Norstar – Integrated Communications System

The phone system that works harder

Do you need help?

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?

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, unparalleled choice and customisable 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.

The communications system that can do all this and more for your business is the Norstar Integrated Communications System 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.

Norstar 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 and incoming lines. Plus, you decide when to grow your business by adding solutions like enhanced voicemail, 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.
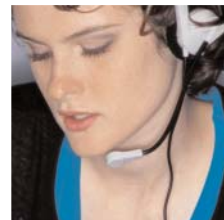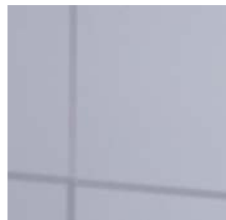
Providing superior reliability in your communications

Choosing a telephone system for your business doesn't have to be complicated. It all begins with a Norstar Integrated Communications System, the foundation of your business communications. Next come the right telephones. Then you can enhance your communications with specialised applications like voice messaging. Norstar even offers applications for call centres and computer telephony integration (CTI). Norstar is a fully digital platform that brings together all your communications – voicemail, fax, email, computer and telephone – right at your desktop. Norstar offers these important advantages:

`High bandwidth` to the desktop lets you use applications like ISDN-BRI (Basic Rate Interface) and CTI without changing your existing wiring.

`Scalable design` lets you choose the system that fits your needs today, while planning for the future.

`Digital technology` creates a platform for current and future PC-based applications.

`Outstanding quality` makes Norstar one of the most durable and reliable voice solutions available, delivering one of the lowest failure rates in the industry with
a tested mean time between failure (MTBF) rate of 100 years.

`Cost-effective` solutions save you money by helping your employees be more productive with each

communication
and you'll complete more business by never missing a single call.

The Norstar Integrated Communications System

An integral component of the comprehensive Norstar solutions portfolio, Norstar has a flexible building-block design that expands with your business easily and cost-effectively. It is designed for a small, but growing business, a medium-sized organisation or a branch office that wants a fully featured voice solution that can be customised with features that manage a high level of calling patterns – paging, intercom and call handling. The value you get from your Norstar will be apparent immediately. With each communication, you and your employees can get more work done, helping your business do more business. Norstar offers the following key benefits:

- Support of all Business Series Terminals
- Internal ATA for analogue connectivity
- Internal RAD for remote access
- Distinctive ringing – trunk-based ringing tones
- 255 system speed dials
- Customisable integrated applications support voice messaging, automated attendant, call centre, CTI
- Scalability
- Easy addition of enhancements as your business needs change

- Evergreen software enhancements.

Integrated applications

Integrated applications give you the flexibility to add powerful applications as your business needs arise and to gain a competitive edge by increasing work productivity and customer responsiveness. You can easily scale enhancements to your Norstar with powerful Norstar applications such as:

`Advanced Voicemail` – CallPilot 100 supports features such as automated attendant, automated messenger, call routing, calling line ID and caller message classification prompts.

`Call Centre applications` – CallPilot 100 Call Center Basic provides flexibility to address the formal or informal call centre for the small business. Call Center Reporting provides you with the information you need to maximise your call centre resources and enhance your customer's experience.

`Desktop Computer Telephony Integration` – Supporting features such as screen pops, calling line ID, call routing and automatic number identification for quicker customer service response.

Why is Norstar the best system for the job?

It's clear that Norstar can help my business work smarter, but what happens when we need more functionality...? ...or more capacity? 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? Communication is my company's lifeline. I need to feel confident that this communications system will keep my business going.

Proven track record

Nortel Networks invests millions of pounds a year in research and development, to make sure that Norstar is inherently reliable and capable of providing the very latest applications. This will help you to change the way you work for the better, delight your customers with the quality of service you provide and reduce costs.

Well qualified

Norstar has more than 150 useful in-built features, such as call hold, call transfer, conference call, do not disturb, hunt groups and internal calling. It can even set your phones to ring in different ways, so that people know if the call is from a customer or a colleague.

If you choose to connect Norstar using ISDN instead of the analogue public telephone network, you won't just benefit from faster call connections and clearer lines. With ISDN connecting you to the outside world, Norstar will put callers straight through to the person they want, without having to go through the operator, speeding up the communication process and enhancing customer satisfaction.

In addition, Norstar will show you the number of the person calling on the phone's display, allowing you to recognise and therefore greet regular callers in the most appropriate manner. Finally, with ISDN 'to the desk', Norstar will share the capacity of your ISDN lines across the whole business, so you will be able to take full advantage of other added-value applications, such as high-speed Internet access, email for fast file transfer and videoconferencing.

Easy to work with

Norstar's phones are simplicity itself to work with and you can easily programme them to suit individual needs. For example, you can store the numbers you call most regularly in the memory and dial them at the touch of a key. The same applies to the system features you use most regularly. And there are LCD display prompts in most cases to walk you through any other features you may not be familiar with.

You can easily alter the way it works as and when you need to. Handling moves is no problem either. When people need to change desks, they simply unplug their phone, plug it back in at their new position and carry on working as normal. All their preprogrammed numbers and features will remain unchanged.

Keeping up to date

You can rest assured that the money you have invested in Norstar will be largely protected. You can add more lines and functionality whenever you need to. Norstar is also designed to keep pace with technology, so as new capabilities are developed, they can be added without the expense of having to employ a new system.
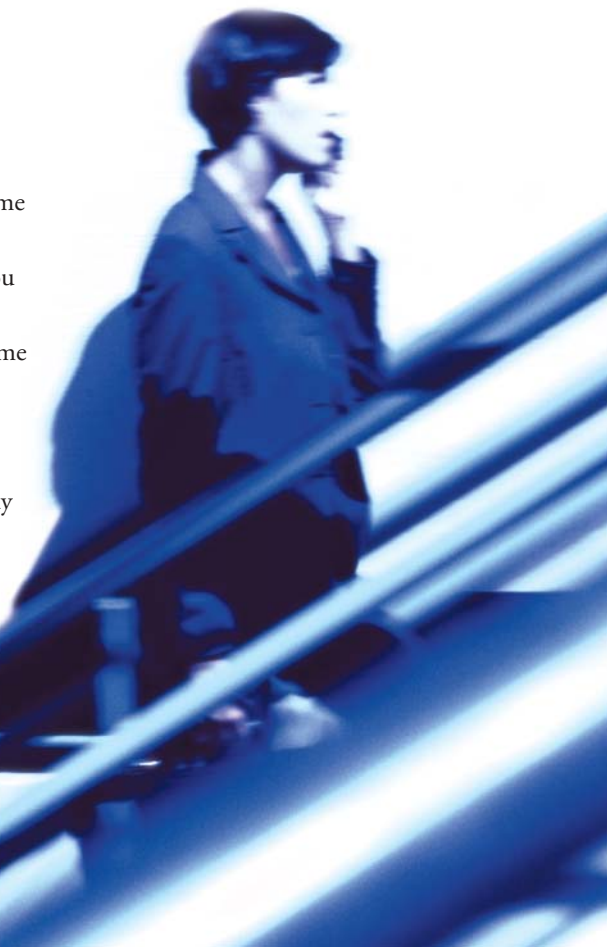
Will Norstar fit in? yes

If you don't think you are going to need more than eight lines and 24 extensions for the foreseeable future, Norstar Compact Plus is the ideal system for you.

If you need more than that right now, or think you soon will, you should opt for Norstar Modular Plus. Of course, there is nothing to stop you upgrading from Compact Plus to Modular Plus when you need to. You keep using the same system phones and simply upgrade the control unit. That's the beauty of Norstar. It's a modular system, so it can grow and change with you.

Norstar Compact Plus Control Unit

Norstar Compact Plus

With up to 24 extensions and the option to work through BRI, smaller size does not compromise on ability! In addition to its call handling capabilities, more advanced features can be added to Compact Plus – such as Automated Attendant, helping to streamline incoming calls – together with even more advanced voice processing applications, such as Voicemail and Call Center. All are designed to get Compact Plus working even harder for your business.

Norstar Modular Plus

If you need more capacity, Norstar Modular Plus provides the flexibility to grow even further, with up to 128 extensions, plus the ability to use PRI.

Norstar Modular Plus Control Unit

Norstar Modular Plus Control Unit with Extension Module

Norstar Modular Plus Control Unit with Line Module

Norstar Modular Plus Control Unit with Line Module and Extension Module

How flexible? very

Norstar has a phone to suit every job; they can all be easily programmed by the user to meet their personal preferences.

T7000

This entry-level digital set is ideally suited for basic low use office scenarios. It has four programmable keys and a message waiting/visual ringing indicator. The 2.7 metre handset cord, makes it ideal for a wall-mounted phone.

T7100

The sleek and simply designed T7100 delivers Norstar features and reliability to low-traffic areas – such as lobbies, office kitchens, reception rooms and cafeterias. This single-line telephone is an easy-to-use but highly functional telephone set with programmable memory button and a 16-character LCD window with MWI/VRL.

T7000

T7100

T7208

T7316E

T24

T24

The T24 will permit T7316E users to increase their button count in flexible increments of 24 buttons. These buttons can be used to programme features, autodials etc. For each of these buttons the T24 will include multisegment indication for quick and easy visual reference of a call or feature's status. Up to four T24's can be added to a T7316E without the requirement for an auxiliary power supply. The T7316E can support up to nine T24's with an auxiliary power supply.

Footnote – The Business Series Terminals T7100, T7208 and T7316E are available in platinum and charcoal. The T7000 is available in platinum only.

T7208

The T7208 is uniquely suited for lower internal and higher external calling volumes and supports up to eight lines and frequently used features. This multiline telephone offers eight memory buttons, a 16-character LCD window with MWI/VRL and a headset jack. The T7208 is a cost-effective solution for users needing only a few programmable features and/or autodial numbers. It is well suited for reception areas, for workstations with moderate call volumes and activity – as well as areas with shared telephones, such as retail departments or repair centres.

T7316E

This fully featured multiline telephone has a two-line, 16 character-per-line LCD window with MWI/VRL. The T7316E provides access to a total of 24 memory buttons and it offers ample coverage for business call areas and support for feature-intense usage. It offers three soft keys to assist employees using the visual display prompts on the LCD and it is targeted to the needs of a wider user group, which includes managers, executive professionals, central answering and administrative positions.

Advanced applications? yes

**Norstar CallPilot 100, feature-rich and affordable –
Delivering scalable sophisticated messaging options
to growing small and medium-sized businesses, with
10 to 40 users, that require advanced applications.**

CallPilot 100 – driving business profitability with easy, advanced messaging

Choosing a telephone system for your business doesn't have to be complicated.

It all begins with a Norstar Integrated Communications System, the foundation of your business communications. Next come the right telephones. Then, you can enhance your communications with specialised applications like messaging, and other advanced applications.

CallPilot 100 for Norstar delivers the means to keep your business communications moving efficiently and profitably, and allows you to be accessible to customers and business associates around the clock – wherever you may be. You will immediately notice the benefits of enhanced messaging; with each communication, you and your employees are more productive, helping your business, do business. And your customers will appreciate the difference too. Norstar CallPilot 100 offers the following key features: advanced integrated applications, including Auto Attendant, Custom Call Routing (CCR), Voicemail, Basic Call Centre, Unified Messaging (available with CallPilot Release 2.0) and web-based management via IP connectivity.

The messaging platform for your future is affordable today

Does your budget require you to start small and pay as you grow? Do you need advanced call centre applications and yet a system that is easy to administer? Well, the ingenious design of the Norstar CallPilot 100 helps you to make the right messaging decisions for today, while protecting your investment for tomorrow. Unequivocally, it is the cost-effective solution for small to medium-sized businesses requiring voice messaging, increased scalability, storage capacity and a wealth of sophisticated applications. Discover the advantages of using the next generation in messaging platforms for your Norstar business communications system:

`Cost-effective design saves you money` today by allowing you to pay for mailboxes and applications as you grow.

`Sophisticated features` help you to be
more competitive by increasing your employee productivity and improving customer satisfaction:

- Scalable up to 40 mailboxes, with a migration path to more sophisticated features

- Embedded applications let you easily grow as your business needs change, with simple key-code activation

- IP enabled with 10/100 Ethernet ports supporting web-based management

- Supported on Norstar Compact and Modular Integrated Communications Systems, as well as all Norstar telephones and Business Series Terminals

- Four ports and nine hours of storage

Advanced integrated applications

`Auto Attendant*` – Your own personal receptionist, Auto Attendant answers your telephone and takes messages for everyone in your company – with complete accuracy – 24 hours a day, 7 days a week. Custom Call Routing cuts down on 'telephone tag' by giving your customers and suppliers direct access to the person they want to reach, allowing them to ask a question or leave information at any time. Auto Attendant has a long list of standard feature options, including:

- Call transfer
- Calling name display
- CCR levels (10)
- CCR trees (4)
- Dial extension from CCR
- External transfer on Centrex
- Flexible line rings before answer
- Multiple operators
- Remotely record greeting
- Remotely set business open/closed
- Reply based on calling line ID (CLID)
- Reports
- Transfer to CCR tree

*Available on Compact Plus without CallPilot 100

Voice Messaging

CallPilot 100 activates 10 to 40 mailboxes, and is suited for small to medium-sized businesses that can benefit from advanced voice messaging features. CallPilot 100 is a feature-rich system but some of the more popular voicemail features include:

- Auto answer with personal greeting
- Broadcast messages
- Delivery options (private, urgent, etc.)
- Express messaging
- Guest mailboxes
- Interrupt caller leaving a message
- Never-full mailboxes
- Outbound transfer from mailbox
- Record a call
- Recovery of deleted message
- Remote call forward to voicemail
- Reports

Contact Centre

Basic Call Center is ideal for businesses that require a small call centre with more sophisticated applications. Basic Call Centre activates 10 agents and 2 queues, and is scalable as your business grows. A compatible user interface with Meridian, Business Communications Manager, and Norstar platforms protects your training investment for future migration or multisite companies. Additional features include:

- 20 configurable agents
- 5 agent priorities
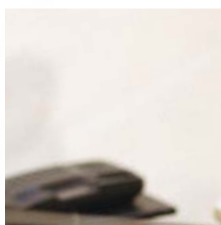- 10 announcements
- 15 maximum lines

Figure 1: Compact and affordable, CallPilot 100 for Norstar delivers advanced messaging capabilities to small and medium-sized businesses.

Are you getting the message?

Streamlining

You can bet your bottom dollar that the more efficient you become at taking calls with Norstar, the more people will want to call you. You can enhance the system's capabilities to help cope with this and streamline things further through CallPilot 100 Voicemail, which adds a range of advanced skills to Norstar's core capabilities.

First time, every time

Research shows that a staggering 75% of calls fail to reach the right person at the first attempt. Norstar can help direct callers through to the right department or individual without operator assistance, thus giving your operators more time to deal with people who need their help. However, call routing using Automated Attendant is only part of the picture.

More than just a messenger

In a typical busy office, research tells us that 20% of written messages go astray. Of the remainder that get delivered, 90% are inaccurate or incomplete.

CallPilot 100 Voicemail can be added to Norstar to save everyone concerned a great deal of time and money. Voicemail is able to take messages automatically when you can't get to the phone. And because you receive the 'original' message, you will know exactly what was said, by whom and when. You can dial in to the system to pick up your messages when you are out of the office, enabling you to get back to people quickly. The system can even let you know whether you have messages or not.

Bearing in mind that 50% of messages or enquiries do not require a live response, you can use Voicemail to accomplish a great deal without actually having to talk to anyone. For example, you can use it to give out information, such as opening times, service, product and pricing details. Voicemail can save you even more time when communicating with colleagues, by doing away with 'telephone tag' and reducing the need for memos. For example, when one of your people accesses their personal mail box, they are told how many messages they have and can choose the most suitable way to respond. For example, by recording and sending a reply to the original sender, or by forwarding that message to a colleague for their attention.

Internally, you can record a message for a group of people and use Voicemail to distribute it to everyone at the same time, rather than you having to do it over and over again.

Adding Voicemail to Norstar's skills can significantly increase the amount of workload the system can handle and result in your people being able to spend more time on other tasks.

If you would like to talk further about how Norstar can work with your business or would like to see a demonstration of its capabilities, including how Voicemail, Desktop Messaging and Norstar Call Center could work for you, call us on 00 800 8008 9009

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For more information, please call your Nortel Networks representative or visit our website.

http://**www.nortelnetworks.com**