B U S I N E S S   C O M M U N I C A T I O N S   M A N A G E R

Elevator Speech

Value Proposition

For both the multisite enterprise and the single-site SMB, Business Communications Manager delivers a highly reliable, secure, robust, and innovative, voice and 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	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...
	■ Attracting more high-value customers and gaining market share	■ Consolidates voice and data networks into a single, unified path for all communications needs	■ Reduces network management costs through the use of a single, browser-based management tool	■ Contact your local Nortel Networks representative
	■ Reducing network and network management costs	■ Provides customers with the choice and flexibility to add applications and migrate to IP telephony if and when it makes sense for their business	■ Reduces overall cost of ownership via centralization of applications and multisite management	■ Visit www.nortelnetworks.com
	■ Maintaining the security and integrity of your communications infrastructure	■ Includes an integrated firewall and security measures such as SSL and NAT, all standard on the system	■ Streamlines upfront and ongoing costs by delivering a single platform solution for voice and data	
	■ Improving employee productivity and workforce communications	■ Allows for centralization of network-wide system management and centralized application deployment	■ Increases revenues by providing more effective inbound customer call handling and self-service applications	
	■ Increasing customer satisfaction and ensuring customer retention	■ Includes powerful applications such as Auto Attendant, Voice Mail, Interactive Voice Response (IVR), Multimedia Call Center and more	■ Provides secure and cost effective access for remote workers	
	■ Reducing PSTN touch points, and increasing LAN & WAN touch points for less	■ Incorporates industry-leading technology to support secure and cost effective Virtual Private Networks (VPN) and remote access	■ Optimizes network bandwidth by enabling companies to use a single network for voice and data	

Solutions by
NORTEL
NETWORKS™

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...
	▪ Reducing department costs ▪ Reducing dropped or misdirected calls and reducing hold times in order to improve customer service ▪ Increasing employee productivity ▪ Creating a secure environment that suites your unique business needs ▪ Reducing 1-800 charges and wait times	▪ Uses intelligent routing applications to ensure that inbound calls get routed to the appropriate agent based on their point of origin or reason for calling ▪ Enables global administration, provides standard greetings and a common interface across the network ▪ Allows you to set up holiday greeting schedules to ensure customers receive accurate information throughout the year ▪ Uses the Multimedia Call Center application to blend the customer contact center and the Internet, fostering more productive discussions with customers	▪ Improves productivity and responsiveness by providing a single point of access for email, voice mail and faxes. ▪ Reduces toll charges on Web-initiated customer calls with the addition of a voice button ▪ Reduces vulnerability to security breaches while offering an easy-to-use management tool for policy changes and reporting ▪ Reduces operations costs through cost-effective remote connectivity for home or mobile users ▪ Improved customer service and increased revenues through more effective handling of customer requests over the phone and/or the web.	▪ 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...
	▪ 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 ▪ Maintaining the security of the network and protecting it from internal and external threats	▪ Merges voice and data networks ▪ Improves technical support efficiencies through simplified networks and centralized/remote management ▪ Provides keycode access to features and applications ▪ Rock-solid telephony and data services with options for redundancy ▪ Includes an integrated firewall and security features such as NAT, SSL and VPN	▪ 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	▪ Contact your local Nortel Networks representative ▪ Visit www.nortelnetworks.com