

# Simplify

**Nortel Networks  
 brand simplification  
 initiative**

Shasta rebranding  
 bulletin

**A**t Nortel Networks, we constantly listen to our customers. Recent feedback indicates that customers want it to be easier to do business with us. One step we are taking is to simplify our brand naming process to streamline the way we market products, services, and solutions. Products will no longer reflect a marketing brand. Product names will be converted to easily understood terminology according to the functionality they provide your network.

This is to alert you that with release 5.0, the next product in the evolution of Shasta will be released under the brand simplified naming format. It will be available effective June 2, 2004. Below is a list of new and “formerly known as” names for your quick reference. All existing Shasta documentation, user guides, etc. are still valid. These materials will be updated to reflect the new product names as needed. Additionally, you can log on to [www.nortelnetworks.com/brandchanges](http://www.nortelnetworks.com/brandchanges) for more information.

Formerly known as	Current branding
<b>Shasta Portfolio</b>	<b>Nortel Networks Services Edge Router Portfolio</b>
Shasta 5000 BSN	Services Edge Router 5500
Shasta Service Creation System (SCS)	Service Creation System (SCS)
Shasta NetRio Service Management Center (SMC)	NetRio Service Management System (SMS)

*Please note: We are not eliminating products; rather, improving the way we name them. You will still experience the same technology innovation, service, and support you have come to expect from Nortel Networks.*

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*Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Wireless Networks, Wireline Networks, Enterprise Networks, and Optical Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the Web at:*

**[www.nortelnetworks.com](http://www.nortelnetworks.com)**

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

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