



# Nortel Networks Norstar Modular Integrated Communications System

## **Flexible, Reliable and Scalable**

Delivering powerful solutions to small and medium businesses that require a voice solution that is scalable up to 272 ports, plus advanced integrated applications support:

Imagine a communications system that not only improves your communications, but also the way you do business – A communications system with unsurpassed voice capabilities that leads the industry in the evolution of business solutions, giving you the unparalleled and customizable choices your business needs to keep its competitive edge.

## 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). And if your job keeps you moving around your workspace, check out our mobility solution, Norstar Companion.\* The Norstar Modular Integrated Communications System is a fully digital platform that brings together all your communications – voicemail, fax, email, computer and telephone – right at your desktop. The Norstar Modular ICS offers these important advantages:

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

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



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

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

**Outstanding quality** makes Norstar Modular 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 50 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 Modular Integrated Communications System (ICS)

An integral component of the comprehensive Norstar solutions portfolio, the Norstar Modular ICS enables you to deliver advanced integrated applications support. Designed to be both flexible and scalable, there is ample room to expand the software and hardware capacity – as your business grows, simply add modules in building-block fashion to grow the system. The value you get from your Norstar Modular ICS will be apparent immediately. With each communication, you and your employees will get more work done, helping your business do more business. Norstar Modular ICS offers the following key benefits:

- Supports all Business Series Terminals and Norstar Companion wireless telephones
- Advanced integrated applications support voice messaging, unified messaging, digital networking, enhanced call centers and speech recognition
- Support of up to 272 ports in various configurations
- Software and system expansion modules that let you grow as your business needs change

## 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 Modular 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. For business people requiring wireless mobility throughout the workplace, the Norstar Companion\* wireless telephone and headset offers the same powerful features as the desktop telephones.

### 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.



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

- *Automatic set relocation* allows each Norstar phone to stay programmed though 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.

## Advanced Integrated Applications

Advanced integrated applications, available on the applications module, give you the flexibility to add powerful advanced integrated applications as your business needs arise, and to gain a competitive edge by increasing work productivity and customer responsiveness. You can scale your Norstar Modular ICS with powerful Norstar applications such as:

**Advanced Voice Mail** – Supporting features such as automated attendant, call directory, call routing, integrated voice response, and caller message classification prompts.

**Call Center Applications** – Supporting applications such as Cinphony, Prelude, Minuet Automatic Call Distribution, and fully-integrated Flash Automatic Call Distribution.

**Integrated Mobility** – Supporting Companion Wireless – for mobile employees who make or receive calls throughout the work place.

**Desktop Messaging** – Allows you to manage email, voice messages, and fax messages from your PC.

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

**Digital Networking** – Supporting Voice Profile for Internet Mail (VPIM), digital networking lets you send voice mail messages and fax messages as data over your existing data network rather than the telephone network – reducing long-distance charges.

**Private Networking** – Norstar Private Networking brings the advantages of shared applications to the small to medium-sized business office seamlessly and cost-effectively, by allowing branch and remote offices to access applications from the server at the main office without having to purchase external systems.



## 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 2000, Norstar achieved the ranking of #1 phone system in North America<sup>†</sup> 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!

<sup>†</sup>Source: InfoTrack for CPE and Multimedia 04/2001, Phillips InfoTech Consulting, Inc.



For more information on Norstar Integrated Communications Systems and other Norstar products contact your local reseller or sales representative, call 1-800-4-NORTEL, or visit our web site at:

[www.nortelnetworks.com/norstar](http://www.nortelnetworks.com/norstar)

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