

UC for Business



NEC's UC for Business helps your organization eliminate the barriers to successful interactions



At a Glance

- A powerful unified communications solution
- Easily customized for individual business requirements
- Increases efficiency for higher productivity and cost reduction
- Provides contact center and operator tools to address the unique requirements of each function
- Supports mobile and remote workers
- Improves customer service and loyalty

Overview

NEC understands the important role communications play in building and maintaining your business relationships. How effectively you communicate with customers, resellers, key suppliers and business partners can be the difference between business won and business lost.

The measure of your responsiveness as an organization is not simply based on how well your contact center agents or console operator does their job. Satisfying customer needs relies on effective communications across the entire enterprise. A breakdown in communications between individuals, departments or locations could see your customer contacting your competitor instead.

NEC's UC for Business (UCB) helps your organization eliminate the barriers to successful interactions. With UCB, you can take a unified approach to all the ways your organization communicates, whether externally or internally by computer desktop, phone, e-mail, fax, mobile, or via your website.

UC for Business exemplifies and supports NEC's belief that an employee's role should define the technology used to communicate. By tailoring communications to the role, information is turned into knowledge, which enables employees to make informed decisions faster. As a result, businesses become more efficient, responsive and productive.

Solution

The UC for Business Advantage

NEC's UC for Business unifies all your communications on one appliance and uses one application and one administrator – without requiring you to replace your existing infrastructure. You are able to use a familiar Microsoft® XP/Vista/7-based user interface, and you need only one administration tool to manage all your UC applications. With UCB, you can meet all your employees' needs and minimize your total cost of ownership of an enterprise-wide unified communications solution.

At NEC, we'll work with you to explore how you communicate with

your customers, resellers, business partners and suppliers – and how they prefer to communicate with you. We also analyze your internal communications to pinpoint the barriers to effective communication in your organization and demonstrate how a UC solution can deliver tangible benefits to your business.

We'll explain how you can connect UCB with other business applications like your CRM and workforce management tools, and we'll assist you from needs analysis to solution design, system cutover and beyond.

UC for Business Functionality

UC for Business offers a comprehensive suite of Unified Communications functionality that improves the way your organization manages all its business communications. Its features include:

- **Presence**, which gives staff and operators valuable information regarding call recipients' locations and availability.
- **Presence reporting** that allows individual users and managers to monitor their own activity and the activity of others through comprehensive reporting functionality.
- **Softphone and Microsoft® Office Outlook® integration** to simplify call handling and give users the ability to manage all their communications from their desktops.
- **Click-to-Dial** from within Microsoft documents for quick, easy access to the people you need to reach.
- **Contact center and operator tools** to address the unique requirements of each function.
- **Record and Evaluate** offers an integrated solution that allows you to record and archive agent and enterprise conversations; retrieve conversations for investigation or evaluation and training purposes; help meet legal or statutory business practice requirements or screen out potentially malicious activities.
- **Third party integration** to enable organizations to easily and effectively connect UC for Business with other business applications.

Many Needs, One Solution

Organizations interact with many people in many ways every day. To have effective communications, you must be able to exchange information quickly and easily with those that matter the most to your business. Every group or department in your organization has its own unique requirements.

A Solution for Everyone – Activity Presence

Activity Presence gives you the availability and whereabouts of everyone in your organization in real-time. It allows you to see if colleagues are at their desk or have stepped away and what their current activity is to help you make informed decisions about how and when to connect.

If a person is in a meeting, or busy on the phone, Activity Presence gives you a reliable Estimated Time of Return (ETR) (based on their own calendar schedule) and allows you to request a notification when they return to their desk or finish their call. You may also make yourself available to others in the same way.

By avoiding the frustrations of trying to connect with other busy people, you can eliminate wasted time, phone tag and other call handling delays. Activity Presence increases productivity by helping people connect faster.

UC for Business Presence allows you to:

- Customize Presence settings so that when you are in the office, your availability is recognized and displayed as 'at my desk' or 'away from my desk' for all other users across the network.
- Be seen as available if you use your mouse, keyboard or telephone. After 1 minute (or a configurable period) of inactivity, you are considered 'to be away'.
- Request 'return notification' for any Presence user. This activates a screen-pop to notify you when the person you wish to speak to becomes available.
- Set-up customized greetings, messaging and call routing options so that when your status changes, it automatically changes to the appropriate setting.
- Choose to display the subject of your active email calendar application appointment for other users to view. This is particularly useful for keeping operators and receptionists informed of staff whereabouts and availability.
- Access the company directory, or create your own personal directory for contacts.
- View the status of colleagues locally and across the network including full telephone and presence statuses.
- Have Presence visibility of external contacts via Microsoft® Messenger and Skype™.

UC for Business Presence offers you:

- Find the Expert – Need to find someone urgently? Presence information tells you where they are, what meeting they are in and when they are due back. This makes phone tag a thing of the past.
- Instant Access – Information at a glance about a co-worker's status and availability allows you to redirect or refer inquiries to ensure first call resolution.
- Increased Customer Loyalty – Better visibility increases individual and collective productivity across the enterprise – improving customer service.
- Measurable ROI – The tangible benefits of improved communications can be measured. Presence saves lots of little bits of time – all the time. These shavings of time represent direct cost savings. Other intangible benefits, such as the value of improved customer loyalty, will then be seen over time.



Solutions for Executives

Busy, mobile executives rely on their managers and staff to supply them with the right information, at the right time. UC for Business puts your executives in control of that information by providing them the power to access, prioritize and respond to their communications from anywhere at any time. It helps them manage their own communications experience and availability, which increases their productivity and effectiveness. Mobility, priority routing and presence ensure that the most important callers get through, so both the executive and callers receive a seamless communications experience.

Additionally, the UC for Business Executive Dashboard gives your executives the ability to monitor their customer contact center without getting bogged down with too much information. This tool is designed specifically for contact center executives and managers who require quick details about their centers' performance. It provides a customizable, real-time snapshot of the contact center via PC. The Dashboard can even be configured to display on top of running programs or to provide pop-ups for specific triggers.

With UC for Business, your executives can rest assured that important requests are responded to promptly. Mobility features, pre-configured greetings and the ability to access messages in one place through either phone or web make staying in touch simple. Executives can even have their personal assistants manage their communications when they are unavailable.

Solutions for Knowledge Workers

The frustrations of phone tag, constant interruptions and overloaded inboxes are well known to knowledge workers. UC for Business increases their efficiency and productivity by enabling them to streamline and intelligently manage all their communications using a single desktop application.

Your knowledge workers also benefit from the increased mobility offered by UCB. One-number reach and access to voice messaging, email, fax and telephony features normally only available through their desktop phones give them the ability to be in touch with anyone – anywhere and anytime they choose. Workers can even customize voice message greetings for specific customers.

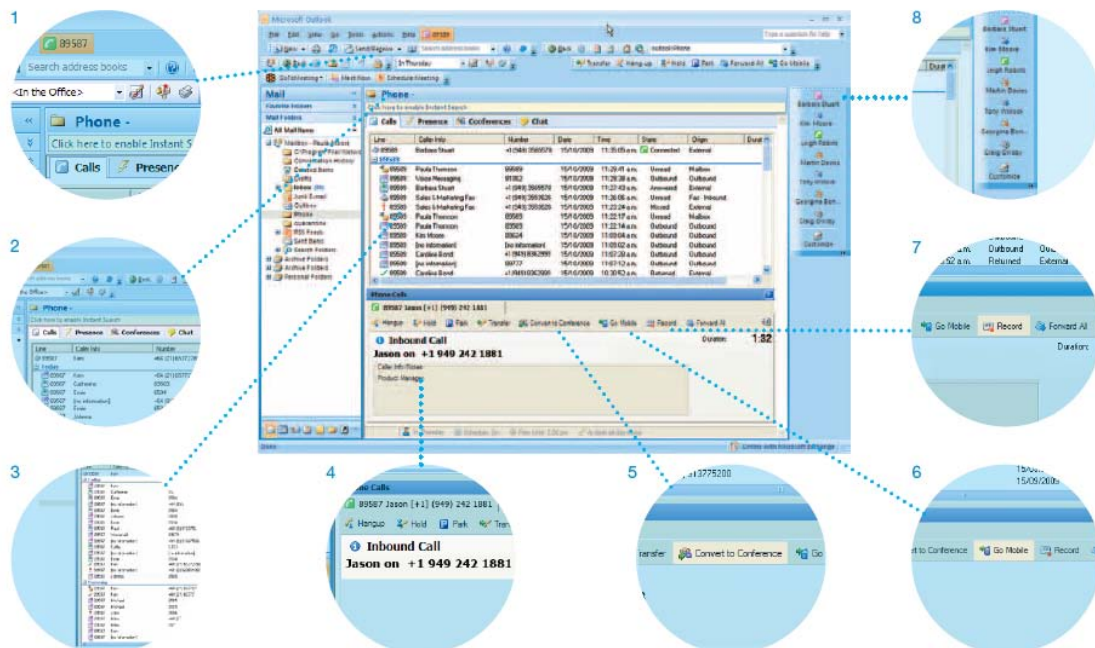
Two additional modules, Executive Conference and Executive Mobile, offer value-added capabilities for knowledge workers:

- **Executive Conference** provides an in-house voice conferencing bridge that supports up to 64 internal or external participants with an easy-to-use, intuitive interface. Initiating an instant conference – or scheduling a series in advance – is as easy as sending a calendar appointment. Internal and external participants can join conferences with a click of the mouse or by dialing a familiar or free phone number. Small groups that want to split away from the main conference and have a quick discussion without the others can easily do so with the provided drag and drop functionality. Employees improve communications with customers, colleagues, suppliers and business partners and become more productive as a result.
- **Executive Mobile** enables workers to remotely access their desktops' UCB functionality and other applications via their mobile phones. Mobile workers can quickly access the corporate directory to find any number that they need and use Presence capabilities to see with only a glance which staff members are at their desks and whether they are available. They can also scroll through their phone message lists and respond to those messages that are most important. With Executive Mobile, workers can increase personal efficiency, achieve greater productivity while they are away from their desks, and manage their communications from wherever they are.

The UC for Business solution's integration with Microsoft Outlook offers your knowledge workers access to even more features such as one-touch access to global, personal and Microsoft Outlook contact directories, Presence features via the Outlook calendar that provide real-time information about the availability of each staff member, and a telephony toolbar that makes all of these advanced functions fast and easy to use. This integration also provides:

1. **Presence Profiles** - allows users to adjust their 'activity greeting' from their desktop by selecting a different Presence profile which changes voicemail and greetings
2. **Quick Tabs** - allows immediate access to all functions
3. **Call History** – enables users to sort interactions by date, caller, media or call state and display events in the way that matters to them most
4. **Screen Pops** - provides caller details that allow users to prioritize and personalize their communications
5. **Convert to Conference** – changes any call with a single click to a conference call: ability to drag and drop in additional contacts
6. **Go Mobile** - enables the transfer of calls to mobile phones without interruption
7. **Recording Tab** – provides click-to-record functionality for quick access
8. **Buddy List** - shows real-time activity presence of frequent contacts: click-to-dial is also enabled

Additionally, your knowledge workers can use the easily configured UC for Business Executive Dashboard to keep the specific contact center information they need available at a glance. They can monitor contact center performance to see when additional resources or information are needed.



Solutions for Contact Center Agents

Your contact center agents are expected to process large numbers of external requests as quickly as possible. These requests come in many forms - calls, faxes, emails and chat sessions via the company website, and the agents must answer and fulfill each request in an accurate and timely manner. Most contact centers struggle to balance customer expectations and demand with the available resources. UC for Business gives contact centers a smart multimedia solution that can efficiently manage large numbers of inbound inquiries and outbound contacts – by email, fax, web chat, Short Message Service (SMS) or phone – which results in superior agent performance.

UCB can help ensure high customer service levels by applying standard contact handling methods to all media types. Safety nets for emergency or high volume situations can be pre-configured to send calls to backup agents when specific thresholds are reached. High-value customers or transactions can even be given priority handling.

Your agent's time is optimized through their use of a single intuitive desktop interface for multimedia contacts. Additionally, skills-based routing reduces talk time and transfers between agents and enables them to answer calls faster and reduce call abandonment. Self-service options offered to callers via an integrated Interactive Voice Response (IVR) option can also help capture more calls by offering alternatives to waiting or hanging up.

Record and Evaluate are two other valuable modules that can improve an agent's performance and enhance your customer's experience. Record permits you to verify verbal transactions whether you are recording conversations for compliance requirements or to measure customer service levels. Record allows your agents to:

- Archive all recordings or selective recordings, by agent or enterprise extension
- Search for, forward and retrieve conversations, and use them for training, review and then archive as required
- Schedule recordings or record on demand
- Record themselves for self-assessment and training

By adding the Evaluate module, a world class Quality of Service evaluation tool, you can upgrade your agent's skill-set through training and motivation initiatives. Evaluate lets you compare best practice performance benchmarks to improve overall customer service. Evaluate offers multiple, customizable templates and a database of more than 350 industry-standard behaviors from which you can build your evaluation criteria. By having these performance benchmarks, you can undertake assessments to determine where individuals require additional assistance and training.

By using Evaluate with Record, you can create your own training tools by recording mock-up sample conversations or use recordings of actual conversations as models of ideal behavior. Recorded sales calls, support calls, customer follow-ups, planning discussions and interviews can all be used.

Solutions for Console Operators

An operator is often the first point of contact that a caller has with an organization, and he or she can leave a lasting impression with that caller. However, they can face a unique set of communications challenges. They are expected to efficiently handle a large volume of calls that range from time-consuming routine inquiries to urgent high-value transactions, and they need to be able to manage peak times without compromising quality of service.

UC for Business gives your operator superior call-handling capabilities to ensure that every caller's first impression of your organization is a positive one. UCB enables operators to be more efficient and provide a higher level of service by giving them the ability to see the number of calls in queue as well as the name of each caller. Calls can be sent to backup operators based on call wait time and caller priority to reduce call abandonment. Additional useful features give operators the ability to:

- Log on to the system from any PC at any of your organization's locations
- View caller details before answering through screen-pops, allowing selected customers to be greeted by name
- Forward calls to extensions without answering them through drag-and-drop functionality
- Play customized announcements to callers on hold
- Manage calls for multiple companies or serviced offices
- Change call forwards and voice messaging greetings from the console.
- Distribute fax and voice messages to individual staff for follow up via centralized control
- Transfer callers to a user's voicemail box regardless of the user's extension status
- Record conversations on-demand to archive, distribute or listen to at a later time
- Use presence features to stay informed about staff availability and Estimated Time of Return (ETR) in real time

Professional Services

Integration Services

UC for Business can significantly improve service levels and reduce operating costs within your contact center by enabling advanced features and functionality such as CRM screen pops, dialing from CRM, enhanced database routing, Interactive Voice Response (IVR) in addition to other functionality embedded in third-party applications.

NEC has taken a proactive approach to connecting with these third-party applications by developing an extensive range of off-the-shelf plug-in modules that integrate your UCB Contact Center solution with the most popular databases, CRM, help desk, voice recording and workforce management applications on the market.

If customization is required, NEC's Integration Software Development Kit (ISDK) offers easy integration with most database contact management applications, help desk software packages and Microsoft Windows-based applications.

Implementation and Training

From design through to implementation and training, NEC has the expertise to deliver the exact UC for Business solution you require on time and on budget. A project manager will work with you every step of the way, creating a detailed project plan, coordinating installation dates, arranging for the training of your staff and ensuring a smooth transition to the new solution.

Our experienced specialists provide hands-on training to your users and system administrators, making certain that your staff can take advantage of the valuable new functionality available to them. NEC also offers you free access to an online resource for product information and orientation. This web page is accessible on our website, www.necam.com, under the Reseller Support and Training tab.

Customer Support and Technical Assistance

NEC understands that the maintenance and ongoing support of your solution is as important as the initial decision to purchase. With NEC technical support professionals assisting your NEC authorized representative, you receive fast, responsive access to support services and resources for your UCB solution. Additionally, if your UCB solution stops functioning, NEC offers immediate 24/7 on-call emergency assistance through our National Technical Assistance Center (NTAC). NEC and its NEC authorized representatives are committed to ensuring that your UC for Business solution continues to meet your business needs by providing rapid response and resolution to all reported issues.

NEC also includes software upgrades, at no additional cost, through Software Assurance and maintenance programs. Whether you purchased your solution last week or last year, your organization will continue to benefit from NEC's latest software developments.

Communications Platforms

UCB is supported on all of NEC's UNIVERGE® SV8000 Series Communications Servers. On the SV8300, you are given the option of running UCB on an internal server blade that comes already licensed and pre-configured for ease of installation and implementation.

NEC understands that having the right communications solutions for your business is critical to your success. We want to partner with you to ensure that the communications solution you choose meets your specific business requirements. The table below will help you and your NEC authorized representative to identify the UC for Business solution that best meets your growing business's needs.

| UC for Business Capacity Chart | SV8100 | SV8300 | SV8300 Server Blade | SV8500 |
|---|---------|--------|---------------------|--------|
| UCB Users (Mailbox Owners / Call Center Agents) | 1,300 | 2,500 | 200 | 2,500 |
| Executive Desktop ¹ | 100 | 375 | 100 | 500 |
| Executive Insight ¹ | 100 | 375 | 100 | 500 |
| Console ¹ | 100 | 375 | 3 ² | 500 |
| Unified Messaging for Exchange | 1,000 | 1,000 | 100 | 1,000 |
| Fax Msg- Using UM; Inbound Only | 1,300 | 2,500 | N/A | 2,500 |
| Fax Msg-Using Desktop Inbound + Outbound | 100 | 375 | N/A | 500 |
| Dashboard ¹ | 100 | 375 | 100 | 500 |
| Executive Conference (Single Server) | 32 | 32 | N/A | 32 |
| Executive Conference (Multiple Servers) | N/A | 64 | 16 ³ | 64 |
| Executive Mobile | 50 | 50 | N/A | 50 |
| CT Control ⁴ | 100 | 375 | 20 | 500 |
| Agent Desktop ¹ | 100 | 375 | 20 | 500 |
| Custom Announce ⁵ | 32 | 128 | 8 | 128 |
| Interactive Voice Response (IVR) Queuing ⁵ (Ports) | 32 | 128 | N/A | 128 |
| Email Queuing Desktop SMTP | 100 | 375 | N/A | 500 |
| Fax Queuing/Messaging | 100 | 375 | N/A | 500 |
| Web Callback Queuing | 100 | 375 | N/A | 500 |
| Web Chat Queuing | 100 | 375 | N/A | 500 |
| Outdial Queuing Site License | 100 | 375 | N/A | 500 |
| Callback Site License | Y | Y | Y | Y |
| Callbacks (Stored) - Licensed per Site | 128 | 256 | 128 | 256 |
| Networked Queuing (2 -5 sites) | N/A | Y | N/A | Y |
| Custom Reporting (1 - 5 site) | Y | Y | N/A | Y |
| UCB App SW Redundancy (Sites) | Y | Y | N/A | Y |
| Dialogic Ports (Single Server) | 4 (Fax) | 24 | N/A | 24 |
| Soft Ports – Pro-TIMS (Single Server) (SV8300 / SV8500) | N/A | 24 | 16 | 24 |
| Soft Ports – Pro-TIMS (Multiple Servers) (SV8500) | N/A | 72 | N/A | 72 |
| Voice Ports System Wide (Multiple Servers) (SV8300 / SV8500) | 32 | 128 | N/A | 256 |
| Calls Queued | 64 | 256 | 64 | 256 |
| AcuLab SIP Ports (SV8100 / Spherical) | 32 Max | N/A | N/A | N/A |

¹ IMPORTANT: The client application maximum is the total number of clients for the system, i.e., this is the total number of Desktop, Console, Dashboard, AND Executive Insight clients. For SV8300 Server Blade, this total is Desktop, Console, Dashboard, and Executive Insight clients but NOT Console.

² Total number of Consoles for SV8300 Server Blade is not included the 100 total client applications supported; i.e., total number with 3x consoles included could be 103

³ Only supported in a second in-skin card (Future release)

⁴ This maximum is the total number of agents who can concurrently log in, via the phone + via Desktop.

⁵ The total number of voice ports comprises any combination of Custom Announce, Voicemail and IVR Ports, with any port hard/software. The maximum is for multiple, dedicated servers.

UC for Business from NEC offers a single solution to satisfy all your business communications needs. It unifies the entire organization, enabling individuals, departments and locations to work as one, ensuring efficient internal and external interactions. To arrange for a personal demonstration, contact your local NEC authorized representative. For more information on UC for Business, visit www.necam.com/uc.

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