

Aastra Contact Management

Taking Care of Your Daily Business



AASTRA

Aastra Contact Management – Taking Care of Your Daily Business

CMG is sold worldwide. More than 3,000 customers and more than 3 million users are using Aastra CMG applications on an every day basis.

Aastra is at the forefront of the Enterprise Communication market with many years of experience when it comes to developing and selling advanced leading edge business applications.

Together with our very good understanding of both IP telephony platforms and applications for the corporate market, Aastra offers comprehensive integrated Unified Communications & Collaborations solutions. We believe that the right mix of applications increases business productivity and improves customer business performance by evolving and supporting enterprise business processes.

Aastra Contact Management A comprehensive set of applications

Aastra Contact Management Suite (CMG) provides advanced operator functionality and all core features of Unified Communications with focus on open standards that makes you save resources and money. The Aastra CMG suite offers a comprehensive set of applications that meets the different

communication needs from a wide range of companies and industries, and adds value such as professional ways of communicating and collaborating with customers and partners.

Catering for the needs of many different roles in your company

There are many roles in a company that require specific competences and applications that cater to these roles. In the Aastra CMG suite you find tools that address these different needs and are tailored to fit the various user profiles, yet flexible enough to integrate into a wide variety of corporate environments. For example; attendant console, presence and availability management, collaboration, automated self-services and desktop call handling. The suite enables the users to choose the most suitable way of communicating; via voice, professional networking, conferencing and chat, etc.

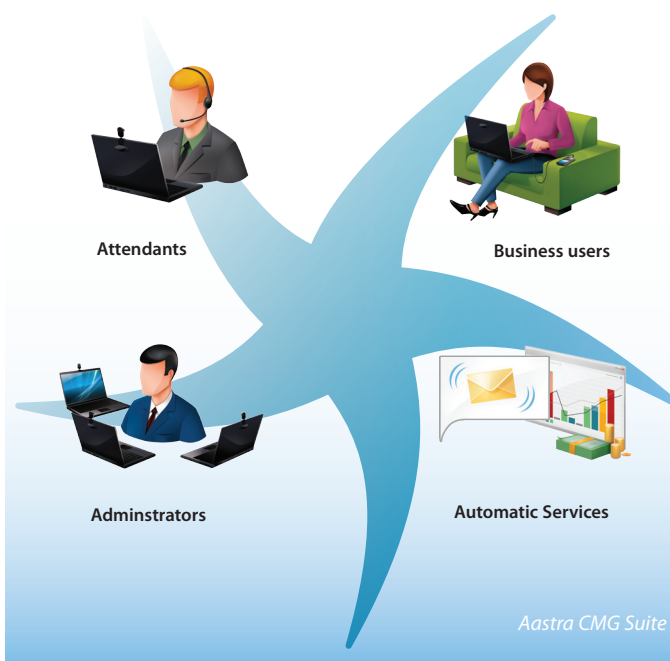
The Aastra CMG suite is divided into four user groups; attendants, business users, automatic services and administrators.

SIP based telephony platform supporting all major call managers

The suite is developed from a user perspective and is an advanced, user-friendly contact management system that supports call managers (PBXs) from different vendors. All included applications can use one SIP based telephony application platform. The SIP platform enables the CMG system to support hybrid solutions. Aastra CMG also works together with call managers of different brands at the same time.

Flexible and scalable architecture

The architecture is scalable allowing for practically unlimited number of users, numerous call managers and a multitude of operator workstations. The network can be located on a single site or be distributed over several geographical locations.



- ✦ Increased availability and faster more personalized service
- ✦ Outstanding call handling for the attendant
- ✦ Immediate contact and rich real-time communication
- ✦ Empowers your enterprise professional network
- ✦ Self services that creates a natural dialogue with the caller

Attendant

The attendant is the point in the company where all Unified Communication needs meet. The operator switchboard is one of the central points for communication in your company.

Many times the initial customer contact is handled at the switchboard. High availability and no loss of telephone calls are important steps towards success. Customers and business-partners should experience a friendly, competent treatment and of course find the desired person quickly. If you in addition can provide detailed information the first positive impression is guaranteed.

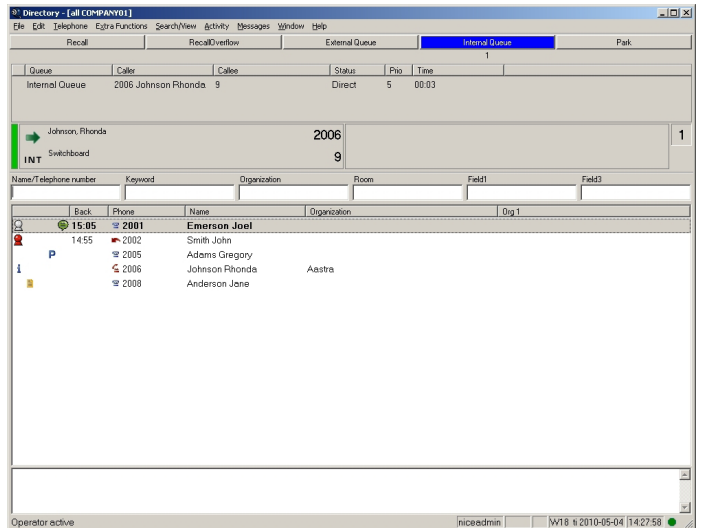
Aastra CMG NOW Attendant

The Attendant Console offers efficient support through a large number of integrated functions securing high quality attendant performance. The logical structure and design makes it easy to get started. And at the same time NOW Attendant is a tool for the advanced attendants to handle high volumes of traffic and continuously increase productivity. Call handling and the availability functions are integrated into one application.

In the automatic pop-up window the attendant can see activity and contact profile of the extension being called. Since the system is integrated with the CMG directory and continuously updated CMG activity database, attendants can give correct information on the spot for thousands of employees; availability, ongoing activities, when to be reached, organizational belongings, if a colleague is free to take the call etc. The design and screen layout of NOW Attendant is based on development in interaction with attendants working in all kinds of corporations. Usage and commands are made easy to learn and operate. The application allows attendants to do the switching solely by using a few keys – no need for tiring work with the mouse. Call handling time decreases, time to answer can be shortened and the attendants maintain a firm control over all calls!

NOW Attendant will give you:

- ✦ Access to up to date information on availability and activity status for all employees
- ✦ Quick answers, swift connections
- ✦ An efficient way of handling high volumes of calls
- ✦ Line status information in real-time
- ✦ User friendly and easy to use design defined by attendant demands



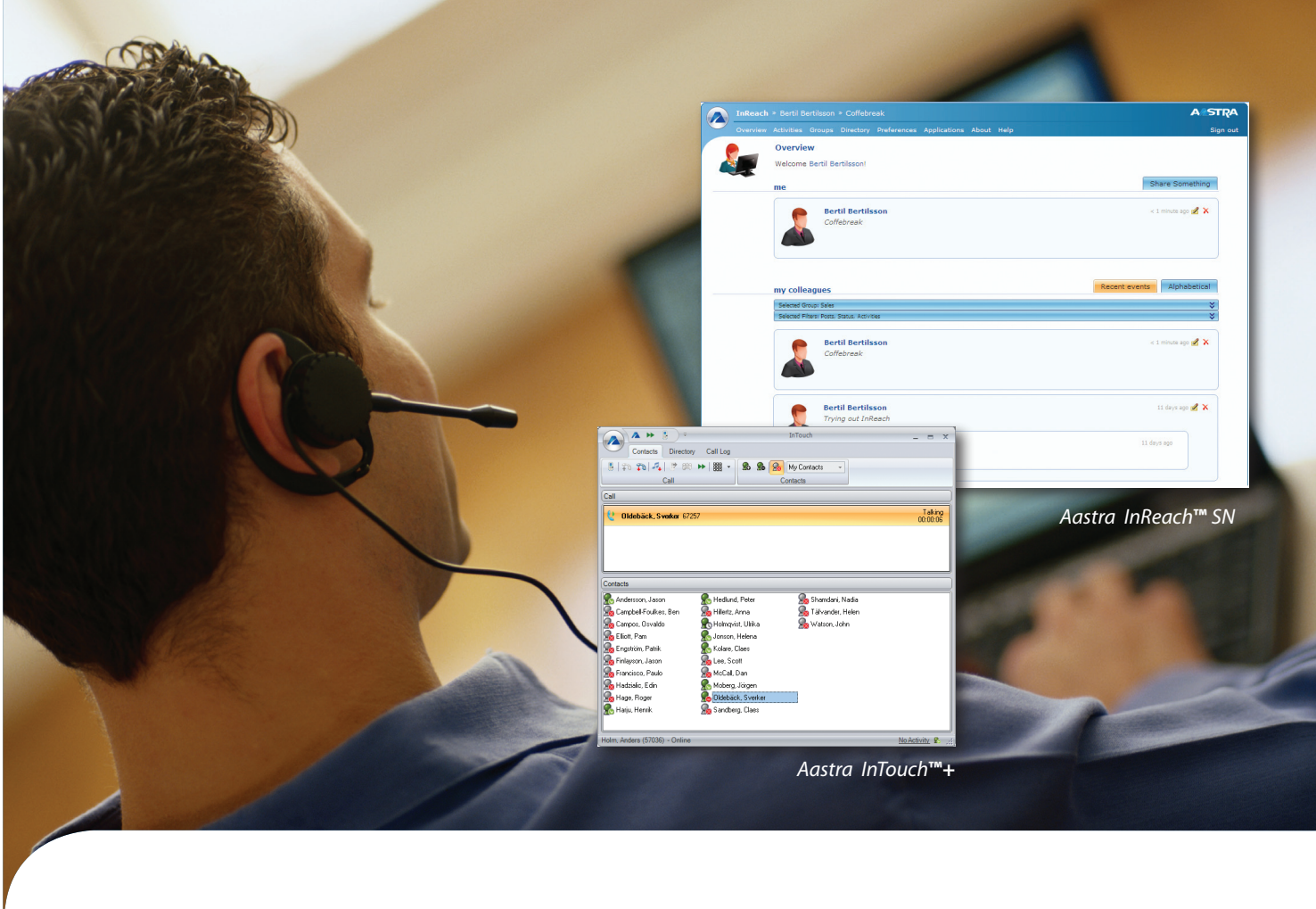
Screen shot Aastra CMG NOW Attendant

Aastra CMG Visit

With Visit you implement a sophisticated visit management routine that is highly appreciated by all parties involved; the hosting employees, attendants, receptionists and the visiting customers and partners. Visit gives every visitor a VIP treatment. Visit enables listing of current and expected visitors, badge printing and easy check-out functions via the bar code reader. The visitor can use the self's registration application or be pre-registered from Aastra CMG Office Web.

Aastra CMG NOW Attendant gives you outstanding call handling and a faster more personal service to the customers





Astra InReach™ SN

Astra InTouch™+

Business users

The Astra CMG suite addresses different business communications needs and is tailored to fit various user profiles, yet flexible enough to integrate into a wide variety of corporate environments.

Included in the category business users you find communication tools suitable for the daily work, such as call handling functionality in combination with a large number of integrated functions. The following applications belong to this group:

- ✦ **Office Web** - Web-based professional availability management on every employee's computer.
- ✦ **InReach™ SN** - An cross-enterprise collaboration tool for collaboration and information sharing.
- ✦ **InConference** - Easily creation of telephony conferences by using the office user's extension number.
- ✦ **InTouch™+** A Unified Communications Client that provides full telephony features, instant messaging, directory search, contact management and presence information.
- ✦ **Mobile Client** - Ability to manage your own and view colleagues' activity information via the mobile phone.
- ✦ **Calendar Connection** - Meetings and conference bookings are synchronized and mapped into CMG activities.

Aastra CMG Office Web

The Office Web is a multi-featured web-based tool for office users to effectively interact with customers and colleagues. From the web interface you can control how incoming calls are routed, for example during a meeting or a business trip. The Office Web provides an online directory with access to colleagues' activity information. You can also manage your voicemail, enter details of visitors, and send SMS messages to colleagues or to any mobile number from the same interface. The Office Web saves time for each and every employee each and every day all year round.

Office Web also includes a small application called **Office Quick**; a taskbar icon on your desktop. With only a click you can activate a contact profile, forward your calls to the desired destination for a pre-set time and give callers, attendants and colleagues relevant availability information.

Empower your customer relations by providing qualified customer service and personal efficiency

Immediate contact and rich real-time communication

Aastra InReach™ SN

Today the competitive market requires that enterprises must be more flexible, innovative and responsive. Collaboration is a familiar concept to anyone in the business arena. With InReach Social Networking (InReach SN) you can collaborate with your colleagues between working groups, share information and documents, manage your activities and status, as well as perform searches in the corporate directory. Thus developing and maintaining your professional network within your company. InReach SN consists of a web site, web service and a database.

Aastra InReach SN is intuitive and user friendly. From the InReach overview page you will find an overview of your own and your colleagues' statuses, activities and posts.

From InReach SN you can for example:

- ✦ Manage groups - work and social groups
- ✦ Let your colleagues know what you are doing
- ✦ List and manage your activities
- ✦ View personal profiles
- ✦ Search for colleagues in the CMG directory

Aastra InTouch™+

InTouch+ is a fully featured Unified Communications client. With Aastra InTouch+ it is possible to make and receive calls using the computer connected to the corporate network and the CMG server.

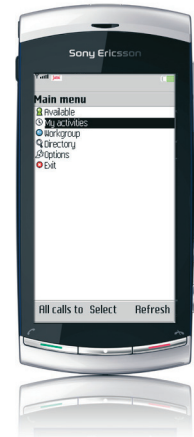
This application shows presence, enables instant messaging between InTouch+ users, to CMG directory, D.N.A. Directory, MS Outlook™ contacts as well as LDAP directories for fast searches. InTouch+ also includes a softphone that can be used as an integrated part of CMG or as a stand alone SIP softphone.

Aastra CMG Calendar Connection

With CMG Calendar Connection meetings and conference bookings are synchronized and mapped into CMG activities for Exchange, Lotus Domino and GroupWise. Calendar information is automatically transferred from the Exchange, Lotus Domino and GroupWise server to the CMG system. This means that updated activity and availability information for every employee is available instantly for attendants, office users and IVR system, which in turn makes for good telephony service.

Aastra CMG Mobile Client

With CMG Mobile Client you can manage your activities via your mobile phone. You can check colleagues' contact details as well as their activities. You can use Mobile Client as a complement to Office Web. When you are outside the office, for example on a business trip, you can still manage and determine activities and availability information to update the calendar information and enable a good call flow.



Automatic Services



Adding automated self-services to your attendant function for end users via the phone will enhance the service level both for company employees and for anyone who contacts them. At the same time it will relieve the attendants in their work so that they may focus on other tasks and enquiries.

Aastra CMG Speech

Open 24 hours per day – saves time and money

Aastra CMG Speech complements the CMG suite with automated self-services for end users via the phone. It answers for your employees, giving callers up-to-date availability information and contact options in case the called party could not answer the call. Speech also provides the possibility for callers to leave voice messages that are immediately accessible for the called party via Office Web or by phone. Using Speech Recognition technology callers are offered a high level of dialer functionality for the company's directory.

Aastra CMG Speech includes four applications:

- * CMG IVR
- * CMG Voice Mail
- * CMG Speech Attendant
- * CMG InConference

IVR – The CMG IVR application has two main functions: automatic operations of incoming calls via phone and registration of activities for office users. This application gives callers up-to-date availability information and several contact options in case the call cannot be answered. The caller will be offered different alternatives, e.g. to leave a voice message, send his telephone number via SMS or e-mail, to be connected to a colleague or another telephone number.

VoiceMail – Using VoiceMail will take the load off attendants and colleagues who do not have to forward messages between each other. The application provides basic but efficient and user-friendly voicemail functionality. Customers calling you when you are unavailable are given a fast and efficient reply and an option to leave a voice message. Attendants and office users can be notified of incoming voicemails on their own preferred message system, e.g. e-mail or SMS.

Speech Attendant – Many calls to the company attendants are routine calls. Speech Attendant is a voice controlled service whose primary purpose is to complement the attendants. From the system perspective the speech attendant is equivalent to the employed attendants, meaning that it can complement, cover for and even replace the actual attendant. In other words it acts like any other attendant and can pick calls from any of the regular queues using functions as call transfer, number information for extensions and cell phone numbers in the company directory. Speech Attendant never takes a break and is always available to answer calls, 24 hours per day.

InConference - Conference calls have been known to be difficult to plan, maintain and perform. InConference makes phone conferencing easy. It is fully integrated in the Aastra CMG suite and by implementing this application you will have access to a user-friendly way of setting up conference calls. Your user extension is simply turned into a phone conference bridge.

From an end user perspective, the main feature of InConference is that the participant can attend the conference only knowing the organizer's extension number. You can easily create an appointment in your e-calendar and invite the conference participants by selecting them as attendees. You can use a conference PIN code to make sure that only invited participants will be able to join the conference.

Relieving the attendants in their daily work so that they can focus on more qualified tasks and enquiries.

Administrators

Running a switchboard operator service can be highly demanding. Everyone has a viewpoint on performances and arguments are most often not based on actual facts and figures. Furthermore, in order to manage the operator department in a professional way you need facts about performance, traffic, service quality etc. And you need the data presented in an easy understood and quickly presented format.

The CMG system is designed to be easily managed and maintained. The administrator web-based clients simplify day-to-day moves, adds, and changes to both set up and maintain the CMG system via Directory Manager and Configuration Manager.

Aastra CMG Quality Manager

Quality Manager (QM) is an easy-to-use decision support tool that helps your company optimize the telephony system, increase switchboard productivity and lower telecommunication costs. The application provides a wall board and attendant statistics. With QM you can easily measure real-time and historical call traffic in the system and evaluate the handling of incoming calls. The system features an easy to use web-based report tool where reports can be generated on demand and by using a real time monitoring application. This can be visualized in different aspects with a graphic view or as a table with selected information.

Aastra CMG Phone Book

A Phone Book function is included in the Aastra CMG Suite. When a company reaches a certain size the necessity for continuously issuing contact details such as telephone numbers, addresses, organizational structure etc grows exponentially. The difficult part is not the actual printing of the data but to secure that correct information always is included. With Phone Book the problem is easily solved. Just utilize the CMG database that is continuously updated and corrected.

The Aastra CMG QM Wallboard gives realtime switchboard statistics and keeps your operators happy and informed.





About Aastra

Aastra Technologies Limited (TSX: "AAH"), is a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses. Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries. Aastra is entirely dedicated to enterprise

communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, integrated mobility, call centers solutions to a wide selection of terminals. With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently.

For additional information on Aastra, visit our website at : www.aastra.com



Aastra Corporate Headquarters

155 Snow Blvd.
Concord, Ontario
Canada
L4K 4N9
Tel: +1 905-760-4200
www.aastra.com

Aastra USA Inc.

2811 Internet Blvd.
Frisco, Texas
United States
75034
Tel: +1 800-468-3266
www.aastrausa.com

Aastra Telecom United Kingdom

Unit B3 Armstrong Mall
Southwood Business Park
Farnborough, Hampshire
United Kingdom, GU14 0NR
Tel: +44 (0) 1252 532100
www.aastra.co.uk

