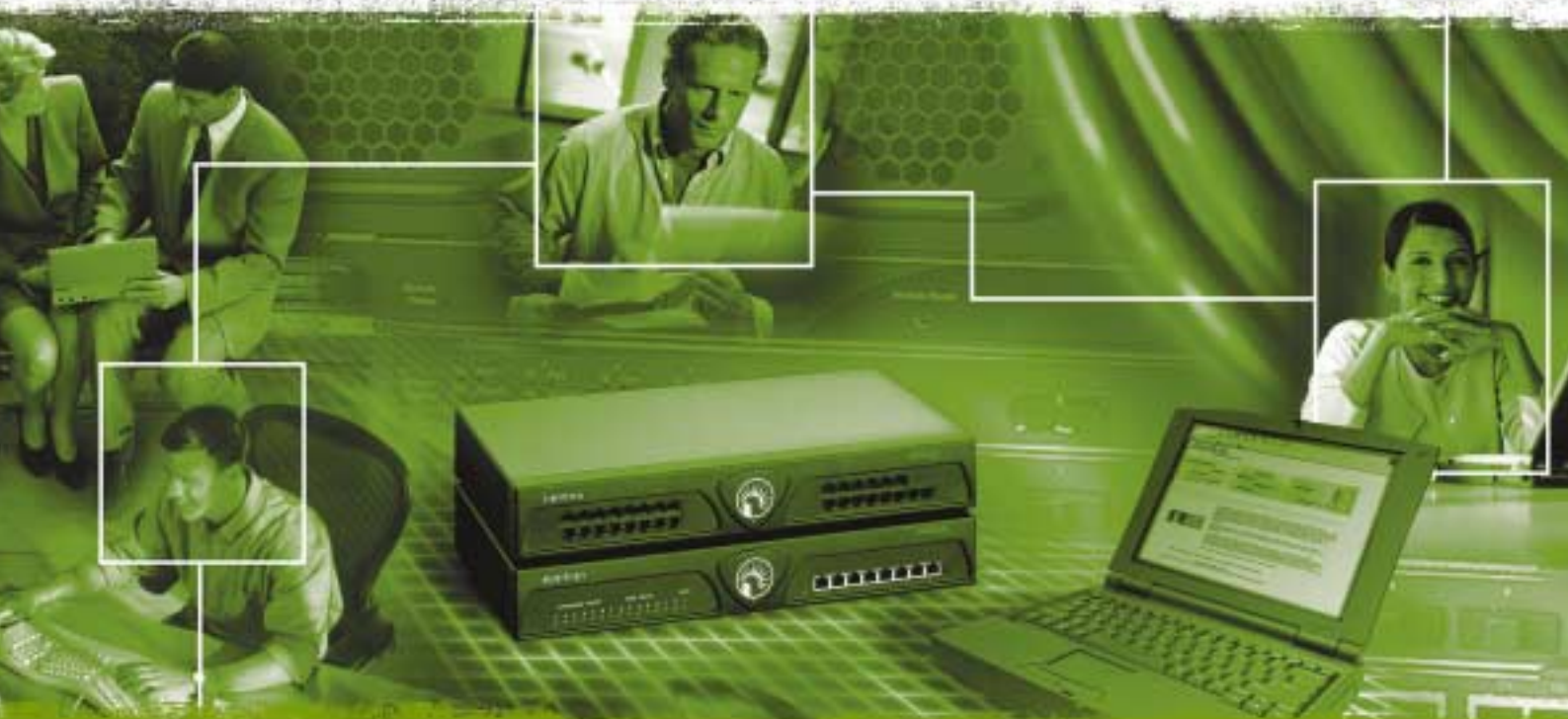


# AVAYA



## The Alchemy Series

The complete voice and data communications solution  
for small-to-medium sized offices.



Communication without boundaries

The award winning Alchemy Series from Avaya is designed to meet the total communications needs of the small-to-medium sized office. Based on next-generation switching technology, Alchemy Series offers a comprehensive set of digital features, integrated voice mail, high-speed Internet connection and remote access.

The Alchemy Series is an easy-to-deploy system that bridges the gap between today's circuit switched PBXs and Key Systems and the Internet Protocol (IP)-based solutions of tomorrow.



## Keeping Customer Relationships Personal

The telephone is the key business tool for winning and retaining customers

- Responding to a call quickly, courteously and efficiently makes all the difference when it comes to maintaining a competitive advantage.

The Alchemy Series offers affordable, entry-level solutions that help small-to-medium sized offices build and manage relationships with their customers. Alchemy Series systems can be easily linked to the PC and, using Microsoft standard software, provide a range of valuable features that help to build personal relationships. These include the 'popping' of information, such as customers' names, onto PC screens when calls are made or received.

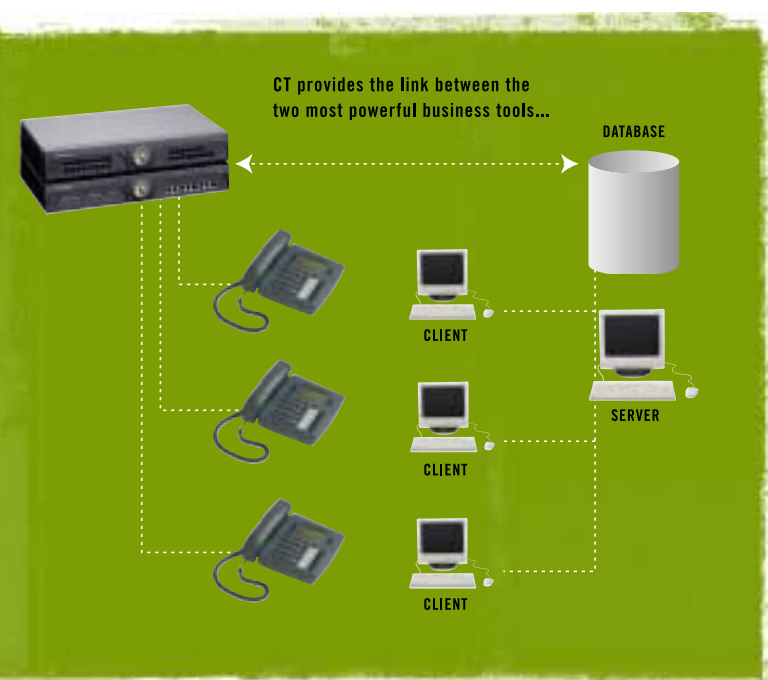
These capabilities also help businesses to run their customer facing operations with greater efficiency. The compatibility of the Alchemy Series with leading software applications such as Goldmine, Maximiser and ACT!, allows details of past telephone conversations to be accessed easily and customer data to be viewed while the call is still in progress. In addition, a 'SoftPhone' option enables calls to be made and received via a PC - this enhances the efficiency of customer calling in a number of ways including the ability to make outbound calls automatically from computerised customer records.

## Customer Recognition for All

The Alchemy Series helps organisations to put the customers first. Even the standard Caller Display telephones allow employees to see who is calling them and what number they have dialled, before they make or answer the call. The same information can also be shown on a range of compatible mobile cordless DECT handsets.

## Helping the Operator

The role of the dedicated operator providing a 'front of house' service to customers is still important to many enterprises despite the wide spread availability of Direct Dial In - a standard option on the Alchemy Series. To ease the pressure on this valuable resource the Alchemy Series offers an optional Windows-based Operator Console which allows multiple calls and/or queues to be efficiently processed by single or networked operators. A Busy Lamp Field application shows at a glance, the status of extensions, hunt groups and incoming calls



## Be 'In' When You're 'Out'

An increasing number of people are now working while 'on the road' or from home - therefore remote access to a company's Local Area Network (LAN) is a fundamental requirement for many enterprises.

The Alchemy Series has an integral Remote Access Server (RAS) that allows externally-based staff to log-on to their company LAN using an ISDN terminal adapter, data-enabled GSM mobile phone or standard analogue modem. The remote connection allows them to pick-up e-mails, work on databases, even scan voice mails via their PC, with the same ease enjoyed by their office-based colleagues.

## Managing Customer Calls When You're Out

The Alchemy Series offers a comprehensive and easy-to-use set of call forwarding and following features to keep users in telephone contact. When an individual is too busy to take forwarded calls, Alchemy Series' voice mail can still ensure a customer-friendly response.

## Voice Mail

Supplied as standard, Alchemy Series voicemail allows users to record personalised greetings and offers the ability to set up mailboxes for groups or 'virtual' users - those that do not have access to a telephone extension, but still require voice mail.

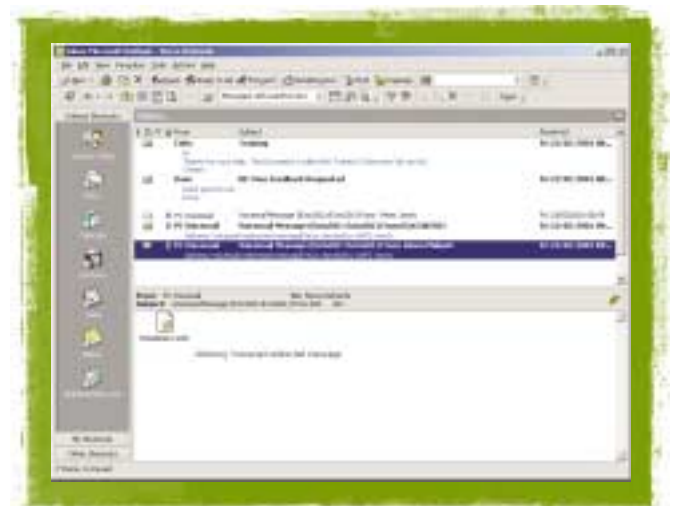
Alchemy Series voice mail also offers unified messaging. Voice messages can be forwarded as e-mails and a Short Messaging Service (SMS) alert can be triggered, providing notification of messages and who left them via a mobile phone.

Message retrieval is easy and can be made locally via a telephone, a computer, or as an audio-file played back over PC speakers. Furthermore, calls that have been diverted to a voice mailbox can even be 'rescued', either remotely via a touch-tone phone, with PIN code protection, or a PC remotely connected to the LAN.

## High-Speed Access to the Internet

While the telephone is still the number one business tool, Internet access is becoming increasingly important for business-to-business communications. The ability to send and receive e-mails is now mandatory and access to the World Wide Web for e-business applications and information mining is also vital.

The Alchemy Series has been designed with this in mind and LAN networked PCs and servers can be connected to the integral hub and router of Alchemy systems. This allows secure, high-speed access to the Internet via a firewall and ISDN, Frame Relay or digital leased line services.



## Prepared for the Challenges of Today - and Tomorrow

Voice and data are converging to meet today's business communications requirements. The Alchemy Series' unique design provides unparalleled business benefits by bringing together the disparate worlds of traditional telephony and data networking. By routing voice and data communications via a single ISDN connection, Alchemy Series systems avoid the dual installation costs of separate voice and Internet connections. Furthermore, Alchemy Series systems are prepared for the future.

IP Telephony technology promises new benefits and, with the top-of-the-range Alchemy Series platform, ArgentBranch, many of these can be realised today.

ArgentBranch offers an integrated Voice over IP (VoIP) Gateway, in addition to traditional telephony. This allows significant cost savings to be realised in multi-site environments. Voice and data traffic can be combined over a single digital wide area network (WAN) link between locations using the optional Argent Voice Compression Module (VCM)). Larger networks can be deployed with the addition of the ArgentWAN 3 Module. To meet the requirements of a factory or campus environment, ArgentBranch systems can be linked using 10-100Mbps copper or fibre LAN connections. Supporting IP Telephony through hardphones and PC-based 'soft-phones', Alchemy Series top-of-the-range systems are ready for the convergence of voice and data, where telephone handsets transform into 'data-devices' and voice calls are made across the data LAN.

Alchemy systems have the ability to evolve and offer any combination of analogue, digital, soft-IP and hard-IP telephones. The Alchemy Series delivers telephone systems that bridge the gap between yesterday's circuit switched PBXs and Key Systems and the 'IP-only' systems of tomorrow.

## Optional Software Applications

**VoiceMail Pro.** Delivering more advanced features and functions than the standard voice mail system, VoiceMail Pro provides a multi-level Auto-Attendant system and entry-level Interactive Voice Response (IVR) facilities.



**Windows Operator Console & Busy Lamp Field.** This PC-based console allows multiple calls and/or queues to be efficiently processed by single or networked operators. The Busy Lamp Field shows at a glance, the status of extensions, hunt groups and incoming calls.



**Phone Manager Pro.** An advanced personal productivity application, Phone Manager Pro provides call control when making and receiving telephone calls. It delivers a combined caller display field, user customisable Busy Lamp Field/speed dial area, call handling buttons, voice mail control, and user call logs, including missed calls, in one intuitive application. Phone Manager Pro also allows integration with Microsoft Outlook to provide screen 'popping' of caller details and simple importing of telephone numbers to create new records.



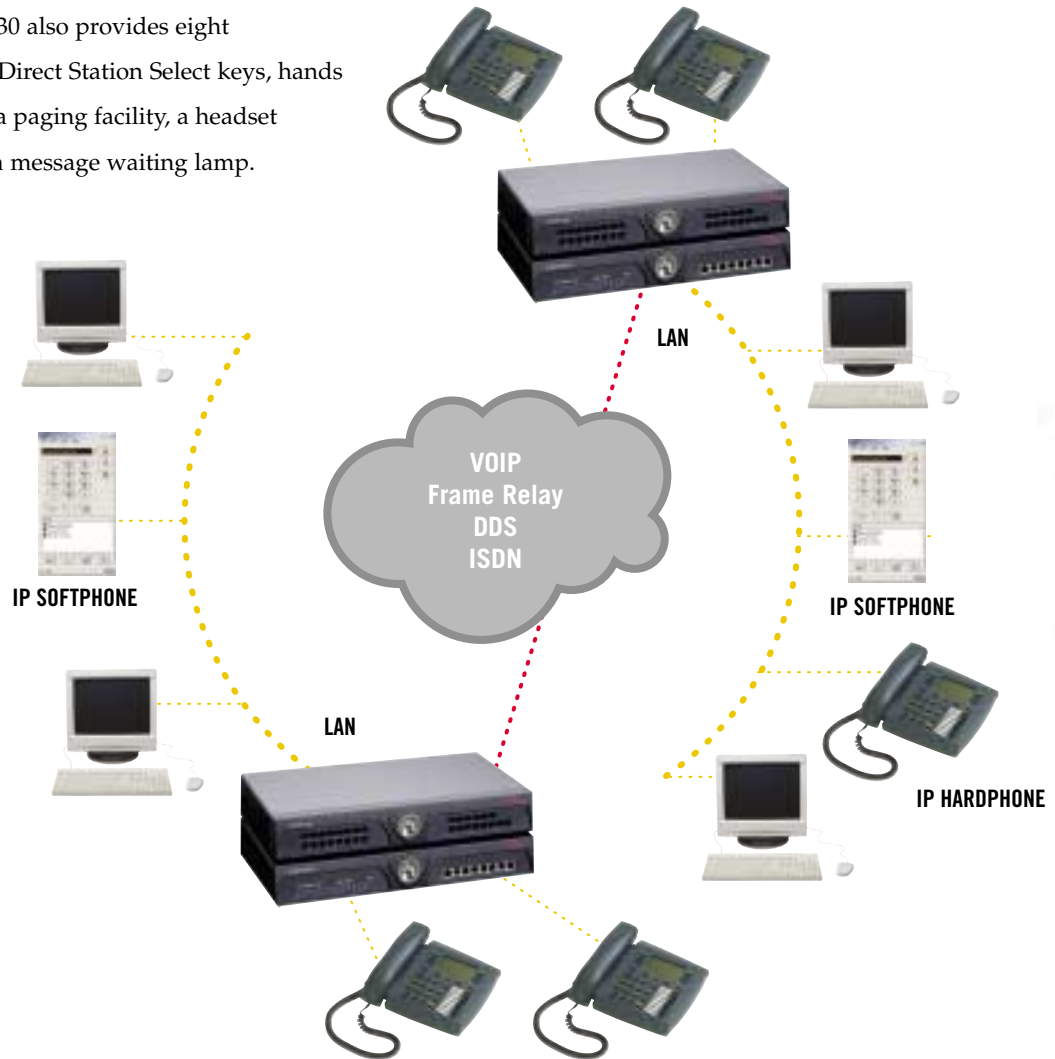
**What's on the Desktop? -  
A Choice of Digital Handsets**

**2010.** The entry-level digital phone. The 2010 offers hands-free operation and message waiting lamp.

**2030.** A digital phone with large LCD information panel and associated, intuitive, context sensitive keypad. The 2030 also provides eight programmable Direct Station Select keys, hands free operation, a paging facility, a headset capability and a message waiting lamp.

**2050.** This digital phone offers the same features as the 2030, but also provides eight, dual colour, Busy Lamp Field/Direct Station Select keys.

**20DS.** Used in conjunction with the 2030 or 2050 handsets, the 20DS provides 42 additional programmable Direct Station Select/Busy Lamp Field keys for extension status and one-touch extension dialling



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