



The new dimension of IP

IP Communications  
by Alcatel

# IP Communications by Alcatel

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THE BUSINESS

VISION

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THE TECHNOLOGY

FOCUS

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THE ECONOMIC

IMPACT

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## The way forward and upward

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

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 multi-site operations and large businesses are in the process of 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.

### 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 two-year budgetary timeframe, and the reduced network management costs were leveraged across a dozen domains instead of one.

# IP Communications by Alcatel

## 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, DPNSD), provides a pure software communication management platform, and offers the highest available levels of scalability and reliability in real-time telecommunication: an unmatched 99.999%. The **complete scalability** of the OmniPCX Enterprise allows any number of users (from 10 to 50,000) to be connected across multiple sites.

- The **architectural flexibility** of the solution minimizes 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.
- You get **simplified management** thanks to having one identical communication software across the enterprise, fully unbundled from the underlying infrastructure. OmniVista is one single, open management platform to monitor both the voice and data environment.
- **Intelligent networking** provides the benefits of cost reduction mechanisms to all users across sites. For instance, ARS (Advanced Route Selection) is available from any site without having to duplicate the software in each site.

## The Economic **Impact**

Going IP does not necessary 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.

Or you can implement IP across the entire organization all at once. It's entirely your decision, and allows you to make an upstream assessment of the existing infrastructure, highlight strengths and 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 5-20% savings
- Moves, adds, and changes (MACs) yield 20 to 0% 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. Salespeople 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 Unified Communication Center applications, merging all of 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 functionality.

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

He is contact-able in any format; traditional phone, GSM, or email on PC or PDA. Functionality like My Assistant, My Messaging and My Phone, coupled with the capabilities of 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

There is a leading consultant business in Northern England 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 consulting is carried out mainly at headquarters, occasionally at client's premises, and frequently at consultant's homes. The consulting business is compartmentalized and specialized across several layers of their client's organization, 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.

# IP Communications by Alcatel

## The Economic Impact

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

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

### Save 10% to 20% of your total communication time

- **Intuitive access to advanced telephony services**
  - Manage incoming calls easily (call log, screen pop)
  - Make outgoing calls simple with Universal Directory Access

### Save up to 35% of your day

- **React better to customer requests**
  - Important calls are always connected (VIP list)
  - No time wasted on returning calls



### Save up to 45% of your interaction time

- **Access and manage all media, including emails**
  - Easy message consultation and management
  - One click to call email sender

### Save up to 25% of call management time

- **Improve off-site mobility**
  - Full feature access from any linked phone or multimedia PC
  - Callback simplified
  - One number reaches you everywhere

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

**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.

**MyPhone:** Access all your business telephony services via your PC.

**MyAssistant:** A one number facility (find me, follow-me feature) so that people don't need to second guess which number will reach you.

**MyTeamwork:** Provides team workers with a virtual meeting room with services such as conferencing, document sharing, and instant messaging.

With LDAP (Lightweight Directory Access Protocol) the Alcatel **dial-by-name** feature can access all types of corporate directories right from a keyboard on your phone.

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.

## Alcatel's IP telephony solutions fits the bill

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

Alcatel's 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's Unified Messaging system, such as MyPhone and MyMessaging, ensure employees never miss a single call, email, message, or fax, as all their communications are redirected to wherever they are.

# Improving Customer Relations



As part of Alcatel's uncompromising 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

Four missions are critical in driving your business forward.

**Selling** is a proactive mode requiring, in most cases, outbound communication (call centers, email, etc.)

**Customer Support** is serviced by inbound communication applications (call, email, internet service, etc.)

**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.**

# IP Communications by Alcatel

## The Technology Focus

Alcatel increases your competitive edge in the CRM journey by providing business protection, an evolutionary framework, and an 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, etc.)

## 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 Center 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 e-business 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, and interactive voice response. The universal queue provided by Alcatel Contact Center Solutions ensures that all of these channels are consistent, therefore it enables 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 in order to be guided during the transaction. Once it was done, the IS was automatically updated and an email was sent directly to the customer to inform him about the transaction details.

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

# Alcatel.

# The right choice.



## Industry Leader

Alcatel is a worldwide 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 first in IP-PBXs in Europe, sells in 130 countries worldwide, and 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 team helps business partners 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 to be a leader and able to execute based on the following key areas of core capability: 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 and design, through implementation and project management to maintenance and operations.



## The Alcatel Applications Partner Program

Third-party applications benefit fully from 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 [www.alcatel.com](http://www.alcatel.com)

# [www.alcatel.com/enterprise](http://www.alcatel.com/enterprise)

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