

# Aastra 5000 Unified Applications

Communicate and Collaborate Effectively



## Communicate and Collaborate Effectively

### Unifying Technologies to Enhance Communications

«**Unify to simplify**»; this is what information and communication convergence is all about today.

Working methods have changed over the past few years. Companies now have to cope with an increasingly demanding business environment in which efficiency and responsiveness are essential to ensure customer and potential-customer satisfaction.

The unification of communication technologies aims to simplify and accelerate these exchanges so as to make them more productive and meet the needs and requirements of businesses.

*Using intuitive and effective collaborative work tools improves productivity and responsiveness*

In this context, Aastra offers a series of unified applications suitable for any type of business, no matter its size. They are based on open protocols and market standards (such as SIP, IP, XML, web services, etc.) in order to offer open solutions, with ease of use and implementation.

### At the Heart of a Company's Productivity

Companies are increasingly conscious of the fact that productivity and responsiveness can be improved by using intuitive and effective collaborative work tools. These solutions may vary according to user profiles and needs and sometimes have to be integrated with all the applications used in connection with the company's activity.

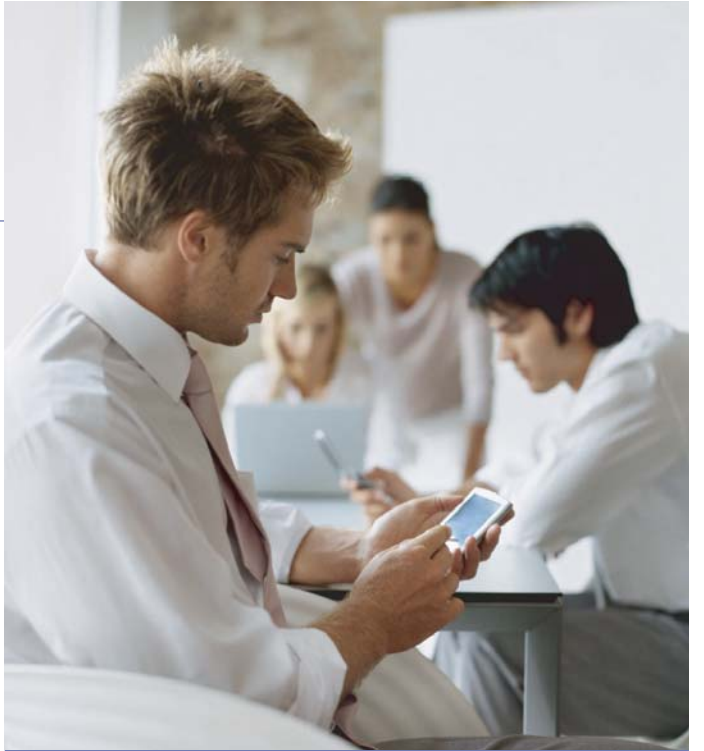
Aastra offers its clients the possibility to have tools that integrate the various communication media:

✦ **Answering service and customer relations:** a company's answering service is both its showcase and a major productivity factor. Aastra's attendant solutions (attendant console and contact centre) improve interactions between the staff and customers as well as their perception of efficiency and quality of service.

✦ **Mobility:** allowing your staff access to information they need, wherever and whenever they want. Increasing their productivity and responsiveness is important both in and outside the company. With Aastra solutions, a simple web browser is enough to fulfil this mission.

✦ **Presence :** knowing instantaneously a person's availability before reaching him makes communications between the company's staff more effective. Aastra's collaborative solutions enable staff members to indicate their availability (telephone, calendar, software) and preferred communication mode.





✦ **Collaborative work:** in this age of multi-site enterprise, it has become vital to offer collaborative work tools already used in the private area. With Aastra's unified and secure solutions, staff members can work effectively in teams distributed over different geographic locations, and share any type of information, thanks to audio conferences, web collaboration, video conferences, etc.

Therefore, Aastra's unified applications enable different staff members to be more efficient in their day-to-day activity and to contribute to the company's growth: telephony, Computer Telephony Integration (CTI), multimedia contact centre, video conference, collaborative work, unified messaging, Soft-phone, etc.

Aastra's added value in this field:

✦ **Openness,** Aastra applications can be installed on any type of operating system and connected to all the company's databases and directories

✦ **Simplicity,** with the use of web clients

✦ **Integration** of all media into a single interface, including telephony

**Aastra's unified communication solutions help companies to:**

- ✦ Simplify communications
- ✦ Improve staff productivity
- ✦ Control the communication system
- ✦ Reduce costs thanks to environmentally friendly solutions

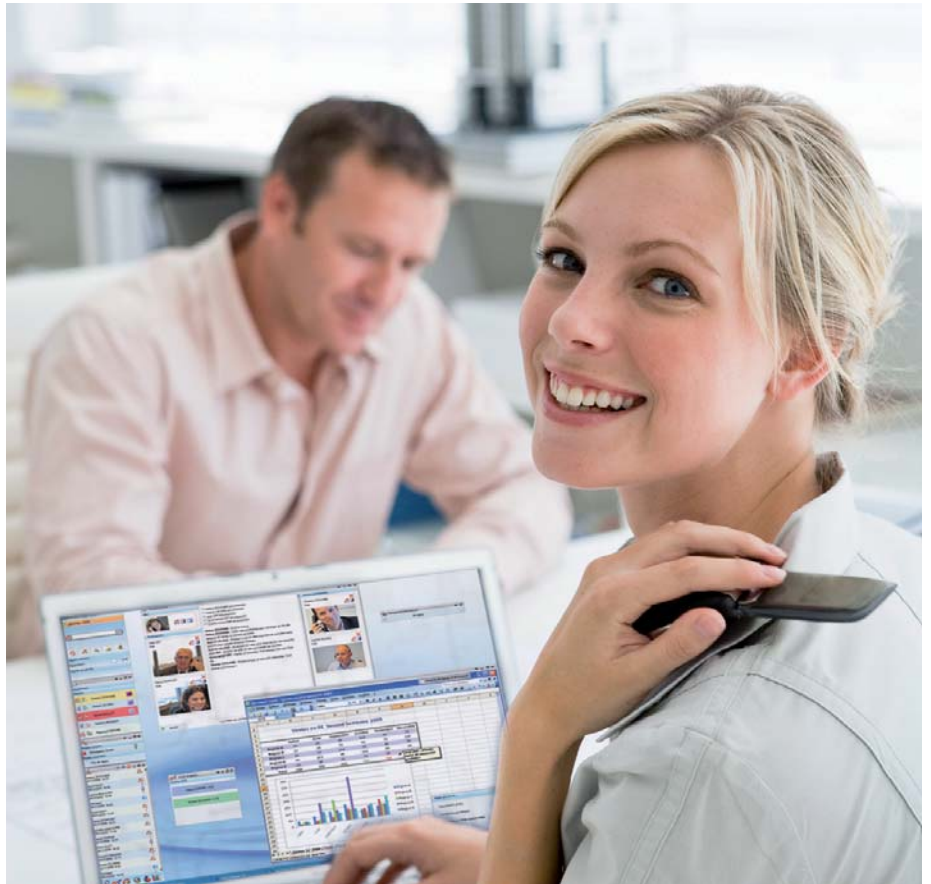


## Telephony Web Portal - Be More Responsive and More Efficient!

### A Multimedia Communication Solution

The Telephony Web Portal (TWP) application is a Computer Telephony Integration (CTI), unified communication and collaborative work solution which enables you to:

- ✦ **Simplify communications:** multimedia solution (voice, SMS, chat, video, mail, etc.), caller ID, etc.
- ✦ **Gain time in your day-to-day activities:** universal dialling, CTI, multi-directory searches, call management, integration into business applications, etc.
- ✦ **Collaborate any time, anywhere:** application-sharing, virtual meeting, presence management, multimedia conference, etc.



### A Modular Solution

The TWP offer is based on independent modules and provides features such as universal dialling, presence management, record display, call pits, multimedia conference, conversation recording, etc. These modules enable you to gradually upgrade to a full collaborative solution. TWP is available for all types of structures, from five users upwards.

TWP is web-services-based and offers all these services on the same server. Without any deployment on the workstation, TWP is an open solution, compatible with Windows, Mac, Linux, TSE and Citrix clients. This solution is also available in VMware environments, for virtualisation and redundancy needs. TWP can also serve as an integration gateway between the Aastra 5000 call manager and Microsoft Lync.

## Simplify Communications and Increase your Productivity

An epitome of flexibility, TWP is first of all a real-time multi-media communication tool.

Its single interface enables users to communicate intuitively and rapidly from their PC/MAC.

With just a few mouse clicks, users can activate (simultaneously or not) different media such as voice, video, chat, mail, SMS, etc.

This ease of communication also results in productivity gains.

### Universal Dialling

From their PC/MAC, staff members can make calls from a document, an e-mail, a web page, a search engine, call logs, etc., simply through drag & drop or click to call.

### Multi-Directory Connection and Search

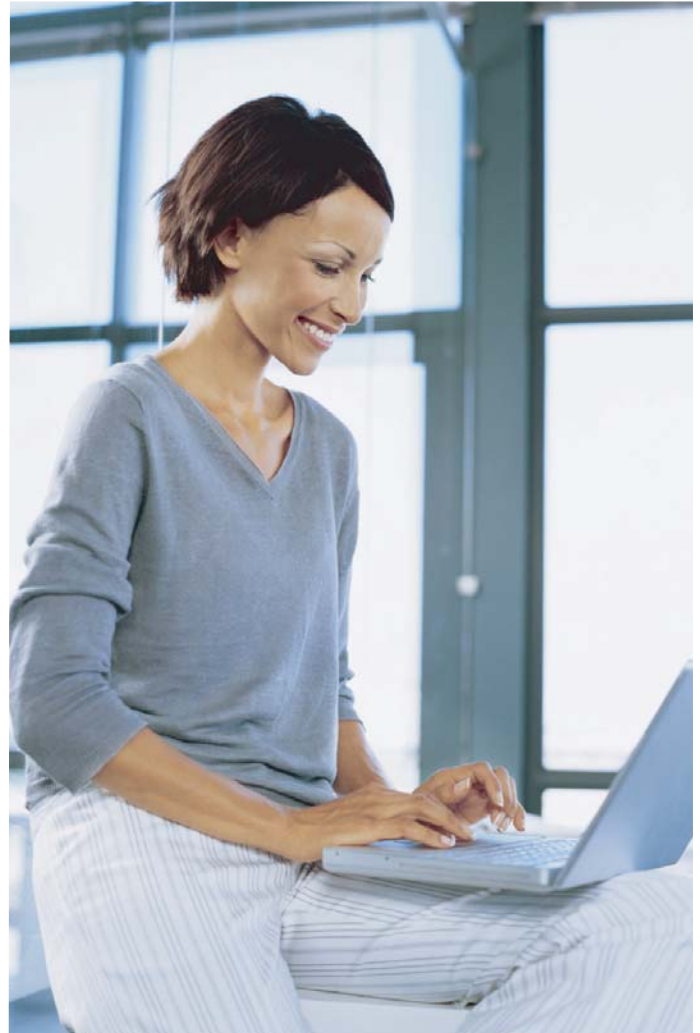
Companies often have several directories from different databases (private contacts, LDAP, SQL, etc.). TWP can be used to unify and quickly access these different directories through simple or advanced searches via a single interface. This connection also makes it possible to identify a caller before taking the call.

*TWP is a Real-Time  
Multimedia  
Communication tool*

### Call Management

TWP can be used to intuitively and effectively control a phone through complete CTI buttons, integrated into the interface. Each user can supervise, intercept, transfer and put calls on hold. The user can also manage a conference call from their PC, with simple mouse clicks. When the user is a member of a department or part of a user group, they can intercept calls on a queue.

Furthermore, they can manage their answering service and forwarding operations according to call type (external, internal) as well as their presence status and reachability from the TWP interface. Each user has a call log, which they may share and in which incoming, outgoing and missed calls are stored, with the possibility to automatically call back through a simple click.



*Improve the users' day-to-day activities and productivity*

### Teleworking

For mobile staff, TWP is available in Softphone mode and offers the same functions as on a traditional workstation: call management, application-sharing, presence management, conference, instant messaging, etc. Mobile workers remain as productive and reachable as when they are in their office.

Furthermore, equipping your staff with TWP Softphone will help you cut certain costs such as travel, structural and management costs.

### Easy Integration

A company's productivity is also enhanced by improved integration of communication tools into its business applications. TWP makes all telephony functions available to the company in form of web services: i.e. click to call from a CRM record, or the possibility to open a contact record (Outlook, CRM, ERP, Excel, etc.) during a call and to modify it directly.

These different forms of integration improve the users' day-to-day activities and productivity. Moreover, since these developments are not telephone-infrastructure-dependent, the company then has a sustainable solution.



the minimum. With TWP, let your teams enjoy a unified and collaborative communication solution without making any deployment on the workstations.

**Bring down your travel expenses with a more environmentally friendly solution**

With TWP, enhance your remote communications and limit your travels. You then save transportation costs and help protect the environment by reducing your CO<sub>2</sub> emissions and energy consumption.

**Benefits of the Solution**

- ✦ Added-value services for all user types, regardless of their terminal type
- ✦ User friendly (click to call, drag & drop, etc.)
- ✦ Easy integration with the company directory and business applications
- ✦ Easy implementation, without deployment or development
- ✦ Accessible everywhere

**Enhance Collaborative Work**

TWP eliminates distances by enabling you to:

**Organise Virtual Meetings**

Staff can hold meetings with their contacts, via audio and video conferences as well as multi-point instant messaging, with a few mouse clicks. From their PC and/or telephone they enjoy, with TWP, audio and video comfort that overshadows the virtual aspect of the meeting.

**Share Documents in Real Time**

Beyond voice and video exchanges, staff members have the possibility to securely share documents instantaneously. They thus work together remotely on presentations, dashboards, etc. They can modify and comment on them in audio conferences and/or instant messaging mode, or even let other participants make their own annotations.

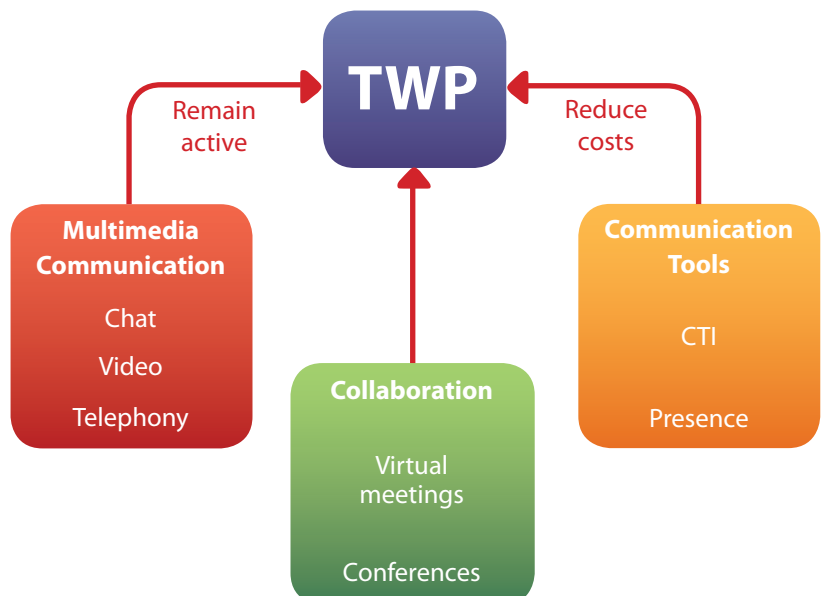
**Three Reasons to Choose TWP**

**Enjoy a Complete, Simple and Effective Multimedia Application**

Communicate in real time through images, sound and chat, using a simple and intuitive interface. With just a few mouse clicks you can start a multimedia conference from your computer, anywhere.

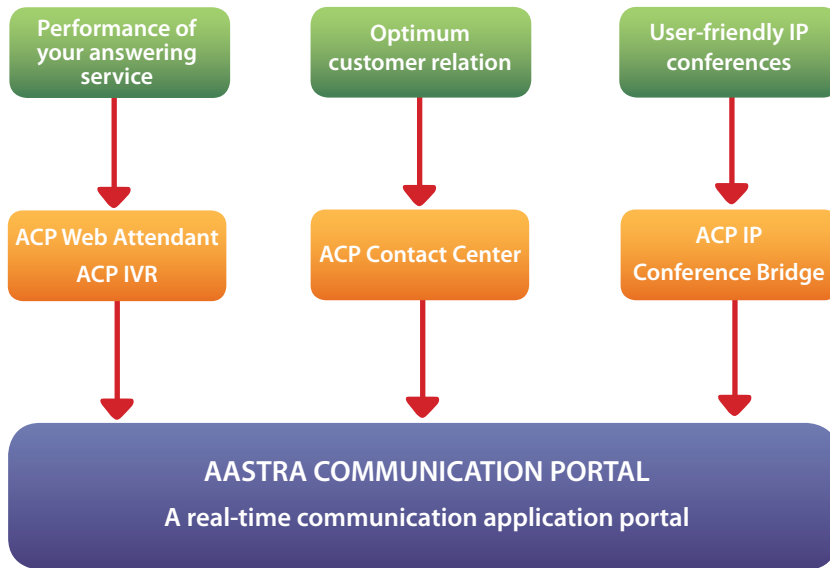
**Have Full Control of your Communication System**

Based on web services technologies, integrating telephony into your information system becomes easier. With its centralised architecture, deployment and administration costs are reduced to



*Improve Productivity*

# Aastra Communication Portal - Unify your Applications!



Aastra Communication Portal (ACP) is a real-time web services-based communication application portal. It enables companies to unify their answering services (ACP Web Attendant and ACP IVR), optimise customer relations (ACP Contact Center) and telephone collaboration (ACP IP Conference Bridge).

Making these applications accessible to your staff via a web portal brings in many advantages:

- ✦ Global availability and reduced installation
- ✦ Same ergonomics for all users
- ✦ Staff mobility facilitated
- ✦ Integration of the communication services into the existing environment
- ✦ Single sign-on and administration
- ✦ Minimum maintenance and operation costs
- ✦ Improved employees' efficiency and productivity

## ACP Web Attendant: Offer the Right Greeting Service at all Times

Your answering service is vital. It is the company's first point of contact with its clients and suppliers. This can reflect the company's brand image and very often determines the development of good business relations.

ACP Web Attendant offers operator console functions in web client mode and allows intelligent call routing according to priorities (internal/external calls, VIP clients, etc.), thereby enhancing the quality of the answering service.

With ACP Web Attendant, your operators enjoy the following benefits, amongst others:

- ✦ Easy and speedy call processing, with the possibility to have keypad shortcuts
- ✦ Unified access to the company's directories (internal/external directory, IPBX, Exchange, Lotus Notes, SCL, LDAP, etc.)
- ✦ Caller identification before pick up
- ✦ Terminal supervision before transfer
- ✦ Calendar-based presence management, for better availability and reachability of called parties
- ✦ Nuisance call qualification

## For small businesses...

The Aastra i2070 software application perfectly meets the switchboard needs of small businesses. It is user-friendly and intuitive.



## ACP IVR: Flexible Interactive Voice Response

With Aastra's ACP IVR, the company has a permanent and interactive answering service, even outside business hours:

- ✦ **Automated attendant:** voice menu (prompts) enables the caller to reach the right service or person.
- ✦ **Information kiosk:** broadcasts messages so the caller can obtain the information he needs, e.g, opening hours, showings, promotion announcements, etc.
- ✦ **Request in a database:** enables a customer to query a local or remote database. For example, consulting a bank account to obtain an account balance with voice synthesis (Text-to-Speech).
- ✦ **Voicemail:** during a high influx of calls, the customer can leave a voice message which will be saved, dated and sent to the called party so he can call back the customer.

### For Small Businesses...

To offer a competitive answering service solution to small businesses, a virtual switchboard is integrated into all Aastra X Series IP communication solutions which propose to callers to be directly routed to the different departments of the company.

## ACP Contact Center: Optimum Customer Relation

The quality of answering services helps to gain customers' loyalty. A contact centre is generally set up as a result of a company's desire to satisfy its customers while minimising costs and increasing its sales: recognising VIPs in order to answer them first, identifying the calling customer in order to open his file in the database, replying more effectively to calls and mails, etc.

To analyse the system performances, the company must also have tools used to assess performances of the application and to determine whether it has the right capacity, based on information such as number of calls (answered and lost), wait time, agent activity, etc.

To meet all these needs, Aastra proposes the ACP Contact Center solution which enables companies to:

### Easily Manage the different Communication Channels

ACP Contact Center is an IP-technology-based contact centre solution. It is used to process all incoming and outgoing communications of a company in a homogeneous, unified and personalised manner: telephony, fax, e-mail and web.

## Have Optimum and Personalised Customer Relations

With ACP Contact Center, incoming calls are qualified and distributed (IVR) then channelled to available agents with the required skill to answer (ACD, routing script). For instance, the agent can locate the geographic origin of the calls and automatically enhance the database with the customer information obtained thanks to easy integration of ACP into business applications (CRM, ERP, etc.). Customers then receive a personalised and high-quality answering service, which helps gain their loyalty.

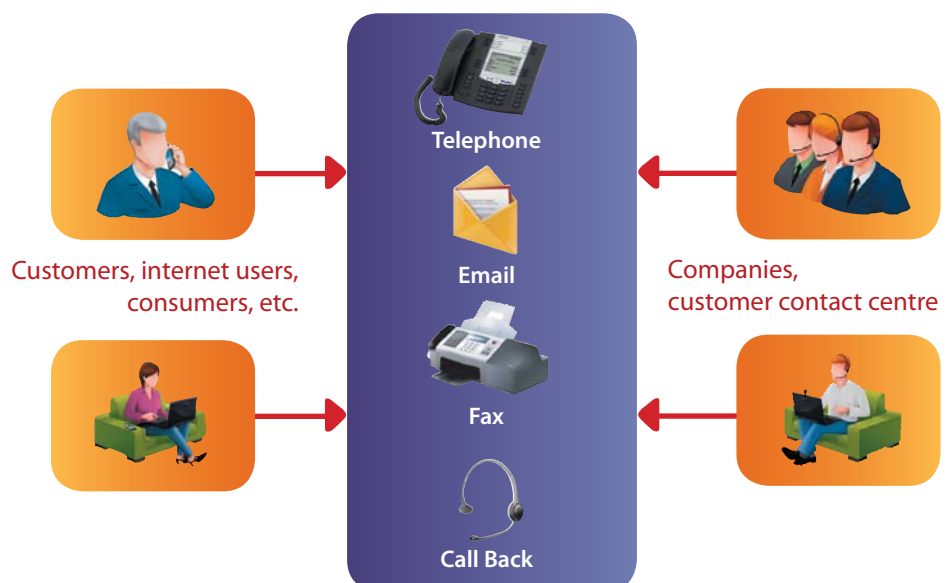
### Evaluate the Contact Centre Performance

The ACP Contact Center solution enables managers and supervisors to have, in their daily activities, simple and effective tools to run their contact centre: number of contacts received, distribution, quality of processing, agent activity (logged on, on break, rate of calls taken, etc.).

Consultation of statistics (real-time or consolidated) gives the visibility required to manage the activity, identify the areas that need to be improved, and adapt the strategy according to this analysis.

### Benefits of the Aastra Answering Service Solution

- ✦ Customisable and functional answering service
- ✦ Rich in information that is easy to update (Text-to-Speech)
- ✦ Effective answering service quality control
- ✦ Optimum presence management
- ✦ Easy deployment







## A Modular and Scalable Contact Centre

ACP Contact Center adapts to changes in the organisation of the company (single site, multi-site or multi-server network), regardless of whether the agents are working on site or remotely, or whether the contact centre comprises two or several thousands of positions.

ACP Contact Center enables you to choose from a wide range of features that individually meet the needs of the company and customer expectations: identifying a customer profile, leaving messages, recording calls, accessing directories, restore of a customer record by a business application, outgoing call campaigns, etc.

To meet security and service-continuity needs, the ACP Contact Centre solution may be redundant or virtual.

Based on market standards, ACP Contact Center is intended for agents, remote advisers, and supervisors. The application is available in web client or standard version and is easy to deploy while keeping the existing architectures.

### Benefits of the Solution

- ✧ Scalable and modular solution
- ✧ Homogeneous management of communication channels via a single, user-friendly and customisable interface
- ✧ Automating the simplest requests in order to enhance the value of the activity of your remote advisers/agents
- ✧ Easy integration into the software and databases specific to your business
- ✧ Minimum operation and maintenance cost

## For Small Businesses...

For less sophisticated answering service needs, the IP communication solutions and Aastra X Series systems offer an integrated ACD (Automatic Call Distribution) service. This improves the quality of the answering service, thanks to the organisation of call distribution according to opening hours and skill groups.

## ACP IP Conference Bridge: User-Friendly IP Conferences

In a difficult economic context, companies are expressing new needs such as to organise multi-country conference calls or to cut travel expenses and conference service rental costs.

The ACP IP Conference Bridge solution meets the expectations of these companies since their staff can easily organise conference calls wherever they are, while benefiting from real-time follow-up of the presence of participants. They can manage the conferences through a simple access from their web browser.

This IP conference bridge reservation service has a capacity for up to 100 participants and offers many advantages:

- ✧ **Confidentiality:** connection to a conference requires a personal authentication code, sent together with the invitation mail. To facilitate the selection of conference participants, staff members have a unified access to the company directory.
- ✧ **Reduction** in travel expenses and in the cost of renting external audio conference services.
- ✧ **Flexibility:** conference calls allow you to work together in today's «virtual company».
- ✧ **Quick return on investment:** if the company normally holds conference calls by going through access providers, the return on investment for an IP conference solution like ACP IP Conference Bridge will be quick.

### Benefits of the Solution

- ✧ Reduced travel expenses
- ✧ Quick return on investment
- ✧ Ergonomic and user-friendly solution
- ✧ Full IP solution

# Unified Communication Platform - Facilitate your Communications

With the multiplication of new communication tools, it is important to facilitate the consultation of the different messages we are receiving all the time (e-mail, voice messages, fax, chat, etc.).

*UCP adapts perfectly to your needs and is available in form of packages - SME, Entry and Enterprise – depending on the level of service and capacities you want*



## Access all the Company's Services with UC Mobile

Although unified messaging has many advantages for all users, its benefits are all the more striking for mobile workers, whose availability and responsiveness can be crucial.

With the UC Mobile client software, mobile users enjoy all the features offered by the company (call via internal dialling, call log display, etc.) and can manage their presence status, initiate or participate in a chat session, etc.

Aastra provides the UCP (Unified Communication Platform) solution which offers users unified communication services enabling them to customise their answering service and manage their messages (voice messages, e-mails and fax) as well as their presence from the same interface, using the right terminal at any time (e-mail, fixed telephone, GSM, web browser, smartphone, etc.).

## An Intelligent CTI

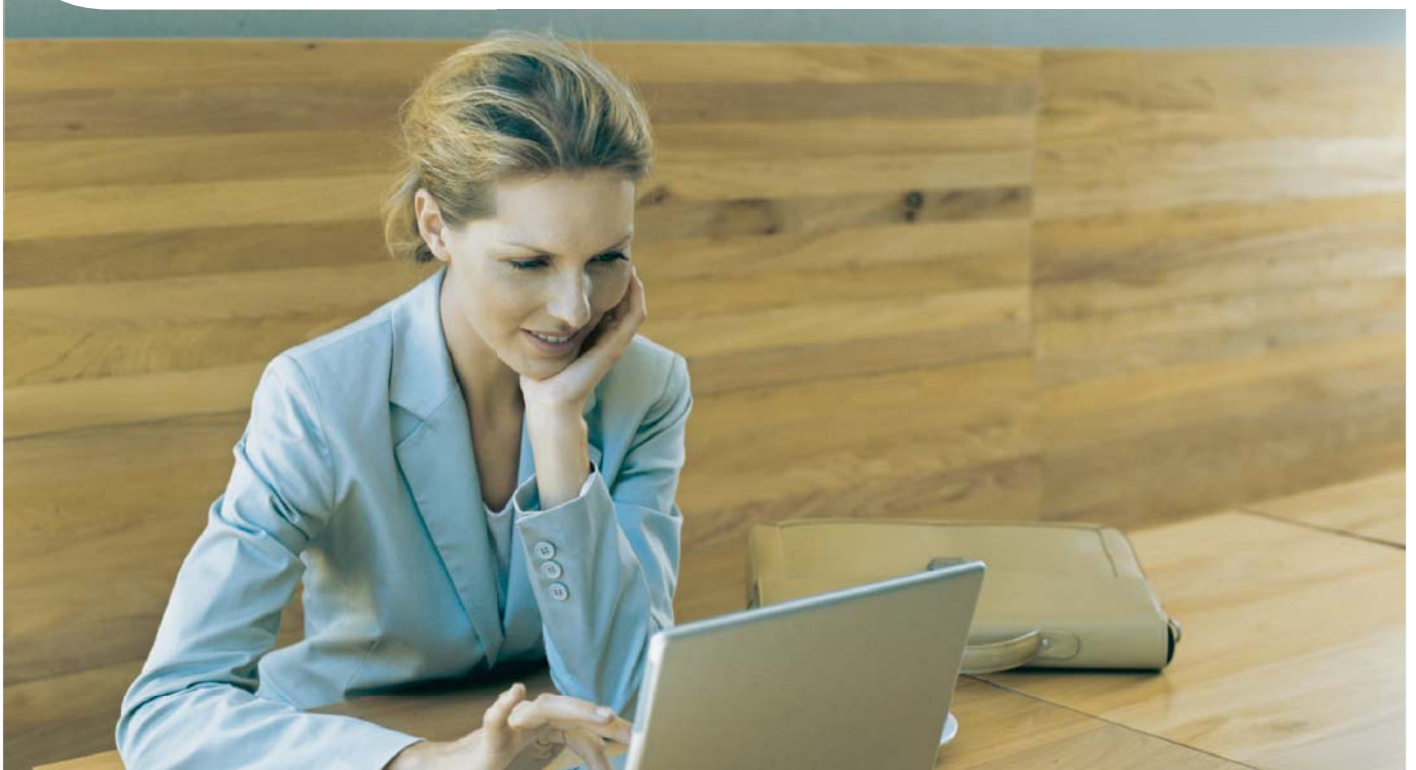
UCP also offers, via the UC client, some Computer Telephony Integration services such as record display and intelligent forwarding management associated with presence management.

## IP Soft Fax, without Dedicated Card

Thanks to a Soft Fax option, it is possible to receive your faxes as an attachment in your e-mails, and to send faxes from any Microsoft Office application. All these can be carried out without dedicated hardware (analogue or digital fax cards).

## Advanced Integration with Microsoft

UCP offers many features with Microsoft applications: integration with Active Directory, synchronisation of calendar contacts for presence management, plug-in for reading messages or even a click to call function.



## UCP, an Application Fully Integrated into the Aastra 5000 Solution

The server and UCP application can be supervised by the administration and supervision application, Aastra Management 7450. The management of UCP users can also be fully controlled from the AM 7450 solution, enabling administrators to gain time and reduce the risks of errors as well as operating costs.

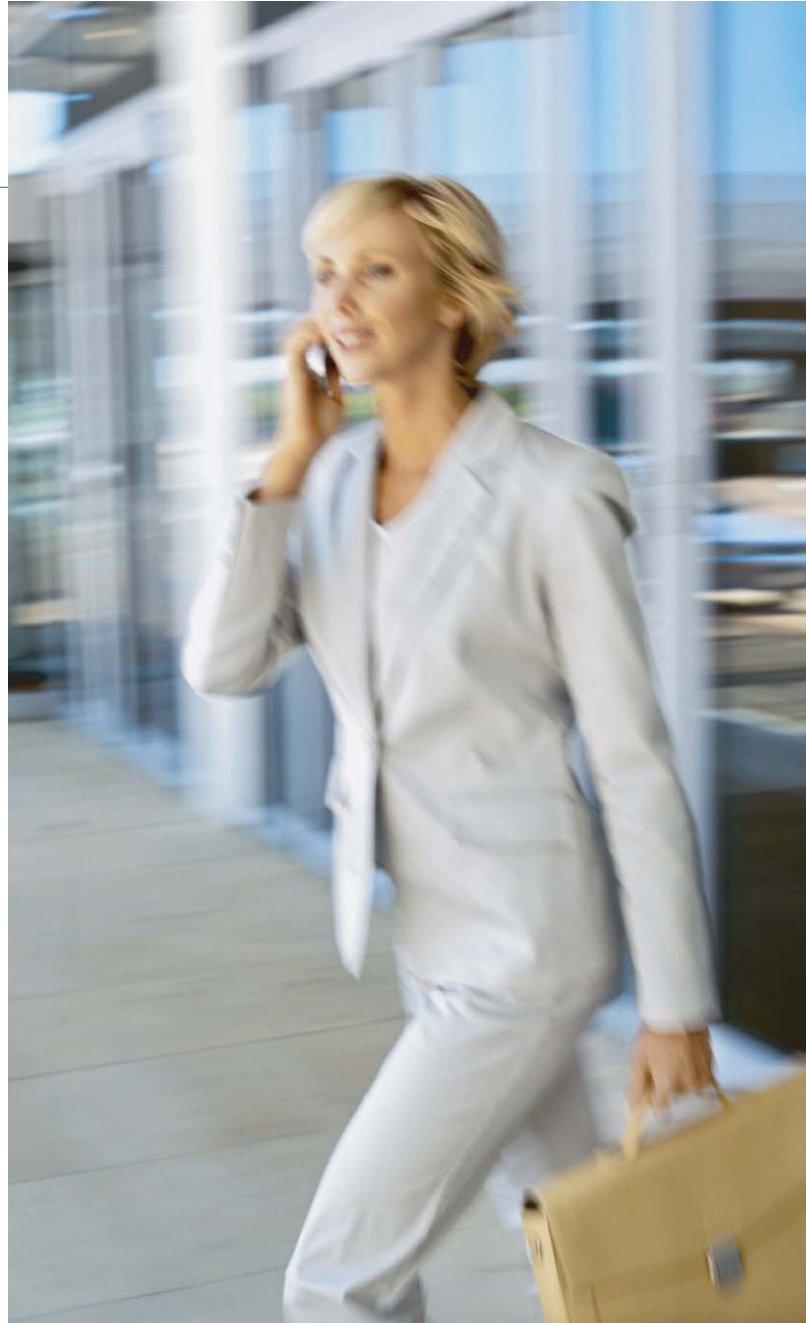
The UCP solution is able to manage 25 to 20,000 users (including 10,000 unified users) and 4 to 64 simultaneous IP accesses.

Some of the services offered are:

- ✦ **Voicemail, with e-voicemail function:** voice messages or faxes are transferred to the messaging account.
- ✦ **The integrated or unified messaging system** in order to effectively manage voice messages, faxes and e-mails via the same interface: Microsoft Outlook, Lotus Notes, etc.
- ✦ **Presence management** synchronised with the Outlook calendar and instant messaging, to facilitate exchanges.
- ✦ **Remote message management** via a web browser, to allow mobile workers permanent access to their unified messaging system.
- ✦ **Intelligent call-forwarding management** so as to be permanently reachable.

### Benefits of the Aastra Solution

- ✦ Ergonomic and modular solution
- ✦ Simplified and customisable message management
- ✦ Wide range of services in a single interface
- ✦ Full IP solution
- ✦ Quick return on investment
- ✦ Better productivity



- ✦ **Fax management:** receiving and sending faxes from any application (Microsoft Office, Adobe Acrobat, etc.).

- ✦ **Voice recognition and Text-to-Speech** functions, to facilitate access to the messaging system.

- ✦ **Automated attendant and interactive voice response services,** for managing the company's answering service outside opening hours.

### For Small Businesses...

In addition to ACD and IVR, voicemail is an essential component that improves staff efficiency. Aastra X Series IP communication solutions offer this customisable voicemail service, including an e-voicemail option.

## Ecosystem of Aastra Solutions!

Aastra has created a certification programme for technological partners (A2P2), fully in keeping with its strategy of openness and its desire to meet the needs of companies.

It aims to validate and certify commercially available products and solutions, so as to prove their compatibility with the Aastra offer.

The validated solutions cover a broad range of products and technologies:

- ✦ Security software
- ✦ CRM/ERP
- ✦ Charging servers
- ✦ Real-time displays
- ✦ Etc.

Thanks to this programme, companies are guaranteed an interoperability and a technical compatibility which enable them to have a reliable and proven global solution.



### About Aastra

Aastra Technologies Limited (TSX: "AAH"), is a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses.

Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries.

Aastra enables enterprises to communicate and collaborate more efficiently and offers one of the most complete portfolios of unified communications solutions - sets, systems and applications - based on market standards (SIP, LDAP, XML, etc.).



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