



## Product Brief

### Multimedia Communication Server 5100

*MCS 5100 is a network-based, SIP application delivery solution that seamlessly integrates IP telephony, multimedia conferencing, instant messaging (IM), presence and other collaboration tools to employees — anywhere, anytime, increasing user mobility, enhancing productivity, improving the effectiveness of communications and reducing communication costs.*

#### IP telephony

Whether you're in your office, someone else's office, at home, in a hotel room or an Internet hot spot, make all your calls as if you were in the office and make it look like you're in your office when people call you.

Use picture caller ID to manage incoming calls. Check call logs for missed calls. Use click to call from your friends' list, call logs, directories and other applications to initiate a call but check their availability first using presence. Use distinctive ring tones to audibly identify who is calling. Set up multiple party calls by simply conferencing in others.

Preserve your existing telephony investment with a converged desktop solution where you can redirect voice traffic to existing analog, digital or IP phones but use your PC client for multimedia communications such as video, IM and click to call.

Is your telephony solution making your life easy?

#### Instant messaging and presence

Justifying the expense for use of instant messaging (IM), presence and collaboration can be a challenge due to the associated soft dollar savings, but more and more enterprises are today realizing the true value that these capabilities provide. IM and presence provide the ability for

users to check on availability of others and communicate in real-time as alternatives to clogging email and voice mail boxes, thereby resulting in faster transaction times, faster responses to queries and general productivity increases. Most IM and presence deployments in the enterprise market have been brought about by individual groups of users making use of free public services. However, these free services are inherently insecure and prone to attack.



The MCS 5100 provides secure instant messaging, eliminating security concerns. It also supports presence, including dynamic presence such that users' presence will indicate when users are on the phone or idle because they've gone away from their desk.

You can transform how employees work and increase their productivity. Get fast answers to questions. Trade ideas with someone, even when you're on a call with someone else. Interact with multiple colleagues simultaneously. Change your presence to reserve some quiet time for yourself.

Are you faced with the dilemma of employees demanding instant messaging and presence but concerned about corporate security being compromised by this?

### Multimedia collaboration

Audio 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 audio conferencing in-house, eliminating the higher operation costs of externally hosted conferencing services.

Convert audio conferencing into multimedia conferencing by adding point-to-point and multi-point video, web-based publishing and application sharing, and IM chat rooms. Consider the rest of the array of productivity and information exchange tools that MCS 5100 delivers and user collaboration is even further enhanced enabling increased productivity, faster decision-making and a reduced need for travel. MCS 5100 multimedia applications are fully integrated, easy to use and always available.

Stay competitive by making all time productive time. Keep a distributed workforce engaged by enhancing audio conferencing with video and web-based



application sharing. Convene virtual face-to-face meetings without the hassle, expense and stress of traveling. Reduce your cost of staying connected while improving employee collaboration.

What is conferencing costing your enterprise today and is it giving you all that you need?

### Personalization

Adapt communications services to the way you work. Manage incoming calls based on caller ID, time of day and other criteria. Decide whether to answer or forward calls to voicemail, e-mail or a Web site. Automatically track all calls and how they were handled.

Control your availability by selectively routing calls to voice mail. Make the most of enhanced telephony features. Establish an ad hoc conference call with multiple parties on the spur of the moment.

MCS 5100 puts control of communications in the hands of the end users such that they can easily customize based on their communications requirements.

Need help in managing your communications devices and controlling your availability?

### Mobility

For mobile employees whether campus mobile, road warriors or telecommuters, it is important for them to be able to reach others but also equally important to be reachable. It is also necessary to provide mobile users with communications tools that go beyond just voice such as instant messaging and presence as this enables them to use alternative real-time communications means when voice communications are less practical. Use of presence enables users to check the availability of others and to communicate their own presence.

“Find me/follow me” capabilities deliver advanced services such as multi-level simultaneous and sequential ringing and time of day routing that enable users to manage their various communications devices efficiently and enhance their reachability. Set up your own rules using an intuitive user interface to direct incoming calls as you see fit.

Let your work be what you do — not where you do it. Connect to the network with a desk phone, laptop, mobile phone or wireless device regardless of where you are. Access network-based personal directories, “friends” lists and all communications features quickly and easily. Stay competitive by keeping mobile workers productive at all times.

Reduce costs for toll charges, calling cards, cellular usage and second phone lines, and you can prove your business case while improving communications for your mobile users.

What is mobility costing your enterprise today? Are your mobile workers as productive as they could be?

## Clients

The MCS 5100 is compatible with a variety of SIP clients from Nortel and other vendors. Nortel soft clients include a PC client, web client, a dual mode mobile client and a mobile client for PDAs. Also available are clients that integrate within Microsoft Outlook and IBM Lotus Notes. You can even customize the look and feel of the PC client and integrate the client into your own applications. A variety of IP Phones are also available including a SIP video phone.

Numerous third-party vendors offer compatible clients through the Nortel Developer Program.

## And more

Use point-to-point file transfers to send files instead of clogging email systems or wasting time on FTP servers. Use a whiteboard to share visual information. Push a web page to someone else’s screen or co-browse with them to simultaneously navigate the web.

## 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. And no other solution is like MCS 5100 — an integrated application delivery platform that enables you to enhance the way you do business.

Discover how MCS 5100 makes it easier and more cost-effective than ever before to increase productivity, enhance collaboration, improve mobility and reduce the cost of doing business. See how the award-winning MCS 5100 can help you transform the way your business works, thinks and competes.

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 leadership

- Leader in Gartner’s Unified Communications magic quadrant (2004, 2005, 2006)
- Frost & Sullivan – North American Unified Communications Applications Customer Value Enhancement Award (2006)
- Miercom (BCR Magazine)
  - Most Effective Multimedia for Advanced Applications Packages Award (2005)
  - Best Multimedia Application Award (2004)



- Internet Telephony Magazine Excellence Award (2005)



## MCS 5100 delivers:

- Complete collaboration solution
- Increased user productivity
- Improved 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

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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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