

ERICSSON BACKSTAGE

Simply effective – enterprise communications for today and tomorrow



What if you had a tool that brought more communication efficiency and customer service to you and your enterprise in a simple, straightforward way? Ericsson BackStage does just that by improving productivity and enhancing the user's working environment. To give one example – BackStage allows easy integration with other applications such as Microsoft's® Outlook™, Excel, Word

and Access – for efficient communication services like telephony enabling and data integration

It's the benefits that count. The flexibility and the wide range of application scenarios for desktop support and for mobile use allow you to easily choose the right configuration depending on your specific needs.



With added value services, like presence info, call profiles, team collaboration support and advanced data integration BackStage completes every kind of business communication tools.

BackStage functionality includes business call support, unified integration with voice, text and fax messaging, communication profiles and presence information, group collaboration tools and data integration. A key element is the integration with a customer's infrastructure. This is especially important for examples like MS Outlook™, various directories, tools for Customer Relationship Management and web information services.

Embedded into effective packages, BackStage serves voice and data – online and offline.

The supported communication devices for Computer Telephony integration are digital, analog and IP phones, cordless and mobile phones. BackStage can also serve as a Voice over IP client. Access is provided via PCs and terminal clients – and subsequently via web browsers, Pocket PCs and SoftPhones.

Supporting technologies include Computer Telephony (CT), Voice over IP (VoIP) and, if needed, Terminal Server, wireless LAN (WLAN) and Remote Access Services. The communication systems served are BusinessPhone and MD Evolution (generally platforms supporting the common CSTA / TSAPI Computer Telephony standard).

With this in mind, our vision of business communication support – anywhere, anytime, with any device or media – becomes reality. Ericsson provides a future-proof migration path for businesses wanting to harness the power of better communications.

Overview

BackStage combines the power of computer networks with a telephone system for the user's benefit. With an intuitive graphical user interface, it allows a user to access all the functions of a business telephone in a simple and easy manner from a PC. It also adds a number of new communication functions: presence information, automatic diversions based on appointments in your MS Outlook™ Calendar, personal routing profiles, unified messaging integration and voice dialing are just a few examples. BackStage integrates data and voice leading you to the world of multi-media communication. Information on voice calls, voice messages and data messages, for example instant messages and Short Messaging Services SMS, as well as fax, is combined in a unified communication journal. You can get an effective overview, directly call back or select an email or an SMS answer. BackStage increases your level of service and opens the window to a broader range of personal and business productivity tools.

General Communication Benefits

Effective communications gives you a real competitive edge.

BackStage automates many communication tasks, cutting down on time wasted doing repetitive or mundane tasks. For instance, calls can be made with one click from defined name dial keys, a phonebook, the MS Outlook™ Contact list, a company database, a spreadsheet, even from a number listed in an email or on a web page. The details are handled for you automatically: a “+” becomes the international prefix and spaces or other symbols in the number format do not affect the process.

BackStage also enhances Customer Service. Caller-related information, like the name or data from your last business appointments, can automatically be retrieved from personal and company databases and displayed on the user's monitor when a call comes in – even before taking the call. Features like coordinated call and data transfer or call routing reduce the time that it takes for callers to contact the appropriate person and allows for a more personalized service.

For those times when an employee is on the move, the routing function of BackStage conveniently supports preferred communication profiles which will automatically put priority calls through. Such profiles can automatically be set based on MS Outlook™ Calendar appointments or presence status.

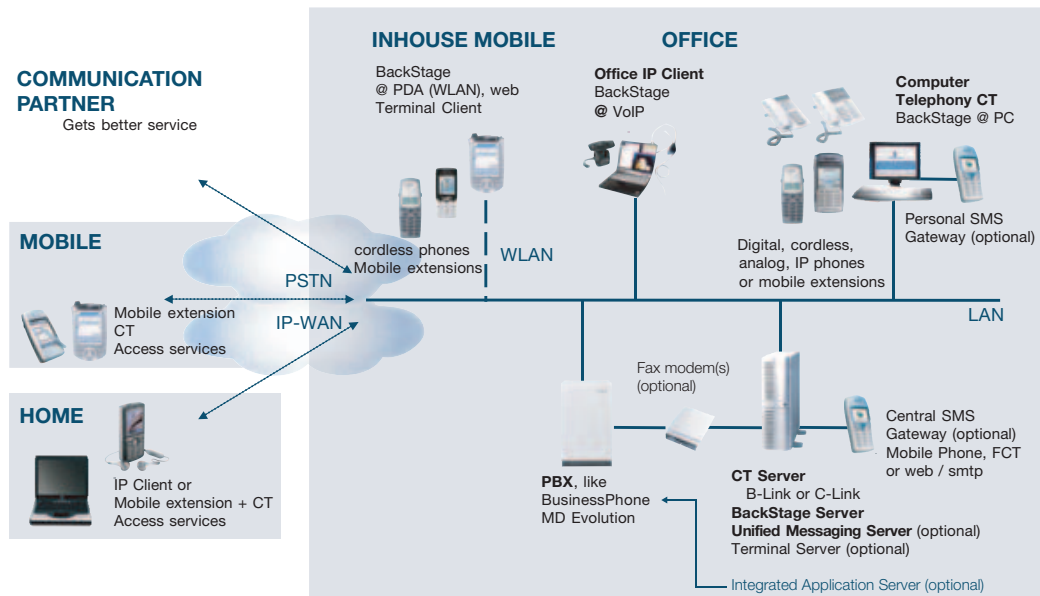
Instant mobile information on waiting messages or meeting reminders helps you to manage important issues. BackStage provides the user with the needed flexibility, at the office or on the move. Tools like profiles and the unified Journal are always supported no matter where you are.

The solution also integrates advanced practical group collaboration services, even for multi-site teams.

All these benefits make a positive contribution to your business profitability. You can generate more revenue by offering better service more efficiently, and you can cut costs by improving staff effectiveness.

Scenarios

There are various options for the configuration and deployment of BackStage depending on your individual needs. The familiar look and feel of BackStage will be the same in all configurations. It is possible to deploy one configuration initially and add another at a later date. All scenarios can be used in parallel and are provided in one software package – no additional charges for extra options.



Deploying Better Communications BackStage offers wide flexibility, from desktop support to IP Telephony and mobile use.

Computer Telephony CT via IP/LAN

In this configuration, a CT Server is connected to the Communication System – like BusinessPhone or MD Evolution. Service for BackStage users is provided via the LAN. It is also possible to include mobile scenarios via wireless LAN or Remote Access Services.

Dedicated support for cordless and mobile phones:

Imagine having a cordless or mobile phone.

...You are free to walk about as you like.

...You still have the full services of a desk phone, plus additional options.

...You access through an easy to use graphical user interface.

Voice over IP, Video over IP

BackStage can also add business class IP Telephony to Computer Telephony. In this scenario, the PC itself serves as the telephone. The clients are connected to the CT Server and the integrated IP board of the respective Communication System –like BusinessPhone or MD Evolution.

Unlike usual standard soft clients, BackStage is equipped with business-class communication functions and adds additional support for data integration.

Having the freedom of workplace choice with IP technology:

IP Telephony and BackStage automatically provide your personal phone number and personalized settings at any desk.

Examples of personal data are the missed calls list, the private Phonebook, the Routing Profiles, the Busy Lamp Field and key settings such as for speed name dialing.

CT via LAN, Terminal Server Environment

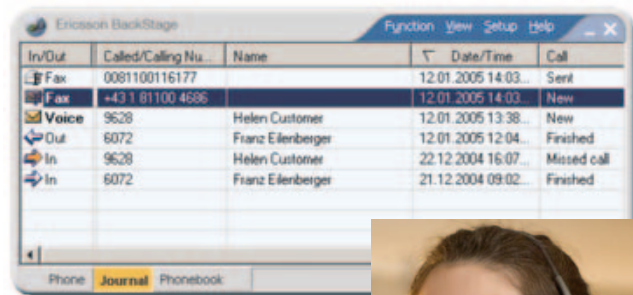
Additional possibilities for innovative use scenarios and benefits can be achieved within a Terminal Server infrastructure. BackStage supports Terminal Server systems, thus giving the option for central installation and maintenance. This configuration also makes it possible for the user to run BackStage via a web browser without local installations. It can also be run via a convenient Terminal Client environment, available for many platforms – including mobile devices, like Pocket PCs or Smartphones.

Run BackStage on a PC client, a Terminal Client, on mobile devices or via a web browser.

All BackStage personal settings and information are available at any workplace or device of your choice. This is the base for free seating/desk sharing situations, which is supported by the Terminal Server, by BackStage's compatibility with Personal Profile roaming from Microsoft and by the BackStage Server. You can select the way you prefer depending on your needs.

Home and Remote Working

Home and remote workers can be easily integrated into the organization's workflow. Utilizing the BackStage IP Telephony option or adding Computer Telephony benefits to a Mobile Extension, employees can have full access to the enterprise system functionality while they are connected via a secure Remote Access Service to the company's data network. They can access their work files, e-mail and voice mail and use phone facilities such as conference calls. Remote workers will benefit from the strong integration of voice and data all via a PC.



It's about making valuable functions simple to handle – like business telephony support and multimedia communications, group collaboration tools and presence info as well as Video over IP.

Valuable Functions

BackStage not only enables your PC with all the enhanced functions of a desktop telephone, it also enables other applications for telephony functions. It integrates data and it offers communication benefits in terms of multimedia, presence information and group collaboration. It provides cordless and mobile phones with convenient and unified handling.

Easy Call Management

Through a graphical color interface on each PC, all telephone functions are supported in a very intuitive way. The method of handling calls remains the same no matter which telephone/PC is used. This makes for easy, efficient call management from any location.

Examples of standard business communication functions are Transfer, Diversion, Call-back Conference, Pick up selective calls and Deflection.

Further comfort functionality is offered. An example is the advanced number treatment, making a "+" the international access code, automatically adding the public access code in the relevant cases or filtering for spaces and symbols in an existing number format. Name identification is also a very useful function which displays the name attached to the number and can be used with MS Outlook™ Contacts or any other database. There are also other comfort-enhancing functions such as innovative speech interaction.

Speech Interaction

BackStage integrates with Text to Speech and Voice Dialing functionality. The PC can "speak" the name of the caller and calls can be initiated by just pronouncing the name of the person you wish to call.

Integration with Unified Messaging – Voice and Fax

BackStage makes access to the integrated Voice Messaging functions very straightforward. Besides one-click mailbox settings, it provides a high level of user comfort to listen to your messages, get message waiting information, or an overview of all messages. You also get the benefit of name identification attached to each of your messages – from any data source. In addition, you can easily make a direct callback to voice messages, with automatic support from functions like Transfer and Conference.

In terms of fax services, BackStage can be fully integrated with Ericsson's Slim Unified Messaging solution. This provides all users with the opportunity to obtain their own private fax inboxes and send faxes via their PCs, consequently increasing efficiency and lowering costs. Received and sent faxes are shown in a unified communication journal, again including name information and TIFF view options. Group fax, synchronization with MS Outlook™ and Lotus Notes and additional services like auto header complete the offer.

Web access to voice and fax messages is enabled via solutions such as secure VPN access, webmail accounts or with BackStage web access via Terminal Server. You have, for instance, the mobile ability to combine BackStage with a PDA, Mobile Extension and Unified Messaging capabilities to let you control your communications from anywhere, anytime with the highest comfort.

Mobile Messaging Services

With BackStage you can not only send SMS via MS Outlook™ easily, but you also get the support of message waiting SMS, including name data integration and SMS meeting reminders based on the MS Outlook™ Calendar – all the business functions necessary to keep you online and in touch with the most important information and people, no matter where you are. You can also query and activate your communication profiles and presence information via SMS.

In summary, you gain unique mobility advantages in a very easy way.

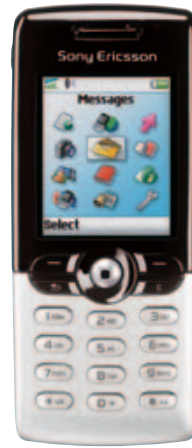
Personal Tools

In order to make fast search and dialing of names and numbers as efficient as possible, BackStage provides integrated Phonebooks for business and private contacts. The Phonebook is also the first source checked for the display of the names of callers – the same function as is found in mobile phones. Data can be collected easily from existing databases.

The Journal provides a continuous log of your multimedia communications, including incoming and outgoing calls (it can create a missed call list or last dialed list automatically), voice messages and instant messages, SMS and fax. The fast direct message overview leads to a chat-like SMS communication. Direct links to start various communication media are included. The Journal data can also be used for evaluating call and communication statistics.



Efficiency for mobile use. Support your DECT Phone or Mobile Extension with Computer Telephony and data integration by Pocket PCs – or make your phone-enabled PDA to your advanced business phone.



A third example of personal tools is the possibility to freely configure speed-dial and name-dial buttons or function keys on the monitor, a very flexible alternative to assigning keys directly on a telephone set.

Additional personal support can be reached through the integration with data and other applications or via routing profiles.

Call Profiles and Routing

BackStage can route incoming calls to the most appropriate extensions, groups, or even to external numbers. The configuration, again, is very easy and can be made based on the caller's number or on a customer's identification. For instance, routing can be based on the area code of the incoming call, so that overseas callers are routed automatically to agents with the appropriate language skills. Alternatively, "VIP routing" allows important customers to be routed to highly skilled agents.

This type of functionality is usually only provided by sophisticated call center packages, but with BackStage businesses of all types can benefit from the improved customer service and efficiency of routing.

The routing can also give highly personalized support. By means of easily defining Call Profiles, your communication efficiency will reach into another practical dimension.

Group Collaboration, Presence Info and Multimedia Communications.

Presence information offers new dimensions in communication efficiency. With BackStage you always see your colleagues' online info in the Busy Lamp Field window or via pop-ups when calling. You receive a combined overview on general presence (logged on or off), phone status (such as free, busy or diverted) and individual presence information (like free text and preferred communication info). Integration with MS Outlook™ Calendar info is also included within this powerful concept. If a colleague is away, you can also view information on when he or she will return. Pre-defined presence information is combined with readily available voice announcements, so that when customers call, they also obtain automatic info.

In regards to multimedia communication support, presence information can include links to preferred communication. Entries in the Busy Lamp Field, the Journal and Phonebooks are equipped with links to call, SMS, send instant text messages or email.

Completing the efficient and easy group collaboration solution, a single mouse click allows calls to colleagues to be easily picked up and a pop-up notification can be configured to supervise the extensions.

Activating/deactivating call diversions for colleagues is easy. You can even set basic presence info for them if you have the authorization to do so.

Colleagues displayed in the Busy Lamp Field can be freely selected by the user, and details configured to create flexible, efficient, work group communications. The concept can cover single-site and multi-site teamwork needs and also provides "Boss-Secretary" scenarios.

Security

Security is an important issue which is dealt with thoroughly. To give just a few of the many examples of security measures employed in the area of group collaboration, the display and call-control of colleagues is password protected. Call number information for colleagues and personal phone-book data are also protected to ensure privacy. In general the access to any phone is protected on several levels.

Application and Data Integration

BackStage has the ability to add telephony functions into other software so that users can dial directly from Windows-based office applications such as MS Outlook™, Excel, Word and Access. "Hotkey" dialing from web pages is also possible.

Innovative interfaces with web services are in line with latest market trends. An example of use would be name identification or screen pop-up of a web contact window when a call comes in.

BackStage provides a wide range of screen pop interfaces, which can connect, for instance, to customer databases. This means that when calls are made or received, information about the caller such as name, sales history, address and other notes, automatically appear on the screen.

This greatly increases efficiency and customer service. Virtually every Windows-based application can be used with BackStage in this way with a very simple initial configuration. There are many interface options, for instance, direct MS Outlook™ integration, LDAP, Dynamic Data Exchange (DDE) and scripting. The screen pop support of Contact notes from MS Outlook™ is especially easy to configure with one mouse click since only the desired contact folder has to be selected.

“It is easy to add solutions and further benefits to the communication system as the business develops.”

MS Outlook™ Integration

The strong connection with MS Outlook™ is a good example of the importance of integrating into a customer's existing standard infrastructure. Supported services are special speed-increased name search from MS Outlook™ Contacts and convenient screen pop-ups with entries from the MS Outlook™ Contacts directory, based on calls in or out. The MS Outlook™ plug-in from BackStage provides business dial support, sending of SMS messages, profiles based on MS Outlook™ Calendar appointments, and functions such as automatic diversions, call routing or presence info when in a meeting, or scheduling of calls. The MS Outlook™ Calendar info is integrated into the BackStage presence info concept and generally voice and data-communication are linked.

The Migration Path for Effective Communications

Start Calling via PC

Harnessing the combined power of the PC and the telephone begins with the ability to make calls from standard applications, such as MS Outlook™. With BackStage's Hotkey dialing support or plug-in this is made easy.

Adding Value for Enterprise Use

BackStage makes effective communications not only possible, but also easy. From messaging to profiles to group collaboration. A wide range of data integration support is offered, from screen pop-ups to caller name display. With a user-friendly interface, a flexible and efficient working environment is created, from basic support to full use scenarios, expanding to the full benefits of Computer Telephony, IP and mobility applications.

Integrating Other Software

The wide range of industry standard interfaces offered by Ericsson's Computer Telephony platforms and BackStage, enables further specialized applications to be added. This means that, no matter how specific your requirements are, you can easily complement the solution you choose by integrating with Ericsson's communication systems and its applications.

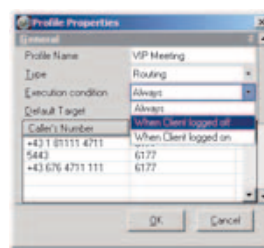
Growing with Ericsson

The solutions for effective communications are flexible in terms of configuration scenarios, derived key functions and size. It is easy to add solutions and further benefits to the communication system as the business develops.

Seeing is believing

Take a look at the open trial offer and the reference user offer.





Examples for effective communication functions: Mobile Messaging from business mailbox or based on MS Calendar appointments. Outlook™ integration. Easy Call Profile setting.

Ericsson BackStage Functions and user scenarios

Computer Telephony via LAN/IP (BusinessLink or C-Link)
 --> either with digital, analog, IP-, DECT-phones or mobile extensions
 --> or directly as Voice over IP client

	with BusinessPhone	with MD Evolution
Call Management		
Basic single calls (Like dial, answer; to/from any type of extensions – including IP. Handsfree dialing and free speaking on system phones. Number presentation)	•	•
Multiple calls; Hold, Transfer, Conference	•	•
Diversion	•	•
Callback	•	•
Camp on	•	
Intrusion	•	
Pick up	•	•
Deflection	•	•
Tone dialing (DTMF)	•	•
Advanced prefix dialing and number treatment (including automatic handling for emergency numbers and configuration codes)	•	•
Audio signals (e.g. individual PC ringing)	•	•
IP Telephony		
Voice over IP	•	•
Video over IP (1 - 3 video windows)	•	•
Speech Interaction		
Text to Speech (spoken name IDs)	•	•
Voice Dialing (Speech Recognition)	•	•
Unified Messaging - Voice Integration		
Based on integrated voicemail unit and Unified Messaging Server, supporting all common and individual mailboxes	•	•
Oneclick mailbox settings (like personal greetings)	•	
Message Waiting Indication	•	•
Number- and Name information (from various data interfaces, like integrated directories, MS Outlook™ and company databases via LDAP)	•	•
Message Overview (Including status new - heard - stored. Message date and time)	•	•
Oneclick message playback on computer	•	•
Oneclick message playback on any extension phone	•	•
Direct click to call the message sender	•	•
Integrated Callback Messaging	•	
Recording	•	

	with BusinessPhone	with MD Evolution
Unified Messaging - Fax Integration		
Based on Unified Messaging Server (including fax server with distribution services via Computer Telephony and smtp email / for analog and ISDN modems, modem pool up to 8)	•	
Receive fax: in user's own fax mailboxes (BackStage Journal)	•	
Send fax: from user's own PC (from any application, incl. sent confirmation and log)	•	
Number- and Name information (from various data interfaces, like integrated directories, MS Outlook™ and company databases via LDAP)	•	
Message Overview / Fax log (Including status new - read - sent. Message date and time)	•	
Web access (via MS Outlook™, Lotus Notes webmail or with BackStage web access via Terminal Server)	•	
Auto Retrial and scheduling	•	
Auto Header and cover page	•	
Mobile Messaging Services		
Send SMS	•	•
Message Waiting SMS, ...for new voice messages	•	•
...for new fax messages	•	
...including enhanced name identification	•	•
...including forwarded voice messages, call me- and instant text messages	•	
...Presence based activation	•	•
Mobile profile queries and settings via SMS	•	•
SMS Meeting Reminder (MS Outlook™ integration)	•	•
Synchronization of sent and received messages to BackStage Journal (--> fast direct message overview)	•	•
SMS Services via Mobile Phone-, FCT-, or smtp/web Gateway	•	•
Personal Communication Tools		
Phonebook (including Search and Dial)	•	•
Journal / unified overview on multi-media communication / continuous log, even when the client is switched off	•	•
...including call log, missed calls, last dialed	•	•
...including voice messages	•	•
...including instant text messages (sent and received)	•	
...including SMS (sent and received)	•	•
...including Fax (sent and received)	•	
Name speed dial buttons and function keys	•	•
Communication Profiles and Routing		
Continuous profile services, even when the client is switched off	•	•
Routing - based on calling number or area code	•	•
Routing - based on VIP code	•	
Function scheduling (Like diversions and info. Any function codes, like day / night switch. Call scheduling).	•	•
Presence info integration	•	•
Automatic activation based on presence state log on / off, time and date	•	•

	with BusinessPhone	with MD Evolution
Group Collaboration Tools. The Busy Lamp Field (Buddy Field). Presence Info. Multimedia Communications.		
Online Presence status for colleagues / via buddy field or via pop up when calling ...	•	•
...info logged on / off	•	•
...online phone status (like free, busy, ringing, diverted or on hold)	•	•
...info to BackStage (free text and preferred communication info)	•	•
...info to phone (predefined text including voice announcements and free text)	•	
Quick check and set of own presence status (Diversion, Communication Profile, Presence Info)	•	•
Integrated instant text messaging	•	
Support of multimedia communication / links to preferred communication as part of presence info, journal entries, buddy field and phonebooks / call, SMS - instant text message or e-mail	•	•
Oneclick-call pickup for colleagues (including notification)	•	•
Set diversions for colleagues	•	•
Set presence info to phone for colleagues	•	
Multi-site support	•	•
Support of Call Center services: ACD group selection, Logon / Logoff, Clerical, Pause	•	
Application and data integration		
Hotkey dialing from any other application	•	•
Integration window (e.g. to integrate web directory)	•	•
Name identification and pop-up from web services	•	•
Automatic name identification and presentation (from PBX directories and Phonebooks, from MS Outlook™ or Lotus Notes, from "any" databases)	•	•
Screen pop interfaces (MS Word, Excel, Access and "any" databases)	•	•
DDE- and Scripting interfaces	•	•
LDAP interfaces	•	•
Easy data log for Call Accounting	•	
MS Outlook™ Integration and MS Outlook™ Plug In		
Business Dial support (including automatic number search)	•	•
Send SMS (including automatic number search)	•	•
Screen pop Contacts	•	•
Speed increased name search from MS Contacts (including easy synchronisation support)	•	•
Direct link from Communication Journal, preferred communication info, buddy field and phonebooks to open e-mail-reply and Contact (--> multi-media communication)	•	•
MS Outlook™ Calendar appointment based communication profiles (routing, diversion, functions like day night switch, presence info) / active also when the clients are switched off	•	•
Outlook™ Calendar Info integrated to enhanced BackStage presence info concept	•	•
Write call log to own or public MS Journal folder	•	•
Automatic call scheduling	•	•

Ease of deployment and maintenance (selected advantages)

- Enhanced import of user settings
- Automatic update distribution

Support of Terminal Server environment

- Special support for mobile devices, like Pocket PC's
- Access via web browser

User scenarios with special Mobility and Flexibility

- Provision of personal user settings at any workplace of choice
- Free workplace choice with Voice over IP
- Full support for Mobile Extensions
- Full support for DECT phones

- Supported (functions always refer to latest versions of involved products / solutions)
- Supported, but depending on setup (or part functions)

BackStage 8.0

Configuration requirements

	BackStage @ BusinessPhone		BackStage @ MD Evolution		Terminal Server Environment	
System set-up						
	Computer Telephony via LAN/IP (BusinessLink)	Voice over IP and Computer Telephony	Computer Telephony via LAN/IP (C-Link)	Voice over IP and Computer Telephony	same as Computer Telephony via LAN	
Communication Platforms						
	BP 7.0, 8.0 IPU (optional, for IP connection instead of V.24 and Unified Messaging UM) Integrated Application Server (optional, for BusinessLink, BackStage server, UM server)	IPU	MDE R6.0C or higher MDE-XL: SMV or EMV MDE-M: CMV	MDE 7.0 or higher		
Licenses						
	BackStage license in BusinessPhone (or WIBU key) CT License (1) UM License (optional, for Unified Messaging Voice and Fax integration) IPU License		BackStage license WIBU key CT License			
Communication Links						
	BusinessLink 3.2 or higher		C-Link 1.0.8 or higher			
Telephones						
	Digital system phones. Cordless, analog and IP phones. Mobile Extensions. IP softclients.	PC. Micro/speaker or headset. Full duplex soundcard. Webcam (optional).	Digital system phones. Cordless, analog and IP phones. Mobile Extensions. IP softclients.	PC. Micro/speaker or headset. Full duplex soundcard. Webcam (optional).		
System Capacity						
	according to BP (80 users per system)		according to MDE			

Note 1: Included as standard in every BP 7.0 (R15 R3A or higher) and 8.0 (no extra ordering needed, no extra cost)

For BackStage and Unified Messaging every BusinessPhone offers 2 reference licenses for unlimited time and open user licences for 60 days trial.



PC requirements

CT, BS, UM server CT, BS clients				Terminal Server Environment
Processor				
server	350 MHz			according to number of users
clients	350 MHz	1,5 GHz	350 MHz	
RAM				
server, clients	256 MB			typical 10 MB / user
Free harddisk space				
server, clients	100 MB (2 GB for UM server)			typical 2 MB / user
Supported operating systems*				
server	Win 2000, 2003 server (+ .net Framework 1.1 for BS server)			Terminal Server: Win 2000, 2003. Citrix. User Access Devices: various platform support (according to Terminal Server specification)
clients	Win 2000, XP	Win XP recommended	Win 2000, XP	
Applications				
MS Office 2000, XP, 2003 including respective MS Outlook™ versions. MS Internet Explorer 5.0 SP2 or higher.				
Interfaces				
All server and client PCs need IP connection. Additional interfaces are CT server: 1 free serial port in case of V.24 connection to PBX BS server: 1 free serial or USB port when using the GSM SMS Gateway function (optional) SUM server: modem connection (optional for fax)				same as Computer Telephony via LAN
SMS Gateway (optional)				
Any GSM mobile phone or FCT unit which supports the AT modem command set according to ETSI standard GSM 07.05 + a serial or USB connection to a PC				
Modem(s) (optional)				
Analogue or ISDN modem(s) connected to the SUMS (if fax shall be supported) Up to 8 parallel fax channels				

Note: UM server not released for MD Evolution yet
Please check Microsoft support for earlier operating systems



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The logo for Modern Communication SYSTEMS. The word "Modern" is in a bold, italicized sans-serif font. Below it, "Communication" is in a larger, bold, italicized sans-serif font. Underneath "Communication", the word "SYSTEMS" is written in a smaller, all-caps, spaced-out sans-serif font. A blue swoosh underline is positioned beneath "Communication".

**Modern
Communication**
SYSTEMS

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