

BCM Provides Access to Key Features of Unified Communications

BCM provides a highly effective platform for customers seeking cost effective Unified Communications solutions. Applications such as:

- **Unified messaging for simplified and efficient communications**
BCM50 consolidates voice, fax and email messages onto users' PCs, laptops or PDAs, managing them through one standard application such as Microsoft Outlook or Exchange. Important messages are sent and received regardless of device - a real time saver and productivity booster.
- **Message Forwarding*: a must for employees on the go**
Voice, fax or text messages can be forwarded to a wide variety of email clients and PDAs keeping employees connected to customers and each other wherever they go. You can attach a compressed WAV file to the email, so users can play the voice message or see the fax message on the destination device. Its simple to install with no add-on client software or firmware required. Simply activate Message Forwarding with the existing BCM Unified Messaging authorization codes.
*Will be available one to two months after BCM450 General Availability via the BCM Value Add Program.
- **Meet-Me Conferencing to make meetings easy, secure and productive**
Reduce your conferencing expenses by eliminating the need for external services. Parties can easily establish a teleconference for up to 120 participants using the CEC, with 60 simultaneous participants on one conference. A Rich set of user controls enables the "chairperson" to start, stop, secure and control the conference. A flexible feature ideal for larger conferences, specifically those involving outside suppliers.
- **SIP trunking support for cost savings and simplicity**
BCM50 offers SIP trunking to enable small and medium sized businesses to simplify their network through convergence and achieve significant cost savings. BCM50 offers SIP trunking interoperability with a number of industry leading service providers including AT&T, MTS Allstream and a number of others in progress - please consult your Nortel authorized reseller for details.
- **Computer Telephony Integration (CTI)**
Simple to activate, set up and manage, CTI enables you to use third-party, PC-based applications to control telephone services, such as a click-to-call company directory or automatic screen "pops" of a customer's account status alongside a customer's call.
- **Integrated Intelligent Contact Center to provide better customer service**
Direct clients and customers to the right contact quickly - increasing customer satisfaction and business productivity. Advanced reporting and multimedia applications maximize customization and flexibility.
- **FindMe/FollowMe**
Enables simultaneous ringing of up to 5 external devices (cell-phone, PDA, etc.) when a call is received by a desk phone on the BCM system. Supports active call hand-off back and forth between different devices. Users can customize forwarding schedule based on time-of-day and day-of-week
- **InTouch (federated presence)**
Delivers true federated presence, and popular integrated communications applications and capabilities. InTouch lets users communicate easily with anyone in their personal directory - across Microsoft Outlook, Nortel BCM, MSN, and Skype for click-to-call, click-to-IM and click to e-mail.

Big-business applications - without a big price tag

The Business Communications Manager 50 comes with hundreds of telephony features and a full suite of integrated applications pre-loaded "in the box" - as your business needs evolve, you can easily activate more capabilities. Rich multimedia applications can be activated to voice-and chat-enable a website. These features are all orderable via simple software keycodes and do not require extra hardware.

- **Voice messaging: a must for employees on the go**
Even if employees aren't there to answer the phone, they can still get the message; callers can leave information in a mailbox for selected users, departments or groups of users. Employees can record

personalized greetings and enjoy anywhere-anytime password-protected access to their messages marked with calling line ID, time and date of the call and priority level.

- **Automated attendant to ensure calls get answered**
This always-on-duty "administrative assistant" answers calls to your business with personalized greetings and menu options -- routing calls to the right people, departments or voice mailboxes. Provisioning less overhead for staff and satisfied customers.
- **Advanced Paging Productivity Pack for sophisticated paging and text-messaging capabilities**
The Advanced Paging Productivity Pack (APP Pack) is a suite of advanced applications designed to increase employee productivity, improve customer service and streamline business processes - virtually anywhere paging and text-messaging are used. Features include One Button Paging and Text Messaging, Customer Assistance Paging and Scheduled Announcements.
- **Ad-hoc conferencing to take care of business quickly**
It's easy to get the team together for a meeting at the spur of the moment, regardless of where they're located. Simply initiate a teleconference call with up to 120 total participants using the CEC, with 60 simultaneous participants on one conference, without the need for a conference operator or service.
- **Mobility options to keep employees accessible and connected**
Whether your employees are in the office, nearby or even traveling, BCM50 has a full suite of mobility offerings to choose from including digital and IP wireless handsets or even PDA and PC-based soft-clients. Regardless of location, your employees can stay connected to customers and each other.
- **Activity Reporter**
Better understand and optimize your call flows - for improved customer service and cost savings. The basic version Activity Reporter is an on-box reporting system that provides reports on Business Communications Manager telephony data metrics (e.g., Call Accounting, Auto Attendant Call Routing and Voicemail). The full version is an off-box system offering more advanced reporting capabilities and greater flexibility, enabling you to organize information the way you want.
- **Professional Call Recording**
Allows record keeping of important calls and transaction.