



Program Brief

Nortel Unified Communications Commercial Offers for the Innovative Communications Alliance

Accelerate the value of unified communications today with comprehensive and complementary options from Nortel.

Unified communications (UC) can help increase employee productivity and improve response rates significantly, resulting in greater employee and customer satisfaction and ROI as high as 178%¹.

A recognized industry leader in UC, Nortel has an end-to-end UC services practice portfolio that enables the deployment of unified communications into the enterprise. Nortel has a range of commercial offers, available from July 2009 through June 2010, that allow your business to experience the benefits of UC, realize ROI, enhance your customer's experience and map the next crucial steps in your UC migration plans.

Included in these offers are a wide range of services covering planning, integration, deployment, management and support — all of which are available in a heterogeneous network.

Offers to suit every need...

Nortel's set of commercial offers provide a flexible and cost-effective option that enables the enterprise to start or expand their UC deployment and to quickly benefit from the enhanced productivity it provides.

Enterprise Lighthouse

The Enterprise Lighthouse offer is the ideal fit for customers ready to take a significant step in deploying Microsoft® Office Communications Server (OCS) capabilities including OCS voice,

Exchange Unified Messaging, Instant Messaging, presence and conferencing. The Enterprise Lighthouse offer is for a minimum of a 2,000 user deployment.

Conferencing

The Conferencing offer provides a cost effective option for the enterprise that wants to take the first steps along the unified communications journey. This offer represents a cost-effective option for deploying UC capabilities, including Microsoft OCS voice and conferencing, across a broad user base with a



¹ Nortel's Unified Communications ROI calculator developed with Nemertes Research estimates ROI of 178% on unified communications deployments

minimum of 500 users. This deployment strategy can be used to develop a business case for a broader adoption and best practices for an enterprise-wide deployment effort.

Mini Lighthouse

The Mini Lighthouse offer is an affordable 250 user starter package appropriate for enterprises who wish to deploy Microsoft UC on a per-departmental basis or perhaps to evaluate the benefits of UC prior to a broader-based deployment. This offer is for enterprises that want to deploy the Microsoft OCS capabilities including OCS voice, Exchange Unified Messaging, Instant Messaging, presence and conferencing.

SIP Contact Center 7.0 + OCS

Nortel Contact Center 7.0 + OCS offer provides IM and presence for contact center agents when deployed and integrated with Microsoft OCS 2007 Release 2. The Contact Center 7.0 solution is a cost-effective option for businesses that want to transform their contact center and begin realizing the benefits of unified communications. The offer integrates unified communications for 'Expert Anywhere' functionality across a broad user base, while enabling users to experience the benefits of the Multimedia Contact Center 7.0 environment.

Web Services

Targeted at companies with 100 to 500 users, this solution leverages Nortel's Agile Communication Environment

(ACE) platform to deliver UC capabilities that enable seamless user experience with presence and click-to-call into other business applications and processes while maintaining the existing PBX configuration.

Comprehensive service offerings

Each offer provides a range of services to facilitate smooth implementation and deployment of your investment. Table 1 provides an overview of the services available with each offer.

About Nortel UC Services

As a premier integrator of Microsoft UC solutions and a certified Microsoft Gold Partner, Nortel Global Services can help transform your company's UC vision and strategy into a real-time communications-enabled network — all within the context of a multi-vendor, multi-technology environment. With Nortel's help, your enterprise can experience the benefits of a UC framework based on Microsoft OCS 2007 Release 2. Nortel's strong team of unified communications engineers offers a unique blend of industry certifications and experience. Nortel offers a full lifecycle of unified communications services to advise, integrate, support and manage your multi-vendor, multi-technology network. Depending of the selected offer, there's a set of services defined to lead the way in the deployment of unified communications:

Project Management

When it comes to implementing a new offering or solution, project management is a critical component. With these offers a Nortel Project manager will work with you to plan, coordinate and manage deployment activities to help ensure the project is on schedule, on budget and on target.

UC Planning and Design

With the UC Planning and Design service, Nortel professionals work with you to carefully design and plan for the introduction of the UC solution. The service includes scoping of the telephony components, gateway, data network, Microsoft OCS 2007, and Active Directory integration.

UC Network Assessment

The UC Network Assessment is a vendor-agnostic service that focuses on providing you with the status of your existing voice and data elements, the impact on functionality from an end-user and technical perspective and a set of recommended changes that are prerequisites for a successful introduction, integration and launch of the new UC architecture.

Microsoft OCS 2007 Release 2 Deployment and Integration

To support the OCS components of the solution, this Nortel service includes basic OCS deployment and SIP trunking integration to a gateway or PBX. The Microsoft deployment service provides the installation of Microsoft OCS 2007 Release 2 software, installation and integration of the basic gateway with the public switched telephone network (PSTN), and integration with your existing network and Active Directory.



In June 2009, Nortel Contact Center 7.0 won the Contact Center Technology Pioneer Award, distinguishing it as one of the 'best of the best' in the industry.

Table 1. Overview of offers

Offering	Description	UC Planning & Design	Project Management	UC Network Assessment	OCS 2007 Deployment	OCS 2007 Telephony Integration	Exchange 2007 UM Telephony Integration	Contact Center Consulting	ACE Implementation	PSO Proof of Concept Engagement	Support	ACE Software & UC Desktop for OCS 2007
Enterprise Lighthouse	Supports 2,000 users on OCS Enterprise Voice with Exchange UM and Conferencing.	✓	✓	✓	✓	✓	✓				✓	
Conferencing	500+ users Provides a cost effective option for the enterprise that want to take the first steps along the unified communications journey	✓	✓		✓	✓					✓	
Mini Lighthouse	250+ users An affordable starter package appropriate for enterprises who wish to evaluate the benefits of unified communications prior to a broader based deployment	✓	✓		✓	✓	✓				✓	
SIP Contact Center 7.0 + OCS	Up to 50 agents Takes advantage of the integration between Nortel's Contact Center 7.0 and Microsoft OCS 2007 Release 2 to deliver a UC-enabled contact center experience.	✓	✓		✓	✓		✓			✓	
Web Services	Supports the enterprise seeking a migration strategy to unified communications while maintaining their current PBX 100-user package 500-user package								✓			✓
		✓							✓	✓		✓

Exchange 2007 Unified Messaging Telephony Integration

Exchange 2007 UM enhances the features of the Microsoft Exchange product to include telephony call answering, audio message recording, voice-activated access to email/voice-mail/calendar, fax reception and “Auto Attendant” routing of telephony calls.

This service includes the Exchange 2007 UM deployment and OCS integration to provide users with this enhanced functionality.

Contact Center Consulting Services

Nortel Contact Center Consulting Services deliver business strategy, operations and technology consulting services

for enterprises of all sizes. Our consultants work closely with enterprises to build world class contact centers. Extensive market knowledge and hands-on expertise enable our consultants to provide tactical and strategic recommendations that result in substantial benefits to your customers’ contact center operations.

Agile Communication Environment Implementation

ACE delivers an integrated user collaboration experience with VoIP, video and messaging as well as using SOA to enable customer applications to interact with users using the same technologies. Web Services can provide Click to Connect, Location and Aggregated Presence features as well as custom developed capabilities to integrate with critical business applications. Nortel provides the ACE Implementation Service to turn up new equipment for production use.

Professional Services Organization Proof of Concept

Nortel Professional Services will collaborate with the customer to understand their business processes and work with them to develop a prototype application to communication enable their business process.

Support

A limited support contract is included to help ensure a smooth transition from the completion of the deployment phase through to successful operation of the solution within your environment.

Conclusion

Nortel is ready to work with you and your organization as it moves to Microsoft's unified communications solution. Nortel's strategic alliance with Microsoft, the Innovative Communications Alliance, is a testament to the collaboration and strength of our relationship and commitment to a common vision for UC.

Together we are shifting traditional telephony systems into highly reliable, feature-rich, software-based solutions that lower your costs and help you offer innovative new services to your customers.



That's what we mean when we talk about unified communications. For more information on Nortel Unified Communications Solutions, visit nortel.com/uc.

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.

Nortel, the Nortel logo, Nortel Business Made Simple and the Globemark are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2009 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel assumes no responsibility for any errors that may appear in this document.

NN124167-072709

In the United States:

Nortel
35 Davis Drive
Research Triangle Park, NC 27709 USA

In Canada:

Nortel
195 The West Mall
Toronto, Ontario M9C 5K1 Canada

In Caribbean and Latin America:

Nortel
1500 Concorde Terrace
Sunrise, FL 33323 USA

In Europe:

Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH, UK
Email: euroinfo@nortel.com

In Asia:

Nortel
United Square
101 Thomson Road
Singapore 307591
Phone: (65) 6287 2877



BUSINESS MADE SIMPLE