



**The Unified Communications era**

**Applications**



Since the needs of companies differ according to their size, Aastra develops a range of unified applications suited to each company's needs.

Small companies seek a competitive offer of integrated services that are easy to manage, whereas medium and large companies wish to have centralised, secure and quickly deployable solutions.

To facilitate the integration into an existing corporate network, Aastra sets out to develop scalable applications based on market standards, such as IP, SIP, Web Services, etc.

### **A major issue for companies**

Your company's answering service is both your showcase and a major element of your productivity.

The absence of reactivity is very often pointed out by customers themselves and is contrary to the companies' search for performance. In an increasingly competitive market, your company must be proactive and have the tools required to secure customer loyalty; assess and analyse the quality of answering service.

Aastra offers a range of applications that enables you to optimise all your company's answering services, thanks to Interactive Voice Response, Contact Centre, and Attendant Console solutions.

### **Convergence, a guarantee of performance**

In other respects, the rhythm of business continues to grow considerably and with it the day-to-day volume of communications (phone calls, e-mails, chat, etc.).

To keep up with this pace, it is essential to develop team work and the convergence of office applications with communication tools. You will thus enable your employees and partners to become more efficient in their daily work and contribute actively to the company's growth.

It is important to propose tools that are suited to your employees' skill, based on their profile.

Aastra thus offers a range of solutions aimed at improving the efficiency of your company employees, with Web Services-based Computer Telephony Integration (CTI), unified and voicemail messaging, presence and conference management solutions.

# Federate applications

## Aastra Communication Portal

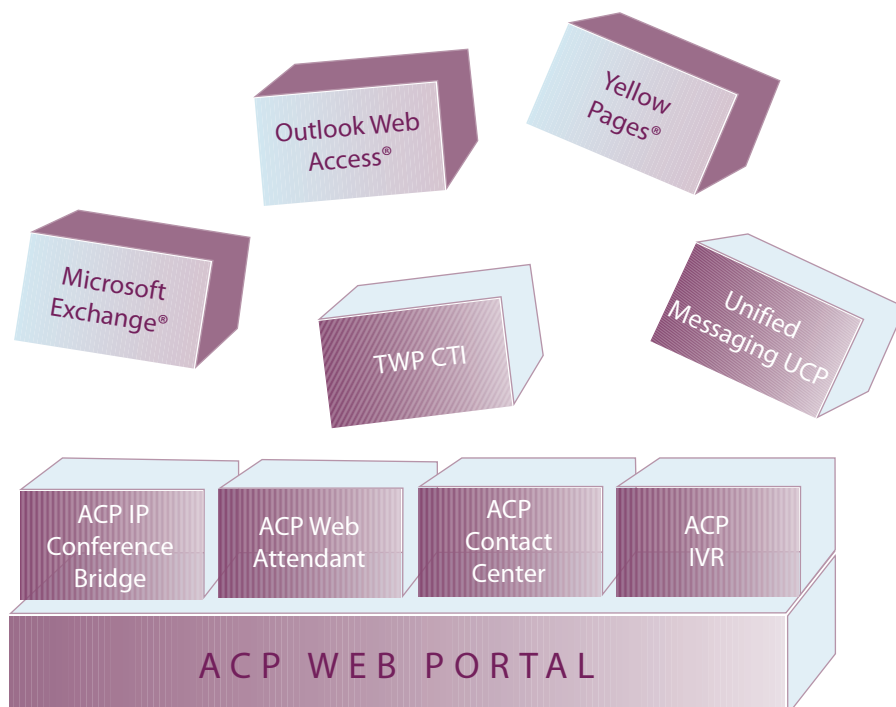
Aastra Communication Portal (ACP) is a real-time, Web Services-based communication application portal. It is used to unify answering services (interactive voice response, attendant consoles and contact centres), office telephony services (conference bridge, office CTI and unified messaging), as well as corporate web applications (Outlook Web Access™, Web CRM application, intranet, web search engine, etc.).

### Advantages of the ACP solution

- Easy employee mobility
- Minimum maintenance and operating costs
- Enhanced employee efficiency and productivity

By making these applications accessible to employees via a web portal, it offers them a lot of advantages:

- Universal availability and reduced installation: itinerant workers access their applications via Internet Explorer, and no installation is required on their PC.
- The same ergonomics for attendant console users and contact center agents: depending on traffic, users will temporarily be able to change from one activity to the other without constraint.
- Integration of communication services into an existing environment: the portal user interface is available in packages, but also in form of a “Web Services Toolkit”, allowing these services to be integrated into a business application or an intranet application.
- Single sign-on: portal users are declared from a single sign-on application. You can access the applications simply by logging on to your Windows account.



# The attendant console performance

## ACP Web Attendant

The ACP Web Attendant solution offers attendant console functions in web client. Call distribution service can be customised according to priorities (internal/external calls, VIP clients, etc).

These attendant consoles have the following features, among others:

- Easy and quick call processing / keyboard shortcut management
- Unified access to corporate directories (internal/external IPBX, Exchange™, Lotus Notes™, SQL, LDAP directory, etc.)
- Caller identification before off-hook
- Set supervision before transfer
- Presence management through Exchange calendar consultation, note-taking for transmission via e-mail
- Nuisance call qualification
- Access to existing web applications (Yellow Pages™, Outlook Web Access™, etc.)

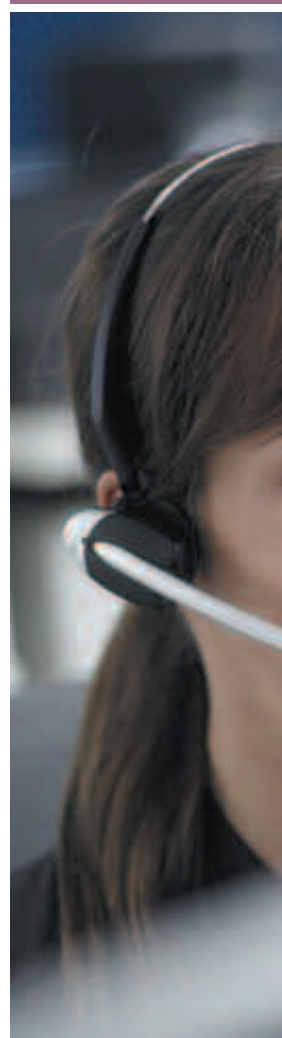


### A solution designed for small structures ...

The Aastra i2070 software application is an ideal solution for the switchboard of small companies that need one to two attendant consoles. It is user-friendly and intuitive.

#### Advantages of the ACP Web Attendant solution

- Customisable answering service
- Effective answering service quality control
- Easy deployment
- Presence management through Exchange calendar consultation
- A modular solution: optional integration of interactive voice response or multimedia management
- Integration into existing applications



# The richness of the Contact Center

## ACP Contact Center

### Advantages of the ACP Contact Center solution

- Scalable and modular in terms of number of users and functions
- Large variety of functions on one server
- Independent of agents location
- Scalable solution based on market standards
- Full IP interactive voice response

The ACP Contact Center is a modular multimedia contact centre which can manage 4 to 3,000 networked agents. This solution is based on a Server package and optional software modules meant to enhance contact centre services.

The ACP Contact Center offers the following features:

- Distribution of calls by skills based routing
- Real-time supervision and customisable statistics
- Agent application on PC (in web or standard client mode) for processing calls, change of activity statuses, real-time information about the quality of answering service
- Integration of agent tools and screen pop-up in a business application via a "Web Services" tool kit

Additional services brought in by the optional modules:

- Identification of a client's profile via a database (routing script module)
- Enhanced client qualification (DTMF), on-hold messages with broadcasting of position on the queue, voicemail boxes (interactive voice response module)
- Easy management of exceptional messages (promotional, crises messages) thanks to Text-To-Speech
- Conversation guide for the agent
- Automatic client call-back
- Outgoing call management (telemarketing, business reminders, etc.)
- Multimedia flow management (web, e-mails and fax)
- Unified access to corporate directories (internal/external IPBX, Exchange™, Lotus Notes™, SQL, LDAP directory, etc.)
- Automatic or on-demand communication recording

### A solution designed for small structures ...

The Aastra 5000 and Aastra X series IP communication solutions offer an integrated ACD (Automatic Call Distribution) service for less advanced answering service needs. This improves the quality of answering service, thanks to the organisation of call distribution according to opening hours and skill groups.



# Interactive Voice Response flexibility

## ACP IVR and UCP



Outside your company's opening hours, the Aastra Interactive Voice Response solutions enable you to propose interactive services 24 hours a day to your customers and partners. They take over the repetitive tasks of your attendants, thus enabling them to concentrate on more complex tasks. These services are available through UCP (Unified Communication Platform) and ACP Interactive Voice Response (ACP IVR) solutions.

In addition to the unified and voicemail message services, the UCP offers an optional automated attendant service, with voice recognition, which allows your company's employees or departments to be contacted directly.

The ACP IVR solution automates your answering service; customers can benefit from the following services at any moment:

- Information kiosk: broadcasting of opening hours, consultation of film shows, promotion announcements, telephone games, etc.
- Consultation of a database: checking a bank account, checking the remaining credit time, etc.
- Special services for VIP customers
- Possibility for a caller to leave a message

### A solution designed for small structures ...

To offer a competitive call distribution solution to small companies, a virtual attendant is integrated into all the Aastra X series IP communication solutions and proposes to callers to be routed directly to your company's various departments.

### Advantages of ACP and UCP Interactive Voice Response

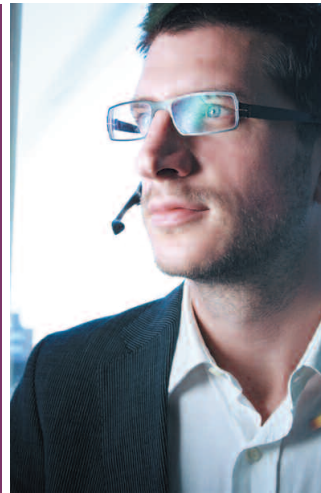
- Rich in information and easy to update (Text-To-Speech)
- Continuous answering service
- Improved quality of service
- Full IP interactive voice response

# User-friendly IP conferences

## ACP IP Conference Bridge

### Advantages of the ACP IP Conference Bridge solution

- Reduced travel expenses
- Quick return on investment
- Ergonomic and user-friendly solution
- Full IP solution



The ACP IP Conference Bridge solution is used to organise and manage audio conferences across the globe. Your employees will thus travel less since they can easily organise telephone conferences wherever they are while benefiting from real-time monitoring of participants' presence. A simple access from Internet Explorer enables them to organise and manage their conferences.

This service is available for up to 64 participants and offers, among others, the following advantages:

- Confidentiality: connection to a conference is only via a personal authentication code
- Automatic transmission of invitations: all the participants receive a personal invitation by e-mail
- Real-time supervision, to know the list of participants present
- Increased user-friendliness thanks to Text-To-Speech
- Unified access to the corporate directories for invitation transmission via e-mail



# New-generation CTI Telephony Web Portal



The Telephony Web Portal (TWP) solution is a new-generation Computer Telephony Integration offer that revolutionises the integration of telephony into your information system, thanks to Web Services Technologies. This solution comprises several software modules that offer efficient telephony services to your employees and partners. Thanks to its centralised and web-client-based architecture, deployment and administrative costs are highly minimised.

## Advantages of the TWP solution

- Easy installation, administration and integration
- Added-value services
- Customisable solution
- Time-saving

Improve the efficiency of your employees with:

- The **Caller** module, to intuitively and quickly make calls from a PC using:
  - Office applications through simple drag & drop or copy-paste
  - Records of sent, received and missed calls
  - A unified interface, for accessing the company's different directories
- The **Alerter** module, to immediately identify a caller before picking up a call:
  - Screen pop-up, with recognition of contact through multi-directory consultation
  - Record customisation (Outlook™ contact record link, business application, etc.)





- The **Browser** module, to access the different corporate directories and display a caller's name on the phone
- The **Phone** module, to manage a telephone set effectively and intuitively:
  - Supervision/interception, sharing of queues
  - Transfer/putting on hold/hold pickup/conference
  - Voicemail management
  - Call forwarding management
- The **PhoneVOIP** module, to transform the user's PC into a softphone. Mobile and remote workers thus have their complete telephone terminal on their PC, without having to install a special software application
- The **VideoShare** module, to enable two TWP users to make video calls and/or share documents
- The **Stats** module, to take call statistics
- The **Rules** module, to define intelligent routing rules making it possible for calls to be routed according to user presence status (example: forward to GSM in case of absence)
- The **Recorder** module, to record communications automatically or on demand, based on predefined rules

### A solution designed for small structures ...

The Aastra i2052 PC telephony application is designed for a small number of users and helps improve their efficiency and facilitate remote activities.

# Simplicity of unified messaging

## Unified Communication Platform



### Advantages of the UCP solution

- Ergonomic tool
- Modular and customisable solution
- Wide range of services
- Optimised message management
- Full IP solution

The UCP (Unified Communication Platform) solution offers users unified communication services enabling them to customise their answering service and manage their messages (e-mails, fax and voice messages) as well as their presence, from the same interface using the right terminal at any time (e-mail, fixed telephone, GSM, web browser, PDA, etc.).

This solution also offers computer telephony integration services such as screen pop-up and intelligent call-forwarding management.

To adapt the offer to your needs, UCP is available in form of PME, Entry and Enterprise packages, depending on the required level of service and capacities.

In fact, the solution can be used to manage 25 to 20,000 users and 4 to 288 accesses simultaneously in a distributed architecture.

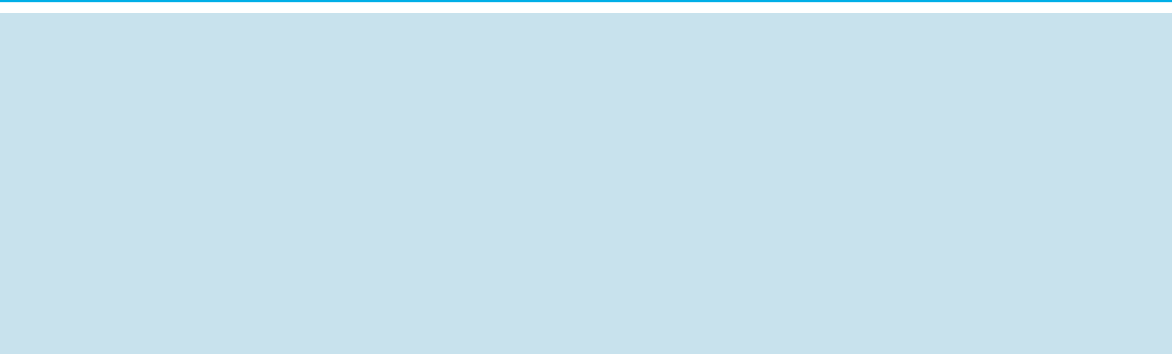
The range of services offered includes:

- Voicemail and e-voicemail, to avoid missed calls
- Integrated and unified messaging system, to efficiently process voice, fax and e-mail messages via a single interface

- Presence management synchronised with Outlook calendar, instant messaging and interception of left messages, to facilitate exchanges
- Fax management, to handle efficiently the reception of faxes, transmission from a PC and offer unique-number features, etc.
- Interactive Voice Response
- Remote message management via a web browser, PDA, Pocket PC or WAP access, to give mobile workers permanent access to their messages
- Intelligent forwarding management, so as to be reachable at any time

### A solution designed for small structures ...

In addition to ACD and IVR, voicemail is a vital component that enhances staff efficiency. The Aastra X series IP communication solutions, thus, offer this customisable voice messaging service, including the e-voicemail function.





Copyright ©2008 Astra France. Non-contractual document.  
The data contained in this document is for information purpose only  
and may be modified without prior notification.

**Aastra France**  
1 rue Arnold Schoenberg  
78286 Guyancourt Cedex - France  
Tél : 33 (0)1 30 96 42 00  
Fax : 33 (0)1 30 96 43 00  
[www.aastra.fr](http://www.aastra.fr)

**Aastra Telecom United Kingdom**  
Unit B3 Armstrong Mall - Southwood Business Park  
Farnborough, Hampshire - GU14 0NR - United Kingdom  
Tel: +44 (0) 1252 532100  
Fax: +44(0) 1252 532101  
[www.aastra.co.uk](http://www.aastra.co.uk)



APU0002AENA801



Design and production: **FIRST** ☎ 01 30 45 25 78

03-08

Aastra France - a simplified joint stock company with a capital of 9 561 000 € registered in the Versailles trade register under No. 449.666.361