Enhanced.Business.Services

point–click–communicate



Unify business communications enterprise-wide and maximize productivity. Focus, streamline and control communications with Enhanced Business Services.

Lucent Technologies
Bell Labs Innovations

Introduction:

One of the dilemmas facing many businesses today is unifying communications across disparate communications landscapes. Mergers, acquisitions and a general environment of rapid change have left many businesses with a mixed bag of telephony systems, phone types, computer platforms, branch offices, and remote work scenarios. At the same time, companies are being asked to achieve greater levels of customer service, responsiveness and productivity while workers are having to manage more communication vehicles and devices than ever — all in an environment of constrained capital expenditure.

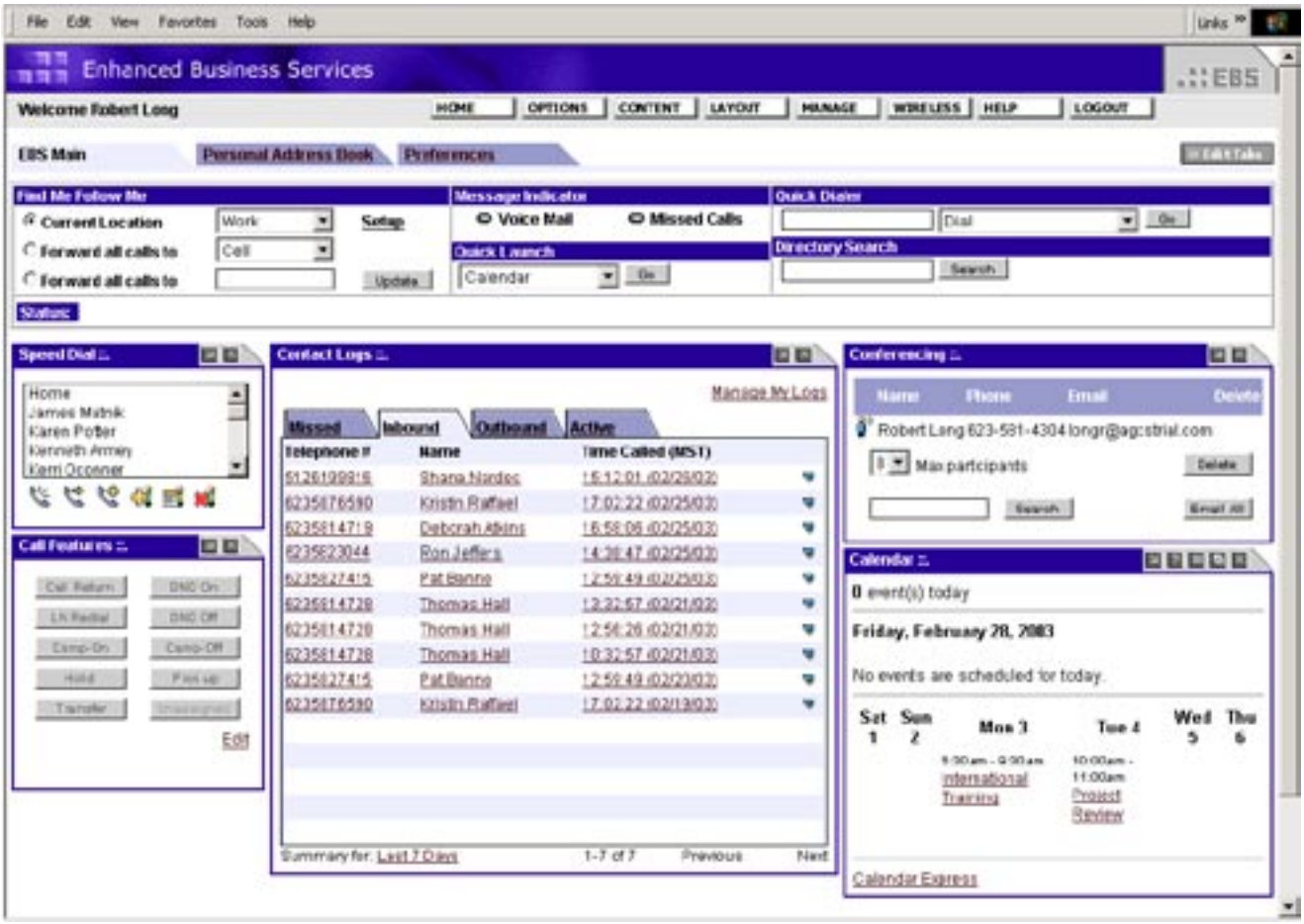
Lucent Enhanced Business Services (EBS) brings new value to enterprise networks by enabling interactions between heretofore stand-alone systems — increasing communications synergy. EBS enables enterprises to deliver an intuitive Web-based Graphical User Interface (GUI) to every desktop, providing a unified view to a host of valuable productivity-boosting communications applications.

The average company spends up to fifty times as much on salaries and benefits than on basic telephony services. Research shows that employees now spend an average of 2.5 hours per day listening, reading and responding to voice mail, e-mail and faxes.

Productivity improvements for workers therefore have a far greater bottom-line impact on an enterprise than simple savings on the phone bill.

EBS helps users to:

- Reduce the number of important missed calls
- Reduce time spent in managing messages
- Reduce time spent looking for coworkers
- Improve conferencing
- Simplify meeting scheduling
- Quickly set up ad-hoc meetings
- Increase efficiency in look-up and dialing of numbers
- Easily manage calling features
- Quickly convey urgent messages
- Better document communications



EBS also helps companies save costs and resources:

- No on-premises server equipment cost
- No system maintenance cost
- No client software expense
- Reduces need for travel
- Reduces conferencing expenses
- Eliminates the need for calendaring and instant messaging servers/service
- Protects against technology obsolescence
- Upgrades to hosted service are transparent to the enterprise
- Simplifies vendor management



Hosted Value

EBS is a truly hosted solution with all software residing in the network (no local software client), enabling unprecedented levels of mobility and access flexibility. The EBS strategy to support multiple network elements and telephony platforms makes it an excellent solution for communications unification across disparate telephony environments.

While EBS will increase the productivity of its end users, it won't take a toll on your ITS department resources. While the EBS solution is hosted, your enterprise data doesn't have to be. Research shows that the majority of enterprise ITS departments are reluctant to copy information like employee directories to locations outside the corporate firewall. The ***secure data option*** available with EBS allows enterprises to keep their databases at the premises level while still delivering the full set of EBS functionality.

Enterprise-brandable, user-customized portal

EBS allows enterprises to customize the look and feel of their portal with logos, color schemes and graphics as well as to specify which channel content users can access. Users can customize their view to EBS features by turning on or off and maximizing or minimizing channel windows based on need.

Point. Click. Communicate.

Click to dial: fast, easy, simple.

EBS users can 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. Click to dial improves productivity by streamlining redundant dialing tasks and reducing the chance of misdials.

Directories: find and contact people quickly

EBS leverages corporate and personal contact directories, allowing users to efficiently find contacts and dial or e-mail them with a mouse-click. The directory view also enables users to see when coworkers are on the phone.

Contact Logs: improve tracking and response time

EBS displays call information for inbound, outbound, missed and active calls via convenient tabs within the portal. Users can associate annotations with calls either during or after a call and can manage call logs into custom folders. EBS also provides interfaces to VMS systems, allowing views to voicemail within its contact logs channel. This allows users to listen to voicemail on their computers and forward audio files as e-mail attachments.

Find Me/Follow Me Profiles: never miss an important call

EBS enables calls to follow subscribers wherever they go. The EBS Web interface provides an easy way for subscribers to customize inbound call handling options based on quick-set profiles. Users can quickly build profiles specifying who will reach them (based on user-defined affinity groups) and at what number. Users can also direct calls to voicemail or block calls from a particular affinity group.

Web-based Control of Calling Features: say goodbye to star codes

Invoke calling features with a click — no more hard-to-remember star codes. EBS enables users to program GUI buttons with their favorite calling features. Now, all EBS users can take advantage of a rich set of calling features regardless of the desktop phone they use.

Enterprise Calendar: getting teams together more simply, more powerfully

Enterprise calendar and meeting-arranger tools are a major productivity enhancement. They eliminate the time-consuming process of coordinating many disparate employee schedules. Surprisingly, many companies have not embraced these tools, resulting in widespread productivity compromise. The EBS provides a robust onboard calendaring application that enables entire enterprises to share schedules and collaborate.

Instant messaging and presence

EBS instant messaging enables rapid interaction and speeds decision-making. Coupled with presence indications (views to co-worker availability), instant messaging (IM) is the missing link for remote-worker virtual presence. The ability to have quick IM discussions and knowing when coworkers are in the office empowers users and increases remote worker vitality within the organization.

Wireless Application Protocol (WAP): portable power

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 an always-synchronized corporate calendar. EBS WAP access provides a major value upgrade to wireless devices.

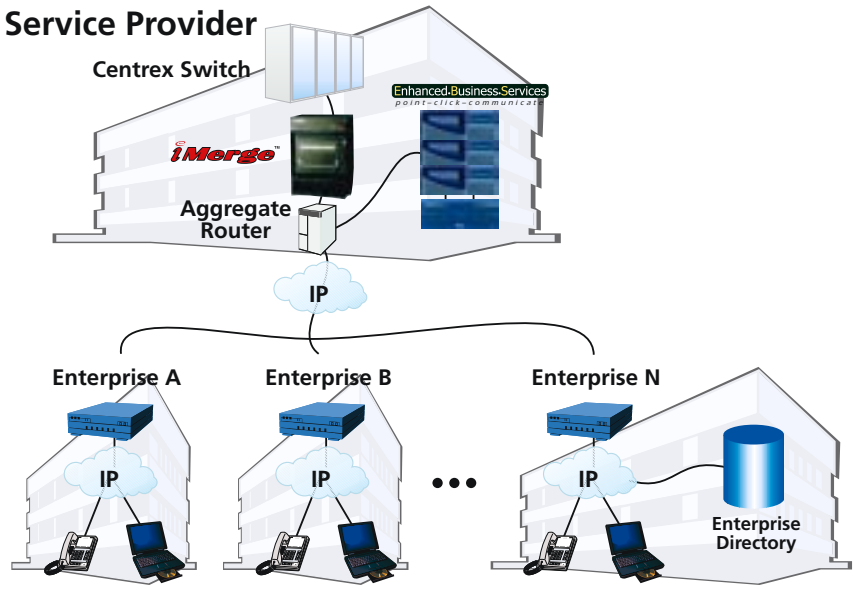
A robust, scalable, flexible solution

Lucent EBS architecture is scalable and supports large system configurations with the use of distributed components. Multiple servers and communication resources can be added to support greater transaction volumes.

The EBS databases are accessed using Open LDAP interfaces. This allows it to interface to any LDAP-compatible database.

Only signaling relating to the value-added services passes through the EBS server. Media does not. Therefore, if EBS service is interrupted, the reliability and/or availability of your basic voice or voice-over-IP services to the desktop remains unaffected.

EBS offers a secure data option where its services are carrier-based, while the enterprise data remains premises-based. This enables a seamless operation between the two, and facilitates enterprise security for information behind the firewall.



For more information on Lucent Enhanced Business Services, please contact your Lucent Technologies Sales Representative. You can also visit our Web site at http://www.lucent.com or call 1-888-458-2368.

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