

Saves time and boosts productivity

A robust suite of UC features can help save time and enhance employee productivity. In fact, research indicates that highly mobile, highly collaborative employees can save 30 to 60 minutes every day¹ by deploying features such as unified messaging, presence and IM, and single number reachability.

Reduces costs and offers a compelling ROI

SCS helps you eliminate or reduce the expense of several ongoing costs, including outsourced conferencing fees, teleworker costs (second line charges), real estate costs, legacy PBX maintenance costs and service provider charges (e.g., long distance, cellular, calling card and trunk connections). In fact, based on partner and customer input, the payback for an SCS solution can be as short as 6 to 12 months².

Unique in many ways

SCS includes several unique attributes that set it apart from other competitive solutions. It is a software-based solution that runs on industry-standard IT servers. Based on an open source foundation, it is entirely SIP-based. It's

simple to install, use and maintain, and allows businesses to perform their own adds, moves and changes. Additionally, SCS provides a full suite of UC features in one all-inclusive user fee. No additional hardware or application-centric licenses are required, which can lead to a significant reduction in overall total cost of ownership.

Eliminates vendor lock-in to ensure an open future

SCS is unique in that it is developed in close collaboration with the SIP Foundry open source community. The value is that it allows for real-time peer review and access to instant feedback to improve SCS. It also helps Nortel stay connected with end users, partners and developers — evolving the solution based on their needs.

This open SIP-based architecture also gives customers the freedom of choice. Rather than being locked into proprietary hardware and handsets, enterprises have the ability to build custom communications solutions that address their specific business needs. To facilitate deployment of open, interoperable solutions, SCS has been included as part of the Nortel Developer Program, which enables



companies to conduct testing to attain recognition of the interoperability or compatibility which exists between the developer's product and SCS.

The other unique attribute of the SCS design is that it has been developed using a Services Oriented Architecture (SOA) approach. What this means is each communications feature is broken down into its own modular and open component. Individual applications (e.g., conferencing) can then be deployed independently on their own dedicated servers to increase reliability and scalability. In addition, each feature can integrate with other web-based applications — without impact to other features. It is through these open web services interfaces that web-savvy partners and customers can easily communications-enable their business processes and create new application mash-ups.

How are customers using SCS's open, web-services-based architecture? A few examples:

- **Offer improved customer service** by integrating SCS with your Customer Relationship Management (CRM) system. When a customer calls, a screen pop-up appears with all customer-relevant details (e.g., order status).
- **Facilitate communication** by enhancing your enterprise Web portal with click-to-call capabilities, enabling you to quickly connect your customers, partners and employees with the appropriate staff member.
- **Fully automate adds, moves and changes** by integrating your human-resource databases with SCS. Through this integration, importing a new user or assigning new extensions is easier than ever before.
- **Resolve network issues quickly** by deploying SCS with your existing network operations center to gather and correlate network events.

¹ Sage Research, *Unified Communications Applications: Uses and Benefits*.

² Nortel and Innovational IP Solutions podcast, *Open. Simple. Unified Communications*. June 2009.

It's all about simplicity — from start to finish

SCS offers top-to-bottom simplicity that's virtually unmatched in the industry.

Packaging

The SCS package includes a fully-integrated set of UC features that are bundled and available for one single-user fee. Users receive all features and applications, including those that are typically more expensive (e.g., voice and video conferencing). With SCS, no additional core hardware or applications are required. And there are no additional license fees for features. It's an all-inclusive structure that simplifies ordering and can dramatically improve total cost of ownership.

Installation

SCS installation follows best practices for call servers and is designed for efficient provisioning and configuration to minimize time spent on-site. SCS can be deployed on a variety of industry-leading hardware platforms — from Dell and IBM to HP — and in certain scenarios, installation time takes less than ten minutes and up to 2,000 users can be configured in less than two minutes³.

Administration

From an ongoing management perspective, SCS offers an intuitive user interface that allows users to do moves, adds and changes in-house. Adding a new user, for example, is a five-step process that takes just a couple of minutes.

Managing permissions is simple, thanks to a sophisticated subscriber management capability that allows you to put users/devices into groups and control access when required

(e.g., disabling long-distance calls from lobby or lunchroom phones).

Intuitive applications

From an end-user perspective, an intuitive, integrated portal empowers employees to control and customize all UC applications with just a few clicks.

Smooth scaling

SCS can adapt and grow to keep pace with your changing business needs. The solution supports up to 2,000 users on a single server and scales to several thousand in a multi-server environment.

Unified communications capabilities

Here's a snapshot of what's included for a single, all-inclusive user fee.

Softphones and plug-ins

With each SCS solution, end users have their choice of advanced softphone (Nortel IP Softphone 3456) or application plug-in (Nortel Plug-in 3457 for IBM Lotus Notes or Sametime or Nortel Plug-in 3458 for Microsoft Outlook). The softphone incorporates integrated presence, instant messaging, video conferencing, voice/video call recording and more. The plug-ins enable users to make and receive calls directly from their application, even recognizing phone numbers within emails and providing click-to-call capabilities.

Presence and instant messaging

Accelerate communications, collaboration, response times and decision-making with secure presence and Instant Messaging (IM). IM features include: the ability to create unique privacy rules per contact, send messages to groups, manage multiple conversations with tabs, and keep a record of both voice and video conversations. SCS even integrates with leading IM platforms like GoogleTalk and others.

Integrated audio conferencing

Sophisticated, secure, on-demand audio conferencing is available and accessible through an easy-to-use web-based portal; every user gets a personal conference bridge with intuitive, graphics-based chair controls. Best of all, no extra licensing fees or extra hardware are required.

Integrated video conferencing

Provided through the advanced softphone, every user has multi-party (up to six participants) video calling right on their desktop. And if you need to record a call, both audio and video call recording capabilities are also included.

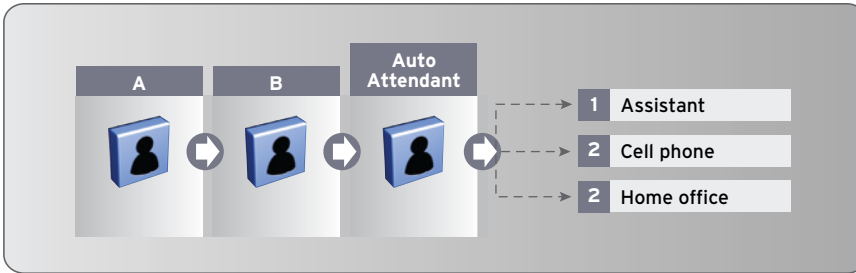
Voicemail and Unified Messaging (UM)

Voicemail and UM come included for every user, enhancing response times with a powerfully simple unified

Picture a sales professional who has customer visits throughout the day and knows he is going to be in and out of the office. In the morning, arriving at work, he goes into the SCS portal and, in less than 30 seconds, sets up the desk and cell phone to ring at exactly the same time. If there is no response after 15 seconds (which has been programmed), the call will go to a colleague. If there is still no response, the call is transferred to voicemail. With Find Me/Follow Me, employees can be much more mobile and accessible, and miss fewer calls, which improves communications efficiency and overall business productivity.

³ Steps: 1. Do normal installation following startup procedure; 2. Enter license; 3. Configure dial plan; 4. Import Excel file; 5. Ready to make/receive calls on all phones.

Figure 1. Personal Auto Attendant



messaging system that's integrated with user desktops. Unified messaging sends voicemail to your chosen email address and allows users to pick up messages however they prefer — by hard client, softphone, Web portal or email. Every user automatically gets a message box, at no extra cost.

Single number reachability

Find Me/Follow Me is an advanced call-forwarding capability that keeps mobile and on-call employees accessible. With a few clicks, users can make multiple devices ring simultaneously, point to a different device if they don't pick up the first one, and even set up time-of-day and day-of-week parameters.

Corporate and personal auto attendant

Imagine having a 24/7 answering service for every employee. That's our personal auto attendant feature. With its individual mailbox customization, you can instruct callers to press 1 to reach your cell, 2 to reach a colleague, 3 to leave a message, and so on. With our corporate auto attendant, you can fine-tune up to 100 customizable attendants to suit your business based on day, night and holiday schedules, or let customers dial by extension and name.

Contact center

A basic and informal yet effective contact center is the ideal solution for businesses with up to 50 agents. Easy to configure and use, it offers up to

50 queues per server, several lines per queue, a choice of call-routing algorithms and support for overflow queues during peak periods.

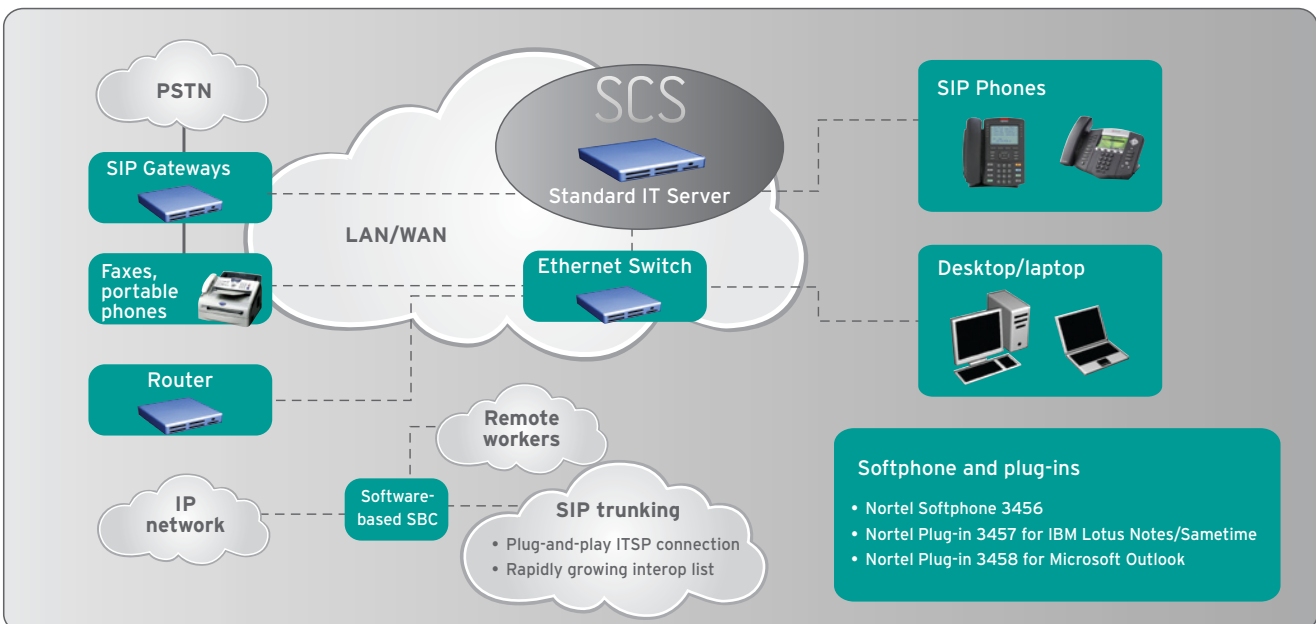
Call detail recording (CDR)

The system can collect Call Detail Records (CDRs) for all calls and store them in a database on the server. It can export CDRs to popular reporting software applications, such as Crystal Reports and Microsoft Excel. The end result is a complete set of records that are easy to access, browse, export and customize.

Solution components at a glance

- **IT Server** — SCS is supported on a number of industry-leading servers⁴ from Dell (Optiplex and PowerEdge R300), IBM (Power Systems, existing System i platforms or x3350) and the HP Proliant DL360.
- **Gateways** — For connectivity to analog devices (like fax machines and cordless phones) or for service provider trunks (including E1, T1 and Fractional T1, BRI and PRI).

Figure 2. SCS solution components



⁴ LG-Nortel 6804/6812/6830 also supported.

Figure 3. IP phone comparison matrix



Feature	Nortel IP Phone 1210	Polycom IP Phones 330 430		Nortel IP Phone 1220	Polycom IP Phones 550 560		Nortel IP Phone 1230	Polycom IP Phones 650 670	
Number of user logins/ number of simultaneous calls per user	1/2	2/2	2/2	4/2	4/2	4/2	10/2	6/2	6/2
Number of user-defined feature keys/softkeys	1/4	2/3	2/4	4/4	4/4	4/4	10/4	6/4	6/4
Number of telephony/ shortcut keys	8/2	7/1	6/3	8/6	6/8	6/8	8/6	6/8	6/8
Navigation	Four-way + Enter	Four-way + Enter	Four-way + Enter	Four-way + Enter	Four-way + Enter/ Cancel	Four-way + Enter/ Cancel	Four-way + Enter	Four-way + Enter/ Cancel	Four-way + Enter/ Cancel
Display	3 x 24 characters	102 x 33 pixels (graphical)	132 x 46 pixels (graphical)	5 x 25 characters	320 x 160 pixels (graphical, grayscale, backlit)	320 x 160 pixels (graphical, grayscale, backlit)	9 x 25 characters	320 x 160 pixels (graphical, grayscale, backlit)	320 x 160 pixels (graphical, color)
LAN interface (number of ports)	10/100 (2)	10/100 (2)	10/100 (2)	10/100 (2)	10/100 (2)	10/100/1000 (2)	10/100 (2)	10/100 (2)	10/100/1000 (2)
802.3af PoE Class	Class 2	Class 2	Class 2	Class 2	Class 3	Class 3	Class 2	Class 3	Class 3

*All phones offer a speakerphone, headset port, paging capabilities, message waiting lamp indicator, busy lamp field and more.

- **Routers** — (e.g., Nortel Secure Router) for Internet connectivity and/or to connect to another site within a WAN, or to provide remote workers with VPN connectivity to the office network.
- **Ethernet Switch** — (e.g., Nortel Ethernet Routing Switch) for Ethernet connectivity to computers, phones, gateways, routers, etc. Also delivers Power over Ethernet for SIP phones.
- **Softphone** — (Nortel IP Softphone 3456) and choice of application-centric plug-in (Microsoft Outlook or IBM Lotus Sametime and Lotus Notes).
- **Plug-and-play SIP-based telephones** — Including the Nortel IP Phone 1200 Series (1210/1220/1230), the Nortel IP Phone 1535 Video Phone, and the Polycom SoundPoint IP Phones (330/430/550/650/670) and Polycom SoundStation IP Audio Conferencing Units (6000/7000[®]).

SCS Release 3.0 highlights

- Integrated, plug-and-play SIP trunking
- Remote worker support
- Support for Nortel IP Phone 1200 Series (SIP)
- Enhanced plug-and-play capabilities including Nortel IP Softphone 3456
- Call Detail Reporting improvements
- Survivable Branch capabilities
- Better integrated, more scalable conferencing
- Operational improvements (online help, alarms, 911)



Keeping employees connected: A closer look at IP phones, soft clients and plug-ins

Although many SIP-compatible IP phones and soft clients work with SCS, you may want to consider choosing one or more of these advanced products from Nortel. SCS provides plug-and-play capabilities with all supported clients (dramatically simplifying moves, adds and changes) and have been fully tested for performance and interoperability quality.



IP Phones

Nortel IP Phone 1200 Series: An innovative portfolio of IP Phones that include multiple soft keys, integrated speakerphone, advanced audio quality, headset support and an integrated Ethernet switch.

Polycom SoundPoint IP Phones: Offer multiple soft keys, integrated speakerphone, superb HD (High Definition) audio technology, and integrated Ethernet switches to suit all types of business users and call volumes.

Polycom SoundStation portfolio: Offers features such as full-duplex technology and the latest advances in echo cancellation and HD audio to deliver remarkable voice quality and superior performance for executive offices, conference rooms and boardrooms. The SoundStation 6000 is ideal for small to medium-sized conference rooms, while the 7000 model is a good fit for executive offices, medium to large conference rooms and boardrooms.

Nortel IP Phone 1535 Videophone: Provides extensive telephony services, multimedia tools and full video conversation functionality. You can also use it to check email or voicemail, or to browse the Web. The phone is designed for enterprises seeking a cost-effective personal video endpoint and is ideal for companies that seek increased collaboration between sites.



Nortel IP Phone 1535

Figure 4. Nortel IP Phone 3456



Softphones and application plug-ins

Nortel IP Softphone 3456: A contact-centric, feature-rich soft phone that allows remote and teleworkers to stay connected. Calls and availability are managed with a comprehensive suite of carrier-grade voice, video, IM and presence features. An intuitive user interface means it's easy for novice users to make and receive calls, initiate and record voice/video conferencing, and communicate in real time using instant messaging.

Nortel Plug-In 3457 for IBM® Lotus Notes®/Sametime: Brings IP phone functionality to a user's IBM Lotus Notes/Sametime environment, allowing them to make, receive and transfer phone calls without having to leave the Lotus application. In addition to full call-handling capabilities, the Lotus Client also provides users with easy access to their voicemail inbox.

Nortel Plug-In 3458 for Microsoft® Office Outlook®: Offers communication integration within a user's Microsoft Outlook environment, allowing them

to easily import their address book into or from their contact list and dial directly from the application. They can even establish a call from manual entry, redial, drag and drop, contacts, inbox, profile or directly from an email message.

Professional services

Nortel offers a broad range of professional services for SCS to complement expertise and skills within our customers and partners alike. We offer network readiness checks and maintenance packages to suit your unique needs and complete turnkey implementation services to ensure a seamless deployment.

Summary of SCS services

Network Readiness Checks — A highly recommended service and often overlooked, the remote VoIP readiness assessment helps ensure the readiness and capability of a data network to support IP Telephony, which will ultimately lead to quality of service for your end users.

SCS Implementation Service Package — A complete turnkey solution which includes the following:

- *Project oversight* — Project Coordinator will manage project activities and ensure the project meets its schedule, financial and quality objectives.
- *Detailed design* — Nortel will provide a detailed design document outlining how to integrate SCS into the existing network infrastructure. Detailed configuration will also be provided.
- *Installation and commissioning* — Installation, commissioning, configuration and integration of the equipment will be performed and will include site readiness review, physical installation and basic network connectivity commissioning.
- *Acceptance testing and overview training* — Nortel will conduct tests on the systems to verify operation. In addition, Nortel can provide familiarization training.
- *Cutover planning and post cutover support* — Nortel's implementation engineer will remain on-site for a specified time on the first business day after installing the new SCS system.

Maintenance and Support Services — Flexible maintenance packages allow you to choose from Software Release Services (SRS), 24x7 technical support and emergency recovery, return and repair services, managed spares and managed on-site with spares services.

By having Nortel Professional Services perform your network deployment, you can significantly reduce integration and business risks while improving network performance, accelerating return on investment and speeding time-to-revenue.

Interoperability with third-party solutions

Through the open-source, SIP-based philosophy of SCS, third-party companies can pursue interoperability and compatibility designations with this innovative platform, enabling them to expand the portfolio of complementary solutions even further. Members of the Nortel Developer Program have exclusive access to information, resources and services designed to enable the delivery and deployment of world-class, next-generation customer solutions, which align and interoperate with SCS. The SCS Developer

Community is continuously expanding, with a variety of products represented to date, including hard and soft SIP user agents, gateways, IP consoles, call recording and call accounting applications, wireless LAN and DECT-based wireless solutions, and more.

For a complete listing of third-party products currently registered as interoperable or designated as compatible with the Nortel SCS, visit <http://www.nortel.com/prd/dpp/product/scs.html>.

Business made simple

When it comes to affordable unified communications solutions that reduce costs, enhance productivity and increase revenue, look no further than Nortel — a company that has been delivering voice and data systems for decades, and continues to lead the market in unified communications.

To find out more about Nortel Software Communication System, please visit www.nortel.com/scs.

SCS has the power to accelerate communications and collaboration between employees, partners and customers.



