

# ERICSSON BUSINESSPHONE COMPUTER TELEPHONY PLATFORMS

Enterprise communications for today and tomorrow



Ericsson BusinessPhone Computer Telephony (CT) platforms enable you to combine the power of telephones and computers to gain a competitive edge. Advanced CT applications can be built on these platforms to offer powerful business enhancing solutions and innovative services.

The BusinessPhone CT platforms are designed to be very easily put into effect. The concept is to integrate PCs with telephones into a collaborative network. In other words, smooth integration of voice with data communications, and with the flexibility your enterprise requires. High flexibility in meeting your needs-of-use scenarios is offered. In order to gain additional benefits, Ericsson also offers options to integrate Computer Telephony with IP Telephony (Voice over IP) as well as the possibility of using mobile devices. Applying this concept builds a strong base to help your organization communicate more effectively and serve your customers more efficiently.



## Gain a competitive edge with Computer Telephony

Computer Telephony can give your business a real competitive edge by ensuring you and your customers speak to the right person at the right time, supported with the right information, every time. By enhancing and automating many communications functions, CT offers enormous productivity and revenue gains to any organization where fast, efficient call handling is a must.

BusinessPhone CT platforms – BusinessLink and TAPI Bridge – allow you to create a powerful, company-wide combination of telephony and computing resources to provide a range of productivity and service enhancing functions. In other words, supporting you to offer new services, save money, and reach new customers.

For example, customer database records can be retrieved immediately using the calling number. Incoming calls can be automatically routed to the most appropriate call-handling agent or department in your organization. Telephone numbers can be quickly called up from computerized directories like a company database, an application directory or the MS Outlook™ Contact folder and dialed automatically.

### **Improve employee productivity and satisfaction**

CT enhances productivity in three key ways: by reducing the time it takes to perform certain tasks, by creating more effective communications and by eliminating employee involvement in repetitive tasks through automation.

Automated screen-pops or database look-ups immediately provide employees with caller information. Computer based directories and dial-out applications automate your calling procedures.

Communication effectiveness is enhanced through simultaneous voice and visual communications, for example, by the sharing of spreadsheets or whiteboards while talking on the phone. Many call control applications

allow notes to accompany a call that is transferred from one employee to another, leading to streamlined, accurate and effective call handling and to multi-media communication.

Message handling may can be consolidated so that message retrieval becomes visual, unified and intuitive. BusinessLink also supports Business Phone's integrated Unified Messaging, which delivers voice, instant text and fax messages to e-mail applications, thus combining telephony and data communications.

Call routing boosts the efficiency of entire organizations and of all involved. If you like, you can obtain new services, such as communication profiles and presence information for improved group collaboration.

Innovative Interactive Voice Response (IVR), Speech Control and click-to-dial applications automate repetitive tasks, thereby helping your employees become more effective and allowing them to concentrate on serving customers.

### **Enhance customer service**

CT enhances the service you provide to your customers by reducing response time, allowing more personalized service and eliminating errors. This is done through features like automatic message notification and automatic transfer of calls to off-site customer service staff. Control applications route calls to an appropriate person or department.

BusinessPhone CT platforms, in combination with Call Center applications, automatically display a particular customer's record when the customer calls or is called, thereby improving the professionalism and personalization of the services you offer. Details presented could include a customer purchase history, new product details, upgrades and prices. If the call needs to be transferred or a conference call established (for example with another agent, a product specialist or a manager), the information is also transferred or presented in parallel to the other party.



CT can also enhance customer services in many other ways. Fax-on-demand systems do not forget to send important information to customers. Voice messaging systems do not make mistakes when taking down a caller's telephone number.

All these features add up to reduced queue times and less abandoned calls, leading to improved chances of making a sale in the short term and more repeat business in the long term.

### **Higher revenues, lower costs**

Your profitability benefits from CT applications. You generate more revenue thanks to more effective phone selling and telemarketing. You cut costs through greater staff productivity, with less time spent on calling- and communication administration.

An interesting use of CT, reflecting these benefits, is the concept of call communication profiles. Integrating calendars, schedules or presence information with the telephone system allows the system to automatically reroute incoming calls to the most suitable destination when staff are on leave, in a meeting, or temporarily working off site.

## **Solution applications**

BusinessPhone provides a migration path to base on CT platforms, for implementing application solutions.

At a basic level, calls can be made from a PC, for instance with standard applications like MS Outlook™. Ericsson also offers solutions for office businesses, call centers and operators to bring further CT benefits.

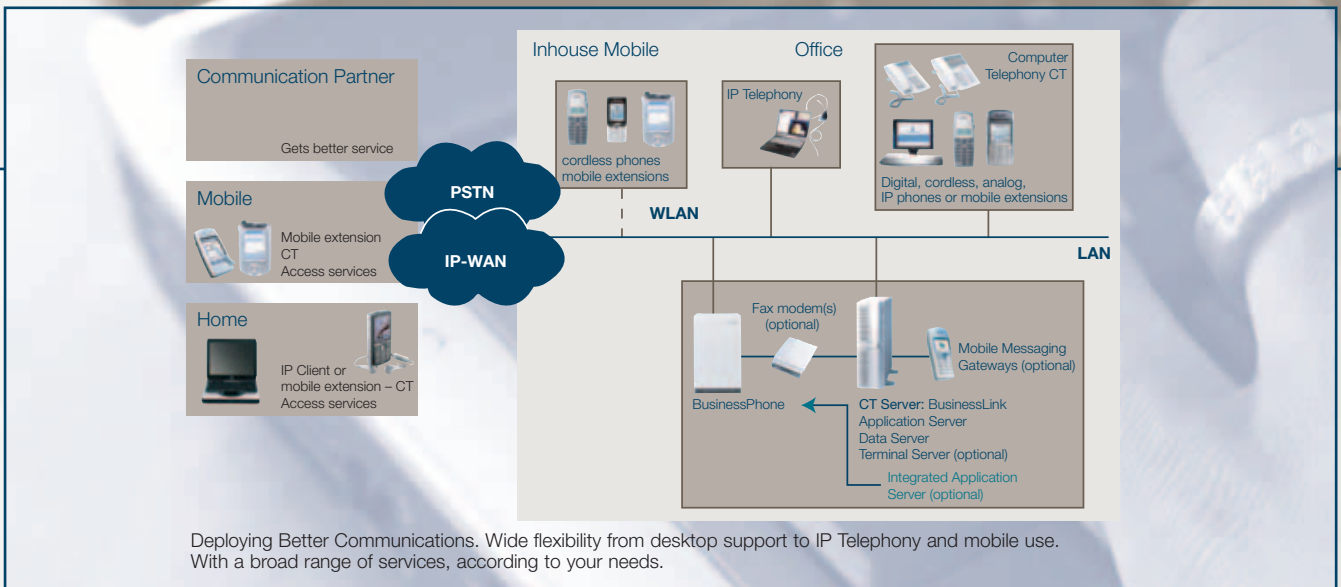
Ericsson's business user application, BackStage, adds value in a wide range. This is the "front end" CT application that increases personal and business productivity, efficiency and levels of service. It gives enhanced opportunities, for instance, effortless call management, speech interaction, integration with messaging, call routing profiles, presence, group collaboration support and integration with other software and data. Examples are automatic access to directories, providing screen-pop information and value enhancing integration with standard software such as MS Outlook™.

Ericsson's Slim Unified Messaging application delivers your voice, text and fax messages to your standard e-mail inbox, whether in Microsoft® Outlook™, Lotus Notes™ or any other general e-mail client.

Directory services further enhance user benefits.

BusinessPhone Call Center Assistant and Operator Workstation are tailored to the specific needs of small and medium-sized call centers and enterprise operators.

In addition, the "CT developer's packages" make the BusinessPhone CT platform interfaces available to software developers for the creation of specific solutions. The open platform offer is based on providing interfaces according to industry standards. CT solutions from specialist suppliers can be tested to interwork with BusinessPhone systems. This means that no matter how specific your requirements, there is always a way for you to use BusinessPhone with the CT solution you need.



## Using BusinessPhone Computer Telephony

BusinessPhone and BusinessLink offer a CT platform concept for IP network-level integration according to the TSAPI standard. In addition, TAPI Bridge enables you to benefit from CT applications that use the TAPI interface standard.

- **BusinessLink** connects the BusinessPhone system via a CT Server to the company's LAN, enabling TSAPI-compliant applications network-wide. For the connection between BusinessPhone and the BusinessLink Server you can choose either a serial interface or a direct IP interface. The direct IP interface especially provides the freedom to place the CT Server anywhere in the company. There is no need for any additional platform software or any additional CT licenses from other vendors. There is no need for extra servers. To fulfill a key market need, real ease of installation and configuration has been a main focus during the design stages.

The CT Server can run either on the existing company server or on a dedicated additional server. It can also be directly set up on BusinessPhone's Integrated Application Server, which has been designed to make the deployment of innovative applications as convenient as possible for our customers.

Finally, BusinessLink is compatible with a Terminal Server environment, thus enabling flexible options for the used applications like access by thin clients, Web, mobile devices and advanced support for Free Seating.

- **TAPI Bridge** enables Microsoft TAPI applications to be used with BusinessLink CT system clients. It gives the full flexibility of a Windows network environment while allowing TAPI solutions to be telephony-enabled, based on the proven BusinessLink platform. This concept again provides significant benefits in terms of reliable use and ease of deployment.

## Functional support for value

**BusinessLink** extends Computer Telephony to businesses using TCP/IP networking platforms, providing an intelligent connection between the BusinessPhone communication system and the enterprise computer system. The CT client stations are connected to the CT server via IP or a LAN. Up to 80 client stations can be supported by BusinessPhone in the office environment, and up to 40 agent positions in call centers. Further extensions can be observed by the operator.

Extensions can be fixed wired, cordless or mobile. The combination of mobility with full functionality at the desktop by CT gives special value.

The main functional areas enabled by BusinessLink are:

- **Screen-based telephony:** Enables telephone functions to be handled and controlled using convenient interfaces on PCs. Examples are easy call set-up by name dialing or intuitive screen-based handling of transfers. The telephone functions can be handled and controlled from any networked computer and call progress can be processed by the server, enhancing support flexibility for applications. Examples are team efficiency / group collaboration tools and use scenarios like free seating.
- **Call-based data selection:** Uses information about the call (for example, calling line ID or dialed number) to retrieve associated customer data (local or distributed). This data then can be presented on the user's computer screen automatically (screen-pop).
- **Voice and data call association:** Allows information retrieved by an agent during a call to be transferred, or presented in parallel, to a supervisor or colleague, if the call itself is transferred or changed to a conference call.
- **Co-ordinated call monitoring:** Allows co-ordinated logging of related information in the telephone and the data system. This allows, for example, the creation of reports showing the sales figures for a certain product compared to the number and duration of calls related to that product (telephone marketing campaigns).

Configuration scenarios for Computer Telephony CT cooperation at the IP network (LAN) level:

- Using the server platform BusinessLink (GSTA/TSAPI open industry standard)

#### **Flexibility**

- to add TAPI Bridge
- to deploy business class IP Telephony by combination with CT
- to deploy Unified Messaging (voice and fax) with CT
- to integrate with standard tools, like MS Outlook™
- and to add services, like data integration, profiles, presence and group collaboration
- support from desk use to mobile use

- **Application-controlled routing:** Provides routing of incoming and outgoing calls by the CT application (based on time-of-day, incoming call information or availability, to mention just a few criteria).
- **Reroute specific calls on demand:** Allows the calling line number or customer identity to be used to route calls automatically to the most appropriate user, ACD group or agent, for example for handling VIP, or specific customers.
- **Specific communication system support:** Enables the effective use of integrated system functions, exceeding online telephony. The most outstanding example is the support of integrated voice mail leading to Unified Messaging.
- **Networking:** Allows CT implementation across private corporate networks.

The main applications supported by BusinessLink are:

- **BackStage:** A wide application area that makes business communications more effective and integrating into existing standard infrastructure, such as MS Outlook™.
- **BusinessPhone Slim Unified Messaging:** Combines your voice, text and fax messages with your normal e-mail messages, and adds business call support.
- **Directory Services:** Provides an interface to the BusinessPhone SQL directory and an LDAP interface to other databases. Based on the caller's phone number, caller information is retrieved and provided to CT applications and even presented on BusinessPhone desktop phones.
- **BusinessPhone Operator Suite and Call Center Assistant:** Provides convenient tools for operators and call center agents.
- **TSAPI-compliant CT applications:** For integrating special solutions from partners.

**TAPI Bridge** can optionally be added on top of BusinessLink to allow TAPI compliant desktop applications to be used across the network, by converting the TSAPI protocol to TAPI APIs (Application Programming Interfaces). Up to 80 client stations can be supported in the office environment, in accordance with the capacity of BusinessPhone.

The functions enabled by TAPI Bridge are similar to the main functions provided by BusinessLink.

The applications supported by TAPI Bridge are:

- TAPI-compliant desktop applications – for instance, making MS Phonedialer, MS Outlook™ or SAP-Phone telephony enabled by a networked CT server platform.



## The migration path for effective communications

### **Calling from a PC**

Harnessing the combined power of the PC and the telephone begins with the ability to make calls from desktop applications, such as MS Outlook™. This simple integration provides more efficient use of staff time. BusinessPhone offers LAN-based integration with BusinessLink and TAPI Bridge

### **Adding Value for Enterprise Use**

Combining voice messages, data messages and direct callback options to one convenient point of access increases communication efficiency by means of integrated Unified Messaging. A wide range of data integration support is offered, from screen popup to caller name display. A user-friendly interface provides you with a flexible and efficient working environment, from basic support to full use scenarios and the full benefits of Computer Telephony, IP and mobility.

### **Adding Value in Call Centers and for Operators**

Where special call handling is vital, Ericsson offers a range of CT solutions tailored to the specific needs of small and medium-sized call centers and for enterprise operators.

### **Integrating Other Software**

Software developers and vendors are supported to integrate their computer applications with Ericsson's enterprise communication systems. This means that no matter how specific your requirements, you can complement BusinessPhone and its applications with the additional CT software you need.

### **Growing with BusinessPhone**

BusinessPhone Computer Telephony provides scalable solutions suitable for a single user up to 80 advanced CT users, or 40 flexibly assigned call-handling agents in multiple groups within a call center. Solutions are easy to add to the communication system as the business develops.

### **Seeing is believing**

Have a look at the open trial offer and the support of reference users for Ericsson applications. Due to the importance of providing proven and open platforms for the convergence of voice and data, BusinessLink, TAPI Bridge and full Computer Telephony licenses are delivered as standard with every BusinessPhone. Ericsson wants Computer Telephony to be standard for everyone.



## BusinessPhone CT platforms: Configuration requirements

	CT via IP/LAN TSAPI standard	CT via IP/LAN TAPI standard
System setup	BusinessLink	TAPI Bridge
Communication Platform(s)	BP 7.0, 8.0 IPU or free serial V.24 port (IPU optional: For IP connection between BusinessLink and BP, or for Computer Telephony with Voice over IP clients) Integrated Application Server (optional)	BusinessLink
Connection	Via IP or serial V.24	To BusinessLink client(s)
System Capacity	In accordance with the capacity of BusinessPhone: Up to 80 users in the office environment. Up to 40 agents in the call center environment. All extensions can be monitored by the operator.	In accordance with the capacity of BusinessPhone: Up to 80 users in the office environment.
Telephones	Digital system phones. Cordless, analog and IP phones. Mobile Extensions. IP soft-clients (Voice over IP clients)	
<b>PC requirements</b>		
Processor	Server / Clients: 350 MHz	
RAM	Server / Clients: 128 MB	
Free hard disk space	Server / Clients: 10 MB	
Supported operating systems*	Server: MS Windows 2000 server or 2003 server Client: MS Windows 2000, XP	Client: MS Windows 2000, XP
	<b>Terminal Server:</b>	
	MS Windows 2000 server or 2003 server. Citrix. (resulting PC requirements according to number of users – typical 10 MB RAM/user)	
Interfaces	Server PC and all client PCs require IP connections. Additionally, the CT server requires one free serial port for V.24 connection to the PBX.	All client PCs require IP connections
	MS Internet Explorer 5.0 SP2 or higher (to view technical documentation)	

\* Please check Microsoft support for earlier operating systems.

Please check application requirements when selecting PCs.

**For Unified Messaging and BackStage, each BusinessPhone has two reference licenses for an unlimited period and open user licenses for a 60-day trial. Full Computer Telephony licenses are automatically included as standard with each BusinessPhone (with BP7.0, R15 R3A or higher).**

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