Unify business communications enterprise-wide and maximize productivity



Ask your carrier about

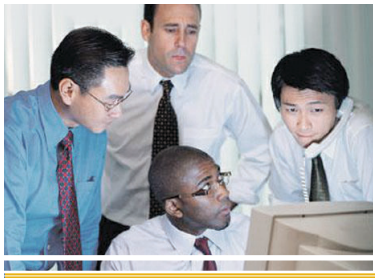
Enhanced Business Services (EBS) that give you the Lucent Advantage™

With the EBS Unifying Portal, IT managers can:

- Unify communication capabilities under one-click control
- Introduce new, enterprise-wide efficiencies
- Maintain secure and reliable voice services
- Customize portals and content

Lucent Technologies
Bell Labs Innovations

Enhanced Business Services



The Enhanced Business Services (EBS) Unifying Portal helps enterprises achieve true integration of all business communications — including voice, Web, email, wireless and data — through one graphical user interface (GUI).

With the EBS Unifying Portal, the patchwork of telephony and data systems, computer platforms and peripherals, stand-alone laptops and wireless devices that constitute most networks can be aligned through a single, powerful interface. Users have one-click access to a long list of traditional business telephony features such as speed dialing and progressive conferencing, as well as new productivity applications such as click-to-dial, contact logs, calendar and meeting management, all in one click. EBS adds interaction and synergy between existing communication systems, delivering more value and greater productivity to any enterprise.

Business is a race with time. Anything that saves time makes an enterprise more productive — and more profitable. The EBS Unifying Portal, used in conjunction with IP Centrex services, allows enterprises to save time and money by giving employees the freedom to manage every part of their working day through one single device that's linked to every other, including phones, computers, laptops and personal digital assistants (PDAs).

The EBS Unifying Portal can help enterprises overcome some technological hurdles and complexities that hinder efficiency. It eliminates the need to juggle multiple applications in order to manage daily communications by providing a single view to users' calendars, contacts and messages including email, voicemail and call logs. Users can also quickly initiate calls by clicking on phone numbers within their portal GUI, whether the number is in the EBS speed dial list, call logs, personal address book, corporate directory or on any Internet web page.

With the EBS Unifying Portal, enterprises gain additional benefits from IP Centrex because they have access to new service bundles that match or exceed the performance and benefits of IP PBX and softswitch-based alternatives. EBS is designed to work with IP Centrex Solutions featuring Lucent's iMerge® Centrex Feature Gateway. Enterprises can deploy services one phone at a time without disruption and while maintaining full Centrex functionality in mixed IP/analog/ISDN environments.

The EBS Unifying Portal operates on Sun® server equipment with connectivity to a Lucent iMerge® Centrex Feature Gateway that is located in a carrier's network. It can reside in an enterprise's data center or in a data room at a central office. EBS helps enterprises get services from their carriers that deliver the Lucent Advantage™: secure, feature-rich services that bring more value and productivity to users. EBS architecture is scalable and supports large system configurations with the use of distributed components. And multiple servers and communication resources can be added to support greater transaction volumes.

Unify communication capabilities under one-click control

The EBS Unifying Portal bridges communications across disparate devices, applications and locations by enabling interactions between stand-alone systems — increasing communications synergy. It enables enterprises to deliver an intuitive Web-based Graphical User Interface (GUI) to every desktop, providing a unified view to a host of valuable productivity-boosting communications applications, such as:

- Visual message waiting indicators for voice mail and missed calls
- GUI access to voice mail
- In-portal web phone
- Instant messaging
- Presence (view the availability of others)
- Phone presence (view off-hook status)
- Calendar
- Light Directory Access Protocol (LDAP) search
- Personal address books
- Find me/follow me (customize call treatments)
- Web-based control of Centrex features (no need to remember star codes)

- Progressive conferencing, favorites presets and speed dial
- Secure enterprise data option
- Electronic Key Telephone Set (EKTS) integration for Softphone and Tone Commander®
- Enhanced Operations, Administration, Maintenance and Provisioning (OAM&P)
- Integration with Microsoft® Outlook®
- AnyDial (the ability to click to dial any phone number on any web site)

Users can take advantage of the same portal interface for services while seamlessly migrating to business quality Voice over Internet Protocol (VoIP).

Introduce new, enterprise-wide efficiencies

The click-to-dial feature is just one capability that improves productivity by streamlining redundant dialing tasks and reducing the chance of misdials. EBS Unifying Portal users can quickly initiate calls by clicking on phone numbers within their portal GUI, whether the number is in the speed dial list, call logs, personal address book, corporate directory or on any Internet Web page.

Additionally, the EBS Unifying Portal leverages corporate and personal contact directories, allowing users to efficiently find contacts and dial them or email them with a mouse click. The directory view also enables users to see when co-workers are on the phone.

And because it interfaces to voicemail systems, allowing views to messages within the contact logs channel, users can listen to voicemail on their computers and forward audio files as email attachments.

The EBS Unifying Portal provides views to co-worker availability through presence icons in its instant messenger window. This feature allows workers to see when others are logged into the EBS portal, saving time looking for coworkers and increasing the "virtual presence" of remote workers.

Mobile users can access their EBS portal from anywhere via wireless Internet-capable devices to update their find me/follow me profiles, see desktop phone call log information, access corporate and personal contact directories or view a synchronized corporate calendar — again adding a much greater level of efficiency by integrating devices and features.

Maintain secure and reliable voice services

If EBS service is ever interrupted, the reliability and availability of basic voice or voice over IP services to the desktop remain unaffected. This is because signaling relating only to enhanced services passes through the EBS server.

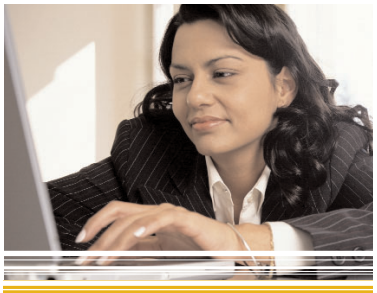
And because security is paramount in any shared network, the EBS Unifying Portal provides a secure data option that allows the functionality of services to be carrier-hosted, while the enterprise data remains premises-based. This optional capability enables an enterprise to seamlessly operate between the two, allowing an enterprise to use its own firewall to maintain data security.

Customize portals and content

The EBS Unifying Portal allows enterprises to customize the look and feel of their portal with logos and graphics along with the ability to change headers, channel windows and GUI background colors. Users can customize their view to EBS features by turning on or off and maximizing or minimizing windows based on need.

In addition, the EBS portal provides three levels of customizability so an enterprise can:

- Provision different portal services to multiple users
- Administer service types and turn services on and off to individual user desktops
- Customize the appearance of services based on needs and preferences



With the EBS Unifying Portal, enterprise users are able to:

- Answer more calls
- Manage messages with one click
- Easily locate coworkers
- Improve conferencing
- Simplify meeting scheduling
- Quickly set up ad-hoc meetings
- Increase efficiency in lookup and dialing of numbers
- Easily manage calling features
- Quickly convey urgent messages
- Better document communications
- Improve remote working capabilities

Get the Lucent Advantage™

Leading carriers are delivering the Lucent Advantage™ with Enhanced Business Services that give enterprises access to a suite of fully hosted Computer-Telephony Integration (CTI) applications. These applications enable interaction and synergy between existing communication systems, bringing more value and greater productivity to users. Carriers are using Lucent products and services in their networks to deliver the flexibility and feature set that enterprises want, and the security and reliability that they need. Ask your carrier about the Enhanced Business Services Unifying Portal and get the Lucent Advantage™, and experience new options for enterprise-wide communications unity and effectiveness.

To learn more about the Enhanced Business Services Unifying Portal, please contact your carrier. Be sure to ask for services that deliver the Lucent Advantage™.

To learn more about Lucent Technologies, call 1-888-426-2252 or visit our web site at http://www.lucent.com

This document is provided for planning purposes only and does not create, modify or supplement any warranties which may be made by Lucent Technologies relating to the products and/or services described herein. The publication of information contained in this document does not imply freedom from patent or other protective rights of Lucent Technologies or other third parties.

ClientCare and iMerge are registered trademarks of Lucent Technologies Inc.

Lucent Advantage is a trademark of Lucent Technologies Inc.

Microsoft and Outlook are registered trademarks of Microsoft Corporation.

Tone Commander is a registered trademark of Tone Commander Systems, Inc.

Sun is a trademark of Sun Microsystems.

Copyright © 2003

Lucent Technologies Inc.

All rights reserved

Lucent Enabled Services/EBS v1 08/03

Lucent Technologies
Bell Labs Innovations

