



Nortel Networks Norstar Compact Integrated Communications System

Flexible, reliable, and scalable

Delivering powerful solutions to small and medium businesses that need room to grow from 4 to 8 lines and up to 24 stations, plus customizable integrated applications support:

Nortel Networks Norstar* Compact Integrated Communications System (ICS) continues the standard set by Norstar systems in providing friendly,

intuitive business communications. It combines the latest technological advances with Liquid Crystal Display (LCD) Windows on every telephone set, making it powerful, yet easy to use. Delivering unsurpassed voice capabilities and scalable features that lead the industry in the evolution of business solutions, Norstar Compact ICS not only improves your communications, but also the way you do business.

Providing superior reliability in your communications

Choosing a telephone system for your business doesn't have to be complicated. It all begins with a Norstar Integrated Communications System (ICS), the foundation of your business communications. Next come the right telephones. Then, you can enhance your communications with specialized applications like messaging and integrated voice and data. Norstar even offers applications for call centers and Computer Telephony Integration (CTI). The Norstar Compact ICS is a fully digital platform that brings together all your communications—voice mail, fax, e-mail, computer, and telephone—right at your desktop. The Norstar Compact ICS offers these important advantages:

High bandwidth to the desktop lets you use applications like ISDN-BRI and CTI without changing your existing wiring.

Scalable design lets you choose the system that fits your needs today, while planning for the future.

Digital technology creates a platform for current and future PC-based applications.

Outstanding quality makes Norstar Compact ICS one of the most durable and reliable voice solutions available,

delivering one of the lowest failure rates in the industry with a tested Mean Time Between Failure (MTBF) rate of 100 years.

Cost-effective solutions save you money by helping your employees be more productive with each communication, and you'll complete more business by never missing a single call.

The Norstar Compact Integrated Communications System (ICS)

An integral component of the comprehensive Norstar solutions portfolio, Norstar Compact ICS has a flexible building-block design that expands with your business easily and cost-effectively.

It is designed for a small, but growing business, a medium-sized organization, or branch office that wants a fully-featured voice solution that can be customized with features that manage a high level of calling patterns—paging, intercom, call handling. The value you get from your Norstar Compact ICS will be apparent immediately. With each communication, you and your employees can get more work done, helping your business do more business. Norstar Compact ICS offers the following key benefits:

- Support of all Business Series Terminals
- Internal ATA for analog connectivity
- Internal RAD for remote access
- Distinctive Ringing—Trunk-based ringing tones
- 255 system speed dials
- Customizable integrated applications support voice messaging, automated attendant, call center, computer telephony integration
- 4x8 to an 8x24 growth capacity
- Easy addition of enhancements as your business needs change
- Evergreen software enhancements



Figure 1: The Norstar Compact Integrated Communications System (ICS).

Business Series Terminals

Telephones are the most critical interface to your business productivity. Internal communications, customer services, and business-to-business activities—they are your lifeline to business communications. Nortel Networks understands that the user's perception of the telephone and the manner in which it delivers services is the benchmark by which a voice system is measured. Norstar Compact ICS supports a wide range of user-friendly Business Series Terminals to fit any need in your business (see Figure 2)—from the front desk to the conference room, and anywhere in between.

Business Series Terminals— a long list of standard features

- *LCD window with soft keys* guides you through user features and applications, while you're using them, making Norstar one of the easiest phones to use, and eliminating the need for costly training.
- *Intercom* increases the convenience of interoffice conversations while keeping outside lines free.
- *Programmable buttons* let you modify each phone with the right mix of features, lines, and intercoms.
- *Memory buttons* offer fast access to frequently dialed numbers.
- *Call log* tracks and records incoming calls.
- *Hold* feature provides waiting callers with tones or music, plus a periodic reminder of held calls.
- *Volume control* lets you adjust the ringer, speakerphone, headset, and handset volume.

- *Automatic set relocation* allows each Norstar phone to stay programmed through office moves.
- *Selective ringing tones* give users the choice of four ringing tones to easily distinguish the ring of their own phone.
- *Wall-mount capability* delivers the flexibility to place a phone wherever needed.
- *Attractive compact design* allows you to select from charcoal or platinum telephones.
- *Tilt display* gives you maximum visibility in any lighting environment.
- *Visual message waiting indicator* tells you when you need to check messages.

Integrated applications

Integrated applications give you the flexibility to add powerful applications as your business needs arise, and to gain a competitive edge by increasing work productivity and customer responsiveness.

You can easily scale enhancements to your Norstar Compact ICS with powerful Norstar applications such as:

Advanced Voice Mail – CallPilot 100 and 150 support features such as automated attendant, automated messenger, call routing, calling line ID, and caller message classification prompts.

Call Center Applications – CallPilot 100 and 150 Call Center Basic provide flexibility to address the formal or informal call center for the small business. Call center reporting provides you with the information you need to maximize your call center resources and enhance your customer's experience.

Desktop Computer Telephony

Integration – Supporting features such as screen pops, calling line ID, call routing, and automatic number identification for quicker customer service response.

Figure 2:
Five Business Series Terminals come in both platinum and charcoal color options. Models from left to right are T7316, T7406, M7324, T7100 and T7208.



The Power of Norstar

When you're searching for a business communications system, there's one name that appears time and time again—Norstar, from Nortel Networks. In fact, more people buy Norstar than any other voice solution in the world. Today, you'll find Norstar telephones on the desks of more than 14 million people in more than 80 countries around the globe, making Norstar the #1 voice solution in the world. And in 2001, Norstar achieved the ranking of #1 phone system in North America, as well. That's because Norstar offers the advantage of sophisticated features that are easy to use and give businesses the flexibility to handle future growth and new services, too. Plus, Norstar offers outstanding quality, with one of the highest reliability ratings in the industry. Now that's value that lasts!

¹ Source: InfoTrack for CPE and Multimedia 04/2001, InfoTech Consulting, Inc.

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www.nortelnetworks.com

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