

Norstar

NORTEL



Top 5 reasons to buy Norstar

1. It's scalable – Norstar grows as your business grows. It's easy to add software and hardware applications like Voice Messaging and Digital Networking. And you can tailor your system to your own unique business needs – whether you have one employee or one hundred.

2. It improves the way you do business – With business-building applications like Desktop Messaging and Automatic Call Distribution (ACD), Norstar helps you increase employee productivity – and anticipate your customers' needs.

3. It's reliable – Norstar delivers one of the lowest failure rates in the industry: a tested Mean Time Between Failure (MTBF) rate of 100 years.

4. It saves you money – Norstar supports open standards, so you can protect your existing telecom investments while benefiting from an easy-to-use solution that eliminates the need for time-consuming and expensive training.

5. It's the #1 voice solution in the world – More people buy Norstar than any other voice solution. You'll find Norstar telephones on the desks of more than 14 million people in more than 80 countries around the world.

Top Competitors – and what to say about them

Avaya Merlin Magix

- **Silent Monitoring** – Norstar CallPilot enables supervisors to monitor an agent's phone conversation without being heard on the line and join the call at any time, allowing for improved agent training and customer satisfaction. Magix does not support this feature.
- **LCD Terminal Flexibility** – All Norstar Business Series Terminals offer LCD displays. Not all Magix terminals have LCD displays, so users can't take advantage of services like Caller ID, time and date stamp, call duration or call log.
- **Call Routing Capabilities** – Automated Attendant and CCR are standard Norstar features, but not with Magix. These features enable a receptionist to perform other value-added activities while giving customers and suppliers direct access to individuals or departments.

Inter-Tel AXXESS

- **Scalability** – Adding new features to Norstar is effortless, thanks to keycode activation, soft key sets and administrator access – so there's no risk of downtime from circuitry damage. AXXESS requires additional hardware for new features, which adds risk of system damage, downtime and additional costs.
- **Reliability/Flexibility** – Norstar reduces downtime and installation costs by including features that are already built in to Norstar's expansion modules and central controller, enabling plug-and-go functionality –

no technician required. AXXESS requires DSPs to enable services like conference circuits, DTMF or Caller ID receivers, or shared speakerphones.

- **Architectural Limitations** – Norstar's design enables advanced functionality without limitations. Inter-Tel's use of DSP technology creates system limitations. For example, resource pooling restricts the number of standard digital sets that can use speakerphones simultaneously.

NEC Electra Elite IPK

- **Capacity** – Norstar supports up to 224 end users, enabling growth. The Electra Elite IPK only supports a maximum of 120 end user terminals.
- **LCD Terminal Flexibility** – All Norstar Business Series Terminals offer LCD displays. Not all Electra Elite IPK terminals have LCD displays, so users can't take advantage of services like Caller ID, time and date stamp, call duration or call log.
- **Network Attendant Features** – Norstar enables centralized attendant services on a single console while providing enhanced local services to users. The Electra Elite IPK doesn't offer this feature.

Mitel SX-200 ML

- **IP Trunking** – Norstar's IP Gateway enables IP trunking between Norstar systems to create an entry-level VoIP solution that allows extension dialing between locations,

reducing long-distance charges, and site-based CLID over IP. The SX-200 ML doesn't support IP trunking.

- **Network Attendant Features** – Norstar enables centralized attendant services on a single console while providing enhanced local services to users. The SX-200 ML doesn't offer this feature.
- **Uniform Dial Plan** – Norstar includes a common dialing plan that enables seven-digit dialing anywhere within the network, reducing long-distance charges between sites. The SX-200 ML doesn't support uniform dialing.

Toshiba CTX

- **LCD Terminal Flexibility** – All Norstar Business Series Terminals offer LCD displays. Not all CTX terminals have LCD displays, so users can't take advantage of services like Caller ID, time and date stamp, call duration or call log.
- **Trunk Support** – Norstar's Digital Trunk Interface (DTI) has a built-in channel service unit (CSU). CTX customers must purchase a CSU separately for the CTX platform, which adds extra expense and complexity.
- **Centralized Voicemail** – Norstar can act as a centralized voicemail host to other BCM, Norstar and Succession systems in a multisite network, reducing operational costs. The CTX platform doesn't support centralized voice messaging between the CTX platform and the older Strata DK platform.

Top Objections – and how to respond to them

Objection: It's more system than I need. I'll never use 248 ports.

Your response: Norstar is based on a building-block design that lets you add to the system as you need to. You only pay for what you need today. If your business needs change, you just pay for additional functions as you add them.

Objection: It's expensive compared to some other alternatives I've been looking at.

Your response: Typically, in a small to medium-sized business, the largest component of the telephony investment is the handsets. The great thing about Norstar is that the handsets can evolve with you as you incorporate new applications and functionality and as you migrate to VoIP. This allows you to protect your handset investment while other vendors require a complete system overhaul.

Objection: Nortel is going to abandon Norstar – it is not a long-term solution.

Your response: Nortel is committed to supporting Norstar and continues to enhance its capabilities. While it is true that a smooth migration to BCM exists, that migration is only necessary if and when it makes sense for a business.

