

**Lucent Technologies**  
Bell Labs Innovations



# DEFINITY<sup>®</sup> Enterprise Communications Server

The State-of-the-Art Communications Solution  
That Enhances Your Business Strategy





# More Communications Power for Today's Business

Just a few years ago, virtually all the communications needs of an organization could be supported through a high-quality voice-centric PBX.

But no longer.

Today, the pressures of business demand much more than simple voice communications. To thrive in a competitive global economy, organizations must integrate their voice, data, and computer communications, to find new and better ways of doing business...by linking and leveraging their resources more efficiently throughout the enterprise...by helping employees be more productive and effective, wherever they happen to be...and by networking more closely with customers, suppliers, and the community.

## The **DEFINITY**® Enterprise Communications Server (ECS)

With **DEFINITY** ECS, Lucent Technologies creates a much broader, more *capable* communications server designed for today's demanding requirements for strategic communications capabilities.

In **DEFINITY** ECS, you have a state-of-the-art digital communications platform that delivers more control, more functionality, and greater access to your "enterprise-wide" network.

The flexible, open architecture of **DEFINITY** ECS allows us to *seamlessly integrate* a wide array of capabilities into your system, to support your own unique needs in

Networking, Customer Care applications, Mobility and Distributed Workforce, and Conferencing and Collaboration.

The management of these core capabilities is built into the architecture. Our open, industry-standard interfaces allow you to integrate the capabilities of **DEFINITY** ECS with a variety of other products, making your business solution even more robust.

With faster RISC-based processors, and universal hardware across all line sizes, **DEFINITY** ECS gives you the ability to grow as your needs change.

Enhanced global software allows you to tap the capabilities of **DEFINITY** ECS throughout your worldwide enterprise. As new capabilities become available, you can take advantage of them through straightforward software upgrades.

In short, with the **DEFINITY** Enterprise Communications Server, you can do what you *need* to do.

# DEFINITY

# In Sales and Customer Care...



The **DEFINITY** system has long been the choice for the most demanding sales and customer service applications. **DEFINITY** ECS continues that tradition with enhancements and capabilities that allow you to provide state-of-the-art service to your customers, yet control your costs and use your resources most efficiently.

With our Customer Care offers, your **DEFINITY** ECS acts as a versatile platform that can provide everything from basic **Automatic Call Distribution** to **CentreVu® Virtual Routing** and its sophisticated call routing among networked call centers. Hands-on **Call Management Systems** give your supervisors pinpoint control of your operations. And, the breakthrough **CentreVu Advocate** uses predictive technologies to intelligently route calls the best way possible to meet your business objectives.

With **DEFINITY** ECS, you can now build powerful multimedia solutions into your call center operations. You can integrate

fax, data, and e-mail into your call handling, and enhance the customer contact with videoconferencing as well as imaging for visual confirmation.

To refine your call handling, you can integrate an array of Lucent Technologies **INTUITY™ CONVERSANT® Interactive Voice Systems** into your processes. **INTUITY CONVERSANT** interactive voice applications let you completely automate your routine transactions, “personalize” your call routing based on customers’ account numbers, and help you manage queued calls more efficiently.

Your **DEFINITY** ECS also lets you tap the efficiency of computer-telephony integration (CTI), with the many turnkey applications available. Use them to streamline and accelerate your outbound calling, forms, fax, order entry, and collections tasks, by seamlessly merging your data systems into the task.

## *Automated, responsive routing*

As your call center traffic ebbs and flows during the day, you routinely adjust to the changing call volumes by reassigning trunks and agents “on the fly” with your **DEFINITY** ECS. But still, during severe, unexpected call surges, you could occasionally lose callers who grow impatient waiting in queue and hang up.

With your **DEFINITY** ECS utilizing **CentreVu** Advocate, you can preassign backup skills and automatically reallocate agents as needed, based on real-time and anticipated conditions in your call center. This allows you to improve average speed of answer and reduce the number of abandoned calls. In turn, more customers are able to complete their calls on the first try, reducing the number of call-backs and alleviating network traffic. Add to that **CentreVu** Virtual Routing, and you can also fairly distribute calls over multiple **DEFINITY** locations and alleviate traffic at your single call center location.

## *Serving niches and micro-niches*

Your marketing teams have developed a market strategy that is proving successful beyond all expectations. It means your customer service call center must now support three regionally tailored product lines, each with its own “Gold,” “Silver,” and “Bronze” versions. Your task is to route those customer calls to *nine* different teams of reps—to make sure the customers are properly served.

With **DEFINITY** ECS, it’s easy. You have the system route calls to different teams based on where the call is coming from *and* by the customer’s account number as well as the skills that the agent has. Every call gets to the right representative. The customer notices nothing—except the impeccably personalized service.

## *Now open ‘till 8 pm ... but not really*

You have customer service centers in New York and in Los Angeles. And they both operate until 5 pm local time. In the east, however, more and more customers are looking for help in the evenings. It’s too costly to keep the New York center open later, so you do the next best thing. You have your **DEFINITY** ECS route those after-hours calls to your Los Angeles center, which is open until 8 pm New York time. The Los Angeles center receives the calls automatically, along with the customer records. It’s all transparent to your east coast callers, who simply appreciate the after-dinner service.

# ECS



# Networking Possibilities...

When your enterprise has operations and resources scattered among dozens of locations — nationwide or worldwide — you can make a quantum leap in efficiency by linking them all together. With **DEFINITY** ECS, you'll have the connectivity you need.

Technology in the **DEFINITY** ECS allows you to network switches over great distances—to meet virtually any distance requirement. This offers you much more flexibility in linking your resources and workforce across your entire enterprise.

Nearby locations, up to 22 miles (35 km) apart, can be networked efficiently by single mode fiber. Other networking options are available for switches located as far as 11,160 miles (18,000 km) apart.

With **Dynamic Bandwidth Allocation**, you can establish highly efficient T1/E1 links between sites. Any idle channels in the T1/E1 pipe can accept voice or video/data calls. ISDN Call-by-Call Service selection automatically allocates the required bandwidth as needed. You also have much greater flexibility in

networking telephone equipment from different vendors. With broad support of Q-Sig interoperability standards, you can incorporate call diversion and display terminal updates between your **DEFINITY** ECS and other vendors' PBXs that support Q-Sig.

You can also interconnect your LANs through your **DEFINITY** ECS, to make data and voice applications available to remote users. This avoids needless duplication of wide area resources by using network facilities for both voice and data.

In fact, **DEFINITY** ECS enables your business, your people, and your customers to be connected as never before, through the Internet, broadband data networks, LANs, WANs, and traditional public switched networks—all integrated through a single communications system.

## *Add new remote offices to the enterprise*

You've found that the only way to penetrate those distant markets is to set up local offices and be there, in person. With the **DEFINITY** ECS, those remote offices don't have to be isolated way stations. As each office opens, you can blend them into your overall enterprise, and equip them with voice, image, and data links. They have access to your databases; their calls are routed and delivered flawlessly (and invisibly). And you're delivering the same world-class service to customers near and far.

# DEFINITY



# More Efficient Conferencing and Collaboration...

With **DEFINITY** ECS, teamwork and collaboration need not be limited by geography. You can conduct highly effective real-time “meetings” among people who are physically separated by great distances. And members of a team or task force can easily share information, work, data, and messaging without being in the same room.

With the appropriate endpoints, the **DEFINITY** ECS allows you to conduct real-time videoconferences including up to 24 locations, with four-way viewing and full video switching — easily managed and controlled at your own sites. It's ideal for training sessions, consultations, and “virtual” meetings.

Multimedia calling solutions now allow workstations, PCs, and other multimedia terminals to have features similar to those provided on voice terminals. Multimedia calls, such as video calls between PCs, can now be provided with call coverage and call forwarding capabilities. A worker who will be away from the office for the day, for example, can have all video “calls” automatically forwarded to a PC in another location.



# ECS

# Empowering Your Mobile Employees and Remote Workers...



As more and more companies are discovering, some employees don't have to report to a traditional office to be productive. With access to the right people and resources, they can accomplish as much from a remote location as they can from a cubicle at headquarters. Your **DEFINITY**ECS can easily support even the most demanding telecommuting situations—which can increase your employees' productivity, and save you overhead costs.

**DEFINITY**ECS Distributed Workforce solutions let you provide virtually all **DEFINITY**ECS features at remote or home locations, via a dial-up analog line or dedicated circuit. These solutions allow for simultaneous voice and data transmission with data speeds up to 9,600 kbps, as well as all the features of a **DEFINITY** voice terminal in the office, such as caller name display, conference calling, call transfer, message waiting, and others.

## *A day at the office ... at home*

You're forced to move your marketing operations to the west coast, but some of your most valuable team members can't relocate for personal or family reasons. No need to lose their expertise, or the synergy you've developed. With the **DEFINITY**ECS, their office calls are routed automatically to their offices at home. And the employees have full access to your company LAN files, voice mail, conference calls—and even desktop videoconferences to approve layouts. They do as much as ever, even from half a continent away.

With Distributed Workforce solutions, you can change your coverage path based on where you are each day. Workers who share a desk can easily activate their personal phone configuration through an access code. For workers with more intensive data requirements, you can provide connections to corporate backbone networks, as well as customer and vendor access to corporate databases.

You can even allow call center agents to work from home, or from satellite locations—with broad fax, voice mail, and cellular capabilities.

# DEFINITY

### ***Easier space-sharing***

For your telecommuting teams who only need to report to the office occasionally, you've set up a "common" workspace they all can use whenever they're in the building.

With **DEFINITY** ECS, a single voice terminal can support a large number of individual users—providing each with his or her own personalized "virtual terminal" customized to individual needs.

Upon arrival, users simply dial into the system, activate their set of capabilities and coverages, and the desktop is theirs. The stations of the other users are still active, so their call coverage or messaging continues.

Better still, each user can set up two different coverage paths—and activate either one at any time. They might have one path for when they're on the road, for example, and another for when they're on-site. **DEFINITY** ECS can also forward calls to locations outside your network, and monitor the calls so they can be redirected if unanswered.

With **DEFINITY** ECS, you can arm your road warriors and other highly mobile employees with sophisticated tools that keep them in touch and highly productive while out of the office. Remote access to voice mail and dial-in access to LANs, databases, order-entry systems, and more, are all supported by your Lucent Technologies **DEFINITY** ECS.

### ***Mobility solutions***

If you have key employees whose tasks can take them almost anywhere—throughout the building, or across the country—you'll appreciate Lucent Technologies digital wireless capabilities. Now, those nomadic employees can make and receive calls just as if they were at their desks—any time, anywhere—with digital wireless phones they carry with them whether they're downstairs in production, across town at a client's office, or out of town at a trade show.

Within the building, your **DEFINITY** ECS treats the phone as a regular station, via wireless links. Outside the building, the **DEFINITY** ECS system hands service off to a cellular service provider. It's all seamless, and transparent to your employees and callers.

### **How to do it. Now.**

To explore the full potential of the **DEFINITY** Enterprise Communications Server—and to see how it can help you drive your organization forward—just call us at Lucent Technologies. Or, visit our Web site at [[www.lucent.com/enterprise](http://www.lucent.com/enterprise)].

ECS

