



Selling Nortel's BCM 450 Solution

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BUSINESS MADE SIMPLE



Accelerate Your SMB Solutions Series



- **Part 1 – 1H 2008**

- Thursday, March 20 Maximize Your Discounts Using Nortel Programs
- Thursday, April 17th Positioning BCM Advanced Applications
- Thursday, May 15th Selling SMB IP Data Network Solutions
- Thursday, June 19th Selling the Value of Contact Center Solutions
- Recorded sessions available on Westcon's ConvergenceSMB website
- www.convergencepointsmb.westcon.com

- **Part 2 – 2H 2008**

- Tuesday, Aug 19th Selling Nortel Express Services
- Tuesday, Sept 16th Selling Nortel's BSG Solution
- Tuesday, Oct 21st Selling Nortel's SCS 500 Solution
- **Thursday, Oct 23rd Selling Nortel's NEW BCM 450 Solution**

Stay tuned for the 2009 SMB Series schedule.

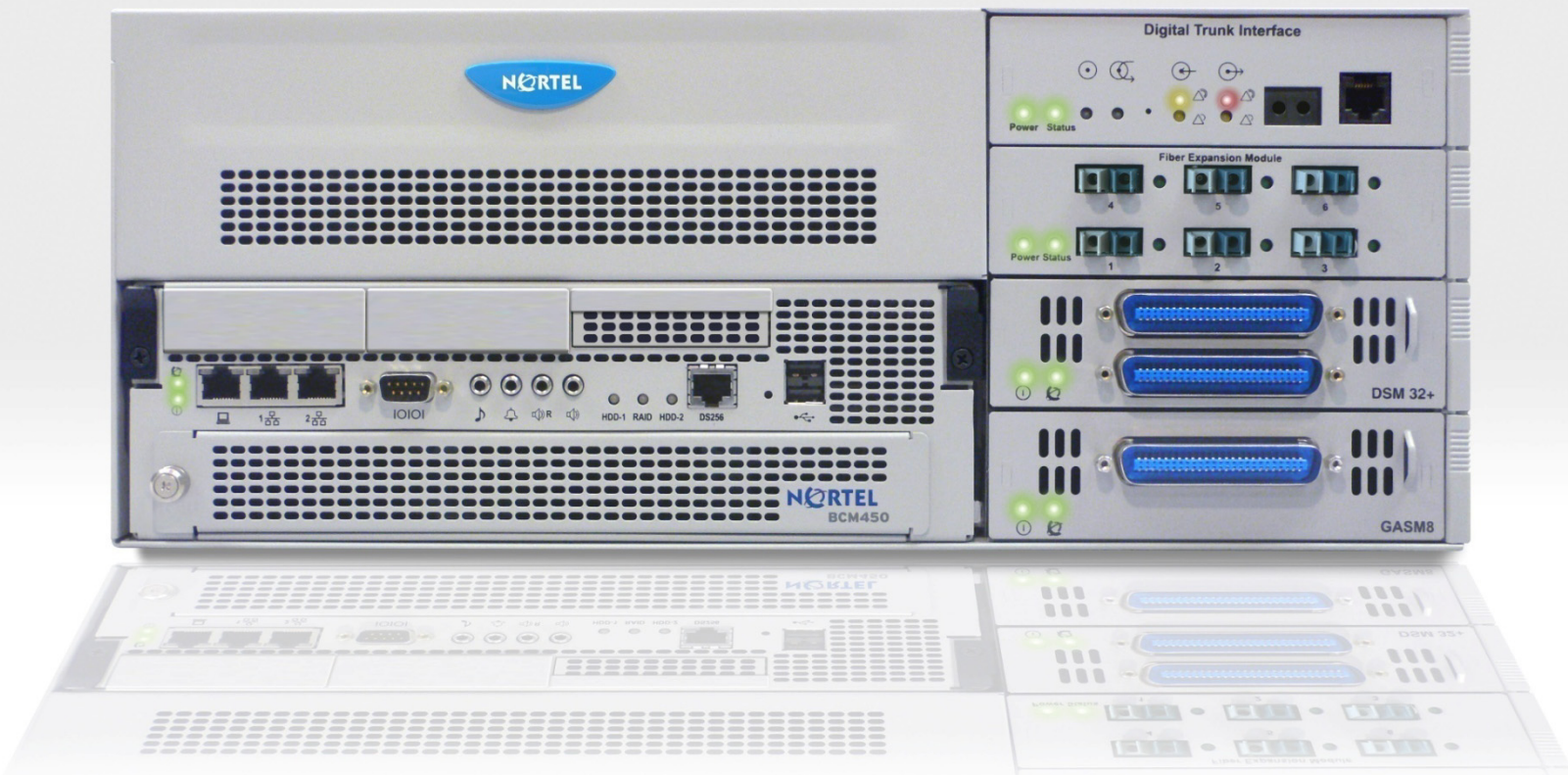
Agenda



- BCM 450 Overview
- Sales Scenarios
- More Information
- Questions!!!!

BCM450 Overview

Hybrid-IP UC All in One Platform



**The BCM Family: BCM50, BCM200, BCM400,
and the new BCM450**

BCM450 Overview

What is the BCM450?



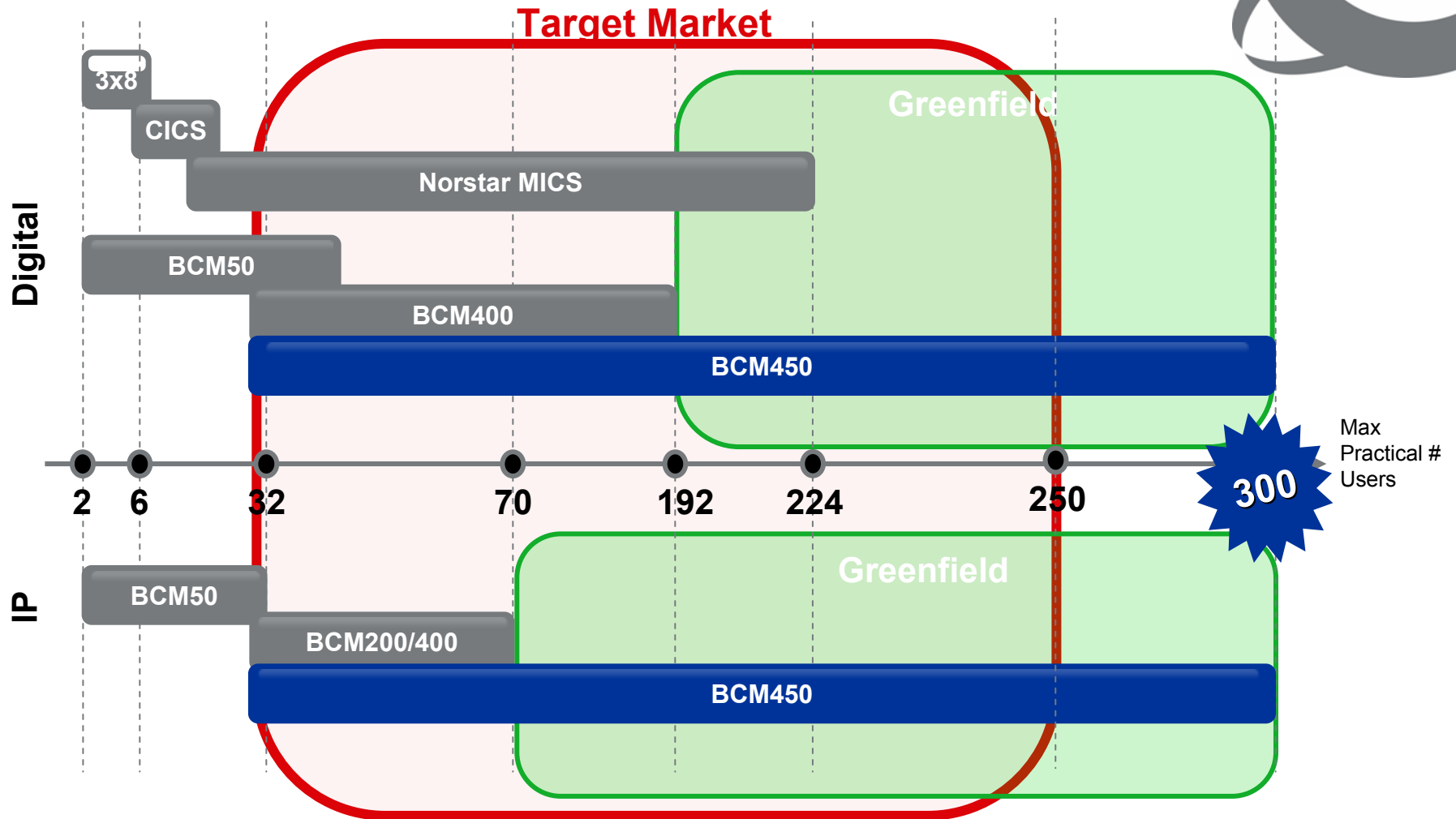
- BCM450 is a Hybrid-IP unified communications platform for mid-sized businesses targeting midsize SMBs with 30-250 employees
- BCM450 is a NEW model being added to the BCM portfolio that expands the BCM addressable market up to 300 total users.
- BCM450 provides a scalable migration path for the underserved Norstar MICS customer base, and opens up incremental business growth opportunities.



New product to drive 1) Norstar migration and 2) new business.

Market Coverage

Greenfield Market Opportunity



**Completes the BCM family.
Smooth IP migration path for Norstar MICS customers.**



BCM450 Value Proposition

Summary

> For Channel Partners

One Product, One Space

- ‘Hunt’ for Greenfield prospects
- ‘Farm’ the installed base
- Optimize shelf space

Immediate Revenue Curve

- Minimal training required
- Fast track accreditation
- BCM50 familiarity

Efficiency and Savings

- **26% OAM savings**¹
- Nortel Support infrastructure
- Regional Marketing Programs

> For ‘Greenfield’ Customers

Future Proof

- Complete VoIP solution
- Scalable and flexible
- Advanced feature set
- Single BCM platform
- Open standards

Leading Efficiency & Reliability

- **40% energy savings**²
- **10 years** ‘hardened’ software
- **#1** in Hybrid-IP worldwide³

Proven Track Record

- **20 years** of Nortel ‘Evergreen’

> For Existing Customers

Investment Protection

- **70%** equipment reuse⁴
- Complete VoIP solution
- Scalable and flexible
- Advanced feature set
- Single BCM platform

Immediate Transition

- BCM50 familiarity

Leading Efficiency & Reliability

- **40%** energy savings²
- **10 years** ‘hardened’ software
- **#1** in Hybrid-IP worldwide³

1. Installation and provisioning time savings for a BCM450 vs. BCM400 system.

2. Up to 40% energy cost savings vs. the competition based on published power consumption figures.

3. Nortel is the worldwide leader in Enterprise Hybrid-IP line shipments based on published market data 1H08.

4. Up to 70% of the cost of a new system can be avoided. Evergreen!

BCM450 Overview

Content Summary



1 Flexible Capacity

- Up to 300 total users: max 300 digital / 300 IP / 48 analog w/ Capacity Expansion Card (CEC)
- Up to 120 Ad Hoc or Meet-Me conference participants, 8 fax ports, 400 hours voicemail w/ CEC
- Base model supports up to 100 stations, 60 conference participants, 4 fax ports

2 Operability Savings

- BEM – automated renumbering, set templates
- Other – system reset, troubleshooting guide, reboot optimization, documentation suite

Platform Simplicity

- Base Function Tray (BFT), Chassis Interface Board (CIB), CEC

4 Feature Parity with BCM50 Release 3.0, including:

- Conferencing – Meet-Me Conferencing: flexible, easy to use, secure, scalable
- IP – IP Phone 1200 Series, IP Phone 1110, 1100 Expansion Module
- SIP – native SIP trunking enhancements for interworking with other systems
- Contact Center – new APIs, features, reporting engine, installation utility



BCM450 Capacity Improvements

Summary

	BCM400	BCM450	BCM450 w/ CEC
IP Stations	90	100	300
Digital Stations	192	100	300
Analog Stations	48	48	48
H.323 or SIP Trunks	60	48	130
T1 Digital Trunks	72	48	130
E1 Digital Trunks	90	60	130
Analog Trunks	80	48	80
T1 Interfaces	3	2	6**
E1 Interfaces	3	2	5**
BRI Loops	4	16	16
Conference Ports	40	60	120
Voicemail Hrs	200	400	400
UM Seats	200	300	300
Fax Ports	2	4	8
Expansion Cabinet	1	1	1
MBMs	4/10*	4/10*	4/10*
FEMs	1	1	1

- Comprehensive ‘across the board’ increase in capacity
 - Stations, Trunks, Interfaces, Ports, Storage Memory
- Modular design approach using the CEC.
- Key Benefits:
 - Scalability
 - Flexibility
 - Affordability
 - Simplicity

* Without/With Expansion Cabinet . ** Last T1/E1 not fully loaded since maximum trunk channels is 130. Above specifications include Expansion Cabinet where needed and no FEM connected. Total stations/trunks of any type not to exceed 300/130.



BCM450 Platform Simplification

Base Function Tray (BFT)

- New Base Function Tray (BFT) installed in main chassis brings forward the highly successful BCM50 RIs 3.0 to a larger platform.
- Houses 80G SATA hard drive for voicemail storage and backup, located at the front of the unit for easy access.
- Includes a V.34 soft modem replacing the V.92 hard modem, and two USB 2.0 host ports for high speed file transfer.
- CPU and DSP scale to support future releases.
- The BFT is a Field Replaceable Unit (FRU) that delivers a modular and flexible solution.



New BFT delivers “plug and play” functionality to support future upgrades.



BCM450 Platform Simplification

Other Changes

- **Capacity Expansion Card (CEC)**
 - New enhanced DSP daughter card that can be optionally added for more capacity, and is pluggable into the far right slot on the BFT.
- **Chassis Interface Board (CIB)**
 - New interface that connects the BFT to the chassis wiring, allowing easy removal without having to manually disconnect the peripherals. DS256 connectors simplify cabling requirements.
- **Media Bay Modules (MBMs)**
 - Previously DIP-switch settings had to be changed when installing MBMs on the BCM main chassis. Now they can just simply be plugged in.

New BCM hardware components simplify expandability and connectivity.



BCM450 Platform Simplification

Other Changes (cont.)

- **Router**
 - **No longer offering** integrated routing and WAN services. Strategy is to deploy other Nortel routing solutions.
 - Continue to offer on-board essential data services to support IPT eg. DHCP.
- **VPN Client**
 - **No longer offering** integrated IP Sec functionality. Strategy is to deploy other Nortel routing solutions.
- **Interactive Voice Response (IVR)**
 - **Not supported** on BCM450; planned in follow-on release.
- **RAID¹ Redundancy**
 - BFT is RAID-ready for HD field upgrade kit planned in **follow-on release**.
 - Continue to support optional power supply and cooling fan redundancy.

**Focusing on core functionality and time-to-market,
while leveraging best-of-breed Nortel Data suite.**

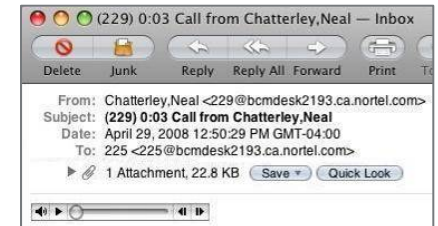
1. Redundant Array of Independent Disks



BCM450 and Unified Communications

UC Ready for SMBs

- BCM provides a highly effective platform for customers seeking cost effective Unified Communications solutions:
 - Unified Messaging (including IM from a voice or email message)
 - Computer Telephony Integration (LAN CTE)
 - Contact Center Integration (including new API's)
 - Mobility Integration, IP Softphone, Mobile Voice Client
 - Meet-Me Conferencing (universal access anywhere, anytime)
 - Access to [BCM Developer Partner Program](#)
- Other planned features include support for:
 - Open Management Toolkit (now on BCM RIs 3.0 and 4.0)
 - Message Forwarding (now on BCM50 RIs 3.0)
 - SimRing (strategic intent)



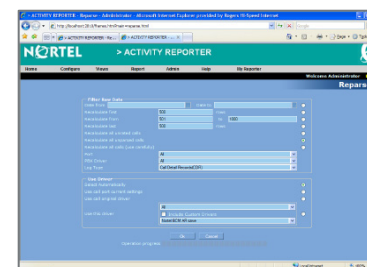
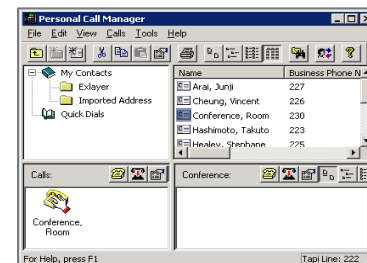
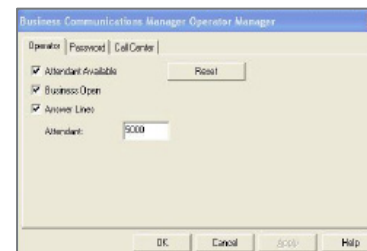
BCM provides access to key feature segments of UC.



BCM450 Business Applications

Other Integrated Applications

- **Automated Attendant**
 - Answers calls 24/7 with personalized greeting and intelligent routing.
- **Computer Telephony Integration (CTI)**
 - Enables PC-based applications to control telephone services, such as a 'click-to-call' directory or screen 'pop-ups' of a customer's account status during a call.
- **Activity Reporter**
 - Provides basic and advanced (customizable) reporting on telephony and related metrics.
- **Advanced Paging Productivity (APP) Pack**
 - Available in North America only.
 - Suite of advanced paging and text-messaging applications to improve productivity, customer service and optimize business processes.



BCM450 Client Support

Industry Leading Portfolio



- Nortel has some of the most advanced phones in the market.
 - Digital or IP; wired or wireless
- Continuing to evolve and expand the portfolio¹, including the new **IP Phone 1200 Series**.
- Evergreen strategy allows Norstar customers to continue using their handsets on BCM as they evolve to IP telephony.



1. The T7406E is available only in North America, Mexico and the Caribbean (except Trinidad and Jamaica). The 7430 is available in North America, China and Argentina only. Equivalent handsets include the 4135 (EMEA, Hong Kong and Taiwan), 4136 (Australia and New Zealand) and 7434 (South America). The 7440 is available in North America, China and Argentina only. Equivalent handsets include the 4145 (EMEA, Hong Kong and Taiwan), 4146 (Australia and New Zealand) and 7444 (South America). The T7000 is used primarily in EMEA (not available in North America).

Superior breadth, feature integration and investment protection.



IP Phone 1100/1200 Series

Comparison

IP Phone 1100 Series – Premier Line

- Backlit Graphical LCD Display
- Audio Control Center, Selectable Ring Tones
- Bluetooth Headset¹, USB Port²
- Integrated 10/100/1000² Switch for PC collocation
- Graphical Expansion Module
- Ergonomic Design with 5-position Tilt Stand (incl. wall-mount)
- Built-In Speakerphone and Headset Jack²
- IEEE 802.3af PoE or Local AC Power

IP Phone 1200 Series – Value Line

- Large LCD Display
- Pre-programmed with most common BCM features used by SMBs
- More programmable Line/Feature Keys
- Integrated 10/100 Switch for PC collocation
- Choice of LED or LCD Expansion Modules
- Ergonomic Design with 3-position Tilt Stand (incl. wall-mount)
- Built-In Speakerphone and Headset Jack
- IEEE 802.3af PoE or Local AC Power



1. 1140E only 2. 1120E and 1140E only

BCM Message Forwarding



Supported on BCM450 Post-GA¹

- Sends an email when a voice or fax message arrives in a subscriber's mailbox.
- Option to attach a compressed WAV file to the forwarded email, so the user can play the voice message or display the fax message on the destination device (e.g. BlackBerry).
 - Increases productivity
 - Improves customer service
 - Streamlines business processes
 - Flexible to use with a wide variety of devices
 - No add-on client software needed



**Consolidates forwarding of voice, fax and email
to add another powerful UC feature to BCM!**

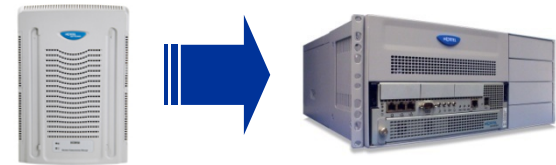
1. Expected 1-2 months after BCM450 GA via the BCM Value Add Program.



BCM450 Operability Improvements

Ported from BCM50 Release 3.0

- **Power-On-Self-Test (POST) Logging**
 - Captures hardware test data from system boot cycle for faster trouble diagnosis and resolution.
- **BEM Change Tracking Logs**
 - Tracking of all configuration changes to improve diagnostics and system optimization.
- **System ID Field Copy**
 - System ID field in BEM can be copied to the KRS web tool interface for more efficient installation.
- **IP Music Enhancements**
 - Normalized volume thresholds; ability to upload/store music files in a compressed format.
- **Enhanced Microsoft Integration**
 - Support for Windows VISTA™ Operating System (OS).
- **Network Configuration Manager – RADIUS**
 - Ability to offload user management responsibilities.



Leveraging BCM investments to improve installability, usability and supportability.



BCM450 Operability Improvements

Partner Benefits Analysis

Installation and Provisioning – savings per system

Feature Task	% Improvement per Task	% Improvement Overall
Automated Renumbering <i>Dial plan setting</i>	56%	13%
Set Templates <i>Sets provisioning</i>	58%	9%
Reboot Optimization <i>Initialization</i>	40%	4%
TOTAL		26%

- Average savings for BCM450 compared to BCM400 with 60 users and DID profile.
- Based on conservative assumptions and test case results.

Troubleshooting – savings per case occurrence

Feature	Time Savings (minutes)	Dollar Savings ¹ (\$US)
System Reset ²	240	300
Troubleshooting Guide ³	60	75

Enhancements yield substantial savings for channel partners.

1. Assumes average Tech Engineer LLR @ \$75/hour. 2. CLI-based Level Reset replaces the need to obtain daily password on BCM400 - saves downtime and usually 1 truck roll. 3. Does not include additional savings associated with eliminating the need for a truck roll.



BCM450 Positioning

BCM450, SCS500 and CS1000

	BCM450	SCS500	CS1000
Market Segment	SMB – IP/IP Hybrid	SMB – Pure SIP	Enterprise – IP/IP Hybrid
Max Line Size	300 IP / 300 Digital	1,000 SIP	22,500 IP / 5,000 Digital
Target Users	30-250	30-500	100-5,000
Customer Type	New + Norstar	New	New + Meridian ¹
Customer Values	Value, “All-in-One”, Integrated	Simplicity, User Configurability, UC	Scalability, Sophistication, Resiliency
Telephony Features	Advanced	Standard	Advanced
Contact Center Features	Advanced	Basic	Advanced
Investment Protection	Yes	No	No
Converged Mgmt (Data)	Yes	No	Yes
Mobile Phones	Yes	No	Yes
Soft Phones	Basic – PC + PDA	Advanced – PC	Basic + Advanced – PC + PDA
Advanced Collaboration ²	No	Yes	Yes

Different products aimed at different market segments with different customer needs.

1. CS1000E for New customers, CS1000M for Meridian customers; 2. Advanced Collaboration includes: Video Conferencing, Find Me / Follow Me, Embedded IM, Presence.



BCM450 Summary

Key Takeaways

- Creates a scalable migration path for Norstar and BCM
 - Investment protection up to 70% in transition to VoIP
 - Extends Nortel's flagship platform for SMB
 - Access to a segment previously underserved
- Delivers significant operability and platform improvements
 - Easier to install, use and support
 - Lower operations and management costs
 - Reliable and flexible hardware
- Achieves feature parity with BCM50 RIs 3.0
 - Lifts the RIs 3.0 content to a bigger platform
 - Leverages the latest enhancements on BCM
 - One common software stream



BCM450 is a logical addition to a successful portfolio.

NORTEL ROCKS!

Why Nortel?

BCM Awards and Recognition

- **INTERNET TELEPHONY® Magazine 2007 Excellence Award**
 - “BCM400 has proven its outstanding contribution to IP communications and delivered winning solutions for its customers.”
- **TMC Labs 2007 Innovation Award** from *Customer Interaction Solutions® Magazine*
 - “Nortel has clearly demonstrated that BCM50 is truly innovative in the CRM or call/contact center industry. BCM50 has made significant contributions in the advancement of this industry.”
- **SearchNetworking.com™ 2007 Product Leadership Gold Award**
 - “Nortel’s all-in-one BCM is winning SMBs over to VoIP and provides SMBs with an affordable (and relatively painless) path to converged voice and data communications.”



Gold Award





SOLUTIONS OVERVIEW



Nortel Solution

Overview

- Business Element Manager
- Network Configuration Manager

- Secure Internet Access
- Secure Wireless Access
- High Speed Data Transfer

• Nortel Data Portfolio



• Business Communications Manager

- Full Feature Support
- Easy to Set Up & Program

• Wide Variety of Desktop and Mobile Phones

- VoIP Quality of Service
- Power over Ethernet

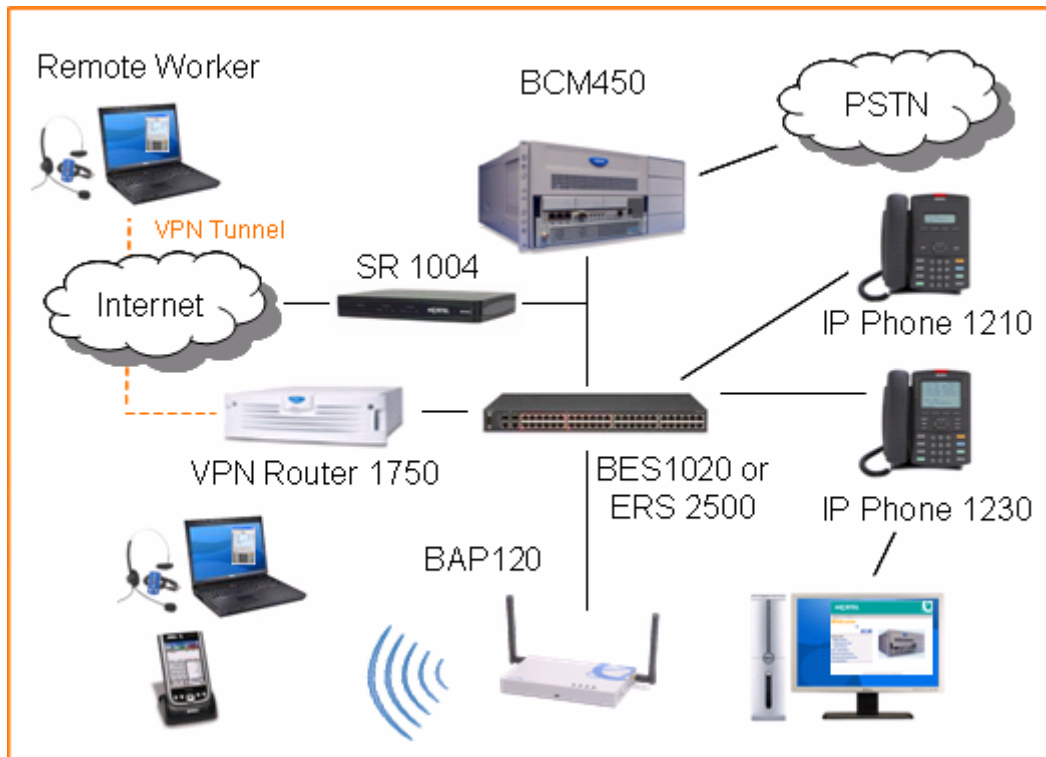
Innovative, easy to use, and affordable IP communications designed with the unique challenges of SMBs in mind.



Solution Scenario

Medium/Large Business

Examples	Wholesaler, Storage, Distribution
Customer Requirements	Choice of digital and/or IP Handsets, Automated Attendant, Voicemail, Informal Contact Center, Warehouse Data/Voice Mobility
Customer Focus	Customer Service, efficient & flexible Communication with Employees



CUSTOMER

- One Stop Shop
- Integrated, sophisticated Applications
- Employee Productivity
- Flexible Communication
- Customer Service
- SIMPLICITY

PARTNER

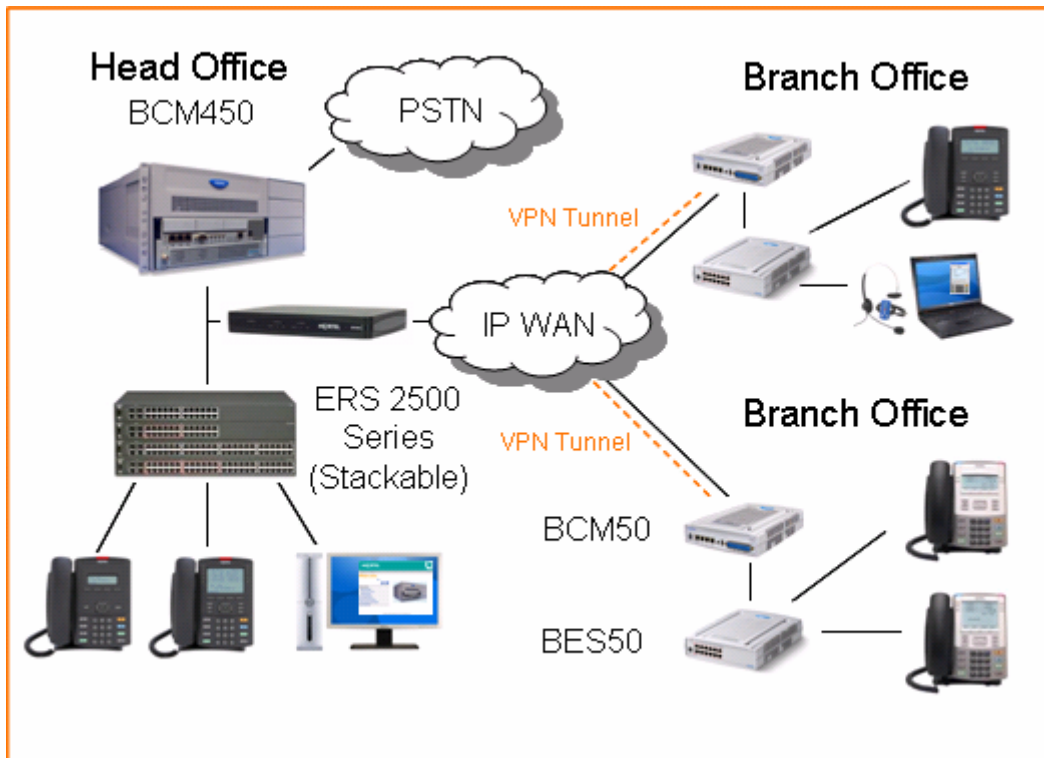
- Maximum Revenue Capture
- Good services opportunity
- Remote Applications Implementation
- Single, simple management interface
- Remote Management
- PROFITABILITY



Solution Scenario

Multi-site Business

Examples	Construction, Retail (Estate Agent, Dealership), Solicitors, Hospitality, Franchise
Customer Requirements	Secure inter-site Voice and Data Communications, simplified multi-site Management, Voice Networking Efficiencies (single receptionist, call routing)
Customer Focus	Efficient Product or Service Delivery across locations with reduced costs



CUSTOMER

- One Stop Shop, including Networking
- Multi-site Network Management
- Centralized and Networked Applications
- Secure inter-site Communications
- Employee Efficiency
- SIMPLICITY

PARTNER

- Maximum Revenue Capture
- Network Value Differentiation
- Centralized and Remote Management
- Single, simple management interface
- PROFITABILITY

BCM Platform Migration

Migrating to BCM450 R1.0



- **BCM1000 and Norstar MICS** installed base represent key target market for migration to BCM450 R1.0. This method could also apply to BCM200/400 customers in urgent need of capacity growth.
- Similar to the process currently used when moving from BCM1000 to BCM200/400.
 - **This BCM migration option would require:**
 - Purchase of a new BCM450 main chassis.
 - Purchase of the appropriate application migration authorization code and ensuring that key code format is at BCM200/400 R4 level (see section below for more details)
 - Reprogramming of the system.
 - Investment protection through retention of MBMs, expansion cabinet, phones, training, ...
- Attractive option for **Norstar MICS** customers who retain investment in phones, fiber station/trunk modules, training, ...

Provides Migration Path for EOL BCM1000 Customers and Ability to Target MICS Installed Base Migrations

BCM1000/200/400 2.x/3.x → BCM450 R1

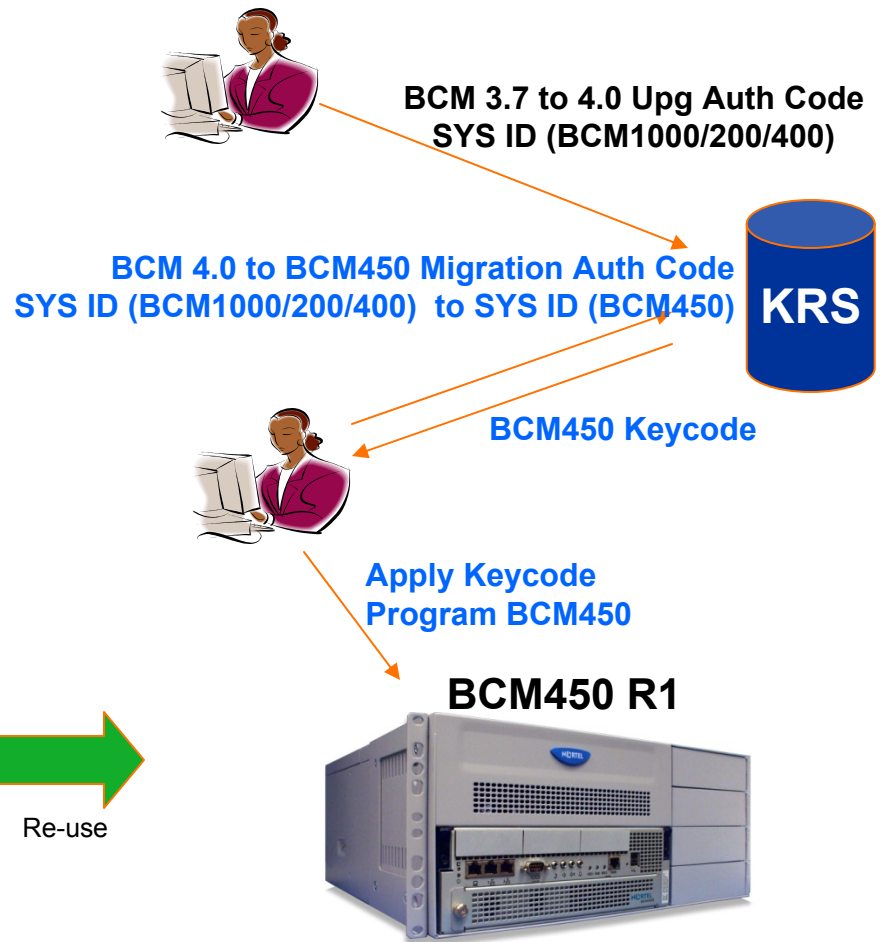
BCM200/400 4.0 → BCM450 R1



Required

- BCM450 R1 H/W & S/W
- BCM 3.7 to 4.0 Upgrade Auth Code
 - NTKC0273 or NTKC0632
- BCM 4.0 to BCM450 Migration Auth Code
 - NTC01076KC or NTC02029KC

Keycodes



BCM1000/200/400



Return to Nortel



MBMs



Sets/Clients



Re-use



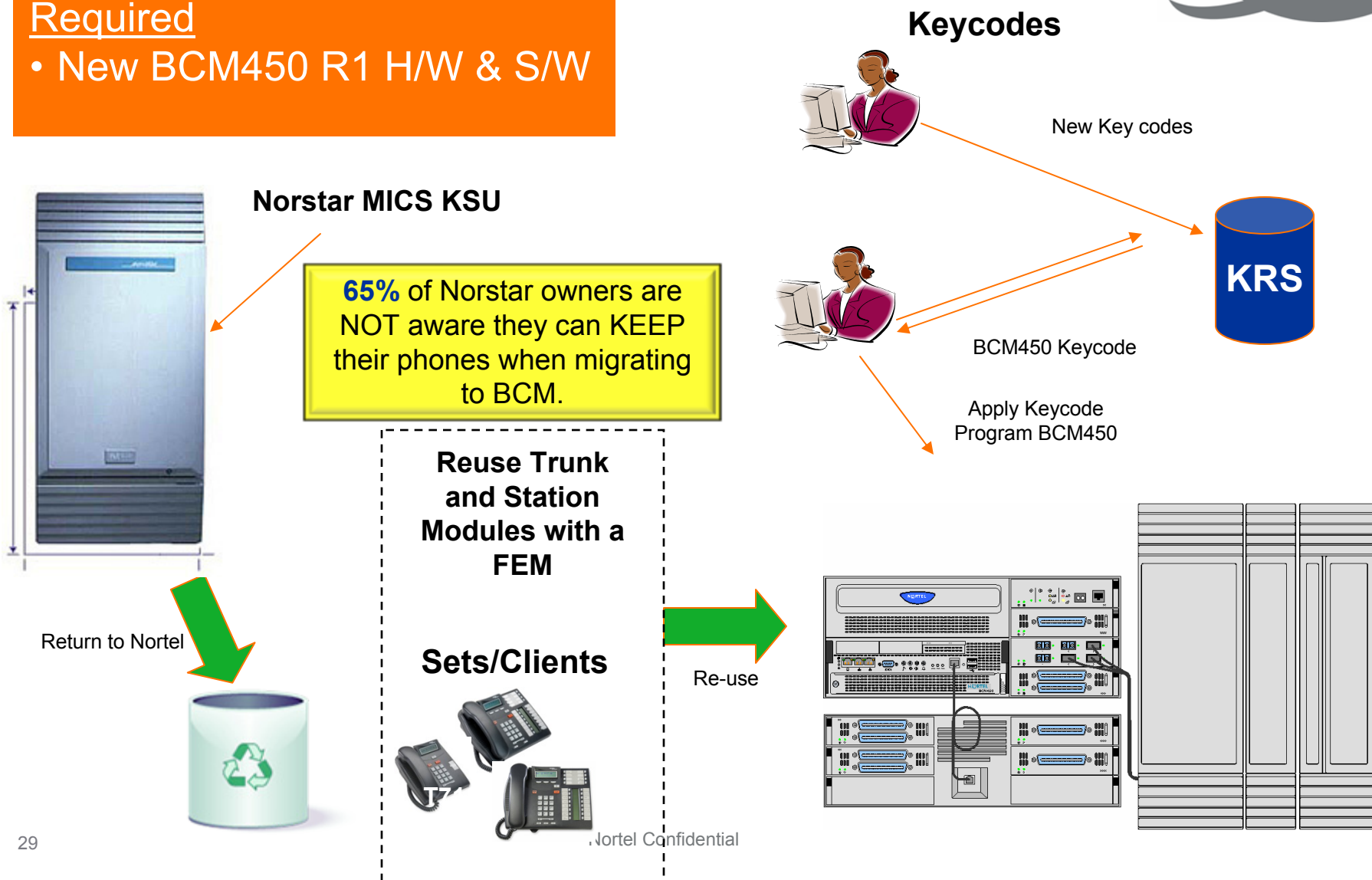
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Existing Norstar MICS → BCM450 R1



Required

- New BCM450 R1 H/W & S/W





Norstar to BCM

Selling Techniques

- Identify Norstar MICS sites – HUGE installed base
- Understand specific business needs and pain points
- Show how VoIP lowers network costs – use the [ROI Calculator](#)
- Discuss productivity applications, benefits, and “Try and Buy”
- Walk through the investment protection with BCM
- Highlight other BCM and Nortel differentiators
- Leverage [Migration Incentives](#)

Evolving from Norstar to BCM- Why Now?	
Stronger Return On Investment (ROI)	IP vs. Digital: Future proof, client variety, simplified network & MACs, hard cost savings
Productivity Applications	More advanced/comprehensive apps (productivity cost savings), Try and Buy program
Employee Mobility	Tele-workers, Road warriors, In or near the office
Simplified Management	Centralized / Simplified, Multi-component (SMB Data), integrated
Increased Reliability	Enhanced redundancy, enables Business Continuity solution
Investment Protection	Digital sets, trunk/station modules & user training: up to 70% original investment protected
Migration Incentives	Regionally centric partner/customer incentives, promotions, bundles, lead generation

BCM450 is THE natural VoIP evolution path for Norstar MICS.



MORE INFORMATION

Pricing Comparison - Bundles only



DESCRIPTION	BCM 450	BCM 400	BCM 50
Price - WPP	17,139.00	17,322.00	12,629.00
Per user - WPP	571.3	577.4	421.0

30 users
 1230 IP phones (BCM 50/450)
 2004 IP phones (BCM 400)
 Voicemail
 1 T1/PRI

DESCRIPTION	BCM 450	BCM 400
Price - WPP	27,494.00	29,223.00
Per user - WPP	458.2	487.1

60 users
 1230 IP phones (BCM 450)
 2004 IP phones (BCM 400)
 Voicemail
 2 T1/PRI

DESCRIPTION	BCM 450	SCS 500
Price - WPP	55,418.00	61,599.00
Per user - WPP	461.8	513.3

120 users
 1230 IP Phones (BCM 450)
 Polycom IP 650 (SCS 500)
 Voicemail and UM
 3 T1/PRI

DESCRIPTION	BCM 450	SCS 500
Price - WPP	91,221.00	97,770.00
Per user - WPP	456.1	488.9

200 users
 1230 IP Phones (BCM 450)
 Polycom IP 650 (SCS 500)
 Voicemail and UM
 4 T1/PRI

Services – List price



		Express Technology Support - BASE			
SLN Description	Service Line Number	GL6300 Express Base Parts RTF	GF6300 Express Base Parts NBD	GG6300 Express Base Parts SBD	GH6300 Express Base Parts 4hr
BCM50 Main Unit	A09	\$ 80	\$ 105	\$ 155	\$ 170
BCM50 Main Unit w/Router	A10	\$ 130	\$ 160	\$ 217	\$ 239
BCM 200 Base System	234	\$ 700	\$ 800	\$ 1,150	\$ 1,350
BCM400 Base System (7)	232	\$ 900	\$ 1,125	\$ 1,650	\$ 1,800
BCM450 Capacity Expansion Card	DH5	\$ 325	\$ 360	\$ 410	\$ 425
BCM450 Global Main Unit Standard System	DH4	\$ 800	\$ 875	\$ 1,050	\$ 1,250
BCM50 Expansion Unit	A11	\$ 24	\$ 30	\$ 47	\$ 54
BCM Expansion Cabinets (7)	233	\$ 300	\$ 375	\$ 550	\$ 600
BCM Media Bay Module Category A	AB5	\$ 62	\$ 66	\$ 111	\$ 126
BCM Media Bay Module Category B	AB6	\$ 102	\$ 110	\$ 183	\$ 209
BCM Media Bay Module Category C	AB7	\$ 148	\$ 160	\$ 266	\$ 303
BCM Media Bay Module Category D	AB8	\$ 187	\$ 202	\$ 336	\$ 383
BCM Phone Sets (7)	237	n/a	\$ 20	n/a	n/a

For More Information

Additional Resources

• Websites

- [BCM450 Product Page on nortel.com](#)
- [BCM450 Product Page on PIC](#)
- [BCM Portfolio Page on nortel.com](#)
- [BCM Case Studies](#)
- [Enterprise Configurator](#)
- [SMB Quote Builder](#)

• Reference Guides

- [BCM450 Product Brief](#)
- [BCM50 / 450 Solutions eBook \(Partner Version\)](#)
- [BCM Handbook](#)

• Education

- [Nortel University I \(NU\)](#)
- [Nortel Partner University II \(NPU\)](#)
- [Product Knowledge Transfer \(PKT\)](#)
- [Qualified Sales Professional \(QSP\)](#)
- [Partner School of Sales Engineering \(PSOSE\)](#)
- [Nortel University II \(NU\)](#)
- [Nortel Partner University II \(NPU\)](#)

NORTEL

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BUSINESS COMMUNICATIONS MANAGER 450

OVERVIEW

Business Communications Manager 450 is an all-in-one, affordable platform for converged voice and data communications, ideal for medium-sized businesses and branch offices with 30-250 users. The unified communications capabilities of the Business Communications Manager 450 include unified messaging, message forwarding, Meet-Me Conferencing, Computer Telephony Integration (CTI) and Intelligent Contact Centre functionality to connect people quickly - enabling businesses to gain a competitive edge in an environment where speed, simplicity and savings are integral to success. Other advanced applications include robust telephony features, voice messaging, IP networking, Internet access, mobility solutions and IP telephony. With an easy-to-use and highly flexible architecture, the Business Communications Manager 450 enables mid-size sites to benefit from convergence capabilities that were previously only available to much larger organizations.

* Will be available one to two months after BCM450 General Availability via the BCM Value Add Program.

KEY FEATURES:

- > Simple to use, install, and maintain

NORTEL

Product Brief

Nortel Business Communications Manager 450

A new, scalable platform that's ideal for business with 30 to 250 employees.

The way in which business changed substantially over these years. Traditional one-line desk sets and paper-based transactions, business-based solutions have converged and messaging capabilities have evolved together with globalization, distributed workforce, electronic and web-enabled. Computer games such as different were the challenge in choosing communication centers that were the mark of the hyperconnected world we live in - a world in which working that can be accessed anywhere. The new paradigm will continue to expand, leading to more complex and diverse business environments that will demand more bandwidth, sophisticated services, applications and services.

Next-generation challenges for you and your customer have come to pass. The answer: Nortel's Business Communications Manager 450 (BCM450) - the same solution as Nortel's award-winning, multi-decade BCM product.

Designed for both for small and medium-sized business (SMB), Nortel's Business Communications Manager 450 brings IP state of the art technology to your desktop.

BCM450 is a new, scalable platform that's ideal for business with 30 to 250 employees. The way in which business changed substantially over these years. Traditional one-line desk sets and paper-based transactions, business-based solutions have converged and messaging capabilities have evolved together with globalization, distributed workforce, electronic and web-enabled. Computer games such as different were the challenge in choosing communication centers that were the mark of the hyperconnected world we live in - a world in which working that can be accessed anywhere. The new paradigm will continue to expand, leading to more complex and diverse business environments that will demand more bandwidth, sophisticated services, applications and services.

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NORTEL

WHAT IS BCM50/450? REFERENCE ARCHITECTURE HOW TO SELL BCM50/450?

Business Communications Manager (BCM) 50/450 SOLUTION EBOOK

Overview

- What is BCM?
- SMB Challenge
- BCM: The Next SMB Solution
- Business Communications Manager: Business Made Simple for SMBs
- BCM Packaging
- Customer Value Proposition: How BCM Meets SMB Needs
- Partner Value Proposition: The BCM Solution and Unified Communications

BCM Components

- BCM Platform
- Operability Improvements: High-Grade Platform Simplification
- Applications
- BCM Cloud Support
- Associated Data Products
- SD Trunking

Migrating from Nortel to BCM450

- BCM450 Migration Path
- Step 1: Making the First Step to SD
- Step 2: Enabling IP on the Trunking Side
- Step 3: Opening Up Access
- Step 4: IP for the Internal Network
- Step 5: Converged IP Network - Voice and Data

BCM50 and BCM450: Meeting the Needs of the Branch Offices and SMBs

- Qualifying Customers
- BCM Required Hardware
- Building from Nortel to BCM - Why Now?
- Introducing the BCM450 to Customers
- Element Pack

BCM450 Telemarketing Script

Additional Training Resources



Website Shortcuts

- Partner Information Center
 - www.nortel.com/pic
- Enterprise Configurator
 - www.nortel.com/nnecn
- Global Pricing product Catalog
 - www.nortel.com/gppc
- North American Promotions
 - www.nortel.com/napromotions
- Competitive Website
 - www.nortel.com/es_competitive
- Partner training
 - www.nortel.com/partnerlearning



QUESTIONS **AND** ANSWERS



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