Aastra BusinessPhone – Plug-IT Solution

» Efficient IP communications for small and medium-sized organizations

Efficient communications help small and medium-sized organizations to be more proactive and cost-effective, and as a result, more competitive.

The BusinessPhone Plug-IT solution gives you the edge you need to pull ahead of the competition.

The solution represents a major evolutionary step in IP communication solutions for small and medium-sized organizations with 8 to 200 users.

It broadens the scope of conventional VoIP (Voice over Internet Protocol) communications, giving your business easy access to a wide range of innovative features.

The solution actively supports your employees by providing all needed information and communications tools, regardless of their geographic location (office, home or on the on the road), through their preferred communications devices (IP phone, IP soft client, mobile, DECT, analog phone, smartphone, etc).

AASTRA

Dialog 4425 IP telephone

BusinessPhone 128i

The main focus of the BusinessPhone Plug-IT solution is simplicity and efficiency in purchasing, deployment, usability and management, allowing your company to focus on its core business without expending undue effort on technology concerns.

This comprehensive IP communications system offers a powerful range of solutions in a single communications package.

It provides the innovative solutions you need today, and will support future growth.

But efficiency is not just a matter of features. Modularity, cost efficiency and flexible management are major considerations for small and medium-sized enterprises.

Modularity

The BusinessPhone Plug-IT solution grows along with your needs.

One of the many advantages of the solution is that new IP users can easily be added to the initial configuration without additional investments in system hardware. New employees just plug in their new IP terminals to the LAN.

Further expansion of the initial configuration can be made according to your own needs, and at your own pace. Additional legacy interfaces (analog, digital and mobile extensions, network trunks [public or private] or an integrated cordless DECT infrastructure) can be added.

Cost efficiency

Based on the Office-in-the-Box concept, the BusinessPhone Plug-IT solution is easy to deploy and manage. It does not require a special IT manager, and lets you focus on business instead of technology.

IP technology enables efficient moves, adds and changes, and the IP extensions provide so-called "wired mobility". When a team relocates, it is enough to move their IP terminals to a different network connection – with no need for expensive cabling.

Management

Simple management is mandatory in gaining optimal usage of the system capabilities. Because there is no need to deploy a complex infrastructure of heterogeneous components, the costs of ownership associated with administrating multi-vendor products decreases. You attain one-stop-shopping for your entire communications solution, from installation to maintenance and support.

The BusinessPhone Plug-IT solution is supplied with a complete, pre-installed, web-based management solution.

The BMS (BusinessPhone Management Suite) gives you smooth management of stand-alone or networked configurations through any PC equipped with a standard web browser.

Office-in-the-Box

From a practical point of view, BusinessPhone Plug-IT can be seen as an Office-in-the-Box.

It combines the following components into a single system:

- IP-based communications solution (IP extensions, IP networking, etc)
- Telephony system (analog, digital, DECT, GSM/UMTS extensions)
- Integrated application server hosting the Aastra business communication applications you need

IP-based communication solution

The BusinessPhone Plug-IT solution integrates both gateway and gatekeeper functionality. Up to 128 IP users (IP phones and IP soft clients) can be connected. This amount can be doubled if larger capacities are needed.

IP telephony:

Aastra supports the following IP clients:

- Dialog 4422, Dialog 4425, which are full-featured IP telephones.
- BackStage iClient, Aastra's IP Softclient for BusinessPhone.

Calls between IP extensions are directly routed on the corporate IP network – no switching resources from BusinessPhone are used. Furthermore, speech quality is increased through this direct media routing function by eliminating coding delays.

Application scenarios for use of IP extensions are manifold. Examples for primary deployment areas are home and remote locations, as well as scenarios in which support for "free seated" employees is required.

Employees can easily access the company's data network from home or remote locations via secure servers and routers. By logging onto the network's "voice server" – BusinessPhone – employees working away from the office have the same telephony capabilities as if they were connected locally.

IP networking

One of the key benefits of IP networking is reduced calling costs. Internal voice calls can be carried over your private local or wide-area IP network (LAN or WAN). Domestic and international call charges can be reduced dramatically using compression technology, which, compared to traditional voice calls, allows a greater number of VoIP calls to be carried over the same system.

All networking features are supported via IP in the same way as via legacy network connections. Using Aastra's MX-ONE™ or BusinessPhone systems, full feature transparency between a main site and branch offices is easily attainable via the corporate data network.

In addition, the BusinessPhone Plug-IT solution can be transparently coupled to H.323 V4 Annex M.1 aware equipment, such as PBXs or VoIP gateways from other vendors.

Supported voice codecs are G.711, G.723.1 and G.729ab with:

- Silence suppression including comfort noise insertion
- Up to 64ms G.168 echo cancellation
- Support of end-to-end DTMF.

Quality of service is secured through queuing prioritization and support for Type of Service (ToS) and DiffServ; Differentiated Services according to RFC2474.

Advanced telephony system

In addition to IP users, the standard configuration includes the following interfaces:

- (8) digital extensions
- (4) analog extensions
- (4) ISDN basic rate interfaces

And every solution includes integrated messaging with the following services:

- Complete voice mail services
- Individual conversation recording
- Operator queue messages
- ACD call center queue messages
- Night messages
- Music on hold
- Multi-level automated attendants

The initial number of analog, digital or mobile extensions can easily be increased to fit your needs. Additional network interfaces (public or private) or the integrated cordless DECT infrastructure can be easily added.

If required, the complete solution can be expanded to include the following areas:

Mobility

- Integrated cordless DECT
- Mobile and remote extension features convert any mobile or fixed device into a full-featured BusinessPhone extension, including all value-adding services such as callback, supervision, intrusion, conferencing, etc.
- Fixed Wireless Access Terminals decrease costs for mobile calls using the integrated least-cost routing function. Fixed Wireless Access Terminals provide GSM gateway functionality to route calls directly via the mobile network.

Operator solution

- Operator Suite; a powerful PC-based attendant solution

Call center

- Supervisor (CCS) and agent (CCA) PC-based applications that complement the fully integrated ACD functionality in the BusinessPhone Plug-IT solution.

Hospitality

- Complete front desk support, including integrated hotel management solutions (check-in, room status, wakeup, music channels, etc)

Communications efficiency

- Integration of standard business applications such as Microsoft Outlook™, Word, Excel and Access, and IBM Lotus Notes in the telephony environment. The primary solution for communications is BackStage, a computer telephony and voice-over-IP application meeting all requirements for personal and corporate efficiency and combining various communications tools such as voice, SMS and Unified Messaging.

Unified Messaging

- Voice, e-mail, fax* with plug-ins for Microsoft Outlook™ and Lotus Notes™
- Voice outcall or SMS notification for messages
- The embedded SMTP server offers a flexible solution, supporting both internal or hosted (if your company does not own the e-mail server) e-mail server configurations.

* Requires BusinessPhone version 8.0

Integrated Application Server

The IAS (Integrated Application Server) is an industrial embedded PC running on the Microsoft Windows Server 2003 Telecom Edition. The operating system has been optimized to support telecom applications. A firewall is integrated into the server.

It is a highly secure and reliable server hosting all BusinessPhone applications, including unified messaging, the BackStage application and the Call Center Application Suite.

All applications are pre-installed to enable fast and easy deployment. Selective activation is done by way of simple software-based licensing. This saves time and money by reducing installation efforts and eliminating the need for separate application servers.

Aastra offers a 60-day free trial for all BusinessPhone applications, together with a complete BusinessPhone Management Suite (BMS) solution free of charge, with every IAS installation. You can try them out and make assessments before making decisions to buy. This helps you to get familiar with all the value-adding applications, in order to make sure that you only invest in the tools you really need.

Applications Hosted on the IAS.

BusinessPhone Applications

Unified Messaging Server

Personal and Corporate efficiency application (BackStage)

Computer Telephony TSAPI server (BusinessLink)

Computer Telephony TAPI converter (TAPI Bridge)

End-user telephone configuration tool (BEA)

Web-based Management Suite (BMS)

Call Center agent tool (CCA Call Center Assistant)

Call Center Supervisor tool (CCS Call Center Supervisor)

Directory Client (Alpha tagging)

End-user training application (Online Tutorial)

Call Flow Manager for Automated Attendant (AA Optimizer)

Aastra BusinessPhone Plug-IT Solution Packages

The Aastra BusinesPhone Plug-IT solution is available in two editions – Voice and Applications.

The **BP128iP Voice Package** is a full-scale IP telephony solution for small and medium-sized organizations needing a competitively priced and cost-efficient system providing IP telephony with a quick return on investments.

The **BP128iP Applications Package** has the same base as the Voice Package but also includes the Integrated Application Server (IAS) with all BP applications preinstalled and pre-configured. The included application licenses are extended to fit deployment needs with high requirements on value-adding applications.

BusinessPhone - Plug-IT Solution
BP128iP Voice Package

Product No.: K-128iP-VOICE

BP128i including power supply, CPU and internal connection cables

MFU (Multi Function Unit) including voicemail +Support for:
- 8 digital extensions
- 4 analog extensions
- 4 ISDN Basic Rate Access

Integrated Unified Messaging
- 4 channels for voice messaging
- 20 user Unified messaging license incl. software and documentation

IPU (IP Unit) including
- 8 Voice-over-IP channel license
- Support for 128 IP-telephones

Application licenses
- All Computer Telephony (80 CT-user license)
- 2 BackStage users license incl. software and documentation
- 2 Mobile extensions users license + Pocket guides

BusinessPhone - Plug-IT Solution
BP128iP Application Package

Product No.: K-128iP-APPS

Same as BP128iP Voice package plus:

IAS (Integrated Application Server) with all BusinessPhone applications pre-installed and pre-configured

Additional application licenses
- 50 user Unified messaging license (instead of 20)
- 64 MB voice mail capacity (instead of 32 MB)
- 16 Voice-over-IP channel license (instead of 8)
- 10 BackStage users license (instead of 2)
- 20 Mobile Extension user license (instead of 2)

Both packages are ready-to-use! The only thing to add is the amount and type of IP-phones needed by the users (Dialog 4422 or Dialog 4425)!

As all our IP phones support Power over LAN technology, it is possible to use them with most Industry standard IEEE 802.3af Power over LAN (PoL) switch solutions, thus avoiding the need for external power supplies.

Additionally, our Dialog 422x and Dialog 5000 IP phones support standards based layer 2 and layer 3 QOS services, enabling proper prioritization of voice traffic in the corporate IP network.

The Aastra BusinessPhone - Plug-IT solution provides an integrated communication solution, including all the components and business applications required, to realize the benefits of convergence. Thereby, Aastra BusinessPhone makes convergence a reality for small to medium-sized organizations.

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