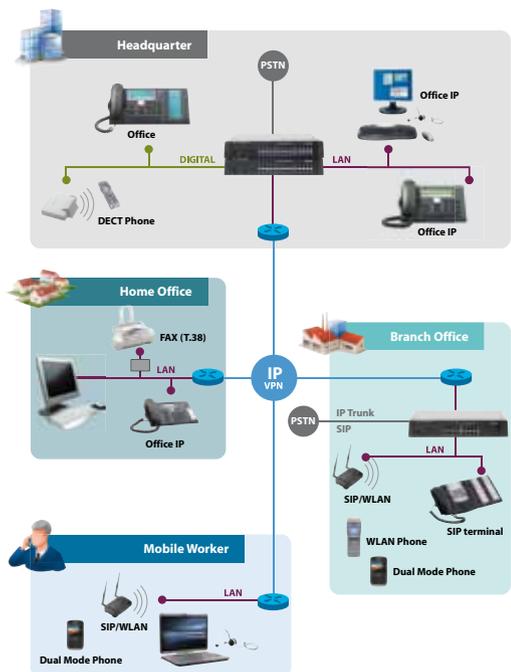


## The advantages of VoIP at a glance:

- ✦ **Flexibility:** wherever there is an internet connection, a functional communication infrastructure can be quickly set up at a relatively low cost.
- ✦ **Network system:** existing data connections can be networked seamlessly between different company locations. This also applies to home workstations and remote workstations.
- ✦ **Expandable infrastructure:** additional system phones and mobility solutions incorporating GSM phones and other components (e.g. applications) can be integrated without additional cabling. Likewise, more locations can be integrated effortlessly into the network.
- ✦ **"No-charge" internal calls:** the usual call costs do not apply to any communication device integrated within the company IP network.



## Voice over IP solutions from Aastra

- ✦ Optimise communication processes and increase cost savings by two factors: significant savings can be achieved in terms of calling costs, also maintenance and administration of these modern communication systems are less time intensive
- ✦ Enable the user to leverage all the familiar features and functions of conventional telephony complete with its accustomed comfort and performance
- ✦ Complying with the latest security standards and enhancements of other measures safeguarding your communication processes against uninvited access
- ✦ Customised to your particular needs; encompassing specific industry solutions as well as a broad portfolio of applications
- ✦ Viable into the future and offering excellent investment protection thanks to technologically independent solutions

### The comprehensive product portfolio from Aastra consists of:

- ✦ IP communication systems
- ✦ IP system terminals
- ✦ Softphones
- ✦ SIP phones
- ✦ Mobility solutions, including mobile terminals based on SIP, DECT, WLAN and GSM integration
- ✦ User-specific applications, e.g. CTI (Computer Telephony Integration), unified communication, unified messaging



Aastra is a leading global telecommunications provider with solutions that help it stand out from the crowd. An expert in unified and collaborative communications and VoIP-based solutions, Aastra helps make your day-to-day communications more efficient and effective. Our customers benefit from innovative, flexible solutions based on open standards.

In Europe Aastra enjoys decades of experience in the development and sale of innovative communication solutions for small and medium-sized enterprises. Large numbers of satisfied customers place their confidence in Aastra as a strong partner at their side.

### Innovative, experienced and customer focused: Seek inspiration from Aastra's IP communication solutions!

Further information on Voice over IP is available on our website. Our certified sales partners would be happy to tell you more about Aastra VoIP solutions and their cost savings potential.

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**Aastra**

## Voice over IP – VoIP

### Telephony and more for small and medium-sized enterprises



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**Aastra**

## How VoIP is revolutionising communication

The demands of business communication have undergone fundamental changes in recent years. While formerly it was primarily large companies that relied on the newest technologies, many small and medium-sized enterprises have now realised the potential underlying modern, internet-based communication.

This is where VoIP (Voice over Internet Protocol) technology offers a great many advantages compared to conventional telephony. Among these are significant cost savings and enhanced flexibility. Highly available bandwidths and technological advances are stimulating increased reliance in all areas of communication. At the same time, speech quality today is so good that your calling party is no longer able to distinguish whether you are in the office, around the corner, or in an airport on the other side of the world.

**Aastra – a leading manufacturer of innovative communication systems – has many years of experience in the area of VoIP for small and medium-sized enterprises. Put your trust in a strong partner capable of offering custom-tailored solutions – your communication system should be as distinctive as your business. This approach offers the best outcome for your staff as they go about their daily duties.**



## What does VoIP mean?

VoIP technology prepares the voice to be transmitted so that it can be transported over IP data connections. Existing data connections are used for voice communication – separate voice lines are unnecessary.

VoIP encompasses everything the internet protocol (IP) requires for voice transmission:

- ✦ The use of IP phones or softphones rather than ISDN or analogue phones. A softphone is software installed on a PC; offering the functionality of a phone on the screen. A headset is usually used instead of a handset
- ✦ DECT over IP or DECT over SIP offers a mobility solution in the IP network providing mobility and flexibility within the company premises
- ✦ SIP (Session Initiation Protocol) is the established method for voice transmission over data lines. To communicate worldwide, a data connection that can replace the conventional ISDN connections is sufficient

### Aastra solutions for VoIP-based communication

Flexibility, investment protection, viability into the future and maximum availability are distinguishing characteristics of Aastra IP communication systems. Moreover, the terminals are impressive for their excellent voice quality. Whichever device you choose, it goes without saying that Aastra IP system phones are reliable and easy to operate with the intuitive menu prompting.



### Mobility solutions

Mobility and flexibility are today much more than just buzz words. They are a real requirement of companies and staff in order to speed up and improve business processes through enhanced external and internal communication with customers. Aastra's specially designed mobility solutions for small and medium-sized enterprises give you and your staff the freedom to focus on your business.

Besides the innovative DECT phones, modern solutions for GSM integration (fixed mobile convergence) are also available to you. The Aastra Mobile Client, for example, allows clear and easy integration of your mobile phone into the company's communication network. Once in place, the mobile phone shares the same subscriber number as the office phone (one-number concept) and provides convenient access to the most important menu-driven functions. Custom profiles allow you to decide whether to receive calls in the office only, on your mobile phone or on all allocated phones. When using your mobile phone, calling parties will only see your office number. With the Aastra Mobile Client you are mobile and reachable without having to disclose your mobile phone number.

### IP system terminals

Installation couldn't be easier. The devices are ready to use out of the box and just require connection to the IP company network. The user then has full access to all functions and options. In addition to open standards-based SIP phones, Aastra offers a broad range of IP system terminals. Ranging from the simple business variant to high-end devices. Aastra covers virtually all user needs.



Aastra 6739i



### Operator console

Regardless of your company's size, callers have to be connected to the right person as quickly as possible. For professional call switching, Aastra offers PC-based operator consoles as well as terminal solutions. Numerous well-integrated functions and options provide comprehensive coverage of the needs of small and medium-sized enterprises.

### PC-based telephony

Softphones are the ideal solution for anyone wishing to benefit from the convenience of a computer and its large screen for telephony. The functions are easy to operate with a mouse or keyboard, and all relevant information is clearly organised on the screen. The possibility of integrating company, public and private phone books as well as personal contacts in Microsoft Outlook® is not only practical but time-saving as well. Other useful functions, such as the presence display and team keys, underline the advantages of VoIP.

To become active, the softphone just requires access to the company's IP network. Via VPN (Virtual Private Network) access, softphones can be used at any time at home or on the road.