NORTEL

Product Brief

Nortel Application Gateway and the Voice Office Applications Suite

IP Phone applications made simple

Voice Office Application Suite

Productivity in a package

The Voice Office application suite for the Nortel Application Gateway delivers practical, converged voice and data applications that enable organizations to benefit more fully from IP Telephony. The prepackaged, easy-to-learn, easy-to-use Voice Office applications help increase productivity and enhance organizational communications — without requiring any integration work whatsoever.

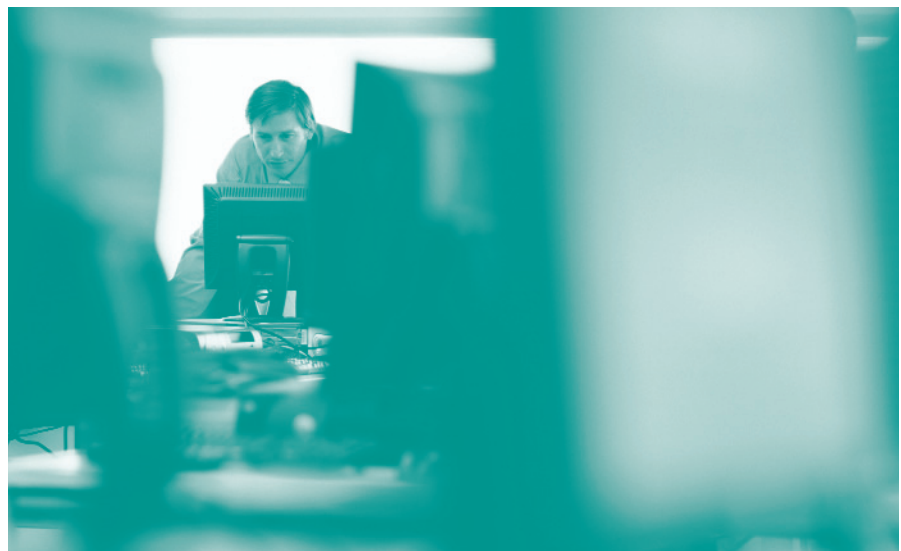The Voice Office suite of applications includes:

- *Visual Voicemail —* Displays envelope information of voice messages so users can select the most important ones to review

- *Express Directory —* Reduces the time to look up and dial by 75 percent, compared to the existing telephone switch directory, by providing an LDAP-based, organization-wide directory

- *Zone Paging —* Enables organizations to leverage IP Telephony systems for voice paging

- *Broadcast Alerts —* Delivers priority messages such as emergency, IT and weather alerts in the form of text, graphics and audio messages to the screens and speakers of IP phones

- *Click to Call with Smart Agent —* Enables users to initiate telephone calls from their desk phone by simply clicking on telephone numbers that appear in e-mails or web applications

Visual Voicemail

An easier way to access voicemail

Traditional voicemail access from a telephone can be cumbersome, requiring users to go through all messages sequentially with limited navigation capabilities. Unified Messaging with CallPilot significantly improves message navigation, but requires a PC. In contrast, Visual Voicemail on an IP phone enables CallPilot voicemail users to view details on sender, time received and length of message, and then select which messages to play back first.

In addition to listing envelope information, Visual Voicemail also provides intuitive, VCR-like playback of messages using the labeled soft keys of the IP phone. The Visual Voicemail interface makes even advanced messaging features — such as call sender, reply and forward — easy to use. It also displays the playback progress of each message.

To use Visual Voicemail, users select it from the Voice Office menu using their CallPilot logon credentials. Visual Voicemail converts audio files from CallPilot for playback on Nortel IP phones.

Zone Paging

Get the word out — quickly and cost-effectively

Communicating effectively during emergencies and disasters is critical to every organization — but remains a challenge for most. Overhead paging systems are often not feasible due to the high installation costs and building wiring limitations. Also, because these systems require dedicated electrical wiring and a conduit for each zone, installing and changing zones is difficult and expensive.

The Zone Paging application enables organizations to make system-wide announcements or page individuals cost-effectively, without the expense of installing dedicated overhead paging systems. Any Ethernet drop can now support audio paging and telephony. By leveraging the IP Telephony network and the IP phones already on most desks, this application makes paging as easy as using the phone, enabling organizations to eliminate redundant key systems required for paging.

To send a page, a user simply selects Zone Paging from the menu of applications, chooses the appropriate zone from

the list of available zones, presses the "Page" soft key and begins speaking. The audio stream is immediately sent to the speakers of all the IP phones in that zone. It also sends text notification of the incoming page to the phones in the zone.

Administrators don't need any training: they manage paging zones using an intuitive browser-based administrative interface. They assign each phone to one or more zones, ranging in size from one phone to hundreds. Administrators can create and display up to 512 named zones. To change zones, administrators simply make the changes with a browser — no more crawling in the ceiling to move speakers or change zones.

Express Directory

Look up numbers more quickly

All users appreciate the convenience, speed and accuracy of being able to dial any person in the enterprise right from the screen of the phone. This eliminates the tedious chore of looking up and then dialing numbers.

Not all employees have access to a computer with a directory of telephone numbers. In mixed-vendor networks, even phones with look-up capabilities may not support organization-wide (multiple PBX) look-up. Such phones

might also require multiple key presses to select letters — for example, pressing the "7" four times to select the letter "s".

The Express Directory feature solves these issues by providing an organization-wide look up and dial capability across any number of PBXs from the screen of an IP telephone. The Express Directory operation significantly speeds up the identification of the desired contact information by using T9 and pruning algorithms. This combination of algorithms narrows down possible entries with each keystroke, without the need for multiple key presses. In most cases, this keystroke-by-keystroke entry and combination of algorithms identifies the desired called party in one-fourth of the time of a regular directory.

The user selects "Express Directory" from the Voice Office menu of services and then types the number key (only once) on the dial pad that corresponds to the first letter in the name, the number key (only once) that corresponds to the second letter in the name, etc. There is no need to type a number key multiple times to select a letter.

Considering the number of calls made with directory lookup every day, this feature alone can deliver ROI from increased user productivity, in months rather than years.

Broadcast Alerts

Communicate effectively when it counts

Communications within and across the layers of organizations are essential for rapid response and pre-emptive action in emergency situations.

Non-emergency communication with employees has also become a challenge for organizations. With the increasingly large number of e-mails staff now receive, it has become difficult to cut through the clutter with important messages and events.

The Broadcast Alerts feature helps organizations with homeland security, severe weather, disaster and non-emergency situations by delivering priority messages to the screens and/or speakers of Nortel IP phones using any combination of text, graphics and audio.

Software is loaded on one of the company's PCs so that it can serve as a Broadcast Server. This integrates with the Application Gateway to deliver broadcast alerts to IP phones. The Broadcast Server provides fine-grained control over which users have access to what features, which subscribers' messages can be posted to, and how users create and update messages

Programmable buttons provide interactive capabilities in messages such as one-touch dialing and links to external applications. The web-based interface of Broadcast Server eliminates the need to install software, and enables authorized access from anywhere on the company intranet or even from the Internet.

Organizations can base message distribution on a range of factors, including department, location or team member-

ship. Shared media libraries make creating messages easier by providing pre-loaded, approved graphics and audio for inclusion into messages. Messages may include text, graphics, audio or any combination. Audio alerts provide mixed-content messages to phones with an audio notification to attract attention. Users can retrieve alerts that they've missed, and read them later.

This flexibility enables organizations to use the Broadcast Server for much more than emergency announcements.

Organizations can schedule delivery of messages (such as lunch menus) in advance. The Broadcast Server can also remind teams of upcoming meetings, deliver location-specific information such as maps, display contact and organizational information in conference rooms, and even display advertising from local businesses to generate revenue.

Click-to-Call

Dial a number with just one click

Click-to-Call enables users to initiate telephone calls from their desk phones by clicking on telephone numbers that appear in e-mails, Microsoft Outlook, Microsoft Outlook Express and Eudora as well as any web-based application or information that can be accessed using Microsoft Internet Explorer.

Click-to-Call scans e-mail messages and web applications, identifies telephone numbers, and turns each of those numbers into a hypertext link that users can click on to initiate an outbound telephone call. This is most useful for web applications that manage customer, partner or employee data, such as sales force automation (SFA), customer relationship management (CRM) and enterprise resource planning (ERP) applications.

The Click-to-Call application connects to the Application Gateway through a Smart Agent installed on the user's PC. When the user clicks on a telephone number, the Smart Agent captures and transmits the telephone number to the user's IP phone through the Application Gateway. The user then initiates dialing by pressing a soft key.

Users download Smart Agent by accessing a secure website and providing Windows security credentials. Future updates to Smart Agent are automatically downloaded and installed after prompting the user. There is no need to install, maintain, upgrade and use a TAPI (telephony application protocol interface) service provider or soft phone client.

Secure by design

To pre-empt any security issues, Nortel's IP phone portfolio design follows a thin-client model that relies on the Application Gateway for application presentation. This reduces security exposure by limiting the ports and the time these ports must be open for information exchange between the phone and the Application Gateway. Using a client stimulus (or thin-client) model, Nortel IP phones connected to the Application Gateway do not need to listen for traffic on Port 80, a port that is typically exploited in Denial of Service (DoS) attacks. The web browsing is done by applications running on the Application Gateway. The Application Gateway — not the IP phone — manages security and then transforms data to the display and control characteristics specific to the Nortel IP phone model utilizing the application.

Application Gateway 1000 specifications

- Rack mount form factor
- Supports up to 500 IP phones per Application Gateway 1000 for Voice Office
- Up to 5 Application Gateway 1000s can be clustered (if more than 500 IP phones are supported)

Nortel software release requirements

- Communication Server 1000 Release 4 or higher
- CallPilot release 2 or higher with Unified Messaging Enabled (for Visual Voicemail)

Click to Call application support:

- Internet Explorer 6.0 and higher
- Microsoft Outlook XP/2000/2003, Outlook Express 6.0 and Qualcomm Eudora 6.2

The Broadcast Server requires an additional PC that operates on the English versions of the following Windows OSs:

- Windows 2000 Server SP
- Windows 2003 Server

IP phones/firmware compatible with Release 6 Voice Office applications:

- IP Phone 2002, Phase II D9G and higher
- IP Phone 2004, Phase II D9G and higher
- IP Phone 2007, C2A and higher
- IP Phone 1120E, C1C and higher
- IP Phone 1140E, C1C and higher

Voice Office Licenses (one per IP phone required) can be ordered in quantities of 10, 50, 250, and 1000

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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