

Alcatel-Lucent SMB practical guides
Office telephony



Team
management





THE TELEPHONE STILL COMES OUT ON TOP

Whatever your sector, the telephone remains your main communication tool. As a rule, your teams use it to contact your customers – and your customers use it to contact you. This does not mean that nothing has changed – far from it! Today's telephones are very different from their predecessors...

- Digital phones are more user-friendly and much more intuitive. -They now provide very fast access to information and are much easier to use.
- IP phones offer all these advantages plus the possibility of using the infrastructure of your IT network – thus they offer a multitude of features and are ready to support future technological upgrades.
- As for sets on PCs, they offer the best of both worlds: the abundance of computer features combined with the flexibility of voice.

Are you ready to discover how much office telephony has changed?

Follow the guide!



No, not all telephones are the same!

Do you still think that all telephones are the same? Try Alcatel-Lucent 9 SERIES phones... and you will soon change your mind.

GOODBYE TO CRACKLING, GOODBYE TO ACHEs AND PAINs!

The ergonomics and acoustics of Alcatel-Lucent 9 SERIES terminals are irreproachable. You have at your disposal a high-definition, large graphic screen which can be tilted to suit individual preferences and an echo cancellation system combined with "hands-free" loudspeakers providing a perfectly pure sound.

IS IT A TELEPHONE OR AN ASSISTANT?

They are also much more intuitive – therefore easier to use. Their context-sensitive keys (marked with an icon) and their browser eliminate the risk of error and allow easy use of the following features: direct calls via correspondent's name, telephone conferences between several parties, voicemail management, etc.

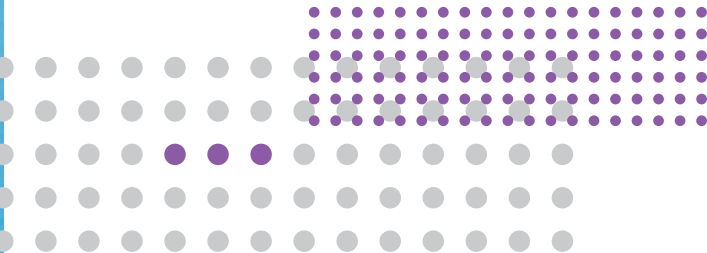
>>> **BENEFITS: TWOFOLD.** Employees are more relaxed and more efficient; customers are greeted more quickly and in a better way.



EXTRA FEATURES

YOUR PHONES EVOLVE WITH YOU

What if your business grows? Your 9 SERIES phones evolve with the business. Maybe you would like to add some new features (display the occupation status of several sets at the same time, for example) or add direct dialing keys. Just choose one of the modules proposed: 10 or 40 keys or 14 keys with large screen.



ALCATEL-LUCENT 8 SERIES IP TOUCH

New applications, new opportunities? Always **ready!**



In terms of design, acoustics and ergonomics, Alcatel-Lucent IP Touch 8 SERIES phones offer the same advantages as the Alcatel-Lucent 9 SERIES: guaranteed satisfaction. But they go a step further! In fact, they use the LAN network that you already use for your information system. The immediate advantages are efficiency (numerous new services become available) and savings (one network rather than two)!

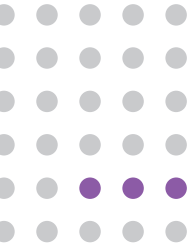
IMMEDIATELY OPERATIONAL:

Via the extra large, graphic screens, the telephone can access applications that up to now were reserved for computers.

THEY CAN DO ALMOST EVERYTHING:

The combination of telephone features (voice) and computer functions (data) multiplies the number of applications available. You can automatically display a color photograph of your correspondents when you call them or they call you and you can also display the characteristics of your contact. You can manage a security alarm, control entry into your offices in association with a camera, etc.

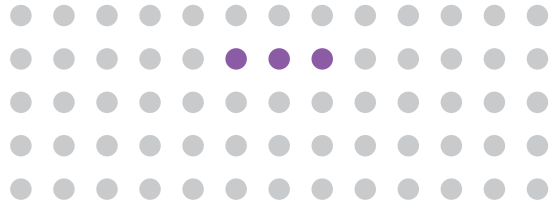
>>> BENEFITS: THREEFOLD. By using one single network, you save on infrastructure. You gain in efficiency by centralizing features and information: as each call is fully processed, there is often no need to call the correspondent back. And naturally, you remain totally open to future upgrades.



EXTRA FEATURES

MAXIMUM AVAILABILITY WITH BLUETOOTH

Equipped with wireless Bluetooth headsets, your operators can move around your offices to consult a file or another employee and still remain available to receive calls.



Put a telephone in your PC !

With the Alcatel-Lucent PIMphony call manager, your PC becomes a telephone terminal – boosted by the power and flexibility of the computer.

IMPROVE YOUR TEAMS' PERFORMANCE

With Alcatel-Lucent PIMphony, wake up the telephone lying dormant in every PC! Your teams can telephone directly from their computer terminals and centralize all their calls (voice, electronic, fax) from their e-mail boxes. And because they can continuously display the status of their colleagues' sets, they can transfer calls to those who are free. This means your customers will no longer be left waiting!

A REAL ASSISTANT AT YOUR SERVICE

Alcatel-Lucent PIMphony uses your contacts database (Microsoft Outlook, Gold Mine, Act, Microsoft Access, Lotus Notes). For every incoming or outgoing call, it automatically displays the corresponding customer record on the screen. You can also telephone straight from the record or consult the call log: it lists all calls, including those that remained unanswered. It can even schedule your telephone calls.

AN ALCATEL-LUCENT PIMPHONY FOR EVERY NEED!

As each company has specific requirements, several packs are available. For example, there is a specific version for team work and another designed to enable a telephone operator working on one site to remotely manage several sites at a time.

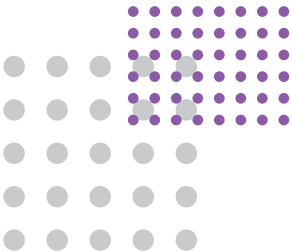
>>> BENEFITS: Alcatel-Lucent PIMphony optimizes team performance, greatly reduces response times and fully customizes customer greetings.



EXTRA FEATURES

KEEPING IN CONTACT!

Do your associates often go away on business? Thanks to Alcatel-Lucent PIMphony and Nomadic mode, they can contact you or their customers and be contacted at any time wherever they are in a completely transparent manner.



Examples of Alcatel-Lucent Solutions



Four young general practitioners have recently opened a

medical practice at the Jean Jaurès Center. Each doctor has his own Alcatel-Lucent 9 SERIES telephone with his own direct number.

The numerous innovative features offered by the sets – calls via correspondent's name, easy voicemail management, hands-free key – have so far enabled the doctors to handle the telephone calls themselves. As the number of patients is increasing, the associates are soon going to recruit a medical secretary. The secretary's telephone set will become the switchboard for the practice. It will be the same as the other four sets but will also have a module with direct dialing keys allowing the secretary to see whether the doctors are available or on the phone.



Régis Lejeune is the head of AZ-Com, a direct

marketing consultancy agency. As he keeps a watchful eye on new technologies, he first tested IP solutions at home. He was impressed and decided to equip his company with Alcatel-Lucent 8 SERIES IP Touch for all the innovative applications currently available and especially for those of the future.

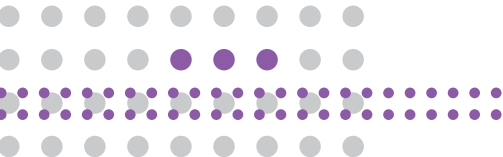
Now, the Director, the five project managers and the two creatives use 4068 sets with color screens combined with Bluetooth headsets. Thus, they can answer calls at any time, while walking freely around the office: from the fax machine, a colleague's desk or even when consulting files. The telephone operator also acts as a receptionist. On her set's large screen connected to a video camera, she can control visitor or messenger access to the office.



Logi2com is an IT services firm that manages the

installed base of about thirty companies. The Director, assisted by a secretary, mainly deals with management and canvassing and the eight technicians provide on-site and online support.

In this sector of activity where nothing but an immediate response is acceptable, customer calls are automatically transferred to the telephone of the technician in charge of dealing with their equipment. He can talk to them via his PC and thanks to the Alcatel-Lucent PIMphony software that identifies customers and automatically displays their records, he obtains a great deal of information that enables him to greet customers in a totally professional manner. When this technician is unavailable, a colleague, referring to the "Outlook" record which is updated after each intervention, can provide some initial support. Equipped with PIMphony Team, the Director can constantly get an overall view of his teams' activities.





ALCATEL-LUCENT SOLUTIONS

Type	Advantages	Characteristics
<ul style="list-style-type: none"> • Alcatel-Lucent 9 SERIES 	<ul style="list-style-type: none"> • Team ergonomics • High-quality customer relations 	<ul style="list-style-type: none"> • 4039 digital phone: multiline ; team-manager/secretary; graphical display; hands free; dial by name • 4029 digital phone: multiline; team; dial by name; graphical display; hands free • 4019 digital phone: dual-line; dial by name; display; group list
<ul style="list-style-type: none"> • Alcatel-Lucent 8 SERIES IP Touch 	<ul style="list-style-type: none"> • Open to new applications • Great comfort thanks to color screens and wireless Bluetooth handsets • Simplicity: one single network for voice and data 	<ul style="list-style-type: none"> • IP Touch 4068 phone: multi-line, team-manager/secretary; colour display; hands free; dial by name; application openness; 10/100 BT without power supply • IP Touch 4038 phone: multi-line, team-manager/secretary; graphical display; hands free; dial by name; application openness; 10/100 BT without power supply • IP Touch 4028 phone: multi-line; graphical display; hands free; dial by name; application openness; 10/100 BT without power supply • IP Touch 4018 phone: dual-line; display; dial by name; 10/100 BT without power supply • IP Touch 4008 phone: dual-line; display; dial by name; standard handset; 1 ethernet connection; 10/100 BT without power supply
<ul style="list-style-type: none"> • Alcatel-Lucent PIMphony 	<ul style="list-style-type: none"> • Simplified call management • Optimal use of contact databases • Totally personalized and professional greetings • Marked increase in customer satisfaction 	<ul style="list-style-type: none"> • PIMphony basic: delivered free of charge with OmniPCX Office system • PIMphony Pro user licence: for users who manage daily an important volume of calls • PIMphony Team user licence: for users dealing with workgroups communications or managing multiple lines • PIMphony attendant user licence: for operator or assistants, who want PC based operator console



Office



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