

# Norstar Compact ICS

The Norstar Compact Integrated Communications System (ICS) continues the standard set by Norstar systems in providing friendly, intuitive business communications. It combines the latest technological advances with Liquid Crystal Display (LCD) Windows on every telephone set, making it powerful, yet easy to use. And Norstar Compact ICS offers your small to medium-sized business room to grow from 4 to 8 lines and up to 24 stations.

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*How the world shares ideas.*

## POWERFUL SOLUTIONS

The Norstar Compact ICS is packed with such powerful solutions as support for shared ISDN access between voice and data, video-conferencing capabilities, Internet access, external call forwarding, fax switching, and integrated Automated Attendant with programmable prompts, so calls are smoothly answered and routed to the right person or group. And when you equip your Compact ICS with Calling Line Identification (CLID)<sup>1</sup> and subscribe to the service from your local phone company, your Norstar telephone's LCD Window shows you the number (and name where available) of the person calling. This signature Norstar feature means you control your workflow, deciding whether to take the call or return it later with a simple touch of a key.

With Direct Inward System Access (DISA), you can dial into your Compact ICS remotely to use system features, direct dialing of internal sets, and cost-saving outgoing lines. Other standard features include Auto Daylight Savings Time, Paging, Music on Hold, Automatic Set Relocation, and Toll Restriction, just to name a few.

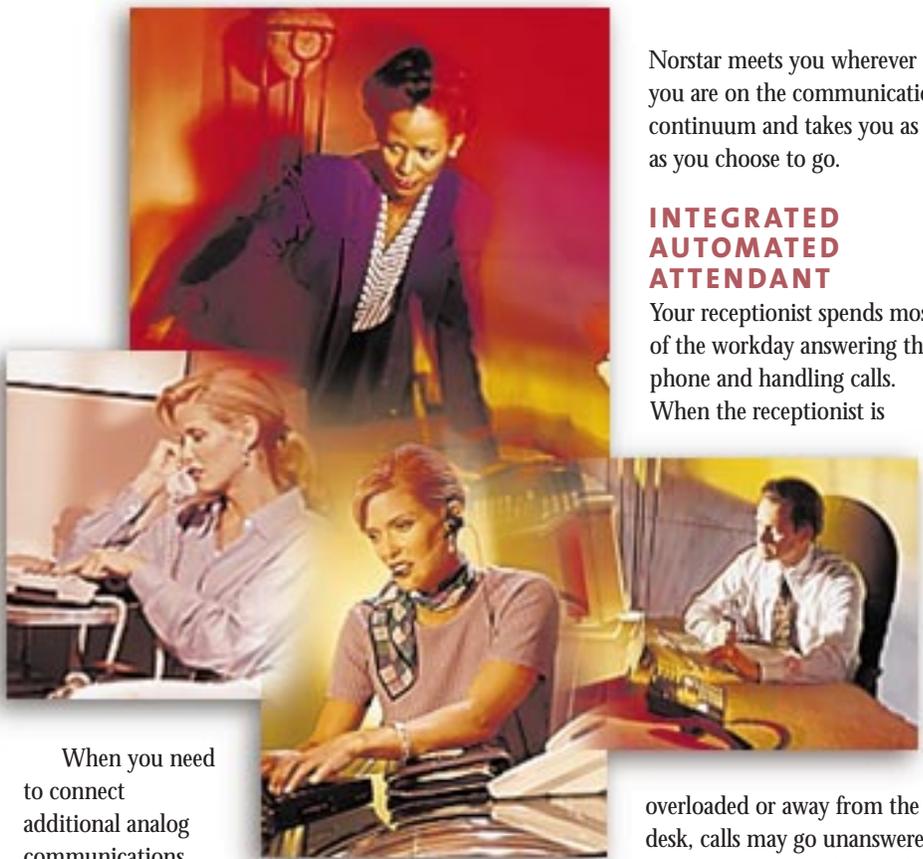
## REMARKABLE SCALABILITY AND FLEXIBILITY

Business is never predictable. As your company grows, the way you handle your communications needs today may not meet your challenges tomorrow.

With the Norstar Compact ICS, it's easy to integrate your choice of valuable applications as required—like

Voice Mail for accurate and prompt message delivery; or Fax Messaging to retrieve faxes anywhere there's a fax machine and provide immediate round-the-clock fax responses to routine inquiries. Whether you need simple voice capabilities or a powerful integrated voice and data communications system, Norstar has the answer. Start with the solutions you need now, then seamlessly add other applications when you're ready—even beyond what you can imagine today.

**I want a powerful, integrated voice and data communications system that will keep up with the changes and growth in my business.**



When you need to connect additional analog communications devices to your system, the internal Analog Terminal Adapter (ATA) lets you do so without the expense of a dedicated line. Norstar makes it easy to add fax machines, modems, cordless phones, and credit card terminals to help ensure that you move information quickly and efficiently. The Norstar Compact ICS contains one fully integrated ATA. Additional ATAs can be added easily if you need to connect more than one device.

The Norstar Compact ICS is flexible, expanding with your business easily and cost-effectively. Because of its innovative building-block design, you can start with 4 lines and 8 stations and with software and system expansion cartridges grow all the way to 8 lines and 24 stations.

And there's more. The Compact ICS shares many internal components with the Norstar Modular ICS, as well as common phones and other peripherals. So when you're ready to grow past the capacity of the Compact ICS, you don't have to be concerned about your investment because you can easily upgrade to the Norstar Modular ICS.

**We need to connect a fax machine to our phone system.**

Norstar meets you wherever you are on the communications continuum and takes you as far as you choose to go.

## INTEGRATED AUTOMATED ATTENDANT

Your receptionist spends most of the workday answering the phone and handling calls. When the receptionist is

overloaded or away from the desk, calls may go unanswered or must be covered by another person, taking them away from other responsibilities.

The Integrated Automated Attendant in the Norstar Compact ICS efficiently answers and transfers large volumes of calls, enhancing your business image and customer service.

Auto Attendant answers calls with both programmable prompts (up to eight) and a customized greeting giving the caller the option of holding, entering the extension number of the

person they're calling, or being transferred through Custom Call Routing to a department like

Sales or Technical Support. It answers calls 24 hours a day, playing your recorded message during non-business hours. Since incoming calls are handled automatically, your receptionist and other employees are free for other productive work.

**I wish my receptionist had time for other work.**

## EXTERNAL CALL FORWARDING

Norstar Compact ICS offers an External Call Forward feature that allows your employees to forward calls on a set-by-set basis to destinations outside your communications system. That means Compact ICS can help you improve customer service by increasing

the potential for every call to be answered. A boon for your remote and mobile employees, External Call Forward maximizes your company's call handling capabilities by turning out-of-office time into productive time.

### **INTEGRATED VOICE AND DATA**

Norstar Compact ICS supports integration through shared ISDN access between voice and data. Making the most of consolidated lines, BayStack hubs and switches from Nortel Networks can help your business realize more efficient usage of your existing LAN/WAN while capitalizing on the benefits of integrated voice, data, and video. Shared Internet access on an on-demand basis via current ISDN lines lets you take advantage of business-enhancing tools like IP videoconferencing—without the addition of dedicated lines.

### **COMPUTER TELEPHONY INTEGRATION**

Computer Telephony Integration (CTI) can streamline your work and improve your call efficiency by enabling your phones and computers to work together. Based on Calling Line ID (CLID), screen pops automatically place account information of incoming callers on your employees' screens. Information about the account can be updated while the call is in progress; if the call is transferred, the account information is automatically sent along with it.

Your employees will spend less time searching for information, more time providing good service to your customers. That means you're not only able to reduce costly callbacks, but your customers will notice the exceptional service, increasing the chance they'll come back to you again. Better customer service equals greater customer retention.

Norstar Compact ICS supports Microsoft's Telephone Application Programming Interface (TAPI), the leading CTI standard, and multiple third-party databases like Goldmine and ACT!, as well as a wide range of CTI TAPI-based applications available from other software

developers. You can also create your own sophisticated solutions—all working together in your Norstar Compact ICS.

### **HIGH SPEED COMMUNICATIONS**

The Norstar Compact ICS supports high speed communications over ISDN Basic Rate Interface (BRI)—vital for you to get, move, and use the information you need quickly to keep your business moving ahead.

Norstar Compact ICS ISDN BRI supports several applications

to help you strengthen your business, like high-speed Internet access; point of sale capabilities; CTI applications for increased personal productivity; and call center applications for improved customer service.

In many areas, one BRI line can be less expensive than two business phone lines, so ISDN can actually help you decrease your business communications expenses.

### **FUTURE-READY PLATFORM**

The versatility of the Norstar Compact ICS platform means your growing business won't have to worry about replacing your system to take advantage of evolving communications technologies. The open architecture of the Compact ICS makes it inherently adaptable and cost-effective, so you can easily add new capabilities when you're ready. Norstar designed the Compact ICS with your future in mind, giving you a state-of-the-art system that will carry your business smoothly into the next century and beyond.

### **UNSURPASSED VALUE**

The Norstar Compact ICS is an indisputably value-packed, premium product that can provide powerful advantages for your business. Competitively priced, the Norstar Compact ICS lets you enjoy incredible return on your investment by helping you

reduce costs while increasing productivity and improving customer service. Integrate your voice, data, and video needs with a communications

system that's ready to grow and change with your business.

The Norstar Compact ICS is ready to get you where you want to be today with an eye toward where you plan to be tomorrow.

### **NORSTAR QUALITY AND RELIABILITY**

Norstar understands that communication and information mean dollars to your business. And you can count on the Norstar Compact ICS to deliver. The Compact ICS is built to last and will provide even greater value to your business as you add more capacity and applications—always answering the call to help you stay ahead of your competition.

You'll be confident knowing that Nortel Networks standard-setting level of quality and performance have made Norstar the #1 small- and medium-system choice for businesses around the world. In fact, over 800,000 businesses and 11 million people in more than 70 countries rely on the quality built in to every Norstar system. That's because Norstar is an industry leader in reliability and manufacturing quality, with an MTBF (Mean Time Between Failure) rate that is unsurpassed.<sup>2</sup>

Best of all, the company that stands behind the advanced technology of Norstar Compact ICS is Nortel Networks. Founded in 1895, Nortel Networks is now one of the world's leading providers of business communications equipment and systems. And because Norstar Compact ICS is from Nortel Networks, you can count on its quality and reliability for years to come.

**The Norstar Compact ICS sounds great! But is all this really affordable?**

**We need a fast way to share data and we want to use the Internet to find information and market our products.**

**I need to find a cost-effective way to serve my customers better when they call.**

<sup>1</sup>Take advantage of Calling Line Identification (CLID) features on your Norstar system by subscribing to CLID from your telephone service provider and equipping your Norstar system to capture it.

<sup>2</sup> Mean Time Between Failure (MTBF) is an industry standard measurement of reliability and manufacturing quality.

Nortel Networks designs and delivers

Unified Networks to capitalize on

the full potential of the Internet and

harness its power for your business.

Combining voice, video, and data in

unique and innovative solutions,

Nortel Networks is ready to help you

optimize applications across diverse

networks—simplifying your network

operations, maximizing your cost

reduction, and offering your company

critical competitive advantages that

speed your success.

For more information, contact your Nortel Networks representative, or call 1-800-4-NORTEL or 1-506-674-5470 from anywhere in North America.

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