Lift-off

Our unified communications solutions for small and medium sized organizations can help take your business to the next level.

Open up your office to a new way of working.

Communication for the open minded

Siemens Enterprise Communications
www.siemens-enterprise.com/open

SIEMENS

Quandry

The new economy offers great opportunities for small and medium businesses (SMBs). But along with those opportunities comes increased pressure to reduce costs and offer customers the best possible service - in order to stay one step ahead of the competition.

It's a difficult challenge. Luckily there is a simple solution: unified communications (UC).

Sound familiar?

Phone, email, voicemail, instant messaging...the modern business has countless ways in which to communicate. The problem is, trying to manage them all can become costly and counter-productive.

Having to remember several phone numbers, leaving the same message on multiple devices, trying to track down available colleagues to take an urgent call, leaves your staff frustrated and leaves your customers less than satisfied.

Every missed call, every customer you transfer to an unavailable contact, and every minute you wait for information can have a real financial impact too – as an SMB with 100 employees you could be wasting over $500,000 annually in hidden costs.[1]

By unifying your communications into a single, manageable interface you can reduce operating expenses, improve business processes and keep ahead of the competition. The thing is, cost effective unified communications have only been available to large enterprises, until now...

Open up your office to a new way of working

OpenScape Office can remove communication barriers and deliver significant savings for your business.

OpenScape Office is the first unified communications (UC) application suite built specifically for small and medium sized businesses; combining calls, conferencing, fax and messaging into a single portal - with features such as conference calling, presence, call routing and mobility. It can transform any communications device into an office phone, giving your staff greater flexibility and dramatically reducing your mobile calling costs. Furthermore, OpenScape Office features an integrated multimedia contact center that enables your company to improve first contact resolution and keep customers happy.

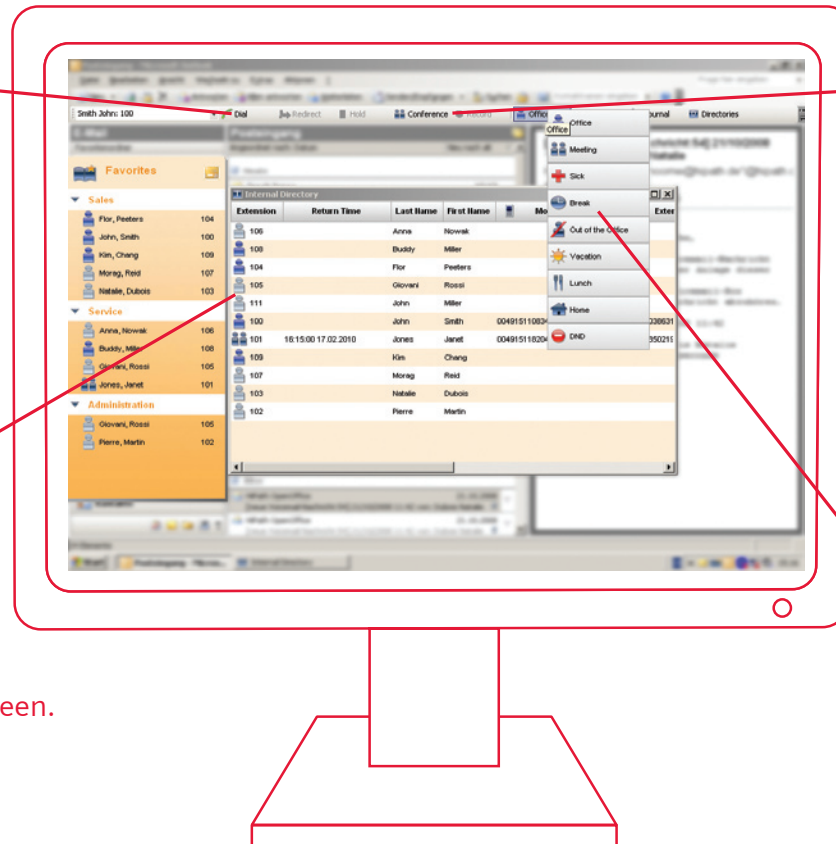## Be on the A-list
Never miss the most important calls.

Join in
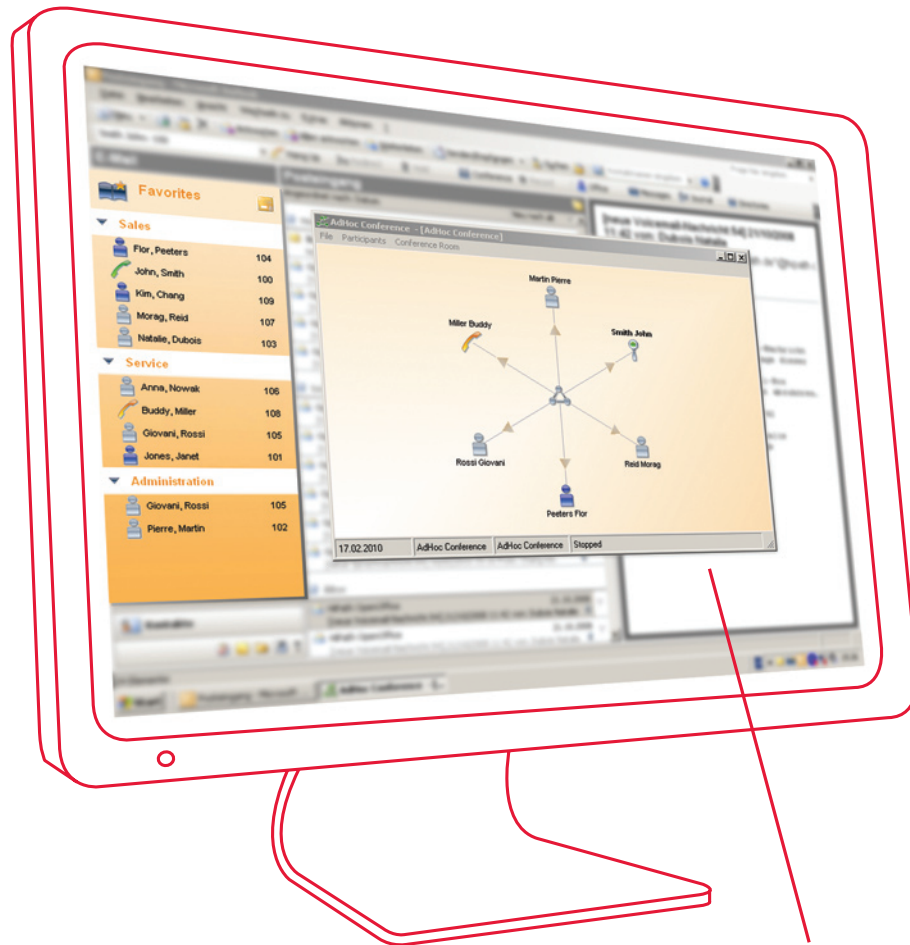Conference call at a mouse click.

Look no further
All your communications on a single screen.

Find me
Instant presence and availability.

No more phone tag, no more guessing games

Improve co-ordination and speed-up business processes with UC presence and conference calling.

Sometimes, in order for a project to progress, you need to collaborate with colleagues in different departments or in remote locations. With the UC presence function, you can check the status of all your contacts at a glance. Then with UC conference calling, you can simply drag and drop available contacts to make an ad-hoc or dial-in conference call. You can also leave messages for other colleagues to join when they become available.

"There is no comparison to OpenScape Office on the market. Users in every facet of the business experience improved internal and external communications."

Carsten Engel, CEO, E-Komm

OK, so who's free for this conference call?

Find everything you need in just one place

Save time with UC presence and Microsoft Outlook® Calendar integration.

If you need to catch up with a colleague, it helps to know exactly when they are available – so you don't waste time leaving multiple messages. By entering keywords like "Meeting" or 'Lunch" into the appointment subject line, staff can update their availability status automatically through their Microsoft Outlook® calendar – and an automated greeting tells callers when they are available to talk. This saves everyone time.

Fantastic, integrating applications will save me time.
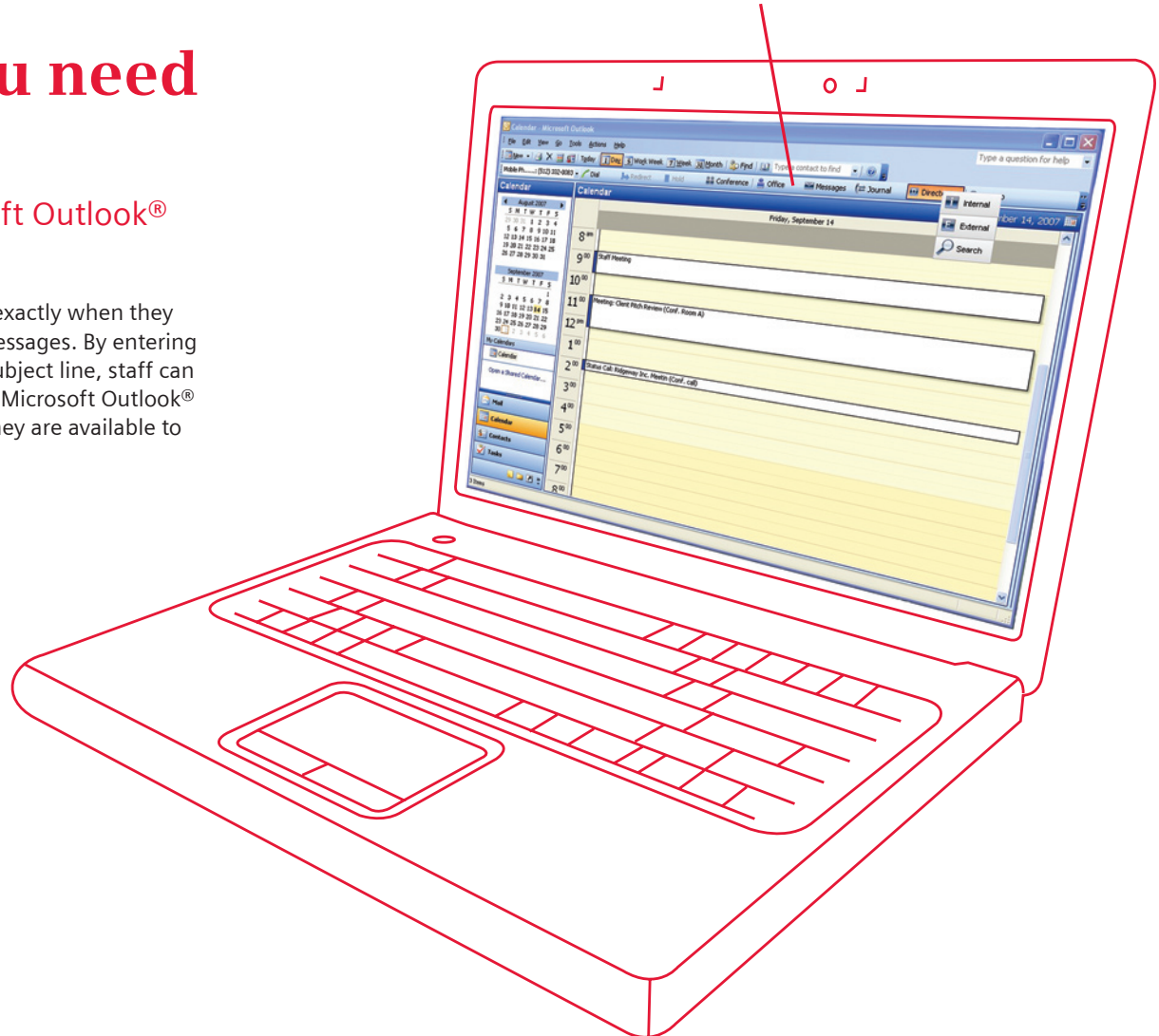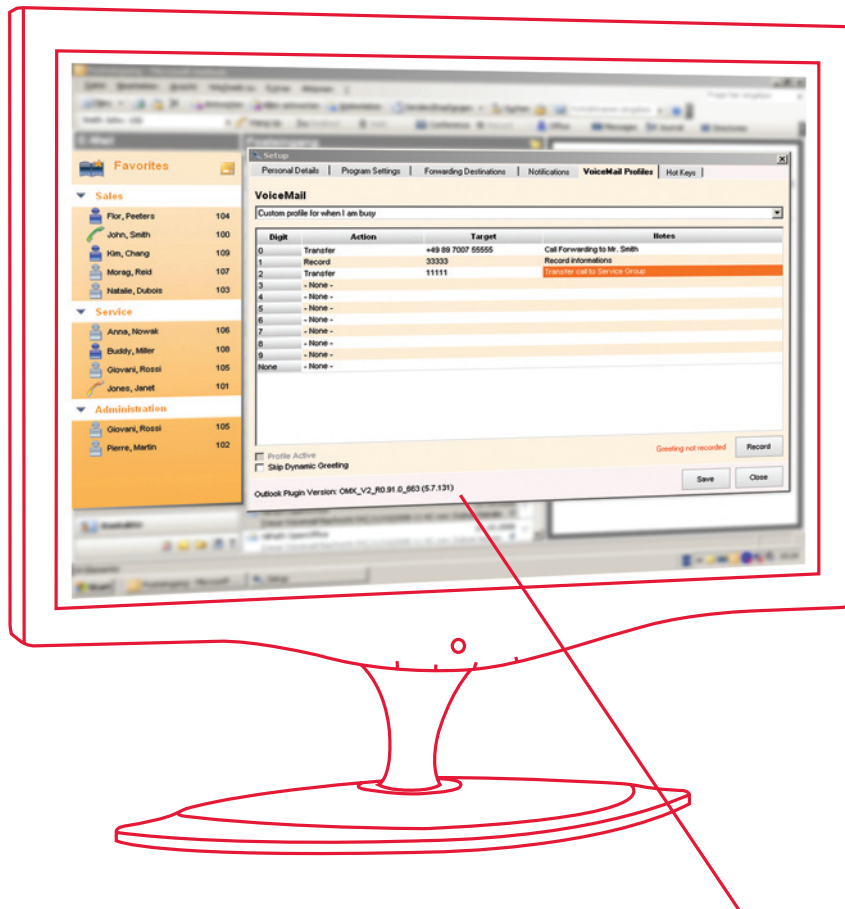
I'll never miss an important call – are you on my 'A-list'?

Some calls you can do without, others you can't afford to miss

Never miss an opportunity and prioritize your calls with UC call routing, auto-attendant, and call journal.

When working to a tight deadline, you cannot afford to be interrupted by low priority calls. Telemarketers, secondary projects, even personal calls can wait.

With the UC call routing function you can ensure your most important contacts can still reach you, even when you're busy or in a meeting. The UC auto-attendant can provide automated options for managing lower priority callers – for example to leave a voice message or to be transferred to an available colleague.

The UC call journal can enable you to quickly spot if you have missed an important call. Simply track and prioritize which contacts you need to get in touch with and click to call them back. This way you will never miss a potential revenue generating opportunity.

Feel the freedom to roam

## Reduce costs and enhance collaboration with UC mobility.

At any one time, over 50% of an SMB's workforce are away from their desks. They may be on the road, working in remote locations or simply roaming around the office.[2]

Our UC functions support all kinds of mobile working. So, wherever your colleagues are, you can check their availability and contact them as if they were in the office.

As well as enhancing collaboration, mobile working can offer significant savings in travel, office space, energy, and mobile phone bills.
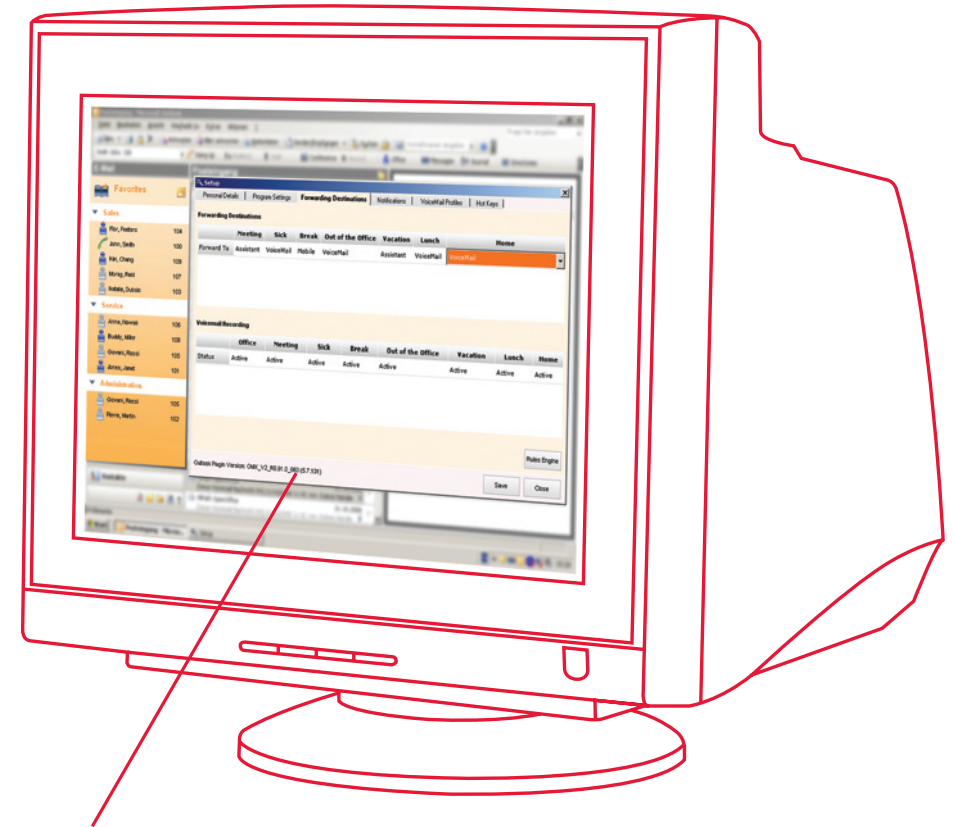
OK, so now everyone's 'in the loop' on where I am.
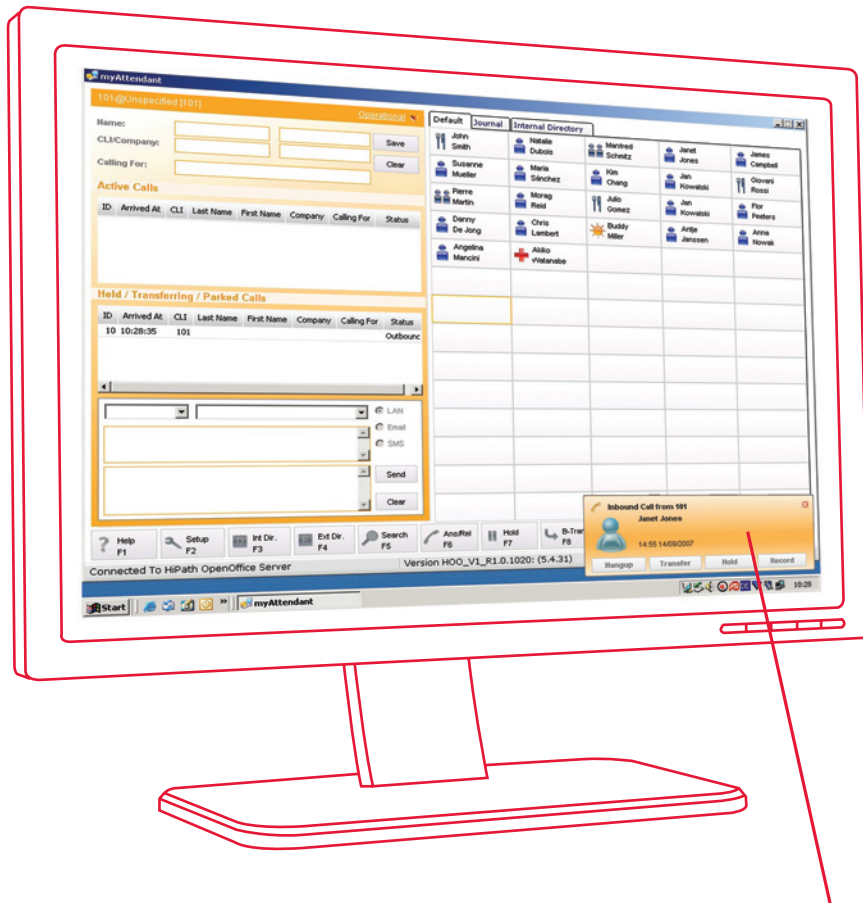
It's official, we're now the most efficient company in the world, ever!

Make every customer feel special

Improve customer service with myAttendant console and call recording.

Every customer is important, and every call could offer a new revenue opportunity. Using the myAttendant console, you can make sure calls are handled correctly and professionally. Simply use the myAttendant console to check the presence status of everyone in your business from a single screen, and then direct the call to the right contact as quickly as possible.

Instead of frantically taking notes while talking with a contact, use the UC call recording function to capture the call so you never miss a contact instruction or important detail.

These are just some of the ways that OpenScape Office can deliver real results for your business.

"OpenScape Office is superb technology and above all, it's made for people who aren't technically-minded."

Shaun Springer, CEO, Napier Scott

Now we're talking

Bring the benefits of UC to your Contact Center to make every customer touch count.

With OpenScape Office Contact Center, SMBs can interact with customers at an elevated level - improving customer satisfaction, increasing revenue, and enhancing productivity.

Improve customer service, improve profitability

By seeing the presence status of everyone in the company you can identify and route calls to the right person, instantly. For example, you can connect your best customers to your best agents; while any customers with poor payment histories can be automatically redirected to your finance team before placing new orders.

By dealing with customer calls first time, you will increase loyalty and can reduce your operating expenses by up to 30%.[3] And the time your team save can be spent helping to grow your organization - generating sales and improving service even further.

"We are delighted with the additional benefits that the new generation equipment brings. The integrated contact center is working very well for us..."
Richard Monk, Managing Director, MG Owner's Club

Improve your customer knowledge

OpenScape Office Contact Center also provides powerful recording and reporting tools. By using multiple wrap-up codes, customized reports and call recording you can track:

- Customer satisfaction levels
- Response to marketing campaigns
- Customer complaints
- Agent, team and queue performance
- Lead conversion rates

The ability to assess key data and trends of your contact team means that you can constantly monitor performance and refine your service, so you'll have happier customers and healthier sales figures.
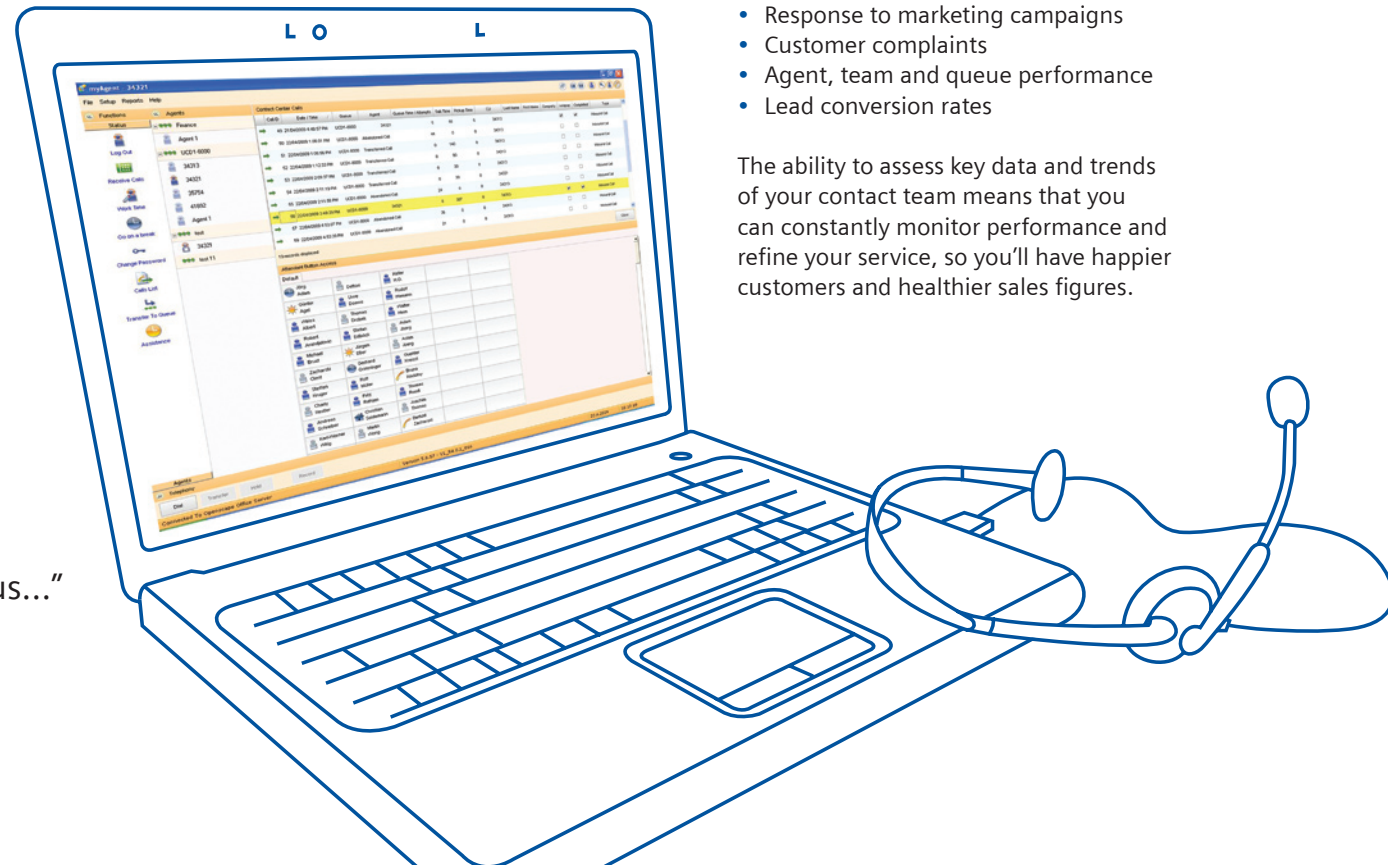
Just another day at the office...

Let's take a look at how OpenScape Office could help you through a typical working day.

9:05am: You need to speak to a colleague urgently. OpenScape Office presence status shows they are on another call. So you send them an instant message asking them to call you as soon as they are available.

10:30am: You're on your way back from an offsite meeting and stuck in traffic – which means you'll be late getting back to the office. So you update your presence status from your mobile phone – and your voicemail greeting changes accordingly.

12:16pm: An important customer needs a conference call right away. OpenScape Office allows you to see who is available instantly, drop them into your conference application and call them. Anyone who is on another call can be sent an instant message informing them to join the conference when they become available.

1:45pm: You are reviewing a document on your laptop and need to call a contact listed in the file. With OpenScape Office you can simply click and dial to call them directly from the document.

2:06pm: On an important call your attention is divided between contributing to the conversation and taking notes. With OpenScape Office you can simply record the conversation and make a detailed report later.

5:26pm: You have been in and out of meetings all afternoon – returning and answering calls in-between. Now you cannot remember who you called back and who you still need to contact. With OpenScape Office you can prioritize and view messages in your call journal – without having to play back every message.

6:20pm: You end your day by catching up on your emails, voicemails, and faxes, presented seamlessly through your myPortal for Microsoft Outlook® plug-in.
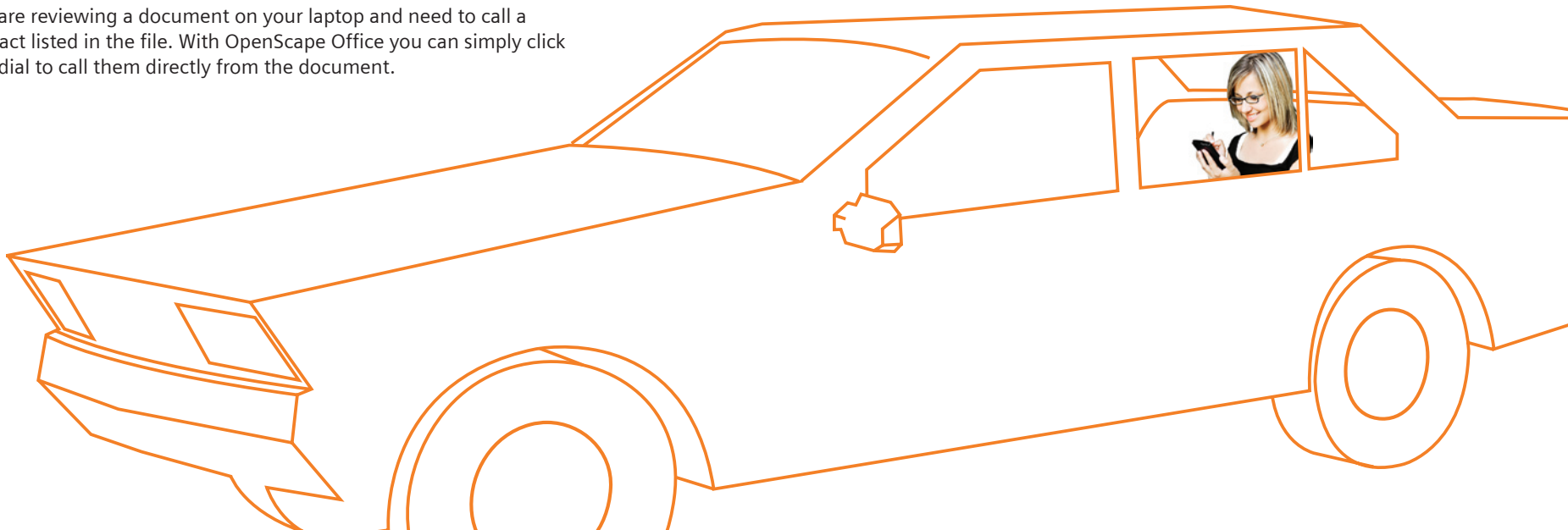
Features built on solid foundations

OpenScape Office works on both of our award-winning platforms, so you can choose the best option for the size of your business and plans to expand.

HiPath 3000: The proven SMB communications platform

The HiPath 3000 communications platform has a proven track record of providing robust voice communications for small and medium sized businesses. It can scale to support over 1000 users across multiple locations and can work with traditional, modern or mixed cabling environments.

With OpenScape Office running together with HiPath 3000, your employees (and customers) can benefit from unified communications capabilities that support improved contact between the right people at any time, faster achievement of results and lower call charges - all in a secure and cost effective package.

OpenScape Office MX: The all-in-one SMB UC platform

Easy-to-use, all-in-one Unified Communications, best describes OpenScape Office MX. Designed to work with modern IP networks, OpenScape Office MX combines unified communications software, PBX software and connectivity hardware in a single package that is simple to use and easy to administer and maintain. Of course it also works with traditional technologies like fax machines, analog phones, and door entry systems, and it will work with just about any existing public telephony service. This is the system of choice for those who are ready to bring together a wide range of communications technologies.

OpenScape Office MX can be scaled smoothly from 10 to 150 users, so as your business moves up, your communications environment can grow with you.

UC Platform Features		OpenScape Office running on:		
		OpenScape Office MX V2	HiPath 3000 V8	
		IP	TDM*	IP
PRESENCE & AVAILABILITY	One Number Service (ONS)	✔	✔	✔
	Favorites List	✔	–	–
	Personal Call Routing	✔	–	–
	Screen Pop	✔	–	–
	Visible Voicemail	✔	–	–
	myAttendant Client	✔	OCA	OCA
	myPortal for Outlook® Plug-in	✔	–	–
COST & CARBON CONTROL	Instant Messaging	✔	–	–
	Call Recording	✔	–	–
	Fax Box	✔	–	–
	Voice Conferencing	✔	✔	✔
	Drag & Drop Conferencing	✔	–	–
	Dial from any Application	✔	–	–
	Call Journal	✔	OS60/80	OS60/80
	Video (Switch related not OSO)	✔	–	✔
	myAgent Client (Contact Center)	✔	✔	✔
MOBILITY & FLEXIBILITY	Call Me!	✔	–	–
	Personal Notifications	✔	–	–
	Personal Auto-Attendant	✔	–	–
	Unplanned Remote Mobility	✔	–	✔
	Remote Working Mobility	✔	–	✔
	Road Warrior Mobility	✔	✔	✔
	Office Roamer Mobility	✔	✔	✔

LEGEND

XPR = Xpressions Compact

OCA = optiClient Attendant

OS60/80 = OpenStage 60 and OpenStage 80 phone

PCA = ProCenter Agile

OSO = OpenScape Office

END NOTES

Unplanned and Remote Working Mobility via VPN

Road Warrior Mobility via One Number Service (ONS)

Office Roamer Mobility via DECT and WLAN

Phones, clients and devices

OpenScape Office is compatible with a wide range of devices, including desktop phones, cordless phones and PC-based client software. So you can choose the best approach for your own office.

Desktop Phones: For people who like to have the latest gadgets

With all HiPath platforms, your staff can choose from some of the best phones in the industry – packed with features and a range of large screens.

OpenStage 80, 60, 40, 20, 15, 10 and optiPoint phone families.

OpenStage 80

OpenStage 60

OpenStage 40

OpenStage 20

OpenStage 15

OpenStage 10

optiPoint 400, 420 and 500 families

WLAN/Cordless Phones: For people who just can't keep still

For people who are always on the go, Gigaset Professional and optiPoint WL2 offer feature-rich voice communications on the move – giving your teams greater flexibility and helping to reduce those on-site mobile phone costs.

optiPoint WL2 Pro

Gigaset SL3 Pro

Gigaset M2 Pro

Gigaset S4 Pro

Soft Clients: For people who love their laptops and want to lose the handset

With OpenScape Personal Edition soft clients, your team can get crystal clear voice and video to their PC - enhancing collaboration, eliminating the need to travel for face-to-face meetings, and consigning the handset to history.

myPortal for Outlook®: For people who want it all

myPortal for Microsoft Outlook® transforms a simple PC into a super communications center - for voice, data, e-mail and Internet. And with all telephone functions provided over WLAN, staff can access the same interface from any location. What more could they want?
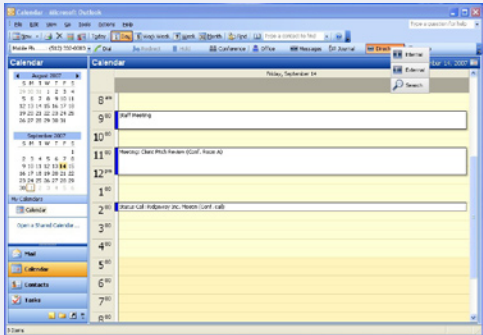

Platforms and Devices	PLATFORMS		
	OpenScape Office MX V2	HiPath 3000 V8	
DEVICES	IP	TDM	IP
OpenStage 10	–	✔	–
OpenStage 15	✔	✔	✔
OpenStage 20	✔	✔	✔
OpenStage 40	✔	✔	✔
OpenStage 60	✔	✔	✔
OpenStage 80	✔	✔	✔
optiPoint WL2 Professional	✔	–	✔
OpenScape Personal Edition	✔	–	✔
optiPoint 410	✔	–	✔
optiPoint 420	✔	–	✔
optiPoint 500	–	✔	–
Analog	✔	✔	–
INFRASTRUCTURE			
HiPath Wireless Access Points	✔	–	✔
HiPath Wireless Controller	✔	–	✔
HiPath Cordless (DECT)	–	✔	–
HiPath Cordless IP (IP DECT)	✔	–	–

Skyrocket

Thriving in the modern business world requires new ways of working. Those who cling to their old communications systems will be the ones that fall behind. If you want to keep costs down, keep your customers happy, and keep ahead of the competition, unified communications is key.

We invite you to open up your office to a new way of working.
You can start right now. Just push the button.
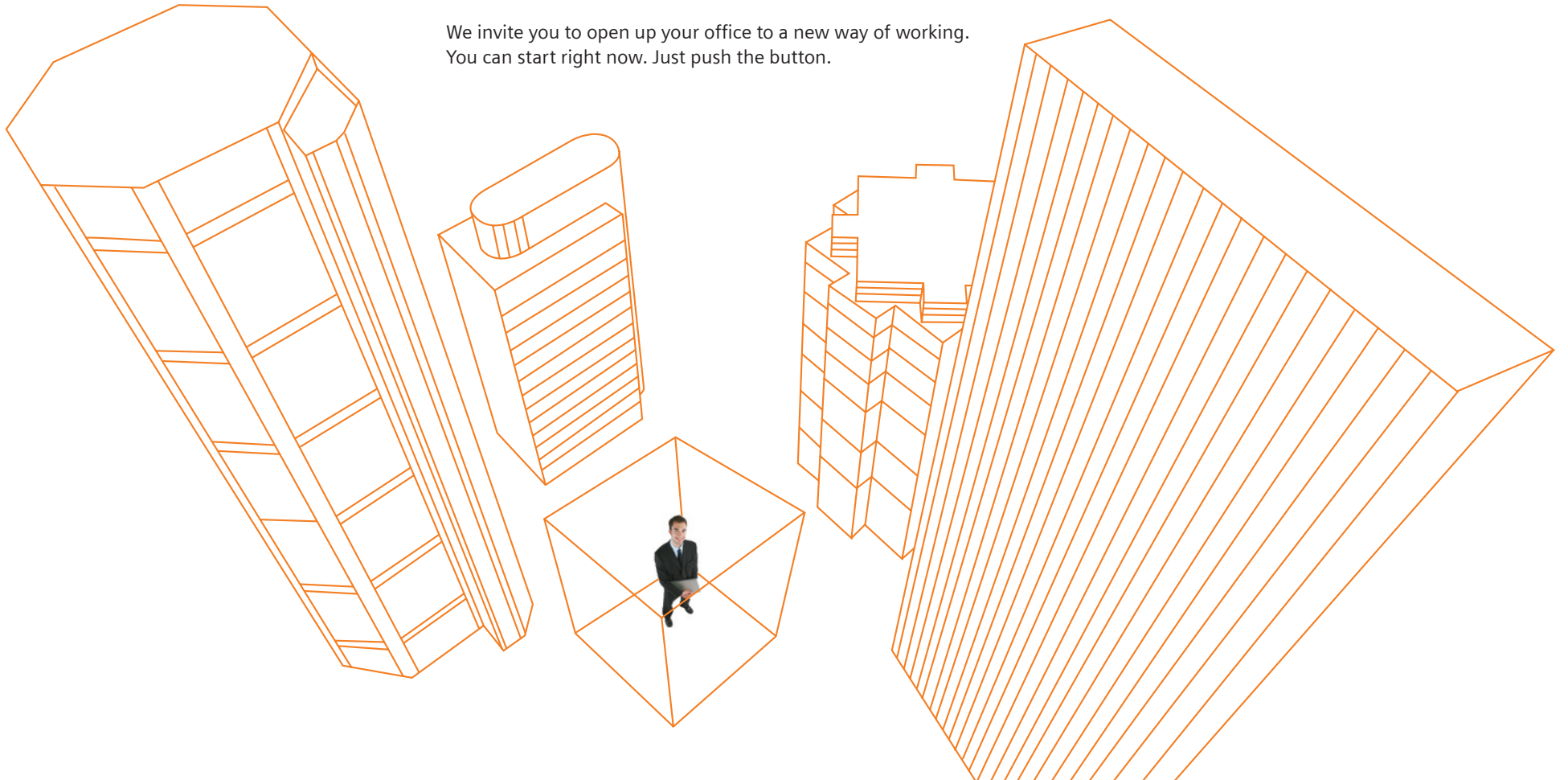
Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com/open or www.enterasys.com

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Endnotes

1. SIS International Research, SMB Communications Study, January 2009

2. SIS International Research, SMB Communications Study, January 2009

3. The Pelorus Group, "Best Practices and Technology for Small Contact Centers" Whitepaper, May 2009