up your call from their sets.

13 Memory, Line or Intercom – The T7316 provides 10 programmable buttons with LCD indicators that can be easily programmed as memory, line or intercom keys. The intercom keys improve intra-office communications by allowing employees to talk without tying up outside phone lines. Your customers can always get through.

14 Handsfree Button – With one-touch, handsfree operation, you can place or answer calls without picking up the handset.

Intelligent Application Tools

Integrated Applications: Building Power to Increase Your Competitive Advantage

With scalable integrated applications, you and your employees can get more work done in less time by managing all communications from one location, and you can save money on long-distance charges by using your own network for voice and fax messaging. You will quickly notice the increased productivity, and your customers will notice the increased responsiveness, too.

Norstar Desktop Messaging

Deliver voice, fax and email messages to your computer screen so you can manage all your communications from one location.

Norstar Fax Messaging

Advanced business features help you manage incoming and outgoing facsimile communications, such as Fax Mail, Fax on Demand and Fax Broadcast.

Norstar Digital Networking

Take advantage of the LAN/WAN your business already has in place – supporting Voice Profile for Internet Mail (VPIM) makes it easier for remote messaging systems to work together – even if they are from different manufacturers. Digital Networking lets you send voice mail messages and fax messages as data over your data network rather than the telephone network – reducing long-distance charges. It also reduces network usage by letting you send a single message simultaneously to more than one recipient.

Computer Telephony Integration (CTI)

Bring the power of your most-used business tools together – your computer and your telephone – so you can manage all your communications right from your desktop. You can get, use, move and access information faster than ever before. CTI is changing the way business works by significantly reducing repetitive tasks so your employees will work smarter, while reducing 800/888 line charges by handling customer calls more quickly.

Screen Pops give you instant access to customer information on your computer before you answer the call.

Calling Line ID is a powerful feature when combined with instant access to customer information and advanced call routing capabilities. Customer service representatives can add new information and send this customer data along with the call when it's necessary to transfer it to a specialist for further assistance.

Call Routing efficiently routes customer calls – based on the time of day, departmental activity or your own criteria – for faster service, fewer calls transferred and happier customers.

Norstar Private Networking

Now small to medium-sized business offices can cost-effectively deliver the advantages of shared applications to branch and remote offices, while providing seamless access to applications from the server at the main office, without having to purchase external systems. For example, you can set up a centralized voice mail attendant at the main office that can forward messages and calls between the branch offices and the main site via a shared applications server. This is completely transparent to your customers, who won't know if they are talking with a branch office or the headquarters location. You will save money because you will not have to purchase external systems and your network management will be simplified. Norstar Private Networking is available on the Norstar Modular ICS 5.0 release, and supports Norstar to Meridian systems via PRI links to the single sites.

Call Centers

Customers appreciate reaching the appropriate person quickly to address their needs, and customer call retention is crucial to your company's success. Norstar makes call center capabilities realistic and cost-effective.

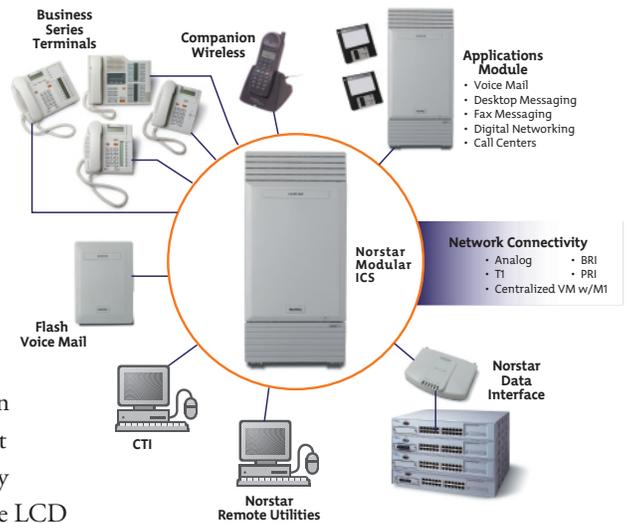
Norstar Flash Automatic Call Distribution (ACD)

Fully integrated with your Norstar system, Norstar Flash ACD can enable you to create a small, formal or informal order desk, reservations office, customer service department, or technical support center. With Flash ACD, you can handle more customer calls with fewer staff. And you'll deliver rapid, efficient, customer-pleasing service. Flash ACD recognizes and answers each incoming call immediately. Then it automatically routes the caller to the next available agent or designated employee. If all agents are busy helping other customers, Flash ACD holds the call in queue, where customers hear digital voice announcements promoting your products and services. As soon as an agent or employee is available, Norstar Flash ACD instantly forwards the call.

Norstar Minuet Automatic Call Distribution (ACD)

Norstar Minuet Automatic Call Distribution (ACD), which is supported by Norstar Compact ICS, is included with every Norstar Voice Mail on the Norstar Applications Module. The software supports from 1 to 10 employees or customer representatives simultaneously,

*Figure 4:
Norstar Digital Networking lets you use your data network for messaging – reducing long-distance charges.*



and allows you to establish two different answering groups for greater flexibility in call handling. Norstar Minuet ACD provides information by displaying call statistics on the LCD Window of your Norstar telephone or Companion wireless portable – you can tell how many calls were answered, abandoned or disconnected during a specific time period, as well as average time it took to answer a call. These statistics are crucial in managing customer service levels. By knowing when call volume is heaviest, you can add staff or an overflow group to meet this increase. Call Categorization allows your staff to enter a numeric code at the completion of a call indicating business referrals, advertising or promotion results, or type of problem reported. This information can help you focus your business in the most beneficial areas.

Norstar Prelude Automatic Call Distribution (ACD)

Norstar Prelude ACD, which is supported by Norstar Modular ICS, is designed for businesses with as many as 15 active telephone service representatives and from 5 to 30 incoming telephone lines. To help improve how your business handles inbound calls, this versatile application offers:

- Digital voice announcements played to callers on hold
- Call overflow and other advanced call routing features
- 16 in-depth management reports on agent, group, and system performance
- “Longest idle” call distribution
- Real-time group and system status displays

When your business grows beyond the capacity of Norstar Prelude ACD, upgrading to the Norstar Cinphony ACD is a quick and easy installation of new software.

Norstar Cinphony Automatic Call Distribution (ACD)

Norstar Cinphony ACD, which is supported by Norstar Modular ICS, offers additional capacity and supervisor functions to meet the needs of growing businesses. Cinphony ACD is available with two different capacity levels: Level I supports up to 30 active representatives and 80 phone lines; Level II supports up to 80 active representatives and 120 phone lines. In addition to all of the features of Prelude, Cinphony provides an impressive array of powerful call center capabilities, including:

- Intelligent call routing
- Priority queuing for callers
- Export of ACD information to other popular software tools for customized reporting
- Supervisor tools such as information displays on the Norstar telephones (and Companion C3050 and C3060 portables), help requests from employees, and silent monitoring
- Provides 17 in-depth management reports

The Power of Norstar

When you're searching for a business communications system, there's one name that appears time and time again – Norstar, from Nortel Networks.

In fact, more people buy Norstar than any other voice solution in the world. Today, you'll find Norstar telephones on the desks of more than 14 million people, in more than 80 countries around the globe, making Norstar the #1 voice solution in the world. And in 2000, Norstar achieved the ranking of #1 phone system in North America[†] as well. That's because Norstar offers the advantage of sophisticated features that are easy to use and give businesses the flexibility to handle future growth and new services, too. Plus, Norstar offers outstanding quality, with one of the highest reliability ratings in the industry. Now that's value that lasts!

[†]Source: InfoTrack for CPE and Multimedia 04/2001, Phillips InfoTech Consulting, Inc.



For more information on Norstar Integrated Communications Systems and other Norstar products contact your local reseller or sales representative, call 1-800-4-NORTEL, or visit our web site at:

www.nortelnetworks.com/norstar

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