CTI for the MERLIN MAGIX™ Integrated System

Enabling *Your* Business to Make Computer-Telephony Integration Part of Your Strategy for Success

The ***MERLIN MAGIX***™ Integrated System from Lucent Technologies sets a new standard for business communications, offering a simple yet *powerful* platform to support virtually all your mission-critical communications requirements.

An important element of the ***MERLIN MAGIX*** platform is its ability to seamlessly support CTI, or *Computer-Telephony Integration*—allowing your business to take advantage of applications that link your telephone system with your data environment and provide tools to help significantly enhance productivity and customer service.

An Open Architecture Makes It All Possible

The ***MERLIN MAGIX*** platform provides an open standards-based architecture to support industry-leading interfaces used by middleware companies to develop CTI applications.

- TAPI, the *Telephony Application Programming Interface*, enables

single-user applications at the employee desktop, providing access to tools such as corporate telephone directories, point-and-click dialing of outbound calls, and screen-based management of inbound calls.

- TSAPI[1], the *Telephony Services Application Programming Interface*, enables server-based applications that can be used by any employee whose desktop is networked with the TSAPI server. TSAPI provides data to the desktop, through "screen pops"—automatic displays of database information related to your callers.

The ***MERLIN MAGIX*** platform can cost-effectively support CTI for anywhere from one user to 200 users, whether you choose direct-connection applications or LAN-based (Local Area Network-based) solutions.

A Growing Marketplace

With the ***MERLIN MAGIX*** Integrated System, your business can adopt a growing selection of business-useful desktop applications being developed today, and tested and approved for use with Lucent systems. For example:

- *Snap Connection* automates employee tasks by using TAPI to easily integrate Windows[2]-based desktop applications such as contact databases and Personal Information Managers.

- *Phonetastic*[3] software helps streamline and personalize your customer service by using TSAPI to integrate your with your existing databases and deliver screen pops of caller information while the telephone is ringing.

MERLIN MAGIX CTI support allows your business to benefit from "call center-type" applications that put valuable customer information and call control at your employees' fingertips, enabling them to provide more personalized, effective service.

Your Phones and Your PCs Working Together

A Microsoft Windows NT or Novell NetWare[4] telephony server provides the link between your MERLIN MAGIX system, your digital telephones, and your employees' desktops PCs equipped with TSAPI-compliant software.

When the phone rings, the MERLIN MAGIX system identifies the caller—through Caller ID, Automatic Number Identification (ANI), Dialed Number Identification Server (DNIS), or other capabilities—and relays that identity to the server.

As the call is routed to an employee's telephone, the server application can deliver pertinent caller records to the employee's PC, via your business LAN. In addition to data collected by the MERLIN MAGIX system, those records can include related information from any compatible database on the LAN—allowing you to provide screen pops of anything from call history, previous order history, billing records, and account status, to directories, telemarketing scripts, and help desk checklists.

This ability to support multiple databases in a single link between your MERLIN MAGIX system and the desktop allows you to support highly demanding information requirements, to help your employees work more easily and effectively. And because the information is delivered as the phone rings, employees can be prepared to meet callers' needs more quickly and thoroughly.

For TAPI[5] applications, PassageWay® Direct Connection hardware and software provide a one-to-one link between the central TAPI application, each employee's PC and telephone, and the MERLIN MAGIX system.

Ready Today—Ready for Tomorrow

The evolutionary design of the MERLIN MAGIX Integrated System and its open architecture help ensure that your business will be ready to take advantage of new CTI solutions as they are developed—making it highly cost-effective and a simple, smart investment for today and tomorrow.

And CTI support is just one more capability that makes Lucent Technologies MERLIN MAGIX Integrated System the wise choice of platform on which to build and run your business.

To learn more, talk to your Lucent Technologies Representative, Authorized Dealer, or Sales Agent. Or, visit our Web site.

www.lucent.com/smallbusiness

System Requirements

- Telephony Services for Microsoft Windows NT
  - Windows NT 4.0 workstation or server
  - 486 or Pentium[6] computer
  - 32 MB RAM
  - 11 MB hard disk space
  - Eicon Diva 2.01 ISDN adapter
  - One available 16-bit ISA or EISA slot
  - MERLIN MAGIX/MERLIN LEGEND® Windows NT driver

- Telephony Services for Novell NetWare
  - Novell NetWare v3.12, 4.10, or 4.11
  - 486 or Pentium computer
  - 16 MB RAM (v3.12) or 24 MB RAM (4.10 or 4.11)
  - 2 MB hard disk space
  - Eicon SCOM ISDN adapter
  - One available 8- or 16-bit ISA slot
  - PassageWay Telephony Services for NetWare, release 2.21 or later
  - MERLIN MAGIX/MERLIN LEGEND Novell NetWare driver

- TAPI
  - Microsoft Windows 95 only
  - 486 MHz processor or higher
  - 16 MB RAM
  - 25 MB hard disk space
  - 3 1/2" floppy drive
  - CD ROM drive

Lucent Technologies
Bell Labs Innovations

[1] TSAPI requires connectivity to a MERLIN LEGEND MLX station port.

[2] Snap Connection was developed by Algo Communications Corporation. Windows is a registered trademark of Microsoft Corporation.

[3] Phonetastic is a trademark of CallWare Technologies, Inc.

[4] Microsoft and Windows NT are registered trademarks of Microsoft Corporation. Novell and NetWare are registered trademarks of Novell Inc.

[5] TAPI connection requires a MERLIN LEGEND MLX telephone with a CTI jack (such as an MLX-10DP®, MLX-16DP®, MLX-28D®, or MLX-20L® set).

[6] Pentium is a registered trademark of Intel Corporation.