



# OPENTOUCH APPLICATIONS

Innovative unified communications

Alcatel-Lucent OpenTouch® Business Edition – OpenTouch Suite for MLE



Businesses want to **grow and innovate**. However, employees are often spread across multiple sites and travel needs increase day by day. **OpenTouch mobility and collaboration applications** enable employees to work together, at any time, from any place.

Providing personalized customer service faster than competitors is a great way to **differentiate**. This begins with an **efficient customer welcome**. **OpenTouch customer welcome and collaboration applications enable all employees** to deliver quality customer service.



The majority of organizations are confident in the **evolution of their business**. Investing in a communications server that is aligned with the transformation of your business is key. The Alcatel-Lucent OpenTouch solution delivers the **reliability, scalability and security** that businesses need.



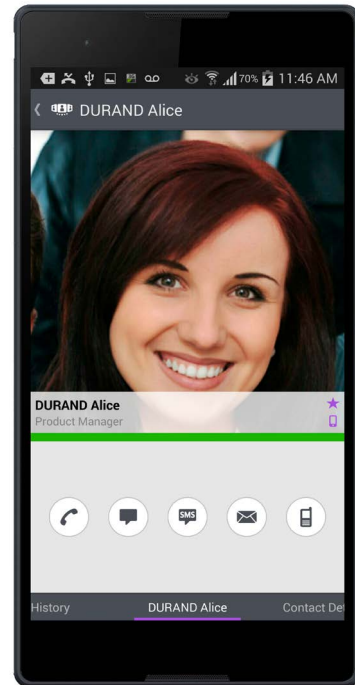
Increased responsiveness from the office and on the move

- ✓ Mobile phone users can easily join on their business number
- ✓ Ease of use with both desk phones and smartphones
- ✓ Fast response with instant messaging or voice message transfer

## HOW MANY OF YOUR EMPLOYEES USE A MOBILE PHONE?

OpenTouch provides greater **responsiveness** and **flexibility** for all business users with a mobile phone:

- **Single number:** When a call comes in on the business number both the office and the mobile phone ring simultaneously. Employees never miss important calls while on the go. They always maintain their professional identity whether answering, or calling from their mobile phone.
- **Unified Messaging:** An important external caller leaves a voice message on a business line. An employee receives an email with the voice message: This message can be checked from a smartphone, or it can be transferred to a team member for immediate action.
- **OpenTouch Conversation application for smartphone:** Do you need information urgently? Employees can quickly consult their contact list or corporate directory from their smartphone, and immediately see which colleagues are busy or available. An employee can either start a call, or exchange secure instant messages with an available colleague.
- **Seamless transfer between desk phone and mobile phone:** An employee may transfer an important call with one click or one key, at any time, either to a mobile phone for additional privacy, or to the office phone for better audio quality. A contactless transfer can take place if the mobile phone and the desk phone are equipped with an NFC chip and a sensor.



More effective mobile workers, always connected to the company, and always ready to address clients and meet business expectations, in all circumstances.



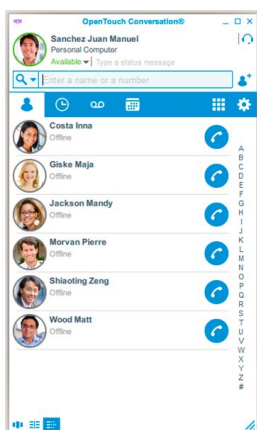
Increased responsiveness from the workplace

- ✓ Quick connections in a few clicks
- ✓ User comfort with a desk phone, controlled from the computer
- ✓ Immediate efficiency using voice and screen sharing

## HOW MANY EMPLOYEES WORK ON SCREEN AND REGULARLY COMMUNICATE WITH COLLEAGUES AND EXTERNAL CONTACTS?

The **OpenTouch Conversation One** application, together with the desk phone, provides greater responsiveness to everyone working on screen:

- **Call in one click:** Do employees regularly call other colleagues and external parties? Save time dialing: Call from the office phone with one click from the contact list or corporate directory, or by selecting a phone number from the desktop.
- **Corporate directory** with **presence** information: Employees can see who is connected, busy or in a meeting, and can choose to call or send an **instant message** to another colleague.
- **Call history:** Important calls are never lost, employees can make callbacks at any time from their computer.



## HOW MANY EMPLOYEES SPEND TIME MANAGING AND COMPLETING PROJECTS AND FILES ON SCREEN?

**OpenTouch Conversation for Windows PC or Mac** is suitable for employees who frequently communicate by sharing content. In addition to OpenTouch Conversation One features, this software also offers:

- **Screen or document sharing in one click:** Need to quickly close a project you are working on? Employees can share their screen or document. Their colleague can see the changes in real-time.
- **Integration with Microsoft Office or Google Gmail applications:** A phone call is often faster and more effective than a long series of email exchanges. Employees can see if a colleague is available and then either call or start a chat session.
- **Caller display** and **multiple call** management: Employees respond more efficiently to incoming calls when they can see who is calling. They can quickly put calls on hold or transfer calls, or start an ad-hoc conference with an expert.
- **Softphone:** Employees can choose to manage the office phone (or any other number) from the computer, or they can use the computer with a headset to communicate. Softphones help reduce teleworker communications costs.

These applications complement our corporate phones which you can [learn more about on our website](#).

**On screen collaboration lets employees work more efficiently to quickly complete projects or files.**





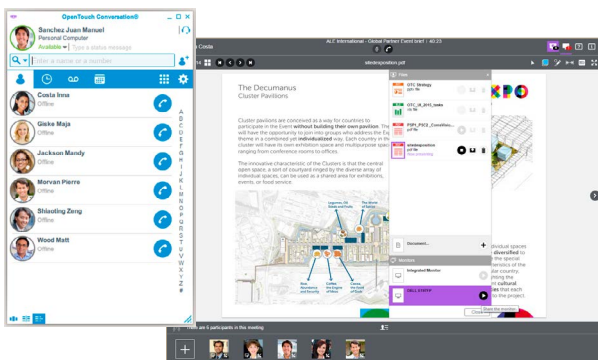
Increased responsiveness of multi-site teams

- ✓ Accelerated decision-making and development time to close projects
- ✓ Improved audio quality and the ability to use visual aids during meetings
- ✓ Easy access to conferences for participants both inside and outside of the company

## HOW MANY EMPLOYEES NEED TO COMMUNICATE AND SHARE INFORMATION REMOTELY WITH EXTERNAL CONTACTS?

The **OpenTouch Conversation for Web** application enables employees to conduct remote meetings using their phone and Internet browser:

- **Access to the conference with a single click:** Click on the link in an email invitation or, click on the OpenTouch Conversation icon to get direct access to the conference. Alternatively, meeting participants can call the conference bridge, or they can be called directly by the app at a number determined by the participant.
- **Conference control:** The organizer can see the participants, is able to identify who is speaking and can mute and unmute participant microphones at any time for more cohesive meetings.
- **Presentation mode:** The organizer can present and annotate documents, and make them available for download. This creates a more interactive environment when conducting internal meetings, or with participants outside of the company.



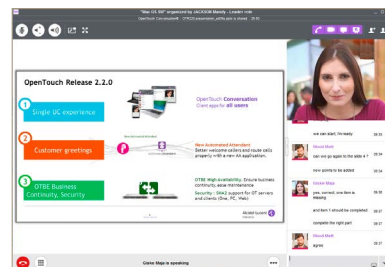
## HOW MANY EMPLOYEES WORK IN A TEAM WITH COLLEAGUES WHO ARE NOT IN THE SAME OFFICE OR ARE ACROSS MULTIPLE LOCATIONS?

### OpenTouch Conversation for Windows PC or Mac

is designed for people who work in geographically dispersed teams:

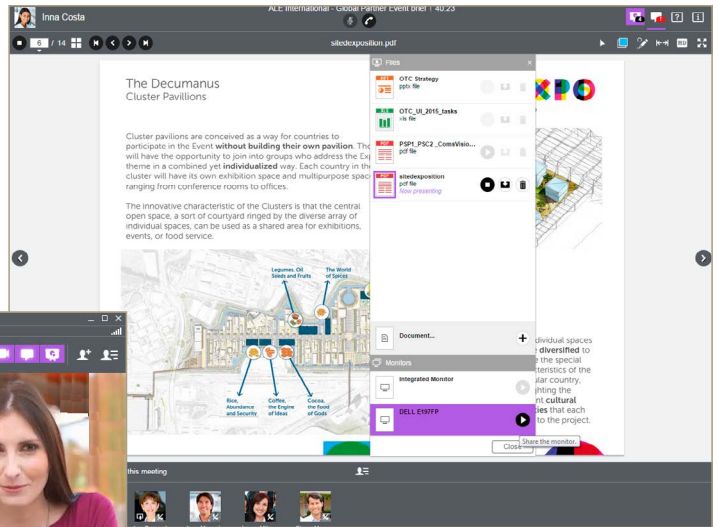
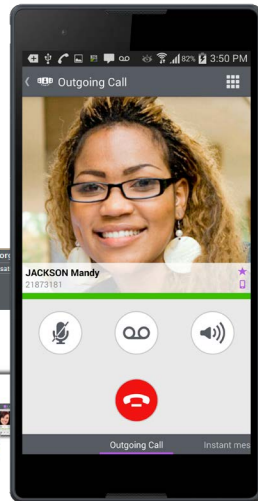
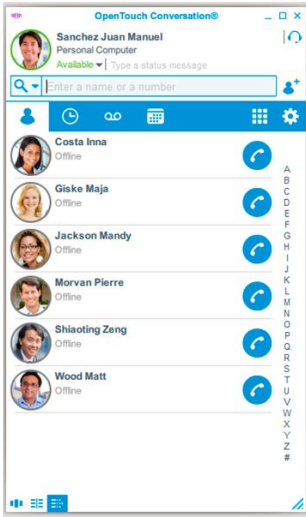
- **Invitation with one click from Microsoft Outlook:** The Outlook meeting invitation email contains the link to access the conference bridge with one click.
- **Interactive screen sharing:** The organizer can easily share their screen or allow participants to do so. Annotating documents or training can take place remotely.
- **Wideband audio:** Premium sound quality ensures better participation in conferences.
- **Presenter video:** Video broadcast offers more personalized distance learning, reduces meeting times and improves participant interaction.

**OpenTouch Conversation for smartphone** also supports employees who need to be on the road. They can access the conference with one click from their conversation history (for ongoing or future meetings).



Employees can efficiently work together or with external partners, wherever they are.

## OpenTouch Conversation One



OpenTouch Conversation for Web



OpenTouch Conversation for PC Windows/Mac and smartphone

OPENTOUCH APPLICATION	CONVERSATION ONE	CONVERSATION PC WINDOWS/MAC	CONVERSATION SMARTPHONE	CONVERSATION ONE AND CONVERSATION WEB
Usage	Screen	Intensive screen	Mobility	Conference
Platform	Windows, Mac OS X	Windows, Mac OS X	Android, iOS	Windows, Mac OS X
Required License	Base	Universal	Universal	Conference
Unique Number	■	■	■	
Unified Messaging	In email	■	■	
History (calls, messages)	■	■	■	
Call with one click	■	■	■	
Local/Corporate Directory	■ (corporate)	■	■	
Instant Message	■ (peer-to-peer)	■	■	■
Presence	■	■	■	
Softphone		■		■
Multiple Calls		■	■	
Seamless Transfer		■	■	
Screen Sharing		■ (1)		■
3-party Conference		■	■	
Schedule/Join Conferences (2)	■	■	■	■
Video Conference		■ (2)		
Presentation Mode	■	■		■
File Transfer	■	■		■
Integration with Microsoft Office, Google Apps		■ (1)		

(1) For Windows PC (2) Conference license is required

Modern and efficient tools tailored to your employees, both inside and outside of the company.



## Quality customer welcome

- ✓ Personalized customer welcome
- ✓ Every call is answered
- ✓ Qualified calls increase the responsiveness of teams working with external contacts

OpenTouch customer welcome and collaboration applications allow all employees to provide quality customer service. Teams can more easily transform the first contact into a sustainable and recurring business relationship.

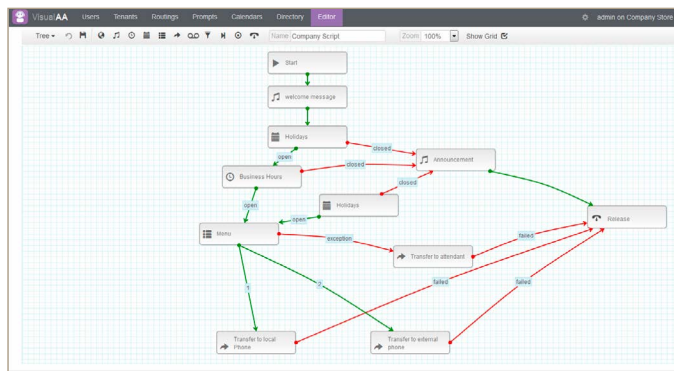
## HOW MANY EXTERNAL CALLS DOES YOUR COMPANY RECEIVE? WOULDN'T IT BE GREAT TO TURN THEM INTO BUSINESS OPPORTUNITIES?

The Alcatel-Lucent 4059 Extended Edition Attendant Console application allows attendants to route calls from their computer to the right person, and it offers a personalized welcome.

- **Manage calls and ease of use:** Large areas of the application are dedicated to call handling and call queuing, enabling a large volume of calls to be managed. Commands are executed via the mouse or keyboard shortcuts. The ability to customize the interface allows the attendant to work more comfortably and efficiently.
- **View free or busy lines:** The attendant can quickly see if the desired contact is already online, regardless of where they are located. At any time, a voice message or an email can be sent to remind the contact to call back.
- **Mutual help:** The application provides easy access to enter and exit attendant groups. These groups can automatically route calls to people likely to respond if the main operator is not available.

The virtual, or automatic attendant can complement the human operator, or it can be used alone. It offers a voice greeting beyond business hours. It can manage a large number of calls, and route the caller to the right services, thereby decreasing the waiting time for the external caller, and providing qualified calls to the employees.

- **Web interface** for call routing and voice prompt management: Studio quality prompts are always up-to-date because the graphical interface does not require IT support to add or update a new voice guide.



With the human or virtual quality welcome, visitors and callers are ensured an excellent experience.





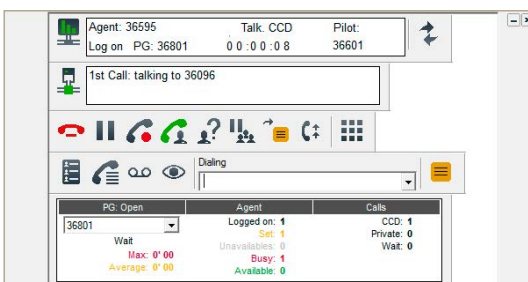
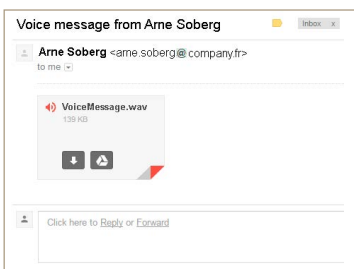
## Involvement of all employees

- ✓ All calls are processed
- ✓ Ease of use for the welcome agents
- ✓ Easy management of custom reports and agent performance

## HOW MANY EMPLOYEES CONTRIBUTE TO YOUR CUSTOMER SATISFACTION?

All employees with unified messaging contribute to customer satisfaction.

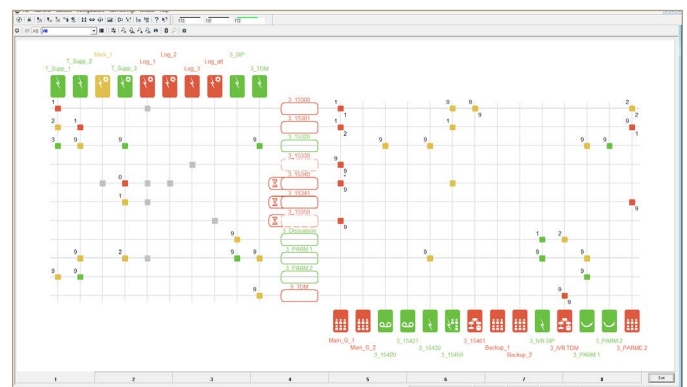
- **Unified messaging:** All calls are processed, even if the recipient is absent or busy. The employee receives an email with the voice message that can be consulted from any terminal or transferred to a team member for immediate action.
- With **personalized greetings**, employees can inform callers about an absence, and advise them of who to contact so that calls don't go unanswered.



## HOW MANY EMPLOYEES ARE DEDICATED TO CUSTOMER WELCOME?

The OpenTouch Business Edition offers a specialized, personalized, high performance welcome service designed for employees who are either dedicated part-time, or full-time to this activity.

- **Call Distribution:** Calls are distributed according to business logic and are queued up with voice announcements.
- **Context menus assist agents on the phone:** Agents can quickly run through the phone context menus. The integration of agent functions in the business application, or the use of a dedicated agent application on screen, facilitates the management and the processing of calls
- **Supervision of call routing and performance:** A graphic application allows the team leader or supervisor to check performance and make modifications, and if necessary, to manage the call distribution strategy. Statistics can also be used to verify the performance of teams, or pay them based on performance.



External parties can be redirected to specialized employees for efficient and personalized handling.





An economical and reliable solution for multi-site companies

- ✓ Free calls between all locations
- ✓ One communication system with a one service level
- ✓ Best rates and tracking ability with centralized public access
- ✓ Redundancy and encryption to deliver secure communications

## IMMEDIATE SAVINGS

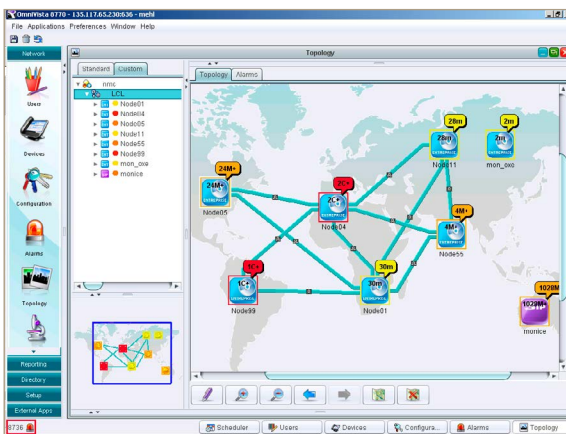
- **Free communications:** Transformation to IP can provide substantial savings; communication costs between business locations and remote workers home offices are removed.
- **Optimize subscriptions to public networks and reduce costs:** Centralizing public accesses enables all sites to use the same public accesses which facilitates subscription monitoring and ensures better rates. Alcatel-Lucent OmniPCX® Enterprise least cost routing functions allow international companies to reduce communications costs to other countries where the company is established.
- **Centralized system:** A centralized communications system provides several advantages: One software version to maintain, centralized maintenance operations, and easy to implement common communication services for all users.

## THE OMNIVISTA 8770 NMS PROVIDES A COMPREHENSIVE ADMINISTRATION TOOL FOR EASY SYSTEM MANAGEMENT

- **Centralized system and user account management:** Optimize management time with a single, simplified interface to manage users, terminals and services.
- **Centralized directory:** Use a single directory for all users, that can be synchronized with external data sources such as a Microsoft Active Directory. A web directory is also provided with a click-to-call feature.
- **Track expenses and quality of communications:** Optimize costs with a consolidated and detailed view of telecom expenses and trend analysis. Monitor traffic spikes with real-time notification in case of threshold crossing. Performance indicators monitor the quality of voice over IP.

## VITAL COMMUNICATIONS FOR YOUR BUSINESS

- **Central and local redundancy ensure important calls are not lost:** A redundant communication server can protect against a hardware failure at the main site, or can reduce the possibility of a network outage on important sites. Switching to the second central server or to the local server is automatic. The main server configuration is automatically replicated on redundant servers, reducing significant administrative costs.
- **Thales Group encryption:** Partnership with one of the world leading security providers ensures communications systems and communications are protected against cyber attacks.



An economically viable, reliable and secure solution ensures a sustainable investment in the development of your business.



A wise investment for today and tomorrow

- ✓ Software expansion up to 1000 users
- ✓ Digital access: IP and SIP
- ✓ Integrated applications enabled by adding licenses
- ✓ Software assurance

Your business operates by creating new activities, acquiring a competitor, or expanding to new sites. This growth requires a communication system that evolves with your needs. OpenTouch Suite meets these needs.

- **1000 users:** OpenTouch Business Edition is scalable up to 1000 users, OpenTouch Suite lets you expand your business even more. If you acquire a new site, the communication server can serve the new users and offer a consistent service level to all employees.
- **Digital access, IP and SIP:** If your site contains digital and analog telephone wiring it can remain in place until the computer network is capable of supporting IP or SIP phones.
- **Integrated applications:** The OpenTouch system integrates a number of applications and options, such as customer welcome functions, unified messaging, redundancy and encryption, that can be easily enabled by adding licenses.

## SOFTWARE ASSURANCE

- Your communications or infrastructure needs can evolve by adding new features, or incorporating new architectures, such as an all software environment or Cloud. Our software assurance provides manufacturer support should problems arise. It also provides free software upgrades that ensure the smooth evolution of your communications system.



Protection



Maintenance



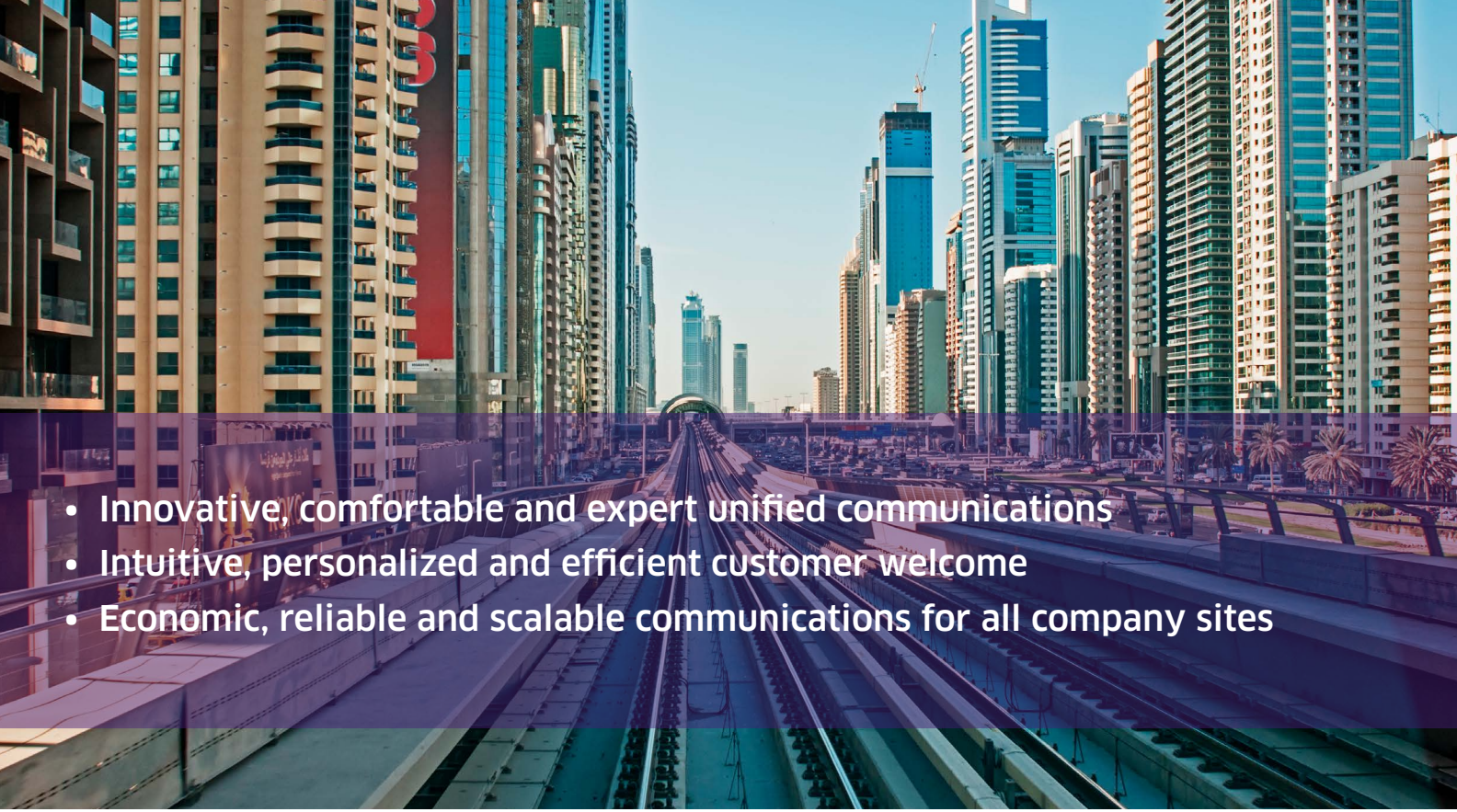
Growth

A scalable system and an evolution path to support your business transformation.

In summary, here's what OpenTouch Business Edition offers:

USAGE	Enterprise telephones		
	IP phones	8088 Smart DeskPhone Premium Deskphones (8028s/8038/8058s/8068s/8078s) 8018 DeskPhone	
Digital phones	Premium DeskPhones (8029/8039)		
Softphone	IP Desktop Softphone Application		
Entry level and third party phones	8001 DeskPhone Third party SIP phones Analog phones or third party fax		
Additional modules for Premium DeskPhones	10, 14 and 40 key modules		
Conferencing phones and modules	4135 IP Conference 8115/8125 Audiooffice		
Mobility and mobile telephony	Wireless DECT phones	8212, 8232, 8242, 8262, 8262Ex DECT	
	DECT base stations	4070 DECT base station (internal, external) 8340 IP base station (internal, external)	
	Cell phone use	One number service	
	Desk sharing	Desk sharing IP telephony service	
Messaging, customer welcome and call routing	Messaging	Unified messaging	
	Attendants and customer welcome	4059 EE Attendant Console PC for 4059 EE application Attendant application for 8068s Premium DeskPhone Voice prompts and IVR Visual Automated Attendant Ports for specialized welcome service	
	Specialized customer welcome (Contact Center)	Active greeting agent (CCD) Supervisor application (CCS) Agent or supervisor PC application (CCA)	
Collaboration and employee productivity	OpenTouch Conversation	OpenTouch Conversation One application OpenTouch Conversation application for Windows PC, Mac and smartphone	
	Conference and collaboration services	OpenTouch conferencing	
INFRASTRUCTURE	Cost control and administration	Public network	Network access T0, T2, T1 PCM R2, SIP
		System administration service	OmniVista 8770 Network Management System with options (taxation, alarm, directory, performance, Microsoft Active Directory integration)
	Security and continuity of service	Continuity of service	Communication system redundancy
		Security of communications	VoIP encryption with IP Premium Security Module and encryption redundancy
	Server	Software version	OpenTouch Business Edition software version
		Communication server platform	Server virtualization or server provided by Alcatel-Lucent Enterprise
	Software maintenance and upgrade	Contract level	Premier Solution Service (SPS), Software Evolution Service (SES ) on OmniPCX Enterprise and related applications (availability depending on country)
		Service contract	Contract period 1 to 5 years (depending on country)





- Innovative, comfortable and expert unified communications
- Intuitive, personalized and efficient customer welcome
- Economic, reliable and scalable communications for all company sites



Visit our [website](#) to learn more about OpenTouch Business Edition.



Discover our range of [fixed and mobile phones](#)