



Sales and Marketing Bulletin

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Business Communications Manager 3.7 and Digital Mobility Solution – General Availability

Introduction

Nortel is pleased to announce general availability (GA) of the 3.7 software release on Business Communications Manager as of June 20th, 2005. The key enhancements delivered are the further globalization of the BCM and support of the new Digital Mobility Solution on Business Communications Manager. BCM 3.7 Upgrade Kits are also generally available.

This is an exciting time for our Channel Partners and sales teams with the rich solution offerings this launch brings. With the digital mobility portfolio now available on Norstar 7.0 and Business Communications Manager 3.7, customer choice for mobility is greater than ever. Whether you are selling a new platform, upgrading a Norstar or competitive system to the Business Communications Manager or replacing a Companion system with the new Digital Mobility portfolio there are supporting programs and tools to help close the sale.

Product Description/Solution Overview

Business Communications Manager 3.7 delivers two key values to our Partners and Customers: **Mobility** and **Globalization**.

Digital Mobility Overview

Small/Medium Businesses and Small/Medium Enterprises (SMB/SME) often face great competition from competitors providing similar products and services in their market space. These business owners look for ways to distinguish themselves against their competitors by providing superior customer service and support. One of the best ways to increase customer service and satisfaction is by increasing accessibility. Mobility solutions meet this need by increasing accessibility resulting in improved customer service and employee productivity.

The new Digital Mobility Solution for both BCM Release 3.7 and Norstar Release 7.0 will scale from 1 to 64 users and cover an area up to 1.5 million square feet.

The Digital Mobility Solution consists of the following components:

- Digital Mobility Controller 080 (DMC 080)
- Digital Mobility Controller 320 (DMC 320)
- Base stations (4 channel/4 simultaneous calls)
- Repeater (2 & 4 channel)
- Handsets (3X16 displays)
- Handset Accessories
- OA&M Package
- Service Tool (H/W & S/W) for handsets and repeaters
- Deployment Tool

The DMC 080 will support up to 8 handsets and 2 base stations. Two DMC 080 modules can be linked together, if incremental growth is required (2 DMC 080 linked together will support 4 base stations and 16 handsets). The DMC 320 will support 32 handsets and 8 base stations. Two DMC 320 modules can also be linked to expand up to 64 handsets and 16 base stations.

The DMC module provides power to each base station via twisted pair cable. The base station can be located up to 4921 ft (1500 m) from the DMC module. The repeater is used to extend coverage from a base station by up to 50. Up to 6 repeaters can be registered to a specific base station. The repeaters are linked to the base station in a wireless manner; no physical connection is required. Local power is required for each repeater.

An external antenna is available and can be used in conjunction with a repeater to extend a base station signal up to 0.62 miles (1 km) away. A typical application would be a campus with multiple buildings requiring coverage.

A full portfolio of handsets will be supported with the mobility portfolio for both BCM Release 3.7 and Norstar Release 7.0. The 7420 handset is available now. The 7430 and 7440 handsets are targeted to be released in September 2005, while the 7440Ex is targeted to be released late 2005.

Common Handset Attributes:

- Large alphanumeric display with backlight (3X16) 7420 only, graphical display for 7430, 7440 and 7440EX
- BCM and Norstar feature integration, including softkeys
- Auto Login - Roaming between 10 different systems

- Headset jack (Not included with 7430 handset)
- Loud speaker (Hands free mode) – 7430, 7440 and 7440EX only
- Telephone book with storage for 80 names and numbers
- Can be set to vibrate alert
- Silent mode (mute all sounds)
- Redial function (last 10 numbers)
- Adjustable volume
- Nine different ring tones
- Key lock
- Microphone mute
- Caller-ID presentation
- Automatic hook-off
- Standby/speech-time: 90/10 hours

Globalization

In addition to the launch of the Digital Mobility Solution on Business Communication Manager 3.7 this software release delivers key software features to address Global Market requirements to increase the portfolio's value to our partners.

The Global Analog Trunk Module (GATM) has been localized for Poland and Taiwan and the Global Analog Station 8 (GASM8) has been localized for the UK, Poland and Australia. Also, the analog modem has been localized for all countries that currently have GATM profiles, as well as all countries for which the modem manufacturer provides support. In addition, voicemail prompts have been introduced in five additional languages (PRC Mandarin, Arabic, Russian, Hebrew, Cantonese), and modifications to better address the Australian IP PSTN have been made. Other content includes H.323 interoperability with CS1000, CS2100 and CS2000, and support for existing BCM patches.

Value Proposition

Strategic value propositions

- Opens an opportunity for market share gain by meeting a specific customer requirement
- Strengthens competitive position through technology leadership and price-points
- Provides a Nortel branded upgrade for Companion customers

Channel Partner value propositions

- Perfect time to pick up new digital mobility portfolio with availability of sets on both Norstar and BCM 7.0 and upcoming support on BCM50 RIs 2
- Installed base up-grades from Companion are straightforward without much re-wiring and supported by the Companion Replacement Program
https://app12.nortelnetworks.com/cgi-bin/partnerPage.cgi?filename=/promotions/ns/companion_migration.html
- Supporting Trade up program – Norstar or competitive platforms to BCM – make sales easier with value of cost savings offer to customer – look for Details early July.
- Enables a new revenue stream by capturing the multi-cell digital mobility market
- Leverages economies of scale through cross-platform support
- Builds upon existing TDM and IP skills through standards-based technology

Customer value propositions

- Improves productivity through better information flow and reduced idle time
- Enhances customer service through improved response time
- Cost effective scalability from 1 to 64 users
- Core software upgrade does not require new hardware
- Companion Upgrades to new Digital Mobility require little re-wiring and are backed by rebates from the Companion Replacement Program
https://app12.nortelnetworks.com/cgi-bin/partnerPage.cgi?filename=/promotions/ns/companion_migration.html
- Time is right to replace a competitive platform or migrate existing Norstar system to BCM with Nortel's Trade up Programs

Target Customers

- Single and multi-site SMB/SME's that require a mobility solution capable of covering up to 1.5 million square feet and supporting up to 64 users
- SMB's that require a mobility solution that enhances productivity, provides increased customer service, and improves internal communication
- Vertical markets: retail, finance, transportation, manufacturing, healthcare, government and education
- BCM and/or Norstar installed base with Companion

Compatibility

The Digital Mobility Solution is only compatible with Business Communications Manager Release 3.7 and Norstar Release 7.0 software or later. A software upgrade kit for BCM Release 3.7 will be available for order at GA for a nominal charge. The

BCM 3.7 Upgrade Kit (NTAB3454) supports upgrade from BCM 3.5 and BCM 3.6. The kit includes BCM 3.7 Upgrade CDROMs, a BCM 3.7 Upgrade authorization code, and a BCM 3.7 Documentation CDROM.

Ordering Exceptions

Please note that only the 7420 handset will be available at GA. The 7430 and 7440 handsets are targeted to be available to order in September. The 7440EX handset is targeted to be available in Q4, 2005. A Sales and Marketing bulletin will be issued to provide notification of availability.

Ordering Information/Packaging – BCM Release 3.7

Order information and pricing can be found in the Product Catalog or the Business Communication Manager Release 3.7 Product Catalog and Pricing KTK. Product and configuration information is also available on the NNEC Release 6.2.1 tool.

With the introduction of the BCM 3.7 Upgrade Kit, BCM software upgrades will now be a chargeable item moving forward. Pricing is detailed through GPPC. The BCM 3.7 upgrade provides a reliable and convenient method for installed base customers to benefit from the incremental feature capabilities as well as the quality enhancements delivered in this release.

Training

Sales

- The Qualified Sales Professional training module for Business Communications Manager Release 3.7, Norstar Release 7.0, and the new Digital Mobility Solution is currently available at <http://app97.nortelnetworks.com/cgi-bin/teds/cs/maintc.jsp?level=2&category=9&subcategory=25&genurl=sales/na/english/currindex1.html>
- A Digital Mobility 101 Sales (Training Module H) has also been developed to support pre-sales:
http://navigate.us.nortel.com/imds?pg=/pss/enterprise_mobility&view=Training#SalesTraining

Technical

Technical training courses for Business Communications Manager 3.7 are now available they include:

- Business Communications Manager 3.7 Sales Engineering Solutions (0191C):
This 3 day course is designed for Sales Engineers responsible for pre-and post

Sales support of Business Communications Manager. Through lecture, discussion and case study participants will learn the requirements needed on how to properly implement a BCM. Topics include: Market, Architecture, Data Networking review, Voice review, Converged Solutions and Case Study. The course is taught at a BCM 3.7 level and offers an online assessment test.

Nortel Digital Mobility Solution (0118C): This course is geared toward technicians who are responsible for site planning and deployment, as well as installing and maintaining Nortel Networks Digital Mobility systems. Through lecture, instructor–led demonstrations, and hands–on lab work, you learn which factors, such as dead spots, shadows, traffic patterns, and customer expectations, you must be aware of or troubleshoot in order to affect a successful Digital Mobility Solution installation. In this course, you use the Digital Mobility Solution deployment kit to determine the proper location for the Digital Mobility Controller access points. You learn how to use wireless repeaters in multi–zone systems and multi–cell systems, in areas with high and low traffic requirements. This course offers course assessment testing

For registration details and additional information on the complete BCM 3.7 course offerings go to <http://www.globalknowledge.com>.

Please remember that many courses from Global Knowledge may be brought to locations near you. If you have such training requirements or interests, please contact Global Knowledge directly.

Sales Tools and Collateral

Business Communications Manager Sales Tools

- Business Communications Manager Customer Presentation
- Business Communications Manager Sales Presentation
- Business Communications Manager RFP/I/Q (Portfolio)
- Business Communications Manager Handbook (Portfolio)
- Business Communications Manager Sales Guide (Portfolio)
- Business Communications Manager 200/400 Product Brief
- Success Stories (2)
 - Demaine & Collis Group
 - Poland & Associates
- Digital Mobility Solutions Positioning Guide (BCM200/400)
- Business Communications Manager 200/400 Awareness Poster
- Business Communications Manager Configuration Poster
- Business Communications Manager Configuration Pocket Card

- Coach 2.0 – Coach is a free interactive training tool designed to help sales professionals sell Nortel’s small-to medium-sized business solutions; the tool helps shorten the sales cycle and increase effectiveness. How to Hire COACH 2.0 (NN107264-032505) is available through the standard partner collateral ordering process via Logistech: <http://www14.nortelnetworks.com/otis/litpreorder>
- Digital Mobility Quick Start Sales Kit (QSSK) is currently under construction – with the initial pieces of the kit being accessible at: https://app12.nortelnetworks.com/cgi-bin/mynn/home/NN_quickStartsalesKit.jsp?prodID=52860&curOid=12460 Additional tools including a Site Planning Tool and Competitive piece will also soon be added to the Mobility QSSK.
- BCM 3.7 QSSK – The BCM QSSK was refreshed with the new BCM 3.7 deliverables.

Business Communications Manager Collateral

Nortel Business Communications Manager 200 and Nortel Business Communications Manager 400 Product Brief
 Nortel Business Communications Manager Advanced Digital and IP Business Telephone Sets Product Brief
 Nortel Business Communications Manager Network Configuration Manager Applications Brief
 Nortel Business Communications Manager / Norstar Digital Mobility Product Brief
 Nortel Business Communications Manager Voice Messaging Application Brief
 Nortel Business Communications Manager Interactive Voice Response Application Brief
 Nortel Business Communications Manager Data Networking and Security Solutions Brief
 Nortel Business Communications Manager Voice and Data Convergence Solutions Brief
 Nortel Business Communications Manager Call Center Application Brief
 Nortel Business Communications Manager 200 and Nortel Business Communications Manager 400 Tech Specs Product Bulletin

Programs supporting the Launch

Companion Migration Program: Target Audience Companion C3060 customers wishing to migrate to new Digital Mobility Handsets. Provides rebates with or without the purchase of Digital Mobility Handsets. See details at:

https://app12.nortelnetworks.com/cgi-bin/partnerPage.cgi?filename=/promotions/ns/companion_migration.html

Norstar to BCM Trade Up and Competitor to BCM Trade Up: will make sales easier with value of cost savings to customer; Look for details on this rebate early July.

Enterprise Awards: Recognizes and Rewards Authorized Partners for selling Nortel Enterprise Products to end users. https://app12.nortelnetworks.com/cgi-bin/partnerPage.cgi?filename=/promotions/ot/enterprise_awards_program_2005.html

Where to find Tools, Collateral and other support materials

PIC BCM Product Page:

https://app12.nortelnetworks.com/cgi-bin/mynn/home/NN_prodDoc.jsp?BkMg=0&prodID=43959&progSrcID=-8026&whereClause=23&curOid=12460

Thanks for your support of BCM 3.7 and the new Digital Mobility Solution – Be sure to rely on the above resources and good luck selling.

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