IP Centrex Solutions



Leverage the Lucent Advantage™ and your embedded infrastructure to merge voice and Internet technology and lower network costs

The benefits of IP Centrex for your business:

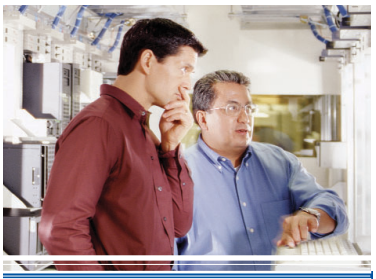
- Generates profitable recurring revenue streams
- Leverages existing TDM infrastructure investment
- Lowers the total cost of ownership of your network
- Facilitates evolution to IP networking
- Creates pull-through opportunities for other services and revenue streams

The benefits of IP Centrex for your enterprise customers:

- Helps reduce telecommunications equipment costs
- Protects against technology obsolescence
- Increases network security and reliability
- Works using existing Centrex phones
- Enhances end user productivity

Lucent Technologies
Bell Labs Innovations

IP Centrex Solutions



IP Centrex is a CO-based solution for merging voice telephony and Internet technology.

IP Centrex Solutions with the Lucent Advantage™ leverage your existing infrastructure, enabling you to offer your customers state-of-the-art, hosted IP voice and data services that are highly secure and reliable.

While traditional voice services are still your primary source of revenue and profit, you want to leverage IP technology to lower the cost of providing voice and to enable the creation of new data services for enterprise customers. But you still need to protect the significant investment you have made in your current network.

Lucent-built IP Centrex solutions leverage your existing TDM infrastructure to deliver converged services to enterprise customers. And the window of opportunity to capitalize by offering IP Centrex with the Lucent Advantage™ is now.

What enterprises want …

Enterprise customers want next-generation IP voice and data services that are easily managed, cost-effective, and highly reliable. Some suppliers are promoting IP PBX solutions, which can offer converged services and productivity-enhancing features. However, IP PBX solutions can require intensive capital investments, skilled internal technical support and significant network equipment upgrades. At a time when IT budgets are constrained, many enterprises are wary of making investments in equipment that could become obsolete in a few years.

IP Centrex is an ideal solution because it leverages the capability and capacity of a traditional circuit-switched network by equipping it to handle packet traffic as well. IP Centrex Solutions with the Lucent Advantage™ give enterprise end users the ability to access their voice and data systems from virtually anywhere. The enterprise's network can support multiple locations as well as a mobile workforce, including teleworkers and road warriors. Everyone within the enterprise will have a four or five-digit dialing plan with access to the most widely used Centrex features, including call transfer, conferencing, caller ID and call forwarding.

And IP Centrex allows companies to easily create Managed Contact Centers. Enterprises are seeking new ways to improve productivity and profitability. Enhanced Business Services (EBS) provides access to a suite of fully hosted computer-telephony integration (CTI) applications and new options for communications unity and effectiveness enterprise-wide. EBS enables a rich telephony feature set to every desktop regardless of the type of phone on a user's desktop. Through its Web-based graphical user interface (GUI), EBS adds interaction and synergy between existing communication systems, bringing more value to your network and greater productivity to end users.

What enterprises need …

Like you, your enterprise customers are focused on lowering costs and increasing their profitability. Compared to IP PBX, IP Centrex offers many competitive benefits. Because Lucent solutions interwork with existing Centrex systems, enterprises can retain the same dialing plans and telephone numbers. Phones can be migrated one at a time with virtually no disruption to existing services. Enterprises will save significant expenses through self-administered moves, adds and changes. You can also offer enterprises cost saving consolidated calling plans and voice/data services.

Because they depend more than ever on business-critical data, enterprises are concerned about reliability. Central Office-based service provides the industry-leading reliability of 5ESS® switches and self-healing SONET loops for faster disaster recovery. In addition, by implementing Lucent's feature-rich ClientCare® Contact Center services with an IP Centrex solution, enterprises gain the ability to connect and centrally manage virtual call centers and agents regardless of where they are located.

How IP Centrex pays off for you …

IP Centrex Solutions that deliver the Lucent Advantage™ are next-generation converged voice and data services that open up new revenue streams and profitability for your business, while leveraging much of the investment you've already made in your network. IP Centrex can strengthen your position in the burgeoning IP market. You'll be able to offer a complete portfolio of traditional Centrex services, as well as new applications such as Automatic Moves, Softphones and Remote Centrex.

Lucent solutions support a multi vendor environment. The iMerge® CFG can work with Class 5 switches from various suppliers, so you are free to implement IP Centrex quickly without the added expense and complication of replacing your CO switches.

We can help you expand network capacity and lower operating costs while enabling the delivery of IP Services. The 5E-XC™ high-capacity switch can support both TDM and IP on the same Optical Interface Unit (OIU) shelf. A 5E-XC™ high capacity switch can reduce the total cost of owning a switch by 50 percent, including floor space, power, air conditioning, installation, maintenance and software upgrade costs. The overall OA&M expense reductions and capital conservation possible with a 5E-XC™ switch solution means you can afford to deliver IP Centrex and pursue your next generation future now.

Lucent can help improve network efficiencies, significantly reducing operating expenses and delivering the Quality of Service that customers demand with Navis® iOperations Software. VitalSuite™ Software centralizes network and application management and delivers service quality that enables the successful completion of critical business transactions.

We can make any network more efficient, secure and cost-effective with the capabilities of Lucent Worldwide Services (LWS). We can design, implement and integrate IP Centrex into your network, helping you generate revenue more quickly. LWS is able to utilize proprietary network design, security and optimization tools developed by Bell Labs to support faster, better decisions.

Why leveraging your network investment is important: Circuit-switched networks still carry more than 90 percent of local voice traffic.

(Source: The Yankee Group)

We have products, software and services that enable you to offer IP Centrex Services quickly and profitably. Our IP Centrex Solutions that deliver the Lucent Advantage™ consist of:

- **iMerge® Centrex Feature Gateway (CFG)** — works as a bridge between circuit-switched and packet network infrastructures, delivering IP hosted services with the full features and functionality of a Class 5 switch.
- **5E-XC™ High-Capacity Switch** — the most significant enhancement to the 5ESS® Switch in more than a decade allows you to expand network capacity, lower the cost of deploying and operating existing services, and enable the delivery of new IP-based services.
- **Navis® iOperations Software** — integrated network provisioning and management software that enables the delivery of advanced services across current and next generation networks.
- **VitalSuite™ Network Management Software** — compliments the iMerge® CFG and 5E-XC™ switch by providing performance management for both the carrier and enterprise.
- **ClientCare® Contact Center** — enables you to give enterprises increased functionality, and unites multiple enterprises and locations across multiple switch types.
- **Enhanced Business Services (EBS)** — provides a suite of smart, feature-rich communications tools that enable enterprises to unify communications and increase productivity between all workers at all locations, on-site and remote.
- **AnyPath™ Messaging System** — provides unified messaging, voice, fax and email to IP Centrex users.
- **Metropolis® DMX and DMXpress** — next-generation SONET equipment that provides traditional DS1, DS3 and Ethernet interfaces to cost-effectively provide WAN connectivity to enterprises.
- **Lucent VPN Firewall** — dynamically opens pinholes on a per call basis, eliminating the need to sacrifice security by opening a range of ports.
- **Access Point® Premises Routers** — high-performing premises routers to connect enterprise locations to the IP Centrex system.
- **Lucent Worldwide Services** — the experience, expertise and tools from Bell Labs that can make any network more efficient, more secure and more cost-effective by providing world-class planning, integration, deployment, operations and maintenance services.





Leverage the Lucent Advantage™ with your enterprise customers

IP Centrex Services that deliver the Lucent Advantage™ can lower your total cost of network ownership, and provide the flexibility and feature set that your enterprise customers need. Lucent has the products to make it work. The Lucent Advantage™ helps you lower your total cost of network ownership while delivering higher levels of performance and value. The combination of iMerge® CFG and 5E-XC™ high-capability switches results in a consolidated platform that can improve operational efficiency, compared to maintaining multiple networks.

You can support growth and profitability in the existing circuit-switched market while opening the door to new revenue-generating opportunities through value-added IP services.

Talk to your Lucent representative about IP Centrex Services that deliver the Lucent Advantage™, and offer your customers the most cost-effective and easily deployed IP Centrex solutions available today.

To learn more about IP Centrex Services with the Lucent Advantage™, please contact your sales representative, or call 1-888-426-2252. You can also visit our web site at http://www.lucent.com/ipcentrex.

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