



## Solution Brief

### Multimedia Communication Server 5100 Conferencing

*Multimedia conferencing is a communications cornerstone in today's enterprise. However, delivering conferencing services through a third-party provider can be costly. MCS 5100 for the enterprise brings multimedia conferencing in-house, eliminating the higher operation costs of externally hosted conferencing services, while providing an array of productivity and information exchange tools that enhance user collaboration, speed up decision-making and reduce the need for travel.*

#### Wherever you are

MCS 5100 is a network-based, Session Initiation Protocol (SIP) application delivery solution that seamlessly delivers complete multimedia conferencing for audio, video and data along with integrated IP telephony, instant messaging (IM), presence and other collaboration tools to employees — anywhere, anytime, increasing productivity, improving the effectiveness of communications and reducing the need for travel.

#### Audio conferencing

MCS 5100 Meet Me audio conferencing is easy to use, reservationless and always on. It is accessible from any device including SIP, IP, analog, digital and cellular. Individual conferences can scale to hundreds of users while total conferencing capacity scales in the thousands. Each user is provided with a dial-in access number, their own unique personal access code and a chairperson password eliminating the confusion of

constantly changing dial-in numbers, and this enables users to schedule conference calls at their leisure by simply communicating the required dial-in information to participants. Chairpersons and participants can pre-program directory entries to enable single click access to conferences. Chairpersons receive entry and exit notification of participants via instant messaging such that they are aware of all active participants on their bridge, ensuring a secure conference. Per-conference passwords can also be dynamically assigned by the chairperson for extra security. Conference recording is available for later playback.

#### Video conferencing

Audio conferences can easily be turned into multi-point video conferences through the simple addition of low-cost webcams for the desktop. Users simply click on a button to start video to transmit their video or users can simply change their setup to automatically transmit video. Users need not be equipped with a webcam in order to receive video from other participants. This enables video conferencing from virtually anywhere, eliminating the need for expensive room systems or the inconvenience of having to be physically present in a video conference room. With video conferencing being always available, trivial to use and inexpensive, it transforms into an on-demand application that is well suited for mass deployment and spontaneous use. Alternatively, users can be equipped with SIP video phones.

#### Web collaboration

Building on audio and video conferencing, web collaboration can further enhance real-time collaboration. A chairperson can easily launch a web collaboration session with audio bridge participants. A URL that connects users to the web collaboration server is pushed to conference participants or the URL can be pre-published such as in the meeting invitation. As the web collaboration application is web-based, participants don't require any special identification or software except a browser and they don't even need to be users of the MCS 5100 system.

The web collaboration application supports two modes: a publishing or presentation mode for Microsoft Office documents and an application sharing mode, which enables sharing of any desktop application including the entire desktop. The publishing mode is well suited for one-way information exchanges such as in a training situation. Chairpersons can pre-publish multiple documents, speeding up the process of starting a web collaboration session. Application sharing is meant for real-time modification of files. In either mode, the chairperson can pass control to other participants without the need for these other participants to even have the application on their desktop. The application also supports a polling function and a multi-point file transfer.

#### IM chat

Chairpersons can easily create a private chat room for all MCS users on the bridge by simply pressing \*2. All MCS participants

receive an invitation enabling them to communicate discretely with all participants in the chat room or to select participants.

### Always on, always available

Whether you plan your meetings well ahead of time or decide on the spur of the moment, you'll take comfort in knowing that a multimedia conference is available and just a single click away.

### Faster decision-making

The faster you have information and the faster you can act on it, the faster you can make decisions. MCS 5100 helps you stay competitive by giving you the tools to get key contributors talking and evaluating information quickly, enhancing the decision-making process. You can set up a Meet Me media conference call whenever it's needed, and share information with others in real time — and in a variety of different ways. And that makes you more productive.

### Reduce your costs

How much is your organization spending on conferencing services? Can you afford to rollout video conferencing and web collabo-

ration services to everyone in your enterprise? To be competitive in today's business environment, it's critical to ensure your organization's communications needs are met at the lowest cost. MCS 5100 brings you multimedia conferencing and the key collaborative tools your organization needs without the ongoing cost.

### Team with the leader

No other solutions provider can match Nortel breadth, flexibility and completeness when it comes to end-to-end IP solutions and multimedia communications. A leader in unified communications, MCS 5100 offers a full suite of collaborative communications tools that not only reduce your costs, but make you more productive.

Discover how MCS 5100 makes it easier and more cost-effective than ever before to deliver multimedia conferencing to your enterprise. See how you can help your employees work better, smarter and faster — improving their productivity and giving them more time to interact with their customers.

For more information about multimedia conferencing and other MCS 5100 capabilities, visit our Web site at [www.nortel.com](http://www.nortel.com) or call 1-800-4NORTEL.

#### MCS 5100 delivers:

- > A complete collaboration solution
- > Increased user productivity
- > Enhanced user mobility
- > Personalized communications
- > Integrated user experience with all tools from a single user interface
- > Investment protection by complementing existing telephony solutions

#### MCS 5100 toolkit

- > **Collaboration tools** — IP telephony, IM, presence, whiteboard, file exchange, Web push, co-browsing
- > **Multimedia conferencing applications** — Audio/video, web-based application sharing, chat rooms
- > **Personalization features** — Call screening and routing, real-time call management, call logs, picture caller ID

## Business made simple

- Just imagine how much more productive your conference call can be with MCS 5100 multimedia conferencing and collaboration tools...
- ...need to set up a conference call; just set up a meeting within your calendar application and provide users with your **dial-in number and access code** or send an IM broadcast
- ...during a conference call, you decide to edit a document; push 91 on your client window or telephone and everyone gets the URL for web collaboration pushed to them, then share the document and take turns editing it; when you're done, use the **multi-point file transfer** function to send the document to everyone
- ...you want participants to see your video; press the **start camera** button on your client window or automatically transmit it
- ...need a way to interact with participants without disrupting the speaker; launch a **private chatroom** by pressing \*2 and everyone receives a chatroom invitation
- ...why waste the first five minutes of a meeting asking who just joined; the chairperson gets **visual notification of participants** via IM and simply announces it when the required quorum is reached
- ...waiting for someone to join a conference; check their **presence status and instant message** them to verify their attendance
- ...want to put a decision to a confidential vote; issue a quick **poll** using the web collaboration polling function
- ...while on your conference, you receive an **instant message** from a colleague; you reply with an IM without having to leave your conference

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 © 2007 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.



#### 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



> BUSINESS MADE SIMPLE