Norstar Modular ICS

Imagine a communications system that will improve not only the way you communicate, but also the way you do business. A communications system with unsurpassed voice capabilities that also leads the industry in the trend of integrated voice and data, giving you the unified infrastructure, unparalleled choice, and customizable solutions your business needs to keep its edge. One that will actually improve the way your employees work to help your business do more business.

NORTEL
NETWORKS

How the world shares ideas.

The communications system that can do all this and more for your business is the Norstar Modular Integrated Communications System (ICS) from Nortel Networks. Norstar is the world's leading communications system for small to medium-sized businesses because it's unlike any other communications system. Think of the Norstar Modular ICS as your Unified Voice and Data Communications Gateway. Norstar Modular ICS offers your growing business an unparalleled product portfolio with value-added applications and productivity-boosting features that are simple to use. Time to expand? It's easy to add phones, incoming lines, and sophisticated data capabilities as you need them. Plus, you decide when to grow your business by adding solutions like enhanced Voice Mail, computer database "screen pops," and even Automatic Call Distribution (ACD) to help you better route calls throughout your company. And that's just for starters.

POWERFUL SOLUTIONS

Managing the hundreds of communications your business receives a day can be time-consuming and often frustrating. You and your employees spend so much time chasing messages, returning phone calls, and trying to figure out how to transfer information, that there's little time left for other work. There is a way to improve the way you communicate, so you can be more productive.

The Norstar Modular ICS supports dedicated Internet access devices that make available to your business such powerful branch-to-branch solutions as data networking, desktop messaging, digital networking, complex call centers, WAN support, interactive voice response (IVR), and voice mail. Plus, your Norstar offers many advanced features to make your internal and external communications more efficient—features like Internal Messaging, so you can leave a message for another employee who's on a call or away from their desk; or Call Log, which

> **My business needs a way to get more out of the workday. Is there a better way to manage communications with customers and each other?**

works with Calling Line Identification[1] to let you see who called while you were away from your desk. And every Norstar telephone has an integrated LCD Window, which lets you easily take advantage of Norstar features with a glance and the touch of a button. Norstar is an expert at business communications, so your employees don't have to be.

What's more, Norstar Modular ICS can be easily programmed to fit the way your business and each user communicates, so sales professionals who don't want to accept phone calls during client meetings can program their phone for one-touch Do Not Disturb. Or if they want to forward calls to their home office, a button on their phone can be programmed to Forward. Your employees will see the difference right away; they'll enjoy using Norstar, and you'll enjoy their increased productivity.

HIGH SPEED COMMUNICATIONS

To stay ahead of the competition, your business has to get, move, and use information quickly and efficiently. Right now you may be relying on couriers, employee travel, or dedicated lines to move information from one place to another. But those can often be expensive and time-consuming —ineffective for your business. Norstar Modular ICS supports Integrated Services Digital Network (ISDN) Basic Rate Interface (BRI) and Primary Rate Interface (PRI), industry-standard digital services from your telephone service provider, as well as full and fractional T1 voice and data communications. ISDN helps reduce costs while speeding up and simplifying communications.

> **My business requires access to all kinds of information, including large files from our office across town. Is there a way to consolidate communication flow?**

As your communications gateway, Norstar Modular ICS gives you all you need to create the voice and data solution your business requires. Norstar Modular ICS supports dedicated point-to-point communications between locations, allowing multiple site offices, branch locations, and telecom-

muters to share information instantly and easily over a single integrated voice and data network.

What's more, Norstar Modular ICS offers multiple connection options that let your business get the greatest leverage from your Intranet or corporate network, your local telephone company, or your Internet Service Provider (ISP). Whether you require analog lines for general communications or faster, clearer digital lines through ISDN BRI, PRI, or TI services, you build the Norstar Modular ICS that's right for your business.

INTEGRATED APPLICATIONS

Since your business is constantly growing and changing, your communications system has to be able to keep up to meet your needs today with an eye towards tomorrow. The Norstar Modular ICS becomes your communications gateway by providing your business multiple applications support and a powerful set of integrated voice capabilities combined with robust data functionality. Once this solid foundation is in place, you can build the other pieces as your company grows.

The Modular ICS makes it easy to add integrated applications when your business needs them—like Voice Mail for accurate and prompt message delivery; or Desktop Messaging so you can manage voice, fax, and e-mail messages from your PC; and even

customer database "screen pops" through Computer-Telephony Integration (CTI), that let your employees get the jump on customer service by knowing who's calling and the status of the caller's account even before answering the call—just to name a few.

It's clear the Modular ICS can help my business work smarter, but what happens when we need more functionality...?

Norstar applications work with each other and the system to further enhance communications. For example, Norstar Modular ICS can integrate voice mail and call center applications, allowing callers to leave a message requesting a callback instead of waiting in queue. Employees can check for voice and fax messages with one call, even when they're on the road. This tight integration of voice and data applications means your business runs smarter, more efficiently, which can lead to greater employee satisfaction and, more importantly, happier customers who want to continue doing business with you.

...or more capacity?

REMARKABLE SCALABILITY

Norstar provides seamless growth to meet the demands of your growing business. There's extraordinary room to expand the capacity of the Modular ICS. You simply add modules in building-block fashion to grow the system. The Norstar Modular ICS can start with just a few incoming lines and telephones and grow to up to 272 ports in various combinations of lines and expansion levels, including 60 Companion wireless telephones.

And if you're upgrading from a Norstar Compact ICS to the Modular ICS, your initial investment is protected because you can re-use existing hardware and peripherals. You'll retain all your Norstar telephones and most system components, as well as Norstar applications for your Modular ICS. Nothing on the desktop changes—phones, computers, and the way you use them all remain the same.

WORKPLACE MOBILITY

Every day people spend approximately 2½ hours away from their desks and their phones. Think about the revenue impact the resulting inability to communicate could have on your business.

Now, imagine taking your desk telephone set and shrinking it down so it fits in your pocket. Then remove the cord, so you can walk away from your desk and still make and receive calls, even take advantage of Norstar features and applications, anywhere in your business environment. That's Nortel Networks Companion, the high-quality, digital mobility solution for business.

We have to be away from our desks a lot, and returning missed calls eats up a big part of the day. Does Norstar have a solution for that?

With Nortel Networks Companion, your wireless call is handed off between base stations to ensure quality sound throughout the building. So you can move around your office while talking on the portable telephone with no annoying dead zones, and better still, no expensive airtime charges. Plus, conversations on your Companion are secure, so no one can accidentally tune in. This wireless option on your Modular ICS can dramatically improve how your business communicates. You'll spend less time chasing messages and more time doing business.

NORSTAR QUALITY AND RELIABILITY

The high level of quality and performance designed and manufactured right into the Modular ICS provides an exceptional advantage: standard-setting reliability. More than ever, your communications system is a vital link to your customers. Downtime and other problems can halt information flow and result in lost sales. The value you'll gain from the Norstar Modular ICS will be apparent immediately. With every communication, you and your employees will get more done. You'll notice and appreciate the difference, and more importantly, so will your customers.
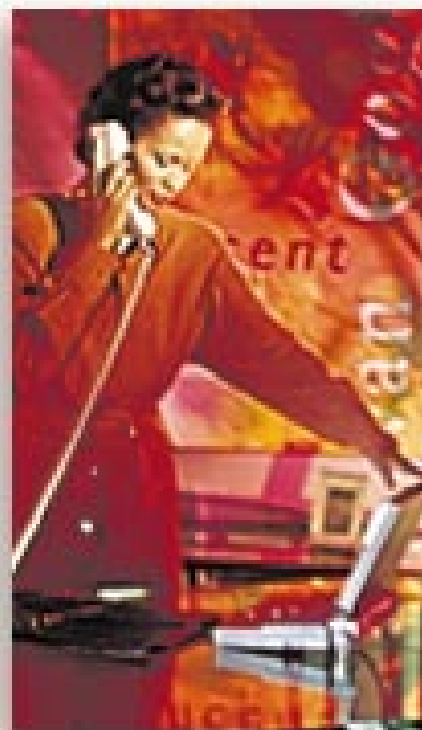
You can breathe easy with the Norstar Modular ICS. In fact, Norstar is an industry leader in reliability and manufacturing quality.[2] And the Modular ICS is built on everything that's made Norstar the #1 small-system choice for businesses around the world.

Communication is my company's lifeline. I need to feel confident that this communications system will keep my business going.

Best of all, the company that stands behind the advanced technology of Norstar Modular ICS is Nortel Networks. Founded in 1895, Nortel Networks is now one of the world's leading providers of Unified Networks communications equipment and systems. And because Norstar Modular ICS is from Nortel Networks, you can count on its quality and reliability for years to come.

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[1] Take advantage of Calling Line Identification (CLID) features on your Norstar system by subscribing to CLID from your telephone service provider and equipping your Norstar system to capture it.

[2] Mean Time Between Failure (MTBF) is an industry standard measurement of reliability and manufacturing quality. MTBF for Norstar Modular ICS is more than 33 years; almost 100 years for Norstar telephones.

Nortel Networks designs and delivers

unified networks to capitalize on the

full potential of the Internet and

harness its power for your business.

Combining voice, video, and data in

unique and innovative solutions,

Nortel Networks is ready to help you

optimize applications across diverse

networks—simplifying your network

operations, maximizing your cost

reduction, and offering your company

critical competitive advantages

that speed your success.

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