

# FINISH THE FIGHT

## > SMB Converged Voice and Data



### Nortel BCM450 vs. Cisco UCME-3845, Avaya IP Office 412/500, ShoreTel ShoreGear-120, and Mitel 3300 ICP MXe

#### POSITIONING THE PRODUCTS

- > Business Communications Manager (BCM) 450 delivers a truly integrated solution for voice processing and related business applications for small to medium-sized businesses (SMBs) and branch offices. BCM offers an extensive PBX feature list in a robust VoIP platform, and provides the option of an IP-enabled or pure-IP strategy.
- > Many competing products are geared more towards the larger-Enterprise market at higher price points. Nonetheless, the BCM450 compares favorably overall, especially in the areas of conferencing, messaging, contact center, client variety and complementary data suite. When combined with its investment protection, unique all-in-one design, and competitive pricing, including flexible keycoded applications, no other appliance can match the BCM450 for overall value.
- > BCM's Business Element Manager (BEM) provides a simple and cost-effective way to set up and manage new sites, applications and devices. Equipped with Proactive Voice Quality Monitoring (PVQM), BEM lets administrators set call-quality thresholds for IP sets and receive real-time notifications for proactive problem resolution.
- > The Network Configuration Manager (NCM) supports bulk configuration changes by allowing an administrator to run up to 2,000 BCMs from a single location. NCM also provides a common database for storing and managing system, inventory and configuration information.



**Nortel Competitive Portal:** For more information please visit the Nortel Competitive Portal

#### COMPARING THE CONTENDERS

##### BCM450

##### Cisco UCME-3845

#### Capacity

Supports 300 total users up to a maximum of 300 IP, 300 digital and 48 analog sets for flexibility and investment protection.

Scales to only 240 IP sets, requires extra adapters to support analog sets and does not support digital terminals.

#### Clients/Phone Features and Applications

Applications are embedded and keycode-enabled for smooth implementation – plus customers only pay for what they use.

Requires a separate Cisco Unity Express network module (NM-CUE) or AIM for applications, and offers add-on features that Nortel offers as standard.

Integrated Intelligent Contact Center (ICC) scales incrementally for cost-effective deployment of advanced call handling for up to 80 active agents, and offers new APIs for integration with third-party applications, including CRM software.

Cisco Unified Contact Center Express requires additional software, and supports only 60 active agents.

#### Conferencing

Supports 120 parties for both Ad-Hoc and Meet-Me audio conferencing, and scales to 60 simultaneous calls.

Supports only 8 parties as standard for Ad-Hoc.

Optional Meet-Me requires separate NM-CUE and only supports 32 parties and 24 simultaneous calls.

#### Messaging

Provides 1000 voicemail boxes, 400 storage hours and 300 unified messaging seats.

Requires NM-CUE or AIM for only 250 voicemail boxes and 100 storage hours.

## COMPARING THE CONTENDERS

### BCM450

### Avaya IP Office 412/500

<b>Management</b>	BEM simplifies management for BCM, data suite and phones, resulting in a lower TCO.  NCM enables multi-site configurations with a single common database.	IP Office Manager is used for telephony only, and lacks anything comparable to the NCM for multi-site deployment.
<b>Conferencing</b>	Supports 120 parties for both Ad-Hoc and Meet-Me audio conferencing and scales to 60 simultaneous calls.	Only allows 64 parties for Ad-Hoc and Meet-Me Conferencing, and only scales to 42 and 21 simultaneous calls on the 412 and 500, respectively.
<b>Messaging</b>	Provides 1000 voicemail boxes, 400 storage hours and 300 unified messaging seats.	Only offers basic functionality, provides half the voicemail boxes and requires the deployment of additional hardware.
<b>Data Suite</b>	Offers a tested and proven data portfolio as part of a complete one-stop shop IP-converged solution.	Lacks a companion data suite, adding integration cost and complexity.

## COMPARING THE CONTENDERS

### BCM450

### ShoreTel ShoreGear-120

<b>Capacity</b>	Supports 300 total users up to a maximum of 300 IP, 300 digital and 48 analog sets for flexibility and investment protection.	Supports 120 IP and 24 analog per switch – does not support digital terminals, and needs 5 boxes to match trunking capacity of BCM450.
<b>Conferencing</b>	Supports 120 parties for both Ad-Hoc and Meet-Me audio conferencing without requiring any external devices.	Six parties standard, and 96 with optional ShoreTel conference bridge that may impact system capacity or performance.
<b>Messaging</b>	Provides 1000 voicemail boxes, 400 storage hours and 300 unified messaging seats with speech recognition, text-to-speech capabilities, support for multiple email clients and more.	Requires a separate ShoreWare Application Server and only provides 120 voicemail boxes per switch.
<b>Data Suite</b>	Offers a tested and proven data portfolio as part of a complete one-stop shop IP-converged solution.	Lacks a companion data suite, adding integration cost and complexity.

## COMPARING THE CONTENDERS

### BCM450

### Mitel 3300 ICP MXe

<b>Contact Center</b>	The integrated, keycode-enabled ICC scales incrementally for cost-effective deployment, and offers multiple Auto Attendant tables for different scenarios/languages.	Limited to a single Auto Attendant and requires multiple servers to run contact center and multimedia applications.
<b>Conferencing</b>	Supports 120 parties for both Ad-Hoc and Meet-Me audio conferencing.	Only provides 8 parties standard for Ad-Hoc, and Meet-Me requires add-on software that runs on a separate server.
<b>Networking</b>	Based on Open standards (H.323, MGCP, SIP) and interworks with other Nortel platforms such as CS 1000, Norstar and MCS.	Uses proprietary MiNET VoIP protocol.
<b>Data Suite</b>	Offers a tested and proven data portfolio as part of a complete one-stop shop IP converged solution.	Lacks a companion data suite, adding integration cost and complexity.

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## MARKET VALIDATION

- › Over 20-years experience in SMB with Norstar and the multi-award-winning BCM product family
- › 15 million SMB users in over 80 countries worldwide
- › Certified tested and proven data portfolio and IP phones as part of a completed IP-converged solution
- › Award-winning channel programs and extensive partner community
- › Access to Nortel Global Services expertise and packaged offerings
- › Gartner positions Nortel in the Leader's Quadrant of the Corporate Telephony and Unified Communications Magic Quadrant Reports.