BusinessPhone Communication System
Keeps communication simple

For small to medium-sized organizations

ERICSSON ⪦

Building on simplified communication for dynamic enterprises.

A small or medium-sized enterprise often has just as demanding communication needs as a large one. Even more perhaps, since every employee within a dynamic enterprise is a vital resource and has to be everywhere at once.

That's why you need a communication solution that is flexible in size and functionality. And easily adaptable to different installation and maintenance demands. A system built with one overriding focus – simplicity. In short, you need BusinessPhone.

Put the communications power of a large organization in a small office…and watch it move ahead.

BusinessPhone is modular – which means you buy what you need, precisely when you need it. Add on extra capacity or functionality later. Go from 8 to 300 extensions. A single office to a worldwide network. Thing is, with BusinessPhone, you grow at your own pace and entirely according to your resources.

BusinessPhone offers you a wide selection of solutions that target the specific needs of small and medium-sized enterprises. These range from Mobility solutions for your staff in the office or your team out in the field, to IP Telephony, Messaging and even Contact Center solutions. You name it, and BusinessPhone has it: So that you have the option of combining one or

more solutions of your choice into your BusinessPhone. And getting a tailor-made solution built precisely to your needs.

Today BusinessPhone goes a step further in making it possible for enterprises to leverage on their initial IT investments by incorporating IP technology into their existing communication solutions.

Simply one step ahead
The benefits of BusinessPhone do not end there but go on to embrace even the environment. Indeed, Business-Phone is one of the first products to be developed within Ericsson's ambitious environment program.

Through it all, we have made sure that you can count on BusinessPhone to provide you with reliability through 99.999 % uptime. And that is why we know that this is the communications system that will, quite simply, put your business well ahead… and truly in the lead.

Move your enterprise up to a new level of mobility

Surely we have never been more reliant on the power of mobility than now. Mobility that ensures we are as available and as responsive as we want, and need to be, in the business we do.

Extend your mobility
Now you can actually extend your mobility by accessing applications via the communication devices that you personally prefer. BusinessPhone provides you with new and innovative ways of working while you're on the move – whether you're in the office, between premises or on the road. BusinessPhone has the technology, applications and devices to cover any and all of the mobile solutions that your field team prefers to employ.

On the move and yet so well connected
A range of Business Cordless telephones for onsite workers and various types of messaging features make up the Cordless DECT solution. You can add up to 210 cordless extensions that come with built-in features which allow you to make and receive calls while on the move within the office. BusinessPhone DECT handsets range from entry-level phones to full-function office phones, SMS-enabled phones and phones specially built for rough and high-risk environments.

Mobile Extension enables sales people and field engineers on the move to use their mobile phones or any other telephone device as if they were full-featured extensions of the enterprise PBX. This means that they can, for example, call and be called using internal short-number dialing. They can even check their voicemails, have calls diverted to other extensions or have their calls managed by an attendant with access to all the usual services.

BackStage is BusinessPhone's CTI and IP Telephony application that allows users to manage their communications in an efficient manner – whether they are in or out of the office.

Integration with Microsoft® Outlook™ Calendar and the support of several personal profile settings (like meeting, business trip, etc.,) will guarantee maximal reachability of the mobile professional. On top of which, BusinessPhone's Unified Messaging solution will provide users with access to their messages in the most flexible manner.

The support of IP Telephony in BusinessPhone adds yet another dimension of mobility to the enterprise. IP terminals can be moved around the LAN/WAN thereby simplifying moves, adds and changes while cutting costs.

This 'Wired IP Mobility' is only one aspect of the overall benefits to you: In the case of the warehouse and healthcare industry, for example, the support of Wireless IP terminals opens new business applications by authorizing simultaneous voice and data communications into the same device.

The freedom of working when you need to, as you need to

BusinessPhone offers superior mobility functions for people who do not work from a fixed office location and who are instead regularly on the road or work from home. These functions have been designed to ensure that these people will never have to miss a contact.

Home office…
BusinessPhone actively supports the dynamic multitude of home workers. In doing so, enterprises can avoid the occurrence of unproductive and expensive travel time incurred by sales people or field engineers who are forced to turn up at the office simply to deliver or access essential business information like price lists and stock levels.

BusinessPhone offers the home worker the choice of accessing all PBX facilities via a mobile phone, fixed home phone or an Ericsson system phone from the Dialog 4000 family. All that is required is a simple remote LAN connection capability to the office. And home workers will receive complete business connection just as if they were physically in the office. Furthermore, by installing BackStage on their notebooks, home workers will be able to plug into all the Computer Telephony Integration (CTI) features of BusinessPhone like the supervision of

colleagues, Pick-up and more. BackStage even makes it possible to use the notebook as a fully-featured IP Telephone (i.e. an IP softphone), by combining IP Telephony and CTI into a single notebook.

In complete control of your messages
When you are on the move, you want to be able to access your messages anytime, anywhere. Now, consider how utterly simple and convenient it will be to be able to use just one single tool like Microsoft® Outlook™ to access your e-mail or voice mails. This is what Integrated Unified Messaging provides you. Integrated Unified Messaging presents voice mails both on your telephone and in your mail system. Simply click on the new voice mail and listen to your message via either a phone or PC loudspeaker/headset. Integrated Unified Messaging allows voicemails to be forwarded, moved or deleted.

On the move…
When your workers are on the move, be it by car, train or air, they will all probably have one device with them – their mobile phone. Mobile Extension enables them to use their mobile phones as full-featured extensions of BusinessPhone. This means that they

can, for example, initiate conferences and transfer calls to any number. Moreover, their assistant or Operator attendant is able to supervise their extension. All these facilities will enable your workers to enjoy the convenience of having one phone, one mailbox and just one number.

In addition, the Ericsson Mobile Organizer (EMO) application will allow workers to access their complete Microsoft® Outlook™ or Lotus Notes suite from their mobile phone. This is what BusinessPhone means by mobile mail access – Anywhere, Anytime!

The benefits of BusinessPhone's Mobile Extension:
- The convenience of one phone, one mailbox, one number.
- Improved reachability through call-back function and call screening.
- Cost control and savings of mobile communication through authorization codes or call allocation to projects.
- The possibility of call transfer and conference.
- Mobile Extension works with any mobile phone and with any public network where calling line identity (CLIP) is provided.

Making IP work to your business advantage

In developing BusinessPhone, we have been single-mindedly focusing on the needs of today's businesses. And we are proud to say that today we have created a complete Internet Protocol (IP) offering.

Flexible IP extensions
IP extensions enable home workers or even a small office to be integrated with the BusinessPhone system. In this area, we offer connectivity of IP telephones as well as IP softphones

(i.e. with BackStage). This means that you benefit from the flexibility of voice over IP right from your desk. No matter where you are, as long as you have a connection to the network, then you have your phone with you. This could be in the office, at home or even on the move.

Cost-effective IP networking
IP networking can significantly reduce operating costs. BusinessPhone makes it possible for businesses to

leverage on their investments into Information Technology, and with the help of Internet Telephony Service Providers, businesses will be able to also cut down on costs for making public calls.

Furthermore, BusinessPhone can be used to VoIP-enable any traditional PBX system, if it is used as an IP Gateway solution. This in turn presents a perfect opportunity for you to leverage on previous investments.

Working in simplified harmony to support you

BackStage, BusinessPhone's CTI and IP Telephony softphone application, is designed to make life superbly simple for you. BackStage displays customer names and phone numbers onscreen. It also supports direct dialing from any number contained in a Microsoft® application. On top of which, it makes conference calls and switching between lines as easy as clicking your mouse. When integrated with Microsoft®

Outlook™, BackStage even detects when you're in a meeting or at lunch and automatically re-routes your calls to your mailbox, assistant or whichever destination you have determined.

BackStage support that uplifts your performance
Today, BackStage, with its highly-practical, contemporary design enables you to benefit even more from Mobile

Extension and Unified Messaging. The tight integration with messaging and improved call control function is specifically designed to make sure you can be a lot more efficient: Consider for example, the time you can save from the fact that voice messages can be accessed directly out of BackStage's call journal. Moreover, the graphical user interface of BackStage has been optimized for PDAs.

Simplified communications for a win-win situation

Making sure that your customers get through to you

Since your attendant is usually the customer's first point of contact, BusinessPhone also has applications that support attendants and their business needs. Using Operator Suite (OWS), for example, your attendant can have an excellent overview of all calls to ensure that they are managed swiftly and by the right people.

BusinessPhone Contact Center: The vital link that will never let you down

When communication is vital to your business, you need to be able to distribute incoming and outgoing calls fairly. Just as much as you need to record details and assist staff with their work. The key is to integrate your Call Center with your databases, so that order

details can pop up onscreen as and when a customer calls. This is when you know that you can rely on BusinessPhone Contact Center to deliver, so that operations run smoothly and as cost-effectively as possible.

Get to know BusinessPhone's Hospitality solutions

Rest assured that whether you are operating a hotel, hospital or conference center, BusinessPhone will support you all the way. BusinessPhone's Hospitality solutions have been designed out of a deep understanding for your business and your express needs. And that is why you can be sure that our solutions will make telephone services attractive to your guests. Just as they will be a valuable source of income for you.

BusinessPhone... Simply outstanding in its very, many benefits

- Converged Communication systems built for 8 to 300 extensions.
- Three different sizes for you to select according to your business – BusinessPhone 50 and Business-Phone 250, as well as the new, mid-sized BusinessPhone 128i that fits neatly in a standard 19-inch server rack.
- Modular architecture to accommodate growth and change
- A variety of features and solutions that you can always add as and when you need.
- Networking capabilities to extend your enterprise geographically.

- Simple and seamless reconfiguration.
- Converged solutions that support IP Telephony and IP Trunking.
- Mobility functions for cordless users, home workers and people constantly on the move.
- Hospitality solutions specially designed for hotels, conference centers and other service-related enterprises.
- Call center functionality for up to 40 agents to improve your customer service or sales office.
- Environmentally-sound design.
- 99.999% uptime.

It's small wonder that 100,000 BusinessPhone systems have been sold worldwide, with more than 7,000,000 installed lines in over 75 countries. Obviously, the world realizes that it takes the power of simple communications to stay ahead. And that's the power of BusinessPhone.

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www.ericsson.com/enterprise

Ericsson is shaping the future of Mobile and Broadband
Internet communications through its continuous technology
leadership. Providing innovative solutions in more than 140
countries, Ericsson is helping to create the most powerful
communication companies in the world.