



NORTEL

Quick Reference Sales Guide
Nortel Small and Medium Business Solutions

Mobile - IP

Product	Key features
WLAN Handset 2200 Series > 2210, 2211, 2212 Full-featured, light-weight, durable handsets designed for premises-based mobile voice and data communication via WLAN 802.11b access points. This Voice over Wireless LAN (VoWLAN) solution is designed to support a broad range of applications, from general office to medical, retail, education, healthcare, manufacturing and industrial environments.	WLAN Handset 2200 Series: <ul style="list-style-type: none"> > Similar telephony features and functionality as the Nortel IP Phone 1140E or IP Phone 2004 desksets > Backlit, pixel display > Four context-sensitive soft keys > Menu-driven interface > WLAN Radio Signal Strength, Messages Waiting, Lines in Use and Battery Power Remaining indicators > Two-way (Up/Down), side navigation keys > User-selectable ring tones or silent ring vibration options > Built-in headset jack > Supports an interchangeable nickel-metal hydride (NiMH) rechargeable battery WLAN 2211: <ul style="list-style-type: none"> > Push-to-Talk (PTT) functionality with up to eight discrete channels, dedicated key and optimized rear speaker WLAN 2212: <ul style="list-style-type: none"> > Enhanced durability with resistance to liquids (keypad)
IP Softphone 2050 A professional-level IP softphone that transforms your PC into a full-featured platform which offers real-time, feature-rich voice communications along with support of data communications. It can be used as a primary or supplemental desktop IP ideal for campus or home-based workers and workers constantly on the go.	<ul style="list-style-type: none"> > Six self-labeled programmable line/feature keys with up to 12 supported when using the shift function > Fixed Hold, Answer, Goodbye, Volume Up / Down, Mute and Navigation keys > Inbound and outbound call logs > Single click dialing from multiple windows and applications > Message waiting indicator > Personal directory with ability to import contacts from Outlook™ or other LDAP-compatible directories > Multiple themes integrated with customized PC settings > Telephony-optimized USB Adapter kits and headsets > Personalized and dual-media stream centralized IP Call Recording
Mobile Voice Client 2050 A WLAN IP Softphone designed for Windows Mobile Pocket PC PDAs that maximizes mobile worker productivity by converging business applications onto a single, mobile device to deliver voice and data communications.	<ul style="list-style-type: none"> > 802.11b WLAN IP Telephony > Up to 12 programmable lines/features keys and autodial > Four programmable interactive soft label keys > Fixed Hold, Answer/Originate, Goodbye, Volume Up/Down, Mute, Directory, Services, Messages, Shift, Expand, Copy and Quit keys > Single-click dialing from multiple windows and applications > Message waiting indicator > Secures transmission via IPSec standard-based VPN connections > Static and Dynamic IP Addressing (DHCP)

Mobile Telephony Solutions

When customers call, they expect to reach the right person — right away. Voice mobility throughout the workplace enables callers to reach employees directly, whether they're at their desk, in a meeting, in the warehouse or on the showroom floor. Nortel offers high-quality, in-building mobile telephony solutions that provide services across the workplace. Workers can remain connected to their phone as they conduct business throughout company facilities.

Questions to ask prospective customers

1. How can you ensure that time and distances do not become barriers to productive collaboration?
2. Are you looking for ways to provide connectivity for employees who are often on the move?
3. Do you want to improve productivity and customer service levels through more responsive and available employees?
4. Did you know that there is a way to leave your desk without leaving behind all of the great telephony features you rely on?
5. Do you want the ability to move freely from one area of the office to another without the fear of dropping your connection?

Mobile - Digital

Product	Key features
Business Series Terminal T7406E A full-featured, multi-line cordless telephone with extensive reach, for customers who could benefit from a workplace mobility solution. <small>*Available in North America, Mexico and Caribbean countries (except for Jamaica and Trinidad).</small>	<ul style="list-style-type: none"> > Supports 1 to 8 users (up to 2 base stations) > Full feature/application integration > Backlit display > Message waiting and signal strength indicators, out-of-range audible alert > Built-in speakerphone > Vibrate/silent mode > 20 name directory > 2.4 GHz Spread Spectrum, Frequency Hopping > Battery life: 5 hours (talk time), 36 hours (standby) > Range is 1,000 feet from base station
Digital Mobility Handsets > 7430, 7440 High quality, rugged handsets for staying connected regardless of your location within or near the office. Ideal for office, warehouse, hospital, retail and customer contact center environments. <small>*The 7430 is available in North America, China and Argentina only. Equivalent handsets include the 4135 (EMEA, Hong Kong and Taiwan), 4136 (Australia and New Zealand) and 7434 (South America). *The 7440 is available in North America, China and Argentina only. Equivalent handsets include the 4145 (EMEA, Hong Kong and Taiwan), 4146 (Australia and New Zealand) and 7444 (South America).</small>	Digital Mobility Handsets: <ul style="list-style-type: none"> > Supports 1 to 64 mobile users > Full feature/application integration > Display: backlit, graphic, message waiting indication options, signal strength indicator and out-of-range audible alert > 3 programmable keys for lines/features/autodials > 80 name directory > 2.4 GHz spread spectrum, frequency hopping > Battery life: 10 hours (talk time), 100 hours (standby) > Range is 1,000 feet from base station DM 7440: <ul style="list-style-type: none"> > Built-in speakerphone and headset jack > Vibrate/silent mode > IP54 Classification; dust and splashing water protected
All Nortel SMB IP Phone Series support:	<ul style="list-style-type: none"> > IEEE 802.3af Power over Ethernet or local AC power options > Firmware upgrades via Trivial File Transfer Protocol (TFTP) or UNISlim File Transfer Protocol (UFTP) > Secure communications with standards-based support for authentication, signaling and media path encryption > Proactive Quality Voice Management (PVQM) > Static, Partial and Full Dynamic Host Configuration Protocol (DHCP)

Desktop - IP

Product	Key features
IP Phone 1200 Series > 1210, 1220, 1230 A new portfolio of innovative IP telephones designed and optimized for SMBs (for BCM50 Release 3.0 only).	IP Phone 1200 Series: <ul style="list-style-type: none"> > Four context-sensitive soft keys > Fixed Handsfree, Headset, Volume Up/Down, Mute, Hold, Goodbye and Redial keys > Four-way navigation cluster with Enter key > Visual Call Alerter, Message Waiting Indicator LEDs > Integrated 10/100 switch IP Phone 1210: <ul style="list-style-type: none"> > 3-line, 24-character LCD window > Supports two programmable shortcut/feature keys IP Phone 1220: <ul style="list-style-type: none"> > 5-line, 25-character LCD window > Supports six programmable shortcut/feature keys and four programmable soft keys > Expandable by adding IP Phone 1200 Series Key Expansion Module IP Phone 1230: <ul style="list-style-type: none"> > 9-line, 25-character LCD window > Supports six programmable shortcut/feature keys and ten programmable soft keys > Expandable by adding IP Phone 1200 Series Key Expansion Module
IP Phone 1100 Series > 1110, 1120E, 1140E An exciting new generation of desktop IP Clients with a sleek, cutting-edge ergonomic design.	IP Phone 1100 Series: <ul style="list-style-type: none"> > Basic and advanced telephony features, audio control center and selectable ring tones > Visual Call Alerter, Message Waiting Indicator and Feature Status LEDs > Four-way navigation cluster with Enter key IP Phone 1110: <ul style="list-style-type: none"> > Single-line > 143 x 32 pixel, backlit LCD > Eight fixed keys and four context-sensitive soft-label keys IP Phone 1120E: <ul style="list-style-type: none"> > Supports up to four lines > 240x80 pixel, backlit LCD > Integrated 10/100/1000 switch > Built-in speakerphone and headset jack > Support for converged (voice and data) applications > Integrated USB port supports standard USB mouse and USB keyboards > Expandable by adding IP Phone 1100 Series Key Expansion Module IP Phone 1140E: <ul style="list-style-type: none"> > Supports up to six lines (depending on configuration) > 240x160 pixel, backlit LCD > Integrated 10/100/1000 switch > Built-in speakerphone and headset jack > Support for converged (voice and data) applications > Integrated USB port supports standard USB mouse and USB keyboards > Expandable by adding IP Phone 1100 Series Key Expansion Module

Desktop - Digital

Product	Key features
Business Series Terminal T7000 The T7000 telephone is an entry-level digital set for basic low-use office environments. It has four programmable feature keys and four autodial buttons. The T7000 is available in all regions but North America.	<ul style="list-style-type: none"> > External ringer interface > Message waiting indicator/visual ringing lamp > Dial-up feature access
Business Series Terminal T7100 An entry-level telephone designed for public areas such as lobbies, cafeterias, hallways, break rooms or other locations where use is occasional.	<ul style="list-style-type: none"> > Single-line > Tilt-display with integrated Visual Ring, Message Waiting Indicator > 1-line, 16-character LCD window > Fixed Feature, Hold and Release keys > One programmable memory key
Business Series Terminal T7208 An enhanced-level telephone intended for moderate call volume users such as office professionals and technical specialists.	<ul style="list-style-type: none"> > Supports up to 6 lines > Tilt display with integrated Visual Ring, Message Waiting Indicator > 1-line, 16-character LCD window > Fixed Feature, Hold and Release buttons > 8 programmable memory keys with LCD indicator > Audio control center with mute and volume bar > Built-in headset jack
Business Series Terminal T7316E A full-featured, expandable telephone designed for high call volume positions requiring access to extensive system features. Typical users include supervisors, managers, executives and other business professionals.	<ul style="list-style-type: none"> > Multi-line with multi-segment call appearance icons > Tilt display with integrated Visual Ring, Message Waiting Indicator > Two-line adjustable, menu-driven display with soft keys > Integrated busy lamp field/direct station > Fixed Feature, Hold and Release keys > 16 programmable buttons for lines/features/autodials > 8 additional memory keys for features/autodials > Audio control center with mute and volume bar > Built-in speakerphone and headset jack > Expandable by adding T24 Key Indicator Module
Audio Conferencing Unit A conference phone that extends voice connectivity to conference rooms and offices with clarity and reliability.	<ul style="list-style-type: none"> > 360-degree voice coverage > Digitally tuned speaker > Full duplex technology > Plugs into any telephone jack

Desktop Telephony Solutions

To an end user, the telephone is the system; it is the critical interface that determines how easy it is to use the communications system, and in turn, how productive, effective and satisfied they can be. That's why Nortel offers a wide range of user-friendly desktop telephones to fit any niche in the business, from the front desk to the conference room.

Questions to ask prospective customers

1. Does your current communications infrastructure offer rich features and enhanced capabilities for a broad range of users?
2. Are your employees productive and satisfied using your current communications system?
3. Are you looking for a comprehensive, reliable and affordable system that optimizes your business communications?
4. Did you know that BCM supports both Digital and IP phones, which means you can evolve to IP telephony at a pace that works best for you?
5. How much time and money do you spend training your employees to use their phones and related features?

Communications solutions that make sense for small and medium business

From networks to applications, Nortel's award-winning communications solutions are specifically designed to meet the unique requirements, challenges and budgets of small and medium businesses. Whether your customers need data, voice, mobility or security products, or an overall converged solution, Nortel can help business owners:

- > Reduce operating costs and capital expenses
- > Increase competitiveness
- > Increase employee productivity and flexibility
- > Offer higher levels of customer service
- > Improve communications among employees, with customers and suppliers
- > Benefit from big business capabilities at a small business price

Nortel's SMB product portfolio

- > Business Communications Manager (BCM) 50, 200 and 400
- > Norstar Integrated Communications Systems 3X8, CICS and MICS
- > Digital Mobility solution
- > Business Access Point (BAP) 120
- > Business Ethernet Switch (BES) 50, 100, 200 and 1000
- > Business Secure Router (BSR) 222 and 252
- > Business Element Manager (BEM) for BCM and SMB Data
- > Network Configuration Manager (NCM) for multiple BCM sites
- > Advanced applications: Voice and Unified Messaging, Intelligent Contact Center, Interactive Voice Response, Automated Attendant and Computer Telephony Integration
- > Clients: Desktop Digital Phones, Desktop IP Phones, Mobile Digital Phones and Mobile IP Phones (including PC and PDA softclients)

Create a compelling case for decision makers

Who are you addressing?	Discuss how Nortel solutions can help them to:
Business Owner, President, CEO, CTO, IT Manager	<ul style="list-style-type: none"> > Save time and money > Gain a competitive advantage > Increase efficiency, productivity and flexibility > Improve customer service
Influencer (Sales or Marketing VP or Director, Network Administrator)	<ul style="list-style-type: none"> > Enable easy and secure access to information > Deploy communications solutions that are easy to use and manage > Lower cost of ownership > Improve customer service
User or Manager (Telecom Manager, Sales/Account Manager, Customer Service Rep)	<ul style="list-style-type: none"> > Gain a solution that's simple to install and manage, easy to learn and use > Enable flexibility in work locations and hours > Improve customer service

Small to medium businesses that are ready to increase their competitive edge with converged voice and data networking solutions need to look no further than Nortel. As a leader in convergence, we're helping businesses worldwide to reduce communications costs, simplify administration, increase employee productivity and enhance customer service.

Questions to ask prospective customers

1. Have you considered the cost savings of converging your voice and data traffic onto a single network?
2. Did you know that converged networks not only reduce operating expenses but enable new productivity-enhancing applications?
3. Are you looking for ways to cost-effectively increase bandwidth at the desktop?
4. Do you spend a lot of time making moves, adds and changes to your network?
5. Do you want to be more responsive and more available to customers?
6. Do you want to better compete with your peers and larger businesses?

Product	Features
Business Communications Manager 50 (BCM50) An award-winning, fully integrated, converged communications solution for SMBs with 32 IP, 44 digital or up to 50 stations in a mixed (hybrid) environment.	<ul style="list-style-type: none"> > Robust telephony features (400+), Voice and Unified Messaging, contact centers, IP telephony, IP networking and Internet access provide many sophisticated capabilities on a single device > Support for analog, digital and IP stations gives users a choice of an IP-enabled or pure-IP strategy > Simple browser-based management for quick installation and maintenance <p>New with BCM50 Release 3.0:</p> <ul style="list-style-type: none"> > Session Initiation Protocol (SIP) Trunking enhancements for inter-working with service providers' converged access > Meet Me Audio Conferencing capabilities offer a flexible, secure, easy-to-use and scalable solution for up to 18 users > Intelligent Contact Center enhancements with new APIs for integration of third-party applications, performance and reporting, and a 'Silent Record a Call' feature > Activity Reporter allows basic and advanced (customizable) reporting on telephony and related metrics > Integration enhancements provide support for Unified Messaging 4.0 (including integration with MSN Messenger), Enhanced Microsoft Integration (with support for Vista OS) and Network Configuration Manager 4.0 > Operability enhancements that include IP Music Enhancements, Power On Self Test (POST) Logging, Business Element Manager Change Tracking Logs and System ID Field Copy
Business Communications Manager 200/400 (BCM200/400) A scalable, converged voice/data solution specifically designed for SMBs. The BCM200 supports up to 90 IP or 32 digital users, while the BCM400 supports up to 90 IP or 192 digital users.	<ul style="list-style-type: none"> > In addition to the benefits provided by the BCM50 (version 2.0), the BCM200 and BCM400 also offer powerful business communications, including Multimedia Call Center, Interactive Voice Response, IP routing, and data service such as firewall and wireless access (with the BAPI20) <p>New with BCM200/400 Release 4.0:</p> <ul style="list-style-type: none"> > SIP interoperability with CS 1000 and MCS 5100, support for MCDN features on SIP trunking and T.38 FAX support over SIP trunks > Ad-hoc conferencing enhancements allowing up to 40 simultaneous conference participants in multiple conferences > Intelligent Contact Center evolution permitting the development of customer-specific solutions based on the agents, skill sets and reporting capabilities required > Support of Unified Messaging in Citrix environments > CallPilot enhancement including expanded greeting tables, CCR trees, password and DN enhancements, and feature restrictions and security capacities for individual mailboxes > Voice-enabled Wide Area Networking capabilities that permit enhanced voice quality over low-speed Frame Relay and PPP data links > Proactive Voice Quality Monitoring (PVQM) that allows users to monitor and troubleshoot voice quality issues on the LAN > Security enhancements for Password, Account, Interface and Audit Logging

Complementary Business Applications	
Intelligent Call Center	> Makes it quicker and easier for customers to get questions answered by the right individual (skills-based routing) and provides information on how these calls are handled
Interactive Voice Response	> Enables access to information 24/7 by automating tasks (BCM200 and 400)
Unified Messaging	> Converges voice, fax and email messages onto a single desktop application
Automated Attendant	> Answers calls 24/7 with personalized greeting and routes calls appropriately
Computer Telephony Integration (CTI)	> Enables PC-based applications such as automated screen pops of customer account information
Conferencing	<ul style="list-style-type: none"> > Ad Hoc Conferencing is a conferencing application allowing multiple simultaneous participants (up to 40 on BCM200/400, up to 18 on BCM50) to engage in spontaneous conference calls > Meet Me Conferencing is a flexible, secure and scalable solution for up to 18 users (BCM50 only), which provides users with their own feature-rich, dial-in conference bridge
Advanced Paging Productivity Pack	> Suite of new advanced paging and text-messaging applications for BCM including One Button Paging, One Button Text Messaging, Customer Assistance Paging (with an Optional Customer Call Box) and Scheduled Announcements
Activity Reporter	> Provides basic and advanced (customizable) reporting on telephony and related metrics (BCM50 only)

Nortel SMB Telephony Solutions Overview

Desktop	
<p>Business Series Terminal T7000</p>  <p>Business Series Terminal T7100</p> 	<p>IP Phone 2000 Series</p>  <p>IP Phone 1200 Series</p>  <p>IP Phone 1100 Series</p>  <p>IP Audio Conference Phone 2033</p> 
<p>Business Series Terminal T7208</p>  <p>Business Series Terminal T7316E</p> 	
<p>Audio Conferencing Unit</p> 	
Mobile	
<p>Business Series Terminal T7406E</p> 	<p>WLAN Handset 2200 Series</p> 
<p>Digital Mobility Handsets</p> 	<p>IP Softphone 2050</p>  <p>Mobile Voice Client 2050</p> 

Web resources

- Customer resources** www.nortel.com/smb
- > Flash demos
 - > ROI and Solution Generator tools
 - > SMB Solutions information
- > Customer case studies
> Technology buying guides
> Podcasts

Partner SMB site www.nortel.com/smbpic

Partner marketing resources

- www.nortel.com/napromotions
- > Marketing and promotions
 - > Partner programs
 - > Collateral ordering (Co-marketing central link)
 - > Customizable demand-generation tools

E-newsletters

- > Partner NewsFlash (www.nortel.com/pnf)
- > SMB Nortel Update (www.nortel.com/nu)

Training

- > Sales training (www.nortel.com/pic)
- > Technical training (www.globalknowledge.com)
- > Partner webcasts (www.nortel.com/pic)
- > Customer event and webcasts (www.nortel.com/events)

Pricing www.nortel.com/gppc

Technical support

1-800-4-NORTEL www.nortel.com/support