



Brochure

Business communication excellence

Innovative business communications
for the digital enterprise

OmniPCX Enterprise Communication Server

In today's world, business communications are vital to boost customer relations and increase competitiveness.



At the office, employees need business phones and applications that enable them to be instantly responsive to the requests of external contacts, partners and customers.



Whether traveling or working from home, employees must be easy to reach and have the same ease of communication as at work.



Many employees need robust professional communication tools that are available at all times, wherever they may be.



An effective customer welcome enables teams to more easily convert first contacts into lasting, recurrent business relationships.



Business communications must be reliable, secure and cost-effective. As businesses grow, business communications must evolve smoothly.

More than 800,000 companies and local authorities throughout the world have chosen Alcatel-Lucent Enterprise business communication solutions.



Business communications in the digital workplace



PREMIUM BUSINESS COMMUNICATIONS: FAST BUSINESS RESPONSE AND CONVENIENT USER EXPERIENCE

At the office, employees need business phones and applications that enable them to be instantly responsive to the requests of external contacts, partners and customers.

DO EMPLOYEES WORK THE SAME WAY THEY DID FIVE YEARS AGO?

Business communications have changed because the expectations of customers and employees have evolved:

Customers expect quick answers: On-demand buying habits and digital transformation mean customers expect more, faster. Employees will convert more opportunities into successes if they can provide a high quality response within a minimum time.

The workplace is changing: On the one hand, new workplaces offer improved mobility and collaboration, and on the other hand, office spaces are being optimized with a single desk being allocated to several different employees throughout a week. The cell phone has become a key business tool.

WHAT DO EMPLOYEES SAY?

61%

of employees assert that noise disturbances are the greatest source of distraction at the office.

Source: www.prnewswire.com

80%

of employees have an allocated office.

Source: www.steelcase.com

71%

of employees use personal smartphones in the office for business use.

Source: www.syntonic.com/blog/

OUR RANGE OF PHONES OFFER A “PREMIUM” EXPERIENCE FOR BUSINESS COMMUNICATIONS:

- Fast business response because contact is intuitive and immediate.
- Maximum convenience because both the office phone and cell phone can be used interchangeably.



8078s Premium DeskPhone

QUALITY BUSINESS COMMUNICATIONS THAT ARE SIMPLE AND EASY TO USE

HERE IS HOW OUR RANGE OF OFFICE PHONES ENSURE A PREMIUM EXPERIENCE FOR YOUR EMPLOYEES:



Immediate connection: The directory search is instantaneous using the external alphanumeric keypad.



Intensive use: The adjustable incline on the large backlit screens and additional key modules facilitate the ability to easily read the context menus and manage multiple communications.



Listening comfort: Wideband audio, ergonomic handset, and amplified listening in hands-free mode ensure high-quality calls. Employees can hear better and speak more quietly. Productivity in open-space offices is improved.



Increased confidentiality and concentration: The Bluetooth handset and seamless call shift to a cell phone, enable employees to continue their calls in a meeting room.



WHAT ARE THE BEST PHONES FOR MEETING ROOMS AND CLOSED OFFICES?

In open-space offices, meeting rooms are vital for collaboration, concentration and confidentiality. We offer:

- The Compact, or Premium DeskPhone for excellent audio quality including hands-free mode and easy call-by-name. This is the perfect choice for huddle rooms for 3 or 4 people.
- The Premium DeskPhone with the 8115 Audiooffice module for rooms of up to 10 people.
- A conference phone for meeting rooms of 10 or more people.
- The 8088 Smart DeskPhone, alone or connected to a screen, and external camera for video conference rooms.

SEAMLESS CALL SHIFT: AN ALCATEL-LUCENT ENTERPRISE INNOVATION

- Simply press a button or use the contact-free technology to transfer a business call between the office phone and a cell phone.



FAST BUSINESS RESPONSE

WHAT ABOUT MORE EFFICIENT BUSINESS COMMUNICATIONS?

Customers do not want to wait and neither do employees. Here are a few reasons to choose OmniPCX® Enterprise for instant business communications:

Centralized directory and name identification: All locations enjoy a unified directory. Employees no longer have to memorize numbers and can immediately see who is calling or who is answering.

Context menus for multi-line calls: Employees can put calls on hold, transfer, intercept or place calls into conference by selecting the context menu buttons. Transferring a call to provide an immediate response to a customer is intuitive... much to the satisfaction of the customer.

Instant conferencing: Employees can add up to four people to a current call. This is perfect for brief calls with experts while maintaining the initial customer communication: the call is not transferred from one department to another.

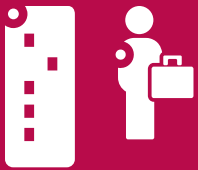
Call history and call requests: Employees see the calls received at a single glance and can call back their contact.

Call screening: An assistant filters the managers' calls so they can focus on priority calls.

HERE IS A PREVIEW OF OUR RANGE OF TELEPHONES. DISCOVER THEM IN DETAIL IN THE "PREMIUM DESKPHONES" BROCHURE



	VIDEO	TOUCH	PREMIUM			COMPACT	BASIC	
	8088	8078s 8078s BT	8068s 8068s BT	8058s	8039 (Digital)	8029 (Digital)	8018	8001G
	Smart DeskPhone	Smart DeskPhone	Premium DeskPhone	Premium DeskPhone	Premium DeskPhone	Premium DeskPhone	DeskPhone	DeskPhone
Usage	Executives Huddle rooms Hotel rooms	Executives Huddle rooms	Managers Attendants Hot-desking	Managers Hot-desking	Agents Information workers Hot-desking	Information workers Hot-desking	Information workers PC companion Lobby, hotel rooms	Affordable PC companion Lobby Corridor
Differentiating experience	One tap video escalation 7" touch-screen Bluetooth handset	5" touch-screen Alpha keyboard Bluetooth handset (BT)	Large color screen Alphabetic keyboard Bluetooth handset (BT)	Large color screen Alphabetic keyboard 4 digital dial keys	Backlit large screen Alphabetic keyboard	Backlit screen Alphabetic keyboard 4 fast dial keys	Compact format Backlit screen 4 fast dial keys	5-lines screen Hold, transfer, conference and redial keys
Business communications	SIP essential telephony and video	ALE advanced telephony	ALE advanced telephony	ALE advanced telephony	ALE advanced telephony	ALE advanced telephony	ALE advanced telephony	SIP essential telephony
Wideband audio	■	■	■	■	■ (IP)	■ (IP)	■	
PC port	Gigabit Ethernet	Gigabit Ethernet	Gigabit Ethernet	Gigabit Ethernet	Gigabit Ethernet	Gigabit Ethernet	Gigabit Ethernet	Fast/Gigabit Ethernet



Mobile and borderless collaboration for the digital enterprise

THE DIGITAL ENTERPRISE REQUIRES FASTER BUSINESS RESPONSE AND CONTINUOUS INNOVATION.

Business conversations between employees and with partners and customers are faster and more impactful with enterprise chat, screen sharing, video conversation. Office phones are perfectly integrated within the collaboration application for utmost convenience: employees only need one single unified communications application to get things done.

HOW MANY EMPLOYEES WORK WITH A COMPUTER AND REGULARLY CALL COLLEAGUES AND EXTERNAL CONTACTS?

When connected to the office phone, the Rainbow Essential application provides greater responsiveness to everyone working on a computer:

Enterprise instant messaging including corporate directory with presence information : Employees can see who is connected, busy or presenting a document in a meeting, and can choose to call or send an instant message and files to their contact.

Call in one click: Do employees regularly call other colleagues and external parties? Save time dialing: call from the office phone with one click from the contact list or

corporate directory, or by selecting a phone number from the desktop.

Call history: Important calls are never lost, employees can make callbacks at any time from their computer.

Softphone: Employees can choose to control the office phone from their computer, or they can use their computer with a headset to communicate with their Rainbow contacts. Softphones help reduce teleworker communications costs



Rainbow: the ideal desk phone companion

ENTERPRISE OR INTERNET INSTANT MESSAGING: HOW TO CHOOSE?

	Rainbow
Chat, file sharing, audio, video	■
Easy-to-use cloud app	■
One click screen sharing on PC	■
Call in one click with desk phone	■
IT control for team and account management	■

	Internet messaging
Chat, file sharing, audio, video	■
Easy-to-use cloud app	■
One click screen sharing on PC	
Call in one click with desk phone	
IT control for team and account management	





ARE COMPLETING FASTER PROJECTS AND ACCELERATING DECISION-MAKING A KEY DRIVER OF THE DIGITAL TRANSFORMATION OF YOUR BUSINESS?

The Rainbow application offers multimedia communications that ease interactions and decision-making in the digital enterprise.

Instant screen sharing: employees can easily share their screen and edit documents in real-time with their contacts.

Video interactions: to see ones contacts is critical when hiring new people, negotiating across distance or work better as a team. All you need is click on the Rainbow computer or smartphone application.

Persistent group chat: teams who use Rainbow groups for their projects can share documents permanently and can enjoy real-time chat that is more efficient than email exchanges.

Business community: anyone can get a Rainbow account as it is free of charge and easily accessible from the cloud. Communication with employees in subsidiaries that have other communication systems or with external contacts can be done easily in a few clicks.

HOW MANY EMPLOYEES USE A SMARTPHONE FOR WORK?

Rainbow smartphone application: Do employees need information urgently? They can search their Rainbow contact list or enterprise directory from their smartphone, and immediately see which contacts are busy or available. They can start a wideband audio call, a video session or secure chat with their Rainbow contacts. Business communications take place instantly despite distance.

Free communications from wifi hot spots: when calling Rainbow contacts from a wifi hot spot, employees reduce communication and mobile subscription costs.



The Rainbow app

INCREASED RESPONSIVENESS FOR TEAMS

- ✓ Accelerated decision-making and development time to close projects
- ✓ Improved communication quality and the ability to use visual aids during meetings
- ✓ IT-controlled enterprise-grade application



RAINBOW

Rainbow is a cloud application that can be connected to the phone system. It's easy to deploy, to use and totally under the control of your enterprise IT department. IT staff can get administration access to the Rainbow application.

Try Rainbow now for free.





Business communications in open plan offices and on the go

BUSINESS COMMUNICATIONS, ARE AS EFFECTIVE ON THE GO, AS THEY ARE IN THE OFFICE

HOW MANY EMPLOYEES USE THEIR SMARTPHONES FOR BUSINESS COMMUNICATIONS?

As smartphones become standardized, employees are encouraged to use them. However, the increase in business numbers and the lack of multi-line communications on smartphones can hinder high-quality business communications. OmniPCX Enterprise lets employees benefit from both business communications and mobility without constraint.

One number service: When an employee is called on their business number, both the desk phone and cell phone ring, preventing the loss of important calls, even when traveling. Employees always use their business number when answering calls or when calling from the cell phone. A smartphone application is not required.

Softphones: Companies that use a high quality WLAN network can transform smartphones into business phones with a mobile application: the enterprise directory and business communication functions are the same as the office phone.

HOW MANY EMPLOYEES TRAVEL MORE THAN TWO DAYS A WEEK? HOW MANY EMPLOYEES ASK TO WORK FROM HOME?

Hot-desking phones: Nomad employees access a few shared desks so space is optimized in open-plan offices. By dialing a code on the phone, employees can associate their business number with the hot-desking phone and have the benefit of an office phone. A Gigabit Ethernet port enables high speed access to the laptop.

Softphones: Nomad employees and temporary employees who support activity peaks can access all of the business communications functions on their computers, tablets or smartphones. Employees can also use the softphone on their laptops when they are at home.



**IDC EXPECTS
MOBILE WORKERS
WILL ACCOUNT FOR
MORE THAN 70% OF
THE WORKFORCE
BY 2020.**

Employees must be easy to reach at work and on the go. All employees don't have the same mobility needs: OmniPCX Enterprise mobility solutions fit everyone's needs.

Source: www.idc.com



CORDLESS HANDSETS PROVIDE QUALITY BUSINESS COMMUNICATIONS ON THE GO

HOW MANY EMPLOYEES MUST BE ACCESSIBLE AT ALL TIMES?

Technical and logistical staff, security personnel, assistants and team leaders are often required to move around the premises while remaining accessible at all times.

Directory and name identification: Employees can immediately see who is calling. Contacting an employee when away from one's desk is easy with call-by-name.

Context menus: Transferring a call that cannot be handled immediately, or conducting a conference call with an expert to resolve a problem, is intuitive with the backlit screen context menus.

Roaming: Employees who are required to frequently travel from one site to another have all of the functionality as soon as they reach a site.



8212 DECT

8232 DECT

SOFTPHONE ON A SMARTPHONE, OR WIRELESS COMBINED HANDSET?

	Smartphone	Business
Shock resistant and reliable		■
Long battery life		■
Audio quality/ease of listening		■
Excellent 3G/WLAN coverage	■	
Applications (mail, business)	■	
Bring Your Own Device	■	



IP Desktop Softphone



8242 DECT



Business communications for industrial and logistical environments

HOW MANY EMPLOYEES WORK IN FACTORIES, INDUSTRIES AND WAREHOUSES

The ability to quickly respond is vital for business, and the safety of staff members in factories and warehouses.

Hardened handset: Employees can use their phones in workshops, warehouses or industrial buildings with rugged environmental challenges. The handsets are robust; they can withstand impacts and have a long battery life. There is an ATEX certified handset for explosive atmospheres.

Backlighting: The backlit keys and screen enable use in poorly or highly lit environments.

Alarms: An alarm button is used to immediately contact the control center. Integration with the notification server provides Isolated Worker Protection functionality.

Hands-free: Listening on a loudspeaker, wired or Bluetooth headset, are options available to employees to communicate while continuing on with their work.



8262EX DECT

8262 DECT



ROBUST AND RELIABLE BUSINESS HANDSETS FOR MOBILE EMPLOYEES



	TECHNICAL STAFF, NURSES			MANUFACTURING		TECHNICAL STAFF		ADMINISTRATORS, SUB-CONTRACTORS	
Usage	On-site	On-site	On-site	Industry	ATEX	On-site	On-site	On-site	Everywhere
Company directory	Local	■	■	■	■	■	■	■	■
Call waiting, transfer	■	■	■	■	■	■	■	■	■
Caller ID, call delegation		■	■	■	■	■	■	■	
One touch call transfer		■	■	■	■	■	■	■	■
Alarm button			■	■	■				
Bluetooth			■	■	■				
Isolated worker protection				■	■				



Efficient customer welcome for the digital enterprise



HIGH QUALITY CUSTOMER WELCOME: AN ASSET FOR YOUR COMPANY

Alcatel-Lucent Enterprise customer welcome applications include all employees to ensure high-quality telephone customer service. Teams can more easily convert a first contact into a lasting, recurrent business relationship.

HOW MANY EXTERNAL CONTACT CALLS DOES YOUR COMPANY RECEIVE? HOW CAN YOU BEST CONVERT THEM INTO SALES OPPORTUNITIES?

The 4059 Extended Edition Attendant Console application enables the attendant to route calls from their computer to the correct person and it offers a personalized greeting.

Visual control of calls, and ease of use: The application displays, at a glance, all calls that need to be handled, as well as all calls on hold, enabling attendants to manage a large volume of calls. Commands are executed using the mouse or via keypad shortcuts. Moreover, the application interface can be customized for attendants to work more comfortably and more effectively.

View free or busy lines: The attendant can quickly see if contacts are already on the phone, regardless of where they are located. A voice message or an email can be sent at any time to remind a contact to return a call.

Mutual help: The application provides easy access to enter and exit attendant groups. These groups can automatically route calls to people likely to respond if the primary attendant is unavailable.

INTERACTIVE VOICE GUIDES

complement the work of the human attendant, or can be used alone. They provide a voice greeting outside of business hours, and voice guides for holding and routing calls tailored to the organization's brand image and news.

Phone to record guides: An assistant or a team manager can change a voice guide by recording it from their phone. It is quick and easy: Customers always have up-to-date information.

Integrated interactive voice server: No additional server or equipment is required for a simple customer welcome solution that serves all sites.





TELEPHONES AND APPLICATIONS INVOLVE ALL EMPLOYEES TO DELIVER A SUCCESSFUL CUSTOMER WELCOME

HOW MANY EMPLOYEES CONTRIBUTE TO CUSTOMER SATISFACTION?

Hunting group: Calls can be distributed among groups of employees so that the workload is shared between all members of the team. This function requires no action by the relevant employees. In the event of a peak in the workload, employees can be added to a group with the touch of a button.

Call supervision: Employees can view calls intended for the members of their group and can respond to the call if their colleague is unavailable. Functionality can quickly be accessed from the screen or from an add-on module.

Voice mail: Every call is answered, even if the contact is absent, or already on the phone. Employees are immediately notified of new telephone messages.

Customized greeting message: Employees can create customized notifications to inform callers about an absence, and provide a contact, so that calls do not go unanswered.

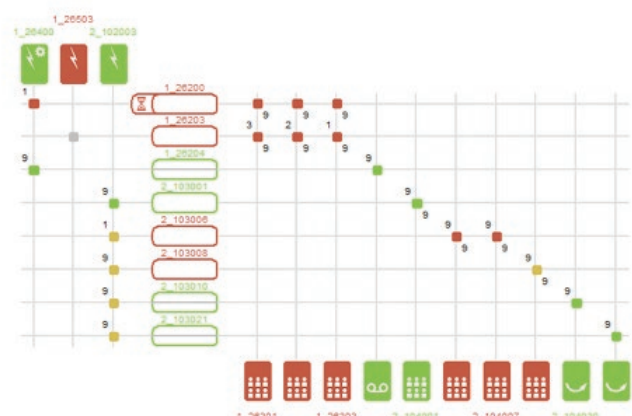
HOW MANY EMPLOYEES ARE PART OF THE CUSTOMER WELCOME TEAMS?

The OmniPCX Enterprise solution has a specialized, customized, and extremely effective customer welcome for part-time or full-time customer service employees.

Call distribution: Calls are distributed using business logic, and have in-queue voice announcements.

Agent context menus on the phone: The learning curve is quick for new agents using context menus on their business phones. Agents can use a desktop application or contact center functions integrated into their CRM application to easily manage calls.

Supervision of routing strategy and performance: Team leaders or supervisors can check the performance of the team in real-time from a supervisor desktop application. They can also manage the call distribution strategy in real-time. Statistics can also be used to verify the performance of teams, or pay them based on performance.





A cost-effective and reliable solution for multi-site companies



ONE COMMUNICATION SYSTEM FOR ALL LOCATIONS: SAVINGS AND RELIABILITY ENSURED

INSTANT SAVINGS

Free communications: Transformation to IP can provide substantial savings; communication costs, between business locations and remote worker home offices, are eliminated.

Optimize subscriptions to public networks and reduce costs: Centralizing public access enables, all locations to use the same public access which facilitates subscription monitoring and ensures better rates. OmniPCX Enterprise least cost routing functions allow international companies to reduce communication costs to other countries where the company is established.

Centralized system: A centralized communications system provides several advantages: one software version to maintain, centralized maintenance operations, and easy to implement common communication services for all users.

- **ALL CALLS BETWEEN SITES ARE FREE OF CHARGE**
- **ONE COMMUNICATION SYSTEM TO MANAGE, OFFERING A CONSISTENT SERVICE LEVEL**
- **CENTRALIZED PUBLIC ACCESS ENABLES MONITORING AND ENSURES BETTER RATES**

EASY SYSTEM MANAGEMENT VIA A WEB INTERFACE OR THE OMNIVISTA 8770 NMS COMPREHENSIVE MANAGEMENT SUITE

Centralized system and user account management: Optimize management time with a single, simplified interface to manage users, terminals and services.

Centralized directory: Use a single directory for all users, that can be synchronized with external data sources such as a Microsoft Active Directory. A web directory is also provided with a click-to-call feature.

Track expenses and quality of communications: Optimize costs with a consolidated and detailed view of telecom expenses and trend analysis. Monitor traffic spikes with real-time notification if thresholds are exceeded. Performance indicators monitor the Voice over IP quality.





A SCALABLE SYSTEM TO SUPPORT YOUR COMPANY TRANSFORMATION

MISSION-CRITICAL COMMUNICATIONS

Central and redundancy ensure important calls are not lost: A redundant communication server can protect against a hardware failure at the main site, or can reduce the possibility of a network outage at important sites. Switching to the second central server or to the local server is automatic. The main server configuration is automatically replicated on redundant servers, reducing significant administrative costs.

Thales Group encryption: Partnership with one of the world leading security providers ensures communications systems and communications are protected against cyber-attacks.

FUTURE-PROOF INVESTMENT

Your business operates by creating new activities, acquiring a competitor, or expanding to new sites. This growth requires a communication system that evolves with your organization's needs. OmniPCX Enterprise meets these needs.

A single system for many sites: Our solution is scalable and it can support thousands of users. For example, if the organization acquires a new site, the communication server can be deployed for the new users and provide the same service level to all employees.

Digital, IP, SIP access: If a site has digital wiring and analog sets, they can be preserved until the IT network is able to support IP or SIP phones. DECT wireless, DECT IP and WLAN terminals can provide free mobile communications on site, regardless of the type of network infrastructure.

Native cloud connectivity: Business calls can be enhanced from the cloud with instant messaging, and multimedia communications, and enable increased responsiveness within teams and with external contacts.

Programming Interfaces: Embedding business communications within business applications is quick and easy with application programming interfaces and a large ecosystem of partner applications.

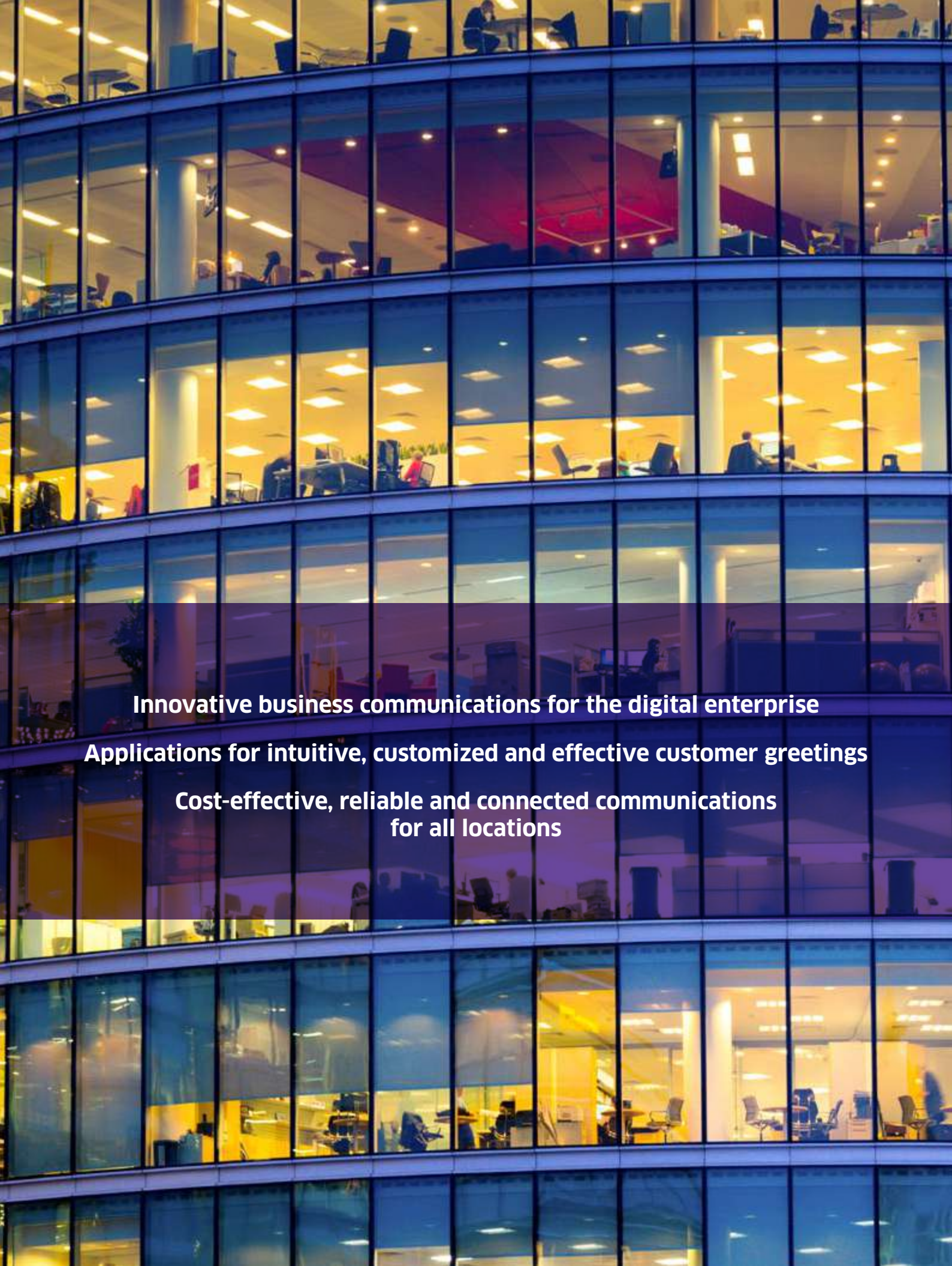
SOFTWARE ASSURANCE

Our software assurance provides manufacturer support should problems arise. It also provides free software upgrades that ensure the smooth evolution of the communications system.

- **REDUNDANCY AND ENCRYPTION TO MAKE CALLS SECURE**
- **SCALABLE SOFTWARE FROM MULTI-SITE SMBs TO MULTINATIONAL COMPANIES**
- **HYBRID DIGITAL, IP AND SIP ACCESS**
- **NATIVE CLOUD CONNECTIVITY**
- **SOFTWARE ASSURANCE**

In short, this is what the OmniPCX Enterprise solution offers:

USER EXPERIENCE	Business desk phones	IP phones	Premium DeskPhones (8078s, 8068s, 8058s, 8028s) , 8018 DeskPhone
		Digital phones	Premium DeskPhones (8029/8039)
		Softphones	IP Desktop Softphone application
		Entry level and third-party phones	8001 DeskPhone, third-party SIP phones, analog phones, fax machines
		Add-on modules for Premium DeskPhones	10, 14 and 40 key modules
		Conference phones and modules	4135 IP Conference, 8115 Audiooffice
	Mobility, mobile phones	DECT or WLAN cordless handsets	8212 DECT, 8242 DECT, 8262 DECT, 8262EX DECT, 8118 WLAN, 8128 WLAN
		DECT base stations	4070 DECT Base Station (indoor, outdoor) 8340 IP DECT Access Point (indoor, outdoor)
		Cell phone use	One number service
		Hot-desking phones	Hot-desking service
Messaging, customer greeting and call routing	Messaging	Built-in messaging service	
	Attendant console and customer greeting	4059 EE Attendant Console, attendant menus on the 8068, built-in voice response system	
	Specialized customer welcome (Contact Center)	Active greeting agent (CCD), Supervisor application (CCS) Agent or supervisor PC application (CCA)	
Conference	29-party conferencing	Built-in conference bridge	
	Borderless and mobile collaboration	Includes Rainbow Essential (Cloud application connected to the communication server)	
IT INFRASTRUCTURE	Cost control and administration	Public network	Network access T0, T2, T1, PCM R2, SIP
		System administration service	Built-in visual Command Line Interface OmniVista 8770 Network Management System with options (taxation, alarm, directory, performance, Microsoft Active Directory integration)
	Security and continuity of service	Continuity of service	Communication system redundancy
		Secure communications	VoIP encryption with IP Premium Security Module and encryption redundancy
	Server	Communication server platform	Server virtualization, rack module or server provided by Alcatel-Lucent Enterprise, native connectivity to the Rainbow cloud
	Software maintenance and upgrade	Contract level (country dependent)	Solution Premier Service (SPS), Software Evolution Service (SES) on OmniPCX Enterprise and related applications
Contract term		Contract term from 1 to 5 years	



Innovative business communications for the digital enterprise

Applications for intuitive, customized and effective customer greetings

**Cost-effective, reliable and connected communications
for all locations**



To discover more about OmniPCX Enterprise,
visit our website.



Also **visit our website** to discover our range
of desk phones and cordless handsets.

enterprise.alcatel-lucent.com

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