

TELMEX'S HOSTED IP PBX SOLUTION BY NORTEL DELIVERS HEIGHTENED PRODUCTIVITY AT A LOW PRICE*



NORTEL



Case Study

Telmex



Customer overview

Telmex is one of the Americas' pioneering telecommunications companies, providing advanced products, services and solutions in Mexico and throughout Latin America — including Argentina, Brazil, Chile, Colombia and Peru — and in the United States. In addition to traditional fixed-line telephone service, Telmex offers data and video services, Internet access and solutions for residential, the small and medium-sized business market and enterprises.

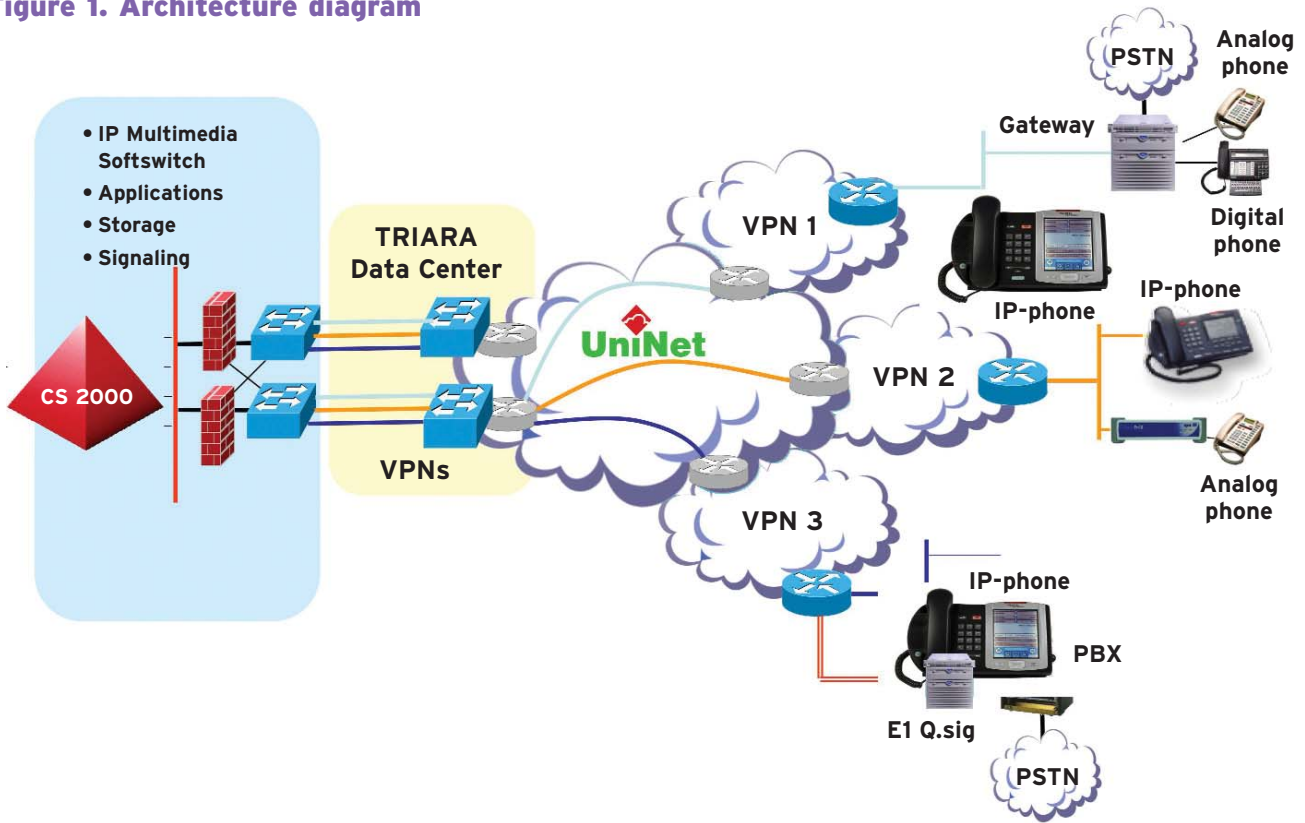
The initiative

With its commitment to providing innovative and productive solutions, Telmex was looking to develop and deploy a complete, end-to-end IP services solution for its medium and large enterprise customers. As part of that initiative, Telmex intended to deliver a new, competitively priced and easy-to-maintain solution. An extensive analysis of potential options led to the selection of a Nortel Centrex IP solution.

Why this solution for medium and large enterprises? Because Centrex IP solutions deliver a lower cost of ownership and predictable monthly costs. The only equipment required by the enterprise is a router and end-user devices, which can be either new or legacy depending on the desired feature set. And a flat monthly fee eliminates the uncertainty of operating potentially expensive IP PBXs.

* Nortel's hosted IP PBX solution for Telmex is built on a Nortel Centrex IP foundation.

Figure 1. Architecture diagram



Why a Nortel Centrex IP solution?

Nortel Centrex IP allows service providers to offer cost-effective VoIP services to businesses of any size. Centrex IP is a network-based solution designed to grow as the business grows. It offers hundreds of voice and data features and the option of purchasing additional capacity as needed, and only when needed. This solution easily accommodates remote locations, telecommuters and existing private networks, in that it's based on an administered IP telephony network with a centralized infrastructure, allowing for PBX-grade and multimedia functionality unified through an IP transport network.



The solution

Telmex turned to its longtime trusted partner — Nortel — for its hosted IP PBX Centrex solution. Nortel’s Communication Server 2000 IP multimedia softswitch solution offers high-quality voice services, audio and video conferencing, collaboration tools, mobility applications and other productivity-enhancing services.

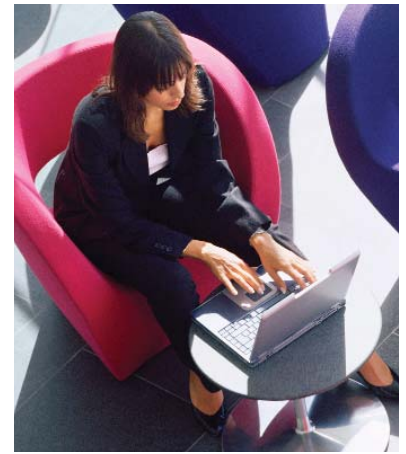
Nortel is supplying a complete, end-to-end IP professional services solution from its Global Services portfolio, using network equipment owned and managed by Nortel. Nortel’s hosted solution provides an IP-centric service suite, with Nortel’s Communication Server 2000 IP Multimedia Softswitch and AS 5200 Application Server as the foundation. This IMS-ready, carrier-grade solution supports a wide range of voice and multimedia business features based on the open, industry-standard SIP protocol.

“This service will allow our customers to optimize their investments,” says Federico González Contro, Telmex’s assistant director of Enterprise Marketing. “They won’t have a huge initial investment and can easily cover it over time.”

The initial offers come with a 36-month contract that includes a monthly rental fee for the hardware and optional applications.

“It’s a flexible solution that adapts to the needs of our customers,” González Contro says. “It’s also a scalable solution, meaning that it will grow with the evolution of our customers’ business needs and overall growth.”

This Centrex IP solution delivers on Nortel’s “Business Made Simple” promise, assisting customers in reducing the complexities of an increasingly hyperconnected world — in which anything that can be connected will be connected — and in harnessing the opportunities presented in this new business environment.



Service offerings are structured within several packages, as described below.

| Hosted Lines | Hosted Multimedia | IP Hosted Trunks |
|---|--|---|
| <p>Basic Line Caller ID Call Wait Follow Me Three at the same time Abbreviated dialing Block of services (044, 01900 etc.) Centralized Dialing Plans Management</p> | <p>Multimedia Premium Who is on-line? Presence Instant Messaging Voice Mailbox Personalized Call Records Video Call (one-on-one)</p> | <p>IP Trunk Basic Centralized management of: Dialing Plans Routing Restrictions Political of security for voice calls</p> |
| <p>Enhanced Line Basic service + Programmed Conference-Adhoc (6 ports) Music on Hold Arrangement Boss-secretary Block of services (044, 01900 etc.) Centralized Dialing Plans Management</p> | <p>Multimedia Premium Plus Multimedia Premium + Personal Bridge for Conferences Collaboration in Conference (files transfer, Shared applications, chat) Video Conferences Programmable Follow Me</p> | <p>IP Trunk Premium Basic service + Q.SIG Signaling that enables functionalities like Ring Again, Call Pickup, Follow Me</p> |

This end-to-end solution also includes a broad selection of Nortel IP phones meeting a variety of subscriber needs.

| Basic-Executive I | Executive II | Premium I | Premium II | IP Phone KEM |
|--|--|---|--|---|
|  |  |  |  |  |
|  |  |  | | |
| <ul style="list-style-type: none"> • Screen of 2x24 characters easy to read and with multi language • IEEE 802.3af Power over Ethernet • 1 port Ethernet • 2 fixed keys (hold and goodbye) • 4 keys for software • 2 sailing keys (up and down) • Contrast adjustable of screen | <ul style="list-style-type: none"> • Screen of 4x10 + 2x24 characters easy to read and with multi language • IEEE 802.3af Power over Ethernet • 1 switch with 2 ports Ethernet • 2 fixed keys (hold and goodbye) • 4 keys for software • 4 sailing keys (up, down, left, right) • Contrast adjustable of screen | <ul style="list-style-type: none"> • Screen of LCD easy to read and with multi language • IEEE 802.3af POE • 1 Switch with 2 ports Ethernet • 2 fixed keys (hold and goodbye) • 4 keys for software • 4 sailing keys (up, down, left, right) • Contrast adjustable of screen | <ul style="list-style-type: none"> • Screen Touch Screen easy to read • IEEE 802.3af Power over Ethernet • 1 Switch with 2 ports Ethernet • 2 fixed keys (hold and goodbye) • 1 port USB • 4 sailing keys (up, down, left, right) • Light in Screen | <ul style="list-style-type: none"> • Expansion module • Adds 24 lines or keys of attributes • Screen LCD for each key • Use with telephones i2002/i2004 • Maximum of 2 modules for telephone |

“The main objective for Telmex has always been to bring cutting-edge telecommunications to the Mexican market. We are offering our customers access to this world-class technology on the most robust and reliable data network in Mexico, with the widest area of coverage.”

► **Federico González Contro,**
assistant director of
Enterprise Marketing, Telmex

The benefits

Nortel’s hosted IP PBX Centrex solution for Telmex allows its enterprise customers to benefit from advanced IP communications services — for example, audio and video conferencing, collaboration tools and mobility applications — without the expense of installing, operating and maintaining a network. This solution allows an enterprise to connect all of its offices to the same phone system, and to thereby share a centralized receptionist and use free four-digit dialing between locations.

The solution simplifies life for business executives — especially for organizations without extensive IT resources — by making new applications and services readily available without having to deal with integration, support, or device and domain compatibility. Going forward, this innovative solution will allow employees to coordinate communications among mobile and fixed devices and to have the same service set on any device, and to thus more easily and effectively collaborate with colleagues. It provides a more personalized multimedia communications experience. The result is a much more productive workforce.

Support was another critical consideration for Telmex in the selection of this Nortel Centrex IP solution.

“With this solution,” says González Contro, “our customers have access to outstanding human and technology resources that guarantee the correct implementation of the service. We also provide centralized and guaranteed maintenance and support that allows us to offer end-to-end monitoring of customer services. Together with Nortel, we offer a complete support center, guaranteeing service operation.

“Essentially, we’re striving to make certain our customers have a tool that will guarantee improved connectivity and productivity for their businesses, and that will make them more efficient. We want to allow them to concentrate on what’s most important to them — their core business — and to delegate the telecommunications piece to us, trusting us to deliver the communications services they require.

“This solution delivers on all counts.”

The bottom line

“Why do we like this service?” asks Pedro Gómez Miranda, director of telecom for SEGOB, a government administration agency and a Telmex customer, using Nortel’s hosted IP PBX Centrex solution. “Because we see it as a great value in terms of allowing us to move our people from network operations to the more important work of administration and to dedicate more time to our internal users.

“In other words, this service is a great enabler for us.”

“This is what we call true convergence,” González Contro says in summary. “With this service, our customers already have access to such applications as video communications and data transfer and sharing, as well as traditional voice communication.

“As a whole, and with each of these applications, we’re convinced this solution will guarantee a substantial improvement in productivity and collaboration for all of our customers. It also will allow them to be more responsive to their own customers, which is equally important to us.”

The global advantage

According to Dell’Oro, Nortel is the worldwide leader in Carrier VoIP for the last five years (2002 - 2006).

Nortel is a leader in Gartner’s “Magic Quadrant for Softswitch Architecture, 2007,” which states: “IMS product development for incumbent and rural customers demonstrates Nortel’s commitment to the market and its feistiness in fending off the competition.”

Nortel provides network managed services for more than 100 enterprises, carriers, service providers and cable operators worldwide, through specialists at network management centers in Europe, Asia and America. These centers maintain 24/7 management vigilance, monitoring customer networks for potential problems before they happen and taking the necessary corrective actions to maintain operational integrity. They also monitor and update network defenses to maintain security against viruses, hackers and other threats.



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Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

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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