

BUSINESS COMMUNICATIONS MANAGER 3.0

Elevator Speech

Value Proposition

For both the multisite enterprise and the single-site SMB, Business Communications Manager 3.0 delivers a highly reliable, innovative, converged voice/data solution that enables a business to save money by streamlining costs, and enables it to make money by increasing revenues, expanding market reach and improving customer service.

Sales Messages by Decision Maker Level

Decision Maker	Business Challenges	Solution	Benefits	Next Steps
Executive Level	<p>If you are facing these business challenges...</p> <ul style="list-style-type: none"> Attracting more high-value customers and gaining market share Reducing networking and telephony costs between branches Increasing customer satisfaction and ensuring customer retention Improving employee productivity and workforce communications Reducing PSTN touch points, and increasing LAN & WAN touch points for less 	<p>The Business Communications Manager offers a solution that...</p> <ul style="list-style-type: none"> Consolidates voice and data networks into a single, unified path for all communications needs Provides customers with the choice and flexibility to add applications and migrate to IP telephony if and when it makes sense for their business Includes an integrated voice/data system with applications such as Auto Attendant, Voice Mail, Interactive Voice Response and more Allows for centralization of network-wide system management and centralized application deployment Reduces the T-1s in the network and enables Frame for Internet Protocol telephony 	<p>Benefits of the Business Communications Manager are...</p> <ul style="list-style-type: none"> Reduces network management costs through the use of a single, browser-based management tool Increases revenues by providing more effective inbound customer call handling and self-service applications Reduces overall cost of ownership via centralization of applications and multisite management Robust, reliable applications and improved cost structure 	<p>To find out more...</p> <ul style="list-style-type: none"> Contact your local Nortel Networks representative Visit www.nortelnetworks.com

Line of Business Level	If you are facing these business challenges...	The Business Communications Manager offers a solution that...	Benefits of the Business Communications Manager are...	To find out more...
	<ul style="list-style-type: none"> ▪ Reducing department costs ▪ Reducing dropped or misdirected calls and reducing hold times in order to improve customer service ▪ Increasing employee productivity ▪ Reducing 1-800 charges and wait times 	<ul style="list-style-type: none"> ▪ Uses routing applications to ensure that inbound calls get routed to the appropriate agent or branch office based on their point of origin ▪ Enables global administration, provides standard greetings and a common interface across the network ▪ Uses the Multimedia Call Center application to blend the customer contact center and the Internet, fostering more productive discussions with customers 	<ul style="list-style-type: none"> ▪ Offers a rich feature set as well as seamless integration of new technology and communications applications ▪ Reduces toll charges on Web-initiated customer calls with the addition of a voice button ▪ Reduces operations costs through cost-effective remote connectivity for home or mobile users 	<ul style="list-style-type: none"> ▪ Contact your local Nortel Networks representative ▪ Visit www.nortelnetworks.com

Technical Level	If you are facing these business challenges...	The Business Communications Manager offers a solution that...	Benefits of the Business Communications Manager are...	To find out more...
	<ul style="list-style-type: none">▪ Easily connecting multiple sites and networking▪ Reducing networking costs between branches▪ Providing applications to all network-based users▪ Reducing the expenses and complexities associated with operating separate voice and data networks	<ul style="list-style-type: none">▪ Merges voice and data networks▪ Improves technical support efficiencies through simplified networks and centralized/remote management▪ Provides keycode access to features and applications▪ Provides true “carrier grade” system reliability and security	<ul style="list-style-type: none">▪ Features sophisticated network design that allows branch systems to be managed from a central location▪ Incorporates “Design for Serviceability” features that make the BCM easy to install, support and service▪ Offers easy-to-try and easy-to-deploy new features using keycodes▪ Reduces repair time by streamlining network installations and reconfigurations	<ul style="list-style-type: none">▪ Contact your local Nortel Networks representative▪ Visit www.nortelnetworks.com