

# BusinessPhone Computer Telephony solutions

## Computer Telephony platforms



*BusinessPhone Computer Telephony (CT) platforms enable you combine the power of telephones and computers to gain competitive edge. On these platforms advanced CT applications can be built to offer powerful business-enhancing solutions.*

The BusinessPhone CT platforms are designed for small to medium-sized organizations, which means they are very easy to be put into effect.

The main concept is to integrate PCs with telephones on a network level. As an entrance alternative the direct integration at a desktop level is possible. And, in order to gain new customer benefits, Ericsson also offers options to integrate Computer Telephony with IP Telephony. Whatever platform is chosen, CT can help your organization run more smoothly, your communications run more effectively and your customer service run on a higher level.

## Gain a competitive edge with Computer Telephony

Computer telephony can give your business a real competitive edge – by ensuring you and your customers speak to the right person at the right time, armed with the right information, every time. By enhancing and automating many communications functions, CT offers enormous productivity and revenue gains to any organization where fast, efficient call handling is a must.

BusinessPhone CT platforms – Personal Link, BusinessLink for Windows and TAPI Bridge – allow you to create a powerful, company-wide combination of telephony and computing resources, to provide a range of productivity- and service- enhancing functions. In other words allowing you to offer new services, save money, and reach new customers.

For example customer database records can be retrieved immediately using the calling number; incoming calls can be automatically routed to the most appropriate call-handling agent or department in your organization. Telephone numbers can be called up from a computerized directory – examples are a company database, an application directory or the MS Outlook contact folder – and automatically dialed in seconds.

### **Improve employee productivity and satisfaction**

CT enhances productivity in three key ways: by reducing the time it takes to perform certain tasks; by creating more effective communications; and by eliminating employees' involvement in repetitive tasks through automation.

Automated screen pops or database look-ups immediately provide employees with caller information. Computer-based directories and dial-out applications automate calling.

Communications effectiveness is enhanced through simultaneous voice and visual communications – for example, the sharing of spreadsheets or whiteboards while talking on the phone. Many call control applications allow notes to accompany a call that is transferred from one employee to another, allowing streamlined, accurate and effective call handling.

Message handling may be consolidated so that message retrieval becomes visual and intuitive.

Call routing boosts the efficiency of whole organizations and of the people involved.

Interactive voice response (IVR) and click-to-dial applications all automate repetitive tasks and help your employees concentrate on serving customers, or simply being more effective.

### **Enhance customer service**

CT enhances the service you provide to your customers by reducing response time, allowing more personalized service and eliminating errors. This is done through features like automatic message notification and automatic transfer of calls to off-premises customer service staff. Control applications route calls to an appropriate person or department.

BusinessPhone CT platforms, in combination with applications like Call Center Assistant (CCA), allow agents to be automatically presented with a

particular customer's record when the customer is called or calls in. Thereby enhancing the professionalism and personalization of the service you offer. Details presented could include customer purchase history, new product details, upgrades and prices. If the call needs to be transferred or a conference call established (for example with another agent, a product specialist or a manager), the information is also transferred or presented in parallel to the other party.

CT can enhance customer service by eliminating human error in many cases. Fax-on-demand systems do not forget to send faxes to customers. Voice messaging systems do not mis-record a caller's telephone number.

All these features add up to reduced queue times and less abandoned calls, leading to improved chances of making a sale in the short term and more repeat business in the long term.

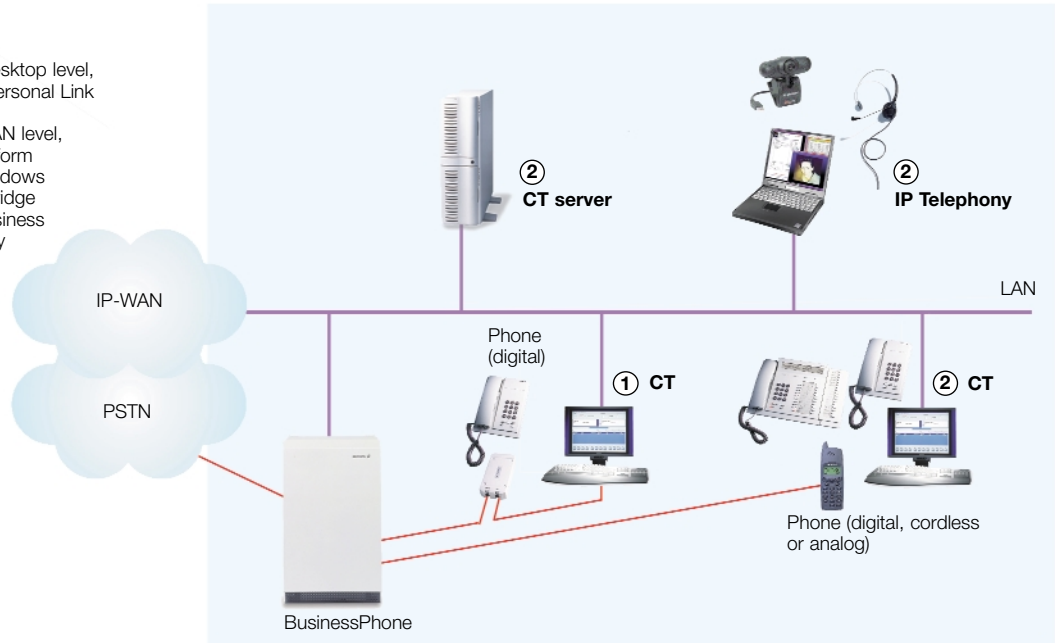
### **Higher revenues, lower costs**

Your profitability benefits from CT applications. You generate more revenue thanks to more effective phone selling and telemarketing. And you cut costs through greater staff productivity, with less time spent on calling administration.

One interesting use of CT is the integration of calendars or schedules with the telephone system, so that incoming calls are automatically rerouted to the most suitable destination when staff are on leave, in a meeting, or temporarily working off site.

**Configuration scenarios**

- ① CT cooperation at a desktop level, ...using the platform Personal Link
- ② CT cooperation at a LAN level, ...using the server platform BusinessLink for Windows ...optionally add TAPI Bridge ...optionally deploy business class IP Telephony by combination with CT



**Solution applications**

To complement BusinessPhone CT platforms, BusinessPhone provides a migration path for implementing application solutions.

At a basic level, calls can be made from a PC, for instance with standard applications like MS Outlook. Ericsson also offers solutions for office businesses, call centers and operators to bring further CT benefits. BusinessPhone BackStage adds value in the office. It is the "front end" CT application that increases personal and business productivity, efficiency and levels of service gives enhanced opportunities, for instance, by easily providing automatic screen pop up information or by integrating with other software such as MS Outlook. BusinessPhone Call Center Assistant and Operator Workstation are tailored to the specific needs of small and medium-sized call centers and for operators.

In addition, the "CT developers packages" make the BusinessPhone CT platform interfaces available to software developers for the creation of specific solutions. The "Enterprise Product Certification Scheme" can certify CT solutions from other specialist suppliers. So they can be used with confidence in BusinessPhone systems. This means that however specific your requirements, there is a way to get your service from BusinessPhone with the CT solution you need.

**Using BusinessPhone Computer Telephony**

BusinessPhone offers a CT platform family with two main concepts: Personal Link, for desktop-level integration, and BusinessLink for Windows, for network-level integration. In addition, BusinessPhone TAPI Bridge enables network-integrated systems to benefit from desktop CT applications that use the TAPI interface standard.

- *Personal Link* enables a direct connection between the user's PC and the desktop telephone. The telephony services are installed on the user's PC. This platform would typically be used for a first entry into CT advantages where an immediate LAN implementation is not preferred, or by organizations evaluating the start benefits of CT applications with a very small number of users. Personal Link supports the industry-standard Telephony Application Program Interface (TAPI).
- *BusinessLink for Windows* connects the BusinessPhone system via a CT server to a company's LAN server to enable TSAPI-compliant applications network-wide. There is no need for any additional platform software or any additional CT licences. To fulfil the needs of small and medium sized organizations ease of installation and configuration has been a main aspect in design. The CT server can run either on the existing LAN server or on a dedicated additional server. BusinessLink supports the industry-standard Telephony Service Application Program Interface (TSAPI), according to CSTA recommendations.

- *TAPI Bridge* enables Microsoft TAPI applications to be used with BusinessLink CT system clients. It gives the full flexibility of a Windows network environment while allowing TAPI solutions to be telephony-enabled, and to use the proven BusinessLink platform.

## Functional support for value

### **BusinessPhone Personal Link**

directly connects a PC with a telephone. It can be used with any number of desktop PCs and digital system telephone extensions, up to the capacity of the BusinessPhone system. The main functions enabled by Personal Link are:

- *Screen-based telephony* – allows telephone functions to be handled and controlled using the PC keyboard and mouse rather than the desktop phone. Examples are easy call set-up by name dialling or an intuitive screen-based handling of transfers.
- *Call-based data selection* – uses information about the call (for example, calling line ID or dialed number) to retrieve associated customer data, local or distributed, which is then presented on the user's computer screen automatically.
- *Voice and data call association* – allows information retrieved by an agent during a call to be transferred, or presented in parallel, to a supervisor or colleague, if the call itself is transferred or made a conference call.
- *Co-ordinated call monitoring* – allows co-ordinated logging of related information in the telephone and the PC. This allows, for example, the creation of reports showing the sales figures for a certain product compared to the number and duration of calls related to that product.

The main applications supported by Personal Link are:

- BusinessPhone BackStage – making personal communications more effective

- TAPI-compliant desktop applications – for instance, making MS Outlook “telephony enabled”.

### **BusinessPhone BusinessLink for Windows**

extends Computer Telephony to businesses using TCP/IP networking platforms. It provides an intelligent connection between the BusinessPhone system and the enterprise computer system. The CT client stations are connected to the CT server via the Local Area Network (LAN). Up to 80 client stations can be supported by BusinessLink for Windows in the office environment, and up to 40 agent positions in call centers. Further extensions can be observed by the operator solution.

Extensions may either be fixed, wired or cordless – expressively the combination of cordless mobility with full functionality at the desktop by CT gives special value.

BusinessLink for Windows enhances the functions enabled by Personal Link, as follows:

- Screen-based telephony – the telephone functions can be handled and controlled from any networked computer and call progress can be processed by the server, opening wide support flexibility for applications.
- Call-based data selection – for instance, call center queueing time can be used as the basis for retrieving call-related data.
- Voice and data call association – information transfer is enhanced and made simpler.

- Co-ordinated call monitoring – co-ordinated logging can easily be extended to the complete telephone system and computer system.

BusinessLink for Windows enables the following additional functions:

- Application-controlled routing – allows the routing of incoming and outgoing calls to be controlled by the CT application (based on, for example, time-of-day, incoming call information or departmental schedules).
- Re-route specific calls on demand – allows the calling line number or customer identity to be used to route calls automatically to the most appropriate user, ACD group or agent, for example for handling VIP, or specific customers.
- Networking – allows CT implementation across private corporate networks.

The main applications supported by BusinessLink for Windows are:

- BusinessPhone BackStage – a wide application area making business communications more effective.
- BusinessPhone Operator Suite and Call Center Assistant – providing comfortable tools for operators and call center agents.
- TSAPI-compliant CT applications – for instance, integrating special solutions from partners.

## The BusinessPhone CT solution migration path

**BusinessPhone TAPI Bridge** can optionally be added on top of BusinessLink to allow TAPI-compliant desktop applications to be used across the network, by converting the TSAPI protocol to TAPI APIs (Application Programming Interfaces). Up to 80 client stations can be supported in the office environment, according to the capacity of BusinessLink for Windows.

The functions enabled by TAPI Bridge are similar to the main functions provided by BusinessLink for Windows.

The applications supported by TAPI Bridge are:

- TAPI-compliant desktop applications – for instance, making MS Outlook “telephony enabled” by a networked CT server platform.

### **Calling from a PC**

Harnessing the combined power of the PC and the telephone begins with the ability to make calls from desktop applications, such as MS Outlook. This simple integration makes more use of staff time. BusinessPhone offers desk-by-desk or LAN-based integration with Personal Link, BusinessLink and TAPI Bridge.

### **Adding value for general office use**

Adding BusinessPhone BackStage makes integration with other business software possible. Software like MS Outlook, Excel, Word and Access becomes telephony enabled, with click to dial. Data screen pop-up and caller name display are also included. It provides a user-friendly interface and creates a efficient and flexible working environment for the single user as well as for groups.

### **Adding value in call centers and for operators**

Where special call handling is vital, Ericsson offers a range of CT solutions tailored to the specific needs of small and medium-sized call centers and for operators.

### **Integrating other software**

The Enterprise Product Certification Scheme enables software developers to certify their specialized computer applications for use with Ericsson’s enterprise communication systems. This means that however specific your requirements, you can complement BusinessPhone and its applications with the additional CT software you need.

### **Growing with BusinessPhone**

BusinessPhone Computer Telephony provides scalable solutions suitable for a single user up to 80 advanced CT users, or 40 flexibly assigned call-handling agents in multiple groups within a call center.

It is easy to add solutions to the communication system as the business develops.

## BusinessPhone CT platforms: Configuration requirements

<i>System set-up</i>	<i>Configuration Scenarios</i>		
	<i>Personal Link</i>	<i>BusinessLink for Windows</i>	<i>TAPI Bridge</i>
<i>Communication Platform(s)</i>	BP 4.0, 5.0, 5.1	BP 4.0, 5.0, 5.1 CT FECU Free serial V.24 port or IPU	CT via LAN control, TAPI standard BusinessLink for Windows
<i>Connection</i>	1 CT Adapter per PC	via V24 or VCOM - LAN	To BusinessLink for Windows
<i>System Capacity</i>	Up to capacity of BP system	Up to 80 users in the office environment. Up to 40 agents in the call centre environment All extensions can be monitored by the operator	Up to 80 users in the office environment, according to the capacity of BusinessLink
<i>Telephones</i>	Digital telephones (Dialog 3210, 3211, 3212, 3213 or IP telephone)	All digital, cordless or analog telephones	All digital, cordless or analog telephones
<b>PC requirements</b>			
<i>Processor</i>	client: 133 MHz	server: 133 MHz client: 133 MHz	client: 133 MHz
<i>RAM (128 MB due to Win 2000, XP recommendations)</i>	client: 32 MB (128 MB)	server: 128 MB client: 32 MB (128 MB)	client: 32 MB (128 MB)
<i>Free harddisk space (1 GB due to Win 2000, XP recommendations)</i>	client: 100 MB (1 GB)	server: 100 MB (1 GB) client: 100 MB (1 GB)	client: 100 MB (1 GB)
<i>Supported operating systems</i>	client: Win 95, 98, NT 4.0, 2000	server: Win NT 4.0, 2000 client: Win 95, 98, NT 4.0, 2000 ME, XP terminal server: Win 2000 server (resulting PC requirements according to number of users)	client: Win 98, NT 4.0, 2000 ME, XP
<i>Peripheral</i>	client: 1 free serial port	server: 1 free serial port in case of V24 connection to BP, network interface card client: network interface card	BusinessLink for Windows

**Region Asia Pacific**  
Ericsson Enterprise  
Jalan SS7/19, Kelana Jaya  
47301 Petaling Jaya  
Selangor  
MALAYSIA  
Phone: +60 3 7808 7000  
enterprise.asiapacific@ebc.ericsson.se

**Region Latin America**  
Ericsson Enterprise  
2385 Executive Center Drive  
Suite 400  
Boca Raton, FL 33431  
USA  
Phone: +1 561 999-4860  
enterprise.latinamerica@ebc.ericsson.se

**Region Western Europe**  
Ericsson Enterprise  
Avenue du Bourget 44 Bourgetlaan  
1130 Brussels  
BELGIUM  
Phone: +32 2 745 12 11  
enterprise.westerneurope@ebc.ericsson.se

**Region Central and Eastern  
Europe, Middle East, Africa**  
Ericsson Enterprise  
Pottendorferstr. 25-27  
A-1121 Vienna  
AUSTRIA  
Phone: +43 1 81 10 00  
enterprise.centraleurope@ebc.ericsson.se

**Region North America, Japan**  
Ericsson Enterprise  
1555 Adams Drive  
Menlo Park, CA 94025  
USA  
Phone: +1 650 324-6100  
enterprise.northamerica@ebc.ericsson.se

**Region Nordic**  
Ericsson Enterprise  
Lindhagensgatan 80  
126 25 Stockholm  
SWEDEN  
Phone: +46 8 579 18 000  
enterprise.nordic@ebc.ericsson.se