



Product Brief

Norstar Voice Mail

When Every Phone Call Means Business

Billions of voice mail messages are delivered every day around the globe. Why is voice mail so popular? Because it saves time, money, and aggravation. It boosts productivity. And customers, vendors, and employees alike have come to rely on its convenience.

Norstar* Voice Mail is like a personal assistant who answers your telephone and takes accurate messages for everyone in your company, 24 hours a day, 7 days a week. It frees employees to concentrate on the revenue-generating work at hand, confident that they won't miss a phone call. It frees your receptionist to work with the people in your office and can easily act as back-up during peak calling time or staff meetings.

It makes it easier for your staff to exchange information, whether they are at their desk or not.

With Norstar Voice Mail, your customers and suppliers get direct access to the person they want to reach. They can ask a question or leave information anytime, eliminating "telephone tag." And since studies show that 50% of all business calls involve one-way transfers of information, Voice Mail can help send your productivity skyrocketing.

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Nothing Beats Full Integration with Norstar

The Norstar Integrated Communications System is an ingenious combination of hardware and software components that work as one. Norstar Voice Mail is seamlessly integrated with the Norstar business communications system through the Norstar Applications Module, a strong, flexible PC-based platform.

This tight integration means Norstar Voice Mail can handle up to 1,000 mailboxes and a minimum storage time for greetings and messages of at least 200 hours, based on system configuration. It also gives you access to features and functionality normally found in larger systems, such as Message Forwarding, Timed Delivery of Messages, Extended Absence Greeting, and Customized Directory.

Norstar Voice Mail is a powerful application that guides you through the messaging process by offering prompts on your telephone's familiar LCD Window, including the names in your customized telephone directory. The LCD Window also notifies you when you receive a new Voice Mail message.

Plus, Norstar Voice Mail is also fully integrated with Norstar Fax Messaging, which stores faxes electronically in your voice mailbox. Fax Messaging lets you retrieve your faxes from any touch-tone telephone in the world. Need to print it? Then simply use your telephone keypad to direct the fax to the nearest fax machine. With Norstar Fax Messaging you can send a fax to a group distribution list directly from your mailbox or set up a Fax-on-Demand "electronic library" that your customer can access 24 hours a day.

Best of all, Norstar Voice Mail is easy to use, with simple, readable prompts on your telephone's LCD Window to guide you

quickly through each feature. These prompts come in your choice of English and French or Spanish. And with Station-Based Administration, you can easily program your system from any M7310 or M7324 telephone. Another option for Norstar Voice Mail is a Windows-based administration tool called Voice Mail Manager. This program will allow your system administrator to access setup, and most of the features for Norstar Voice Mail, from the desktop.

"I don't have a dedicated receptionist. Is there an easier way to manage incoming calls than hiring someone?"

All you need to manage your incoming calls is Norstar Voice Mail. It actually does three jobs at once. It's an Auto Attendant that directs all incoming calls; it's an Auto Receptionist that answers calls when you're busy; and it's an Information Desk that offers answers to commonly asked questions through information mailboxes. This saves a tremendous amount of staff time normally spent answering routine inquiries.

Adding the Speech Recognition Auto Attendant to Norstar Voice Mail allows callers to direct their own call by simply speaking the name of the person or department they want to reach. Voice Activated Dialing is included with this option and uses the same technology to allow internal calls to be connected by speaking a name. No more looking up numbers or spelling names!

Norstar Voice Mail is like a tireless receptionist. It works 365 days a year with no breaks. It takes messages for all your employees, up to 1,000 mailboxes. It

delivers up to three customized greetings for each mailbox owner based on Calling Line ID information. It routes up to 100 incoming callers directly to a number on the Custom Call Routing tree based on Calling Line ID information. It answers the telephone and forwards each caller to the appropriate employee quickly. In fact, receptionists love Norstar Voice Mail. Why? Because it frees them to work directly with customers, vendors, and visitors and handle other revenue-generating activities.

"I want a system that's reliable and easy to use."

The standard Mean Time Between Failure (MTBF) is over 9 years for the Norstar Applications Module. It is built to run continuously during that time, with ruggedized components and electric supply—because you always need access to your Voice Mail system. This standard of reliability has helped make Norstar the number-one selling small system choice of businesses around the world.

Plus, the Norstar Applications Module supports up to 32 voice channels, so it can drive multiple applications, such as Voice Mail and Fax Messaging or Desktop Messaging.

Other Norstar Voice Mail features that make it easy for you to use include a customizable telephone directory with first, last, or both name search capabilities, accessible directly from your Norstar telephone set. Need to jot down important details that arise during a call? Don't reach for a pen—just record the call! An announcement lets everyone know the call is being recorded, and the recording is left in your mailbox just like a regular voice mail message. You can also record a voice mail message to be delivered at a later date and time. And you can leave an extended absence greeting that lets callers know you won't be checking your

mailbox—like when you are on vacation—and even stop them from leaving a message!

By adding Norstar Desktop Messaging to your Norstar Voice Mail system, you can send and receive voice and fax messages from your desktop computer in the same Microsoft Exchange screen you use for e-mail. This reduces movement between the phone and PC for your staff whose work is very computer-intensive, making it easier for them to handle their communications. Then add Digital Networking and you can exchange voice, fax, and text messages among Norstar Voice Mail systems. It also lets you network voice messages with Nortel Networks Meridian Mail systems equipped with Meridian Mail Network Gateway. Plus, Norstar Voice Mail supports VoiceProfile for Internet Mail (VPIM), a new standard for digital voice message networking that enables remote messaging systems to work together—even if they are from different manufacturers. And Norstar Voice Mail Manager lets you administer the voice mail system from your desktop Windows PC. All these features add up to unsurpassed reliability and ease of use.

“I’m always interrupted from critical work by phone calls that could easily be handled later.”

When you subscribe to Calling Line ID from your local phone company, the caller’s number (and name, where available) appears on your Norstar telephone’s LCD Window, so you know who’s calling before you answer. If it’s not urgent, simply let the call forward to voice mail. You can forward all calls to voice mail by pressing a single button, but still see who is calling on the display. Change your mind at the last minute? No problem. *You can answer a call that’s been forwarded to voice mail—even while the caller is leaving a message.*

If caller ID with name delivery isn’t available in your area, try the Call Screening feature. It works through the Auto Attendant, which answers your company’s main phone line. When the external caller inputs your extension, the Auto Attendant asks for the caller’s name, and records the reply. Then the call is transferred to you, along with the caller’s spoken name. You can then choose to answer or forward the call to Voice Mail.

“My sales cycle is really intense. I want my customers to be able to reach a salesperson instantly—even if they’re out of the building.”

That’s easy with Norstar Voice Mail’s off-premise message notification feature. This handy feature will search up to five different phone or pager numbers to locate your salesperson—no matter where they are.

Let’s say your top salesperson plans to visit two clients, then take a third out for the afternoon. Off-premise notification can be programmed with the salesperson’s pager and cell phone numbers so if an important call comes in, Norstar Voice Mail will try the pager number twice, then try the cell phone number until someone answers. If the salesperson should miss all these attempts, a Non-Delivery Notification will be placed in the salesperson’s mailbox.

Your salesperson changes or cancels a destination at the last minute? No problem. Norstar lets them turn off notification to any previously arranged destination. When

the salesperson cancels the destination, the system removes the number from the list and leaves a confirmation in the mailbox.

Norstar Voice Mail: Quality, Reliability, and Affordability from Nortel Networks

The company that stands behind the advanced technology of Norstar Voice Mail is Nortel Networks. Founded in 1895, Nortel Networks is now one of the world’s leading providers of fully digital telecommunications switching and transmission systems. And because Norstar Voice Mail is from Nortel Networks, you can count on its quality and reliability for years to come.

Requirements:

- New Norstar Voice Mail Release 4.0 systems, pre-loaded and optimized on the Norstar Applications Module, are equipped with a minimum 16MB RAM.
- Existing Norstar Voice Mail systems upgrading to Norstar Voice 4.0 will need to upgrade their systems to 16MB RAM.
- Additional applications running on the Norstar Applications Module may require RAM upgrades.
- Norstar Voice Mail is compatible with Norstar business communication systems running DR5 (Release 11.07 or higher) and Norstar Compact or Modular ICS (Release 1.0 or higher) software.
- Norstar Desktop Messaging, Digital Networking, and Voice Mail Manager are fully compatible with Norstar Voice Mail Release 3.0 (or higher); Fax Messaging and AMIS require, and are fully compatible with, Norstar Voice Mail Release 2.0 (or higher).



For more information, contact your Nortel Networks representative, or call 1-800-4-NORTEL or 1-506-674-5470 from anywhere in North America.

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