



# ALCATEL-LUCENT OPENTOUCH SUITE FOR SMALL AND MEDIUM BUSINESSES

Simplify your communications  
and maximise your business

To succeed as a small or medium business (SMB), you need to keep customer satisfaction and employee productivity high and operational costs low. Dynamic communications that help you strengthen relationships, increase collaboration and mobility, and improve performance are at the core of your future success.



Customer satisfaction is not just about the quality and value of your products and services. It is also about how quickly clients, partners and suppliers can reach you, how well they are greeted, and how long they need to stay online to have their questions answered.

Employee productivity increases when you can reach the right people at the right time on the right device. It increases when you eliminate time-wasters, such as missed calls and unnecessary travel. Productivity also improves when you enable new capabilities, such as working with remote and virtual teams, staying connected while traveling, or simply working from home.

Controlling costs is not just about getting a solid return on investment (ROI). It is also about managing expenditures – especially communications expenses – in a way that suits your budget and your organizational structure.

Alcatel-Lucent Enterprise partners with you to put all the pieces together and simplify your communications. We can help you interconnect your people, their knowledge and your communications network so you can focus on growing your business.

### **TURN FIRST CONTACTS INTO REPEAT BUSINESS**

Satisfied customers generate repeat business, and effective communications can dramatically raise your level of service. Ensure that you handle incoming inquiries professionally with an efficient greeting system that welcomes clients by name and rapidly refers them to the right salesperson.

Deploy a phone system that allows you to quickly set up conference calls and reach your technicians, sales representatives, consultants and delivery staff anywhere, at any time.

Connect the  
right people  
at the right  
time in a  
new enriched  
ecosystem  
tailored  
for SMBs

Ask Alcatel-Lucent Enterprise to enhance your communications system so you can strengthen customer relationships and generate repeat business.

More than  
18 million users  
worldwide  
already enjoy  
the benefits of  
Alcatel-Lucent  
OpenTouch  
Suite for SMB



### **INCREASE PRODUCTIVITY AND MOTIVATION**

Help your staff to share their knowledge easily and in real time or to work from home while enjoying full, secure access to company information. Enable seamless communications so staff can leave the building while they are on a call. Maintain a single directory for your mobile and office phone.

### **UNCHAIN YOUR STAFF FROM THEIR DESKS WITH WIRELESS PHONES AND HEADSETS**

Enable access to fixed and mobile phones with a single number. These time-savers simplify communications and increase productivity, and your result is a more efficient and cost-effective organization.

**Rely on Alcatel-Lucent Enterprise to help you reduce the cost of doing business.**

### **MAKE YOUR NETWORK MORE COST-EFFECTIVE AND SECURE**

As an SMB, you have no time to waste on infrastructure management. You need a secure, always-on communications network that is competitively priced, a low-risk, high performance and easy to manage.

Whether your workforce is growing rapidly or you are thinking of opening a new office or another warehouse, your communications network must be flexible, scalable and able to evolve with your changing needs. It should optimize your spending on a daily basis to help you generate immediate savings. The network should help you become more agile so you can quickly and easily adapt to changes in your market.

Alcatel-Lucent Enterprise offers integrated communications solutions that include business-class traditional and IP telephony, best-in-class network solutions, secure e-mail and Internet, and shared access to agendas, directories, files and folders.

**Rely on Alcatel-Lucent Enterprise to build your network infrastructure while you build for the future.**

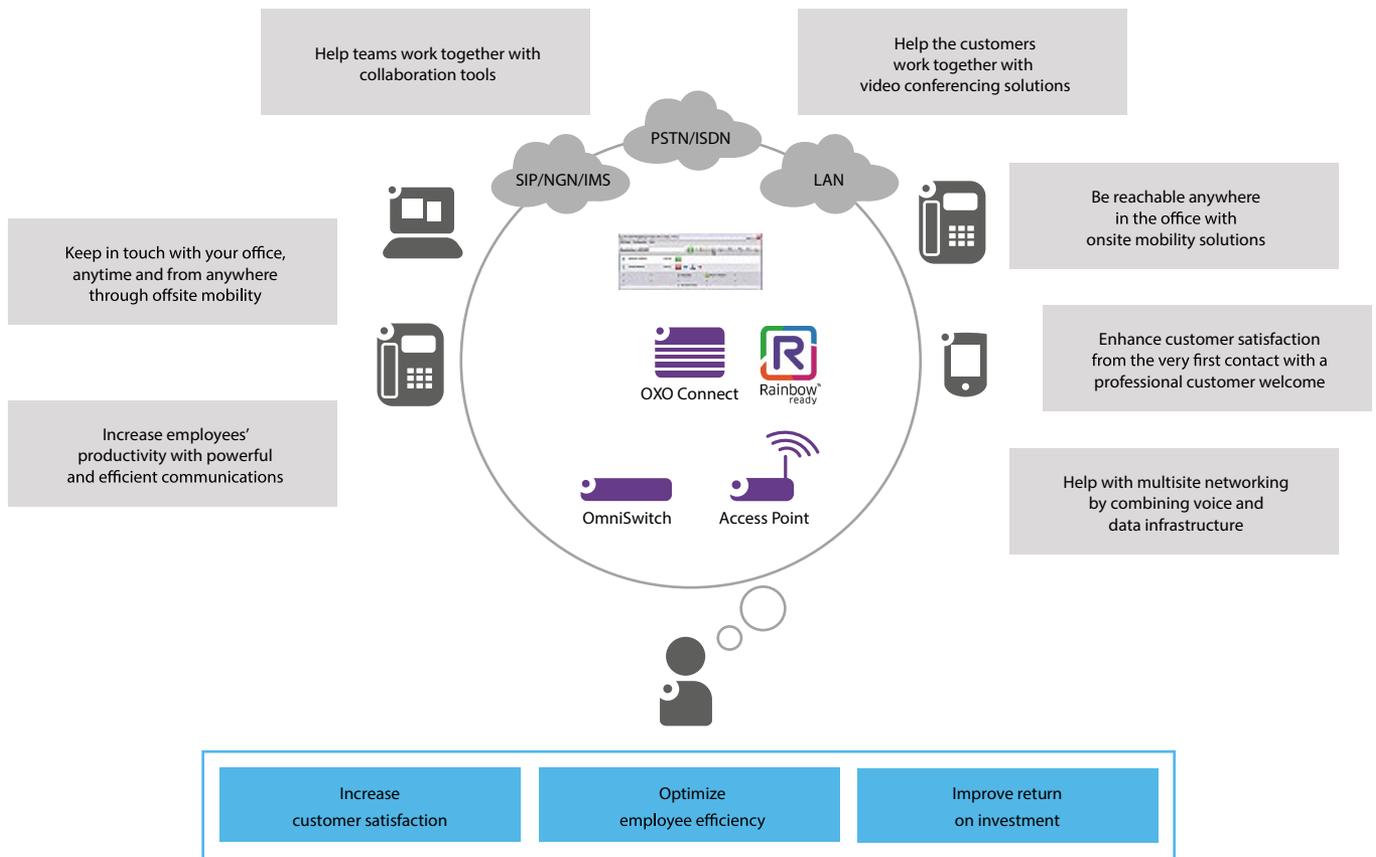
# Converged voice and data portfolio answers all the SMB customer's needs

The Alcatel-Lucent OpenTouch® Suite for SMB portfolio includes a wide variety of desk-phones combined with rich voice/data collaboration and mobility solutions specifically tailored to meet SMB needs (see Figure 1).

The portfolio is reliable, open and standards-based. Alcatel-Lucent OpenTouch Suite for SMB is modular at every level – from communication suites and software licenses to communication servers and networking infrastructure that meet customers' exact requirements. You can buy the portfolio with a hardware warranty and a variety of services, evolving from a simple maintenance contract to a complete system with new applications and technology. Alcatel-Lucent OpenTouch Suite for SMB is future-ready, based on a powerful and flexible IP communication server, OXO Connect, connected to network to deliver added-value services in the cloud. Using standard protocols, OXO Connect offers a number of powerful features and can be associated with Enterprise grade Ethernet switches plus an ideal entry level 802.11ac high performance Access Point which supports zero touch provisioning for fast and simple deployment.



**Figure 1.** OXO Connect: simple, robust and connected.





## EFFICIENT COMMUNICATIONS

A clear understanding of what your peers and partners tell you is the basis of any business relationship; but today in a BYOD world the audio quality seems to be the weakest link. Our new range of Premium DeskPhones are composed of five models called Alcatel-Lucent **8068, 8038/8039 and 8028/8029 Premium DeskPhones**. The enhanced ergonomics such as adjustable foot stand, alphabetical keyboard, backlit display, dedicated function keys, user friendly navigator as well as a dynamic set of accessories are all elements that enable a superior IP and digital telephony user experience. The five stunning Premium DeskPhones also offer a rich communication experience with an outstanding wideband audio quality either in hands free or using the comfort handset. In addition, the **IP Desktop Softphone** accompanies the user on the move with its emulation of the 8068 on laptop, tablets and smartphones. All these elements facilitate and sublimate the user's business day-to-day tasks. These elegant devices complement and leverage all the rich telephony capabilities of the OXO Connect platform.

The **8082 My IC Phone** delivers a multimedia communication experience with a seven-inch wide capacitive touch screen enriching communications and productivity at work. A peer-to-peer video call, as well as dedicated communication services serving the Manager-Assistant relationship enriches that SIP device capabilities.

The **8018 DeskPhone** is the perfect phone for essential but enriched needs on IP Telephony whereas the **8001/8001G DeskPhone** remains a competitively priced entry-level SIP phone. Both phones come with a large screen.

The **PIMphony™ Softphone**, personal communication manager, optimizes team performance by greatly reducing response time and eliminating missed calls. As for the new **PIMphony Touch**, it is an innovative communication software client for Windows tablet and PC application leveraging modern UI and Windows 10 capabilities.

The **My IC Web** is a web-based solution for call handling, which can be used with a standard browser, optimal for off-site use or at home.

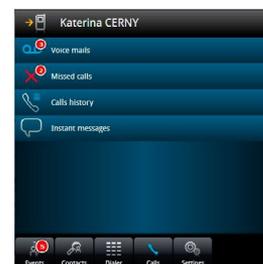
The **My IC Plugin for Outlook** is a Microsoft Outlook plug-in that provides the capability of federating directories, presence information, and interacting with existing social networks within Outlook.

This converged user interface also provides telephony services from OXO Connect, unified communication, and an offline mode.

OXO Connect comes with an embedded connector to **Rainbow**. Rainbow is a cloud-based service which provides contact management, presence, instant messaging, audio/video calling, screen sharing, file sharing, and more.



8018 DeskPhone



My IC Web

## CUSTOMER WELCOME

Customer satisfaction is enhanced from first contact, with an advanced call server that is modular, scalable, expandable, flexible and feature-rich.

- The phone or PC-based attendant console provides a professional welcome that is easy to use, manage and understand, for a single receptionist or multiple sites
- Customers can talk to their preferred assistant when employees are reachable internally or externally on mobile or fixed phone, with no extra hardware needed
- Integrated system voice mail, with unified professional greeting ensures a consistent, professional approach
- Intelligent call routing routes calls to the most skilled person, increasing customer satisfaction
- Embedded hotel application optimizes daily tasks and improves guest services

## TEAMWORK AND COLLABORATION

Teams can work together far more easily and increase their productivity when they have better control and the ability to monitor their communications.

- **PIMphony** allows easier supervision of team activities and improves both teamwork and customer satisfaction
- Plug-and-play audio conferencing with the **4135 IP Conference Phone module** allows businesses to reduce costs, particularly travel expenses

## ONSITE MOBILITY SOLUTIONS

With powerful OmniTouch® **8118 and 8128 WLAN** Handsets and a single Wi-Fi infrastructure for voice and data, as well as the DECT family (**8212 DECT, 8232 DECT, 8242 DECT, 8262 DECT & 8262EX\* DECT**) employees can answer customer calls immediately, wherever they are, reducing costs and saving time with minimized call backs.

**Hot Desking** is the practice of not assigning permanent desk and phone in a workplace, so that employees may work at any available desk. Each phone can be used on demand when a “Hot Desking user” authenticates.

## OFFSITE MOBILITY

Employees can keep in touch with their business anytime and anywhere, benefiting from a range of offsite mobility services. With the one-number service, employees can use a single professional phone number while on the move and can retrieve business telephony services anywhere, resulting in reduced calling costs.

Employees have easy access to internal and customer contacts as well as Alcatel-Lucent OXO Connect services, such as voice mail, call routing and call logs, from any location. The **OpenTouch Conversation®** application – specifically designed for Windows Phone, Apple iPhone and Android devices – can be quickly implemented to provide businesses with secure and enhanced mobility features. When inside of their company, employees can leverage the company Wi-Fi for both voice and data, to decrease communications costs.

\* Available in 2017

## INTEGRATED VOICE AND DATA INFRASTRUCTURE

Alcatel-Lucent solutions for SMB's are designed to address the need for integrated voice and data services.

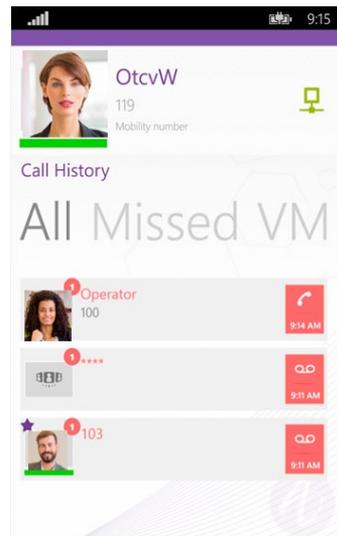
The OXO Connect and the OmniSwitch®/OmniAccess® network mobility solutions are optimized for SMB customers who need an IP telephony solution with high-performance wired and wireless access.

For those customers who already have OXO Connect, the affordable network mobility solution is ideal for adding high speed wired and wireless LAN. In addition to real cost savings from a common infrastructure for voice and data services, businesses can enjoy easy installation and configuration from the unique zero touch provisioning feature.

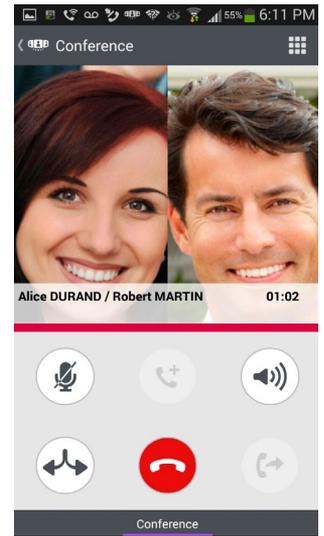
Zero touch provisioning is available when the OmniSwitch 6350/6450 and OmniAccess AP1101 are used in conjunction with OXO Connect.



Access Point 1101



OpenTouch Conversation for Windows Phone



OpenTouch Conversation for Android

# RICH COMMUNICATIONS EXPERIENCE IN A RICH COMMUNICATIONS ECOSYSTEM

To learn more about the Alcatel-Lucent OpenTouch Suite for SMB portfolio and other enterprise management solutions, contact your Alcatel-Lucent Enterprise sales representative, authorized reseller or sales agent.

[enterprise.alcatel-lucent.com](http://enterprise.alcatel-lucent.com)

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