MERLIN MAGIX™
Integrated System Networking

The Easy-to-Use, Cost-Effective Solution for Communicating Across Multiple Business Locations

The **MERLIN MAGIX**™ Integrated System is the ideal source for leading-edge communications for the small to mid-size business that's growing, or for the large organization with a number of branch locations.

MERLIN MAGIX communications capabilities are even more flexible with **MERLIN MAGIX** Networking—an advanced solution designed to help you get greater value from your communications resources by linking multiple business sites in a single network.

The **MERLIN MAGIX** system allows your business to create a private network, to share voice, high-speed data/video communications facilities, and a single voice messaging system across multiple locations. Your private network can consist of one or more **MERLIN MAGIX** systems plus **MERLIN LEGEND**®, **DEFINITY**® BCS, and/or **DEFINITY ProLogix**™ systems.

With the **MERLIN MAGIX** system and its networking capabilities, your employees can work together more quickly and efficiently—increasing productivity *and* cost-effectiveness. Best of all, **MERLIN MAGIX** Networking is user-friendly, so it's easy to get started and to manage your communications efficiently even as your business grows.

Bring Customers Closer to You

In addition to enabling your separate locations to work together "as one," **MERLIN MAGIX** Networking helps you offer faster, more responsive service.

For example, customer calls can be easily transferred from office to office, location to location, saving customers the time, expense, and frustration of making additional phone calls. A **MERLIN MAGIX** private network helps you to provide customers with a more unified, efficient, *quality* experience.

Use Network Resources More Efficiently

The **MERLIN MAGIX** Integrated System provides high-speed and cost-efficient voice, data, and video networking between locations.

A **MERLIN MAGIX** private network can help you make maximum use of your network facilities by providing the benefits of a *Primary Rate Interface (PRI) between sites, for the price of a T1 circuit.*

By administering your T1 as PRI tandem trunks, your network resources can be *dynamically allocated* for voice,
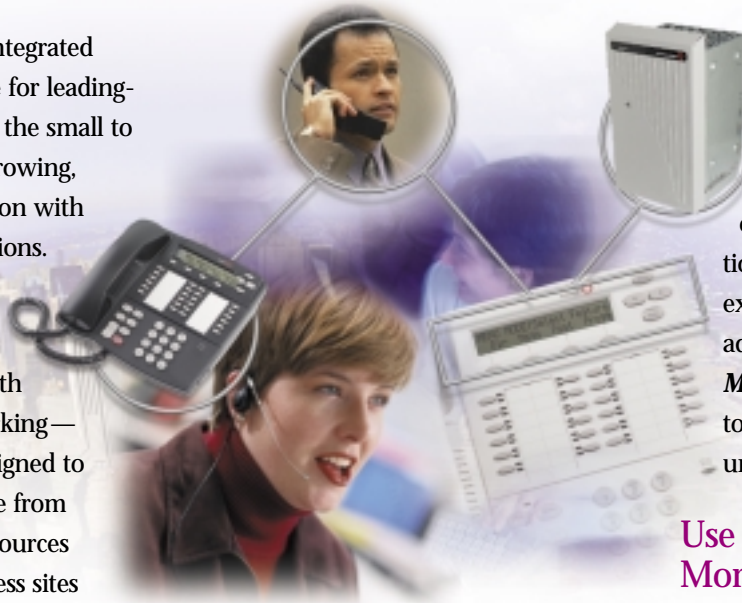
data, and video at speeds of up to 64 Kbps and 128 Kbps, *as needed.* That means you don't have to dedicate channels for data or video—giving you a more flexible and cost-effective network.

This high-speed networking gives you faster call set-up times and more efficient data/video transmission. In addition, your PRI line can support data transfers such as videoconferencing, file sharing and transfers, and high-speed fax between a *MERLIN MAGIX* system and a *DEFINITY* BCS or *DEFINITY ProLogix* Solution as well as among *MERLIN MAGIX* and *MERLIN LEGEND* systems.

With *MERLIN MAGIX* Networking, Caller ID and Automatic Number Identification (ANI) can travel across the private network PRI tandem trunk along with a routed call and be used to generate "screen pops" of caller information.[1]

Simply Dial Two to Four Digits

With *MERLIN MAGIX* Networking, you can place calls throughout your company network as if everyone worked at a single location, with *Uniform Dial Plan* routing. To further increase productivity, advanced networking also facilitates business-to-customer and business-to-supplier communications by dialing two to four digits.

With the Uniform Dial Plan, there's no need for employees to dial special access codes for calls or transfers between locations. Users can call and transfer calls to any location in the private network by dialing the same number of digits—minimum two digits, maximum four (four required for centralized voice messaging).

For maximum reliability, the Uniform Dial Plan can route calls over the public network as a backup to your private network.

Easily Identify Network Callers

With PRI tandem trunks, when employees dial another networked office location, the extension number and name can be displayed on the receiving multiline display telephone.[2] The employee will have a visual indication of who is calling and can prioritize work accordingly.

Reduce Costs by Turning "Long Distance" into "Local"

The *MERLIN MAGIX* Integrated System also gives you the flexibility to route calls across your network in the way that will be most cost-effective. The system can be programmed to route an outbound long distance call over your private network trunks to a remote switch where the call will be placed as a local call.

For example, if an employee at your Chicago office needs to call a customer or supplier in Milwaukee, it would normally be a long distance call. However, if you have a second office in Milwaukee and it is networked to the Chicago office's *MERLIN MAGIX* system, the call can be routed through your private network from Chicago to your Milwaukee customer or supplier as a local call.

You can also pool Direct Inward Dialing (DID) trunks to route all DID calls for your network through one site. DID trunk pooling helps reduce costs and provides a local presence for employees who work at remote locations. So, a caller can dial a local number and be automatically routed to an employee at a distant (nonlocal) office.

The routing process is transparent to the caller and the party being called—but the savings in toll costs for your business will be plain to see.

Share One Messaging System Across All Your Locations

With *MERLIN MAGIX* Networking, you can share a Lucent voice messaging system across one or more *MERLIN MAGIX* systems—providing the multilocation business with cost savings as well as enhancements to productivity, efficiency, and customer service.

This *centralized voice messaging* allows you to install a system such as *MERLIN* Messaging, Octel® 100, or *INTUITY*™ *AUDIX*® systems at one "hub" location and to share its capabilities with other *MERLIN MAGIX* or *MERLIN LEGEND* systems.[2]

Centralized voice messaging supports a star networking configuration. Each remote site must be connected to the hub via a private network facility. This allows your entire business to take advantage of voice mail, fax messaging, Automated Attendant, and other benefits without the cost of investing in an individual messaging system for each branch office or remote location.

MERLIN MAGIX Networking Configurations
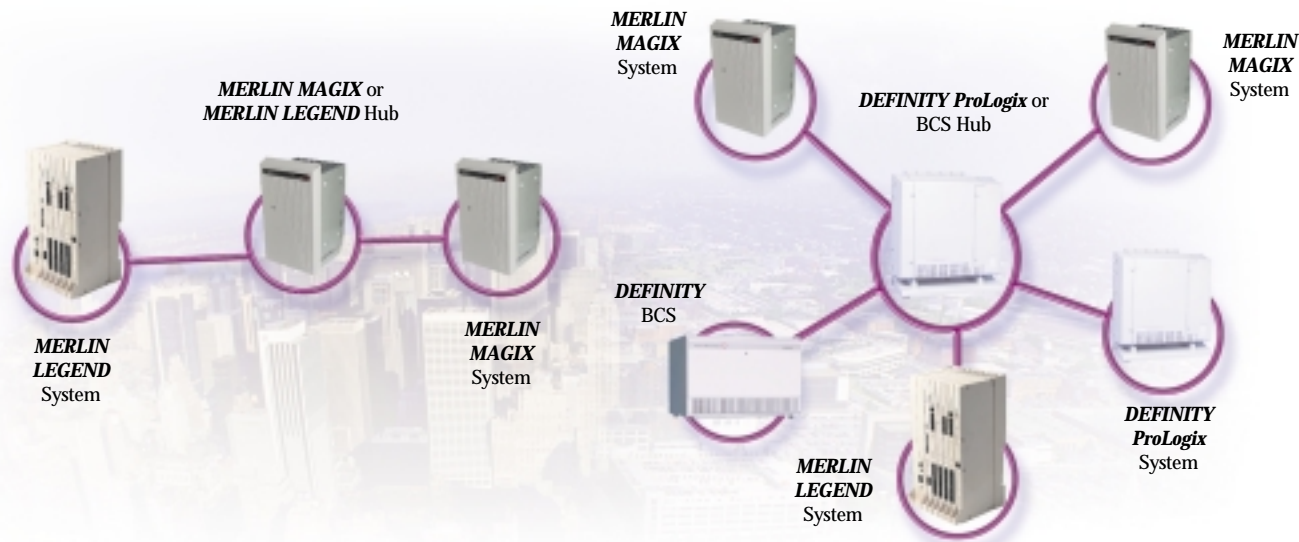
*A **MERLIN MAGIX** hub can support centralized voice messaging, Uniform Dial Plan, and up to 3 TI/PRI circuits or 80 total trunks.*

*A **DEFINITY** hub can also support Uniform Dial Plan among all locations.*

In addition to delivering cost savings, centralized voice messaging offers an array of business benefits including the following:

- The ability to forward and broadcast messages to all personnel within the network enhances collaboration among employees who work in different locations but need to share information efficiently.

- Employees who frequently visit or work out of different offices can use the same simplified dialing (two to four digits) to quickly and easily access their voice mail from any networked location, improving productivity.

- With a centralized Automated Attendant, your business can automatically answer calls and route callers to all your locations—in turn, helping you be more responsive to callers and provide faster, better customer service.

- A single messaging system can activate the Message Waiting light on any networked system telephone, so employees can always be alerted to a new message just by glancing at the phone.

- Locations can send overflow calls to voice mail to ensure that all calls are answered in a timely manner even when a location is especially busy.

A Unique Lucent Advantage

Lucent Technologies is a leader in developing, manufacturing, delivering, implementing, and servicing innovative communications solutions for businesses—including networking solutions.

To learn more about the advantages of **MERLIN MAGIX** Integrated System Networking, talk to your Lucent Technologies Representative, Authorized Dealer, or Sales Agent. Or, visit our Web site.

www.lucent.com/smallbusiness

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[1] The availability of ANI and/or Caller ID information may be limited by your service, geographic availability, or central office equipment. Screen pops require Computer-Telephony Integration options.

[2] Requires **MERLIN LEGEND** system release 6.1 or higher.

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