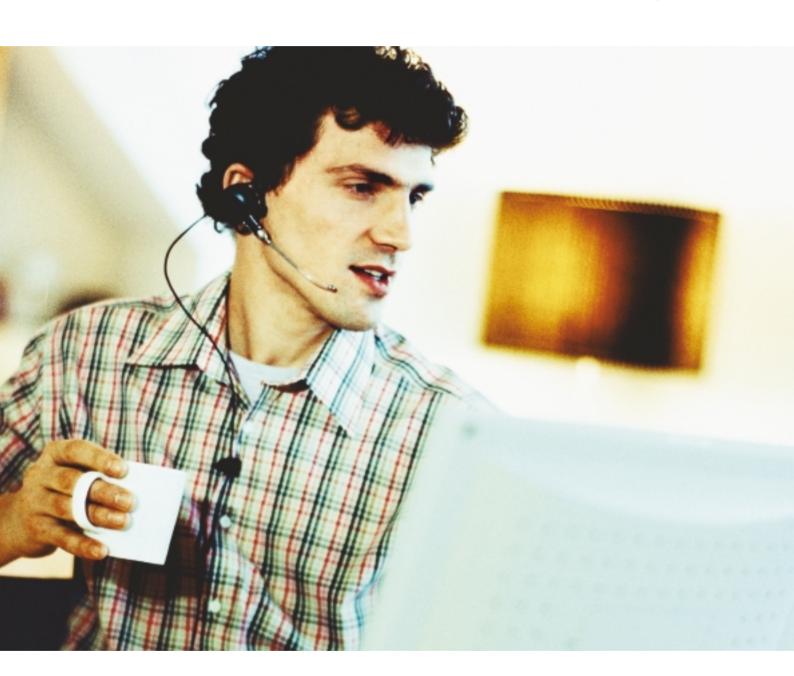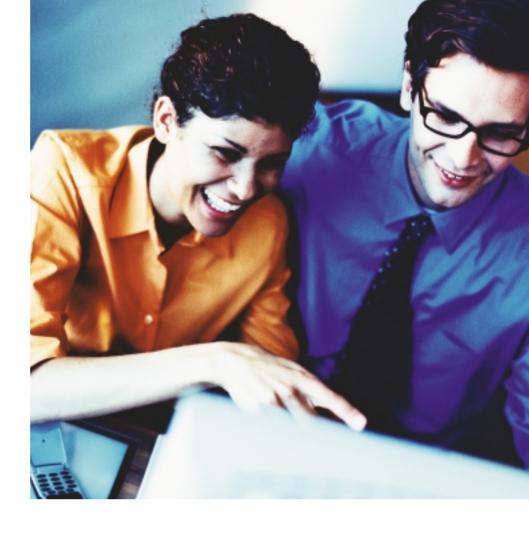# BusinessPhone Communication System
Keeps communication simple

For small to medium-sized organizations

ERICSSON ⋛

Introducing simplified communication for dynamic enterprises

Get the communication power of a large organization in the hands of a small office

A small or medium-sized business often has more complicated communications needs than a large one. After all, your staff has to be everywhere at once, and there's the possibility that you'll open a new office next month, or double in size within a year.

You need a communication system that's flexible, ready for the future, and reasonably priced. A system that´s easy to use and can be integrated with other systems. You also want a system that keeps your communications simple. That's where BusinessPhone comes in.

Because BusinessPhone is modular, you buy only what you need now. Add capacity or functionality later. Go from eight to 200 extensions. A single office to a worldwide network. In networks of BusinessPhones, or networks connecting BusinessPhone systems with Ericsson's MD110 systems, functions like call back, diversion and transfer work seamlessly throughout the organization.

A combination of mobility functions and IP telephony enables people who work at home to be seamlessly integrated into the office workflow. And whether you're doubling in size, or scaling back, BusinessPhone grows with you – quickly and easily.

BusinessPhone offers a wide range of PBX features, including new applications like IP networking, business-class IP Telephony and web-based system management. It also comes with voice messaging and optional call center functionality for up to 40 agents, hospitality applications, computer telephony and more. All these functions can always be added later – so you buy only what you need now.

We've also made sure that you can count on BusinessPhone to provide you with reliability through 99.999% uptime – because we know that for growing enterprises, every call means business.

Make your enterprise more mobile

Go cordless

For people who work away from their desks, mobility means increased availability and responsiveness. No more missing important calls. No more chasing after callers who missed you the first time.
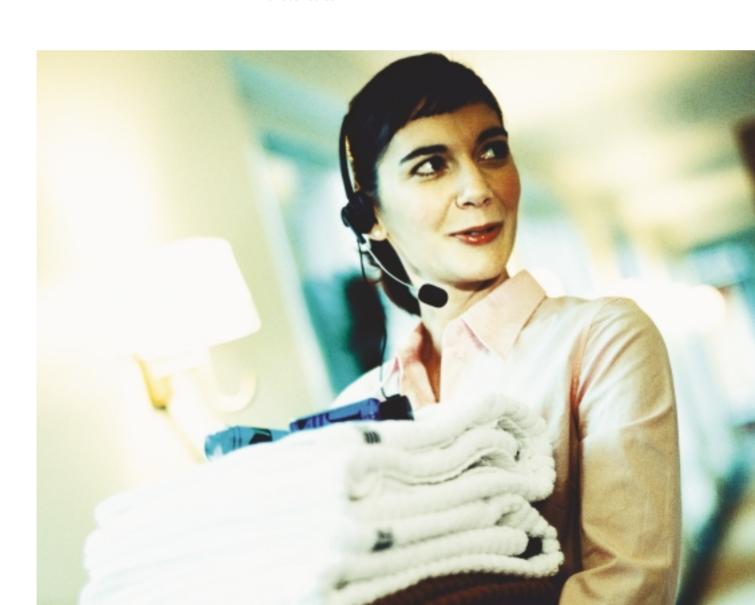
BusinessPhone gives you several ways to increase your mobility with a range of Business Cordless telephones for onsite workers and various types of messaging features.
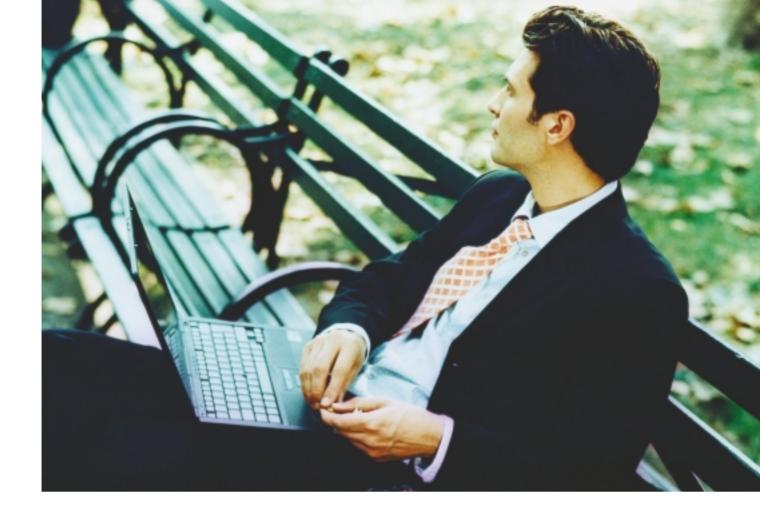
Free your staff to work away from their desks

You can add up to 210 cordless extensions, and built-in features allow you to make and receive calls while on the move.

BusinessPhone's portable handsets are easy to use and fit conveniently in your pocket. They range from entry-level phones to full-function office phones, SMS-enabled phones – and phones that are specially developed for rough conditions. There's even an alarm sensor that detects lack of movement – so workers in high-risk environments never slip from the radar screen.

Key benefits:

- Integrated Business Cordless extensions

- Rugged cordless phones for industrial and high-risk environments

- SMS-enabled phones so you can receive messages while in a meeting or on the phone

- Alarm and alert functions that notify the switchboard in case of emergency

- Alarm messaging to help you send urgent messages to your staff

Get beyond the office

Stay connected while on the move

For people who don't work from a fixed location, who regularly work from home or on the road, BusinessPhone offers superior mobility functions to ensure that you never have to miss an important contact.

Ericsson's Remote Digital Extender helps you stay connected to the office workflow so you can access work files, e-mail and more. Make calls from home using a Digital System Tele-phone or PC. With the PC client, all you have to do is be connected to a LAN. Take part in conference calls and use other phone facilities – all from outside the office.

BusinessPhone also offers ISDN capabilities for videoconferencing and real-time application and information sharing between the office and a remote location.

Increased availability with call-forwarding

With BusinessPhone you can have your incoming calls forwarded – either to another extension, a mobile phone, or other external phone number.

When you can't answer, your voice mailbox will take care of the call. Even if you're out of the office, you can still check your voicemail on your office phone. Simply dial into the office phone system. Use it like you would from your desk.

Key benefits:

- Use a company connection to make calls from home

- Remote Digital Extender enables you to connect your PC or Digital System Telephone

- ISDN videoconferencing capabilities

- Home access to files and other information

- Call-forwarding features

- Voice messaging with up to 300 mailboxes

- Common mailbox for overflow calls

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Stress-free IP

Simplify your wiring

Internet Protocol (IP) is an efficient and cost-effective communication technique for carrying voice, data and video traffic. That's why we added IP functionality to BusinessPhone. By unifying your voice and data networks, you only have one set of wiring to consider.

Unify your company

IP Networking is a cost-efficient way to make your data network a voice network. It unifies your company – helping people work better together. And with BusinessPhone, you benefit from Ericsson's years of experience in providing business-class voice quality.

With IP extensions, you can integrate home workers or a small office with the BusinessPhone system. This means investment protection since you can re-use your existing IT infrastructure.

Choose between a phone or PC client to make calls, both are available from Ericsson so they have our familiar look and feel. It's affordable and easy to add IP functionality to your existing infrastructure. So even if you're not ready to use IP telephony now, it will be there when you are.

Key benefits:

• Lower costs through unified wiring

• Business-class voice quality and PBX services over IP

• IP Gateway and Gatekeeper

• IP Networking between different geographic locations

Ease system management

With the BusinessPhone Management Suite (BMS), it is possible to manage – configure, administer and maintain – the BusinessPhone system from anywhere over an IP connection. Once the BMS server software is installed on a PC, it can be accessed locally or remotely using a standard web browser. There's no need to install client software.

Key benefits:

• Flexible access rights

• BusinessPhone Extension Assistant helps users program their own telephones

• Access from LAN connection

Simple for you

Your staff also benefits from computer applications like BackStage. Back-Stage displays customer names and phone numbers onscreen, and it makes conference calls and switching between lines as easy as clicking your mouse. When integrated with Microsoft® Outlook™, BackStage detects when you're in a meeting or at lunch, and re-routes your calls.

Since your attendant is usually your customers' first point of contact, BusinessPhone also has applications for operators. Using Operator Suite, your attendant can have an excellent overview of customer calls to ensure they're managed quickly and by the right people.

And simple for your customers

When communication is vital to your business, you need to be able to distribute incoming and outgoing calls fairly, record the details, and assist your staff with their work. By integrating your Call Center with your databases, order details can pop up onscreen when a customer calls.

Whether you're running a hotel, hospital or conference center, BusinessPhone will support you. BusinessPhone's Hospitality solutions make telephone services attractive to your guests and a valuable source of income for you.

Key benefits:

- Improve employee productivity and satisfaction

- Raise customer perception

- Be more responsive, react quickly and provide better service

- Control costs by using resources more efficiently

- Applications that collect, store and analyze critical data

- Third party applications that increase system functionality

- Front Office support

- Guest Room Telephones

- Specialized hospitality services such as wake-up and do-not-disturb

- Call Accounting

Feel free to grow and change with BusinessPhone

An investment that grows with you

Some enterprises do what they do best for more and more customers. Some expand their range of products or services. Others spread operations geographically.

That's why we've created a communication system that's scalable. Whether you're moving up, down, or sideways – it will grow with you more easily than any other business communication system.

BusinessPhone also provides flexible features. So you can add functionality as your sales office gets busier. Or integrate cordless extensions so your staff can work away from their desks.

New BusinessPhone functions include IP extensions, the new cabinet and Remote Digital Extender to support home workers. Choose features to enhance your call center or hospitality services – features built to suit your business.

Key benefits:

- Communication systems built for 64, 128 and 300 extensions

- Modular architecture to accommodate growth

- Networking capabilities to extend your enterprise geographically

- Simple and seamless reconfiguration

- A variety of features that you can always add when you need them, like Hospitality, Call Center and BusinessPhone Management Suite

How will BusinessPhone help you work more effectively?

With a range of features and functions you simply won't find in other business telephone systems of equivalent size, BusinessPhone can help your enterprise run more smoothly and efficiently.

BusinessPhone has even been specially designed to limit environmental impact with reduced energy consumption, low noise-levels, and by maximizing the use of recyclable materials.

Many ways to benefit from BusinessPhone

• Scalable for small to medium-sized business – Call Centers with up to 40 agents, and hotels with up to 300 extensions

• Three different sizes to suit your business – BusinessPhone 50 and BusinessPhone 250, and the new, mid-sized BusinessPhone 128i that fits neatly in a standard server rack

• Migration to IP telephony to unify voice and data communication

• Mobility functions for cordless users and people who work from home

• Networking capabilities for linking different geographic locations

• Hospitality solutions specially designed to assist hotels, conference centers and other hospitality enterprises

• Call Center functionality to improve your customer service or sales office

• Environmentally-friendly design

• 99.999% uptime

• 85,000 BusinessPhone systems are in use worldwide, with 7,000,000 installed lines in over 75 countries

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Ericsson is shaping the future of
Mobile and Broadband Internet
communications through its
continuous technology leadership.
Providing innovative solutions in
more than 140 countries,
Ericsson is helping to create the
most powerful communication
companies in the world.