

> DELIVERING BIG BUSINESS FEATURES TO SMALL BUSINESS



Competitive Checklist

Nortel Business Communications Manager 50 (BCM50)

Top five reasons to invest in BCM50

- 1. Enhance employee productivity** — BCM50 lets your employees stay in touch while they're away from their desks. Features such as Real-Time External Transfer, Call Forward, Call Redirect and Hot Desking enable you to customize internal call routing as your staff members visit other offices, move or change roles.
- 2. Reduce costs** — BCM50 is a converged solution that centralizes administration, messaging and management for multiple sites by using your existing LAN and the Internet to securely transmit voice and fax calls. You can also use BCM50 to take advantage of more cost-efficient IP networks and trunking.
- 3. Increase revenue potential** — BCM50 makes it easier for customers to do business with you, thanks to optional contact center and self-service applications. For example, Skills-based Routing sends callers promptly to the agent in your organization most qualified to help them.
- 4. Optimize and secure your network** — Now your existing LAN and Internet can carry voice and fax calls, as well as adopt third-party network elements and applications. Be confident in your network security with BCM50 features such as secure VPN tunnels, IPSec protocols for encrypted Internet communications and a built-in firewall.
- 5. Match the pace of your business** — BCM50 software and system expansion modules enable you to grow your network according to your business needs, both in capacity and features. The BCM50 platform comes with high impact, pre-loaded applications such as Voice Messaging and CTI applications. This allows you to add the right applications as you grow, both easily and cost-effectively.

Competitors — BCM50 delivering where the competition can't

Cisco Call Manager Express 2801 and 2811

- > **All-in-one solution** — BCM50 offers a full of range functionality in a self-contained unit. With Call Manager Express, you need to add an additional module for Unified Messaging or Voice Messaging called Unity Express. What Cisco fails to disclaim is Unity Express quickly uses up the resources of the Call Manager Express. The 2801 does not have a Network Module slot, so it cannot support the Cisco Unity Express Network Module version. The 2811 does have one slot, but that same slot is used for other applications including fax and PSTN connection points.

- > **Feature-rich** — Compared to BCM50, the Cisco 2801 and 2811 have limited feature sets. Features you would expect to see — Auto Attendant, TDM External Page Interface and Music on Hold Input — are only available as options on the 2801 and 2811. All of these options cost extra with Cisco, whereas BCM delivers them in a single compact unit with no additional servers or external equipment required.
- > **Support** — BCM50 comes with a generous warranty and a strong distributor partner support program. Cisco customers get very little product or technical support without buying one of their SMARTnet support packages.

Mitel SX-200

- > **Global solution** — BCM supports 11 languages and is available in CALA, EMEA and Asia Pacific. SX-200 is only available in the U.S., Canada and CALA, and supports only three languages — English, French and Spanish.
- > **Capacity** — BCM50 accommodates business growth, thanks to 1,000 mailboxes and 100 hours of storage per system. If a business wants to add users to an SX-200, the unit must be upgraded from its standard 16 mailboxes and minimal five hours of storage per system.
- > **Management** — BCM50 enables multi-site management with Network Configuration Manager. SX-200 can only be managed on a system-by-system basis.
- > **Investment protection** — BCM50 leverages existing digital phones, enabling businesses to get the most out of their telecommunications investments. SX-200 does not support digital phones, thereby forcing customers to rip-and-replace their current handsets. The SX-200 fails to deliver a truly converged communications offering to the market.

Panasonic KXTDA50 and KXTDA100

- > **Scalability** — The BCM50 is designed to adapt quickly and easily to an organization's need for more lines and functionality. On the other hand, growing the line and trunk capacities of both Panasonic products is complicated — they require the addition of expensive cards and memory modules. Also, increasing the number of trunks reduces the capacity of telephone extensions in the KXTDA50.
- > **Feature-rich** — Compared to BCM50, the Panasonic KXTDA50 and KXTDA100 have limited feature sets. For example, Auto Attendant comes standard on BCM50, whereas it is an extra cost with the Panasonic solutions. Additionally, neither Panasonic system offers Contact Center or Unified Messaging solutions.

- > **Management** — BCM50 comes with a standard remote administration function and modem, whereas you need to purchase an optional modem for remote administration on the Panasonic products. Plus, multi-site management is easy with the BCM50 Network Configuration Manager. The Panasonic products don't have an equivalent multi-site management tool.
- > **Choice of sets** — BCM50 gives you a choice of digital or analog or IP handsets. The Panasonic KXTDA50 does not support IP phones or a PC-based phone like the IP Softphone 2050 from Nortel.

Toshiba Strata CIX100/CIX100-S and Strata CIX200

- > **Feature-rich** — Compared to BCM50, the Toshiba products offer a limited feature set. For example, Auto Attendant and External Paging are standard on the BCM50, but optional — at a cost — from Toshiba.
- > **Routing** — BCM50 offers you greater flexibility of deployment. You can choose a BCM50 with an ADSL or Ethernet router, or none at all. Both routers support up to five IPSec VPN tunnels with 3-DES encryption, firewall and more. Toshiba doesn't offer these routing options.
- > **Pre-installed applications** — BCM50 enables easier, more cost-effective deployment of new applications once the unit is installed, thanks to Keycode access to pre-loaded applications. Toshiba lacks this capability.

NEC Aspire S

- > **Capacity** — BCM50 supports up to 48 stations from any combination of digital or analog sets, and up to 32 IP stations. The Aspire S can only expand up to 24 digital stations, 2 analog stations, and 8 traditional (PSTN) trunks — and only supports up to 12 lines of Internet telephony.
- > **All-in-one solution** — BCM50 offers a full of range functionality in a self-contained unit. The Aspire S requires a distinct card to run loop start trunks, basic rate interface (BRI) and direct inward dialing. To enable VoIP on the Aspire S, you need to buy both line cards and daughter boards.
- > **Connectivity** — BCM50 runs on traditional telephony platforms as well as VoIP. The Aspire S doesn't have ISDN PRI or T1 capabilities.
- > **Feature-rich** — Compared to BCM50, the Aspire S has a limited feature set. Many of the features you would expect to see — Contact Center, for example — are missing in the Aspire S.

Top objections — and how to respond to them

Objection: BCM50 lacks Session Initiation Protocol (SIP) application layer.

Your response: Currently, BCM50 is H.323 compliant, so it is capable of handling multimedia communications over IP today. BCM50 will feature SIP in the near future.

Objection: BCM50 only allows for three-party conferencing.

Your response: Release 2.0 of BCM50 will expand the number of parties you can add to a multi-party conference call to 18. If you require conferencing capabilities for more

than three parties immediately, BCM200/400 Release 4.0 comes equipped with that functionality.

Objection: BCM50 doesn't feature full mobility.

Your response: BCM50 currently offers Digital Mobility with the Nortel T7406 cordless handset. Release 2.0 of BCM50 will include support for WLAN and the Digital Mobility Solution. If you require WLAN or Digital Mobility immediately, BCM200/400 comes equipped with that functionality today.

Objection: It is going to be difficult and expensive to stay current.

Your response: BCM50 1.0 can be easily upgraded to Release 2.0 with a simple software-only upgrade. It is also very easy to Keycode-activate software applications on the BCM50 as you require them, and you can accomplish this task remotely.

BCM summary

Scalable portfolio of converged voice/data products for SMB and enterprise branch sites



	BCM50	BCM200	BCM400
On Box Capacity	4 Analog Trunks + 12 Digital Stations + 4 Analog Stations + 32 IP Stations + 12 IP Trunks	20-30 Digital Stations 90 IP Stations 60 IP Trunks	30-200 Digital Stations 90 IP Stations 60 IP Trunks
MBM Support	2	2	4 +6
Voice Mail/Unified Messaging	Comes with 1000 mailbox capacity	Comes with 1000 mailbox capacity	Comes with 1000 mailbox capacity
Call Center	Basic	Basic, Pro, Reporting	Basic, Pro, Reporting
Router	3 SMB Options: None, Ethernet, ADSL	QoS Router (Optional WAN Card, PPP, Frame, ISDN)	QoS Router (Optional WAN Card, PPP, Frame, ISDN)
IVR	Not Supported	Supported	Supported
Mobility	T7406	Digital and IP Mobility	Digital and IP Mobility

BCM50 is part of the BCM portfolio. BCM is available in three versions: BCM50, BCM200 and BCM400. All these solutions integrate sophisticated voice and data capabilities, VoIP gateway functions, security and a full suite of business-building applications. It provides you with a choice of a digital, IP-enabled or pure-IP strategy, as well as the ability to add applications and users as your business needs evolve — making BCM a highly-flexible system that maximizes your telecommunications investment.

Final consideration — BCM50 is secure and simple to manage

- > With the onboard Element Manager, you can have extensive security configuration support — the right people at the right levels have access.
- > Reliable audit trails provide an account of what changes have been made to your machine.
- > With Alarm Management, you'll get quick notifications if problems do occur.
- > Finally, configurations can be replicated with a simple memory stick for support of multiple BCM50s in your company.

For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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