



Product Brief

Top 10 reasons to upgrade from Norstar to Business Communications Manager Release 5.0

Looking for an all-in-one IP/TDM PBX system that offers unmatched proven and reliable voice processing, exceptional unified communications (UC) capabilities and the most extensive range of feature-rich business telephony applications in the industry? Now is the ideal time to upgrade to Business Communications Manager (BCM) Release 5.0

Do you know how and why your company could benefit from upgrading your Norstar to current technology? Have you ever wondered what impacts there may be to your company if you don't upgrade to critical new applications that drive unified communications?

Now, you can discover that the path to enhanced employee productivity, operational cost savings and increased customer satisfaction can be a simple evolution. In fact, it's as simple as upgrading to BCM Release 5.0.

Top 10 reasons to upgrade

Whether you want to maintain voice communications or take advantage of new applications such as unified communications, staying current ensures that your company can benefit from all of the advancements in security, business continuity, resiliency and operational efficiency services available today. With BCM Release 5.0, you can cost-effectively evolve your Norstar system to the latest software release, get your business on the right track — and keep it there.

1. Harness the power of BCM Unified Communications

Business Communications Manager provides best-in-class industry

Did you know?

If you're currently a Norstar user, you can achieve savings of up to 70 percent when you replace your system, enabling you to transition to IP telephony at an affordable pace and without the need for a complete infrastructure overhaul.

capabilities, including advanced unified communications to increase employee productivity, accelerate business processes and reduce time to decision making. Some of the latest advanced applications include:

- **Find Me/Follow Me** — BCM rings programmed numbers when a call terminates on the BCM telephone extension of that user.
- **Message Forwarding** — BCM forwards text emails to another desktop or mobile device when a voice or fax message arrives in a subscriber's voice mailbox.
- **InTouch** — Offers click-to-call, presence information and Instant Messaging (IM), all within a simple expanded Microsoft Outlook window.



2. Access the most modern feature set

An upgrade to BCM Release 5.0 enables you to take advantage of a modern feature set that includes IP telephony and unified communications. BCM includes industry-leading robust telephony features such as voice messaging (including the ability to forward voice and fax messages to the most popular mobile devices), SIP Trunking, Unified Messaging, IP Telephony and IP Networking, Meet-Me Conferencing, Intelligent Contact Center, Computer Telephony Integration, Mobility Solutions and much more.

3. Realize greater management and operational efficiency

Business Communications Manager offers ease of use, faster installation, and simplified provisioning and management through a common interface and a single point of administration. Built-in, intuitive management software enables you to easily monitor and program the system. Tasks that once required several steps — such as adding new users — can now be done in significantly less time, resulting in greater operational efficiency.

4. Enjoy increased flexibility and scalability of deployment options

Business Communications Manager offers increased deployment flexibility and opportunities for expansion and growth of your user population. The scalable BCM enables you to start with a handful of users and then go from there as your business evolves and your workforce grows. In fact, BCM can easily support up to 300 users and seamlessly network them together, enabling you to deploy Session Initiation Protocol (SIP) trunking between nodes, which can drive significantly lower costs.

5. Lower operational costs through voice over IP (VoIP)

Through support for IP telephony, Business Communications Manager not only opens the door to a multitude of advanced features and applications, but can also lead to significant operational cost savings. By trading in traditional PSTN lines for VoIP, you can securely transmit voice and fax calls while avoiding long-distance charges. You can also take advantage of the latest applications to accelerate your business.

6. Enhance productivity through worker mobility

Business Communications Manager offers secure remote Internet access and VoIP, and enhanced ‘near the office’ mobility to help ensure that users can stay in touch any time they’re away from their desks. So whether your employees are in the office, nearby or on the road, BCM has a full suite of mobility offerings to choose from, including digital and IP wireless handsets or PDA and PC-based soft clients.

7. Choose the phones or soft clients that match your business needs

Nortel has some of the most advanced IP and digital phones in the market, and continues to evolve and expand its portfolio, most recently with the new IP Phone 1200 Series. Business Communications Manager offers a wide portfolio of user-friendly telephone sets and soft clients to fit any of your business requirements. From desktop to mobile and digital to IP, BCM has your requirements covered with the phones, soft clients and Key Expansion Modules that will keep your business connected, wherever you are in your telephony evolution.

8. Know it's business as usual, whatever happens

BCM offers peace of mind with several key redundancy and survivability features that will help ensure your system stays up and running. The latest release of BCM includes two fully-redundant power supply units, two fully-redundant hard disks running in RAID Level 1 mode and two fans running in parallel.

9. Go greener and save money with a more energy-efficient solution

In an ongoing commitment to reduce carbon footprint and lower Total Cost of Ownership, Nortel continues to enhance its products to minimize overall power consumption — and Business Communications Manager is no exception. BCM not only enables anywhere-anytime communications, reducing the need for employee travel, office space and energy consumption, but is also up to 40 percent more energy-efficient than some Norstar models.

10. Gain access to an exclusive Developer Ecosystem

Through its BCM Developer Ecosystem, Nortel can offer you what no other company can — access to an unparalleled variety of industry-specific services and applications that go beyond conventional communications. Choose from a broad “collection” of more than 50 third-party development companies to design niche products and services that will differentiate you from your competitors.

To find out more about BCM50 and BCM450, visit www.nortel.com/bcm.

Visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

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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