



DEFINITY® Business Communications System

**The Smart Platform for Your Bottom Line:
Using Communications to Manage Costs and Grow
Your Business**

Converged Voice and
Data Networks
Customer Relationship
Management
Unified Communication

Supported by:
Avaya Labs and Services

The DEFINITY® Business Communications System (BCS) from Avaya is the communications platform for today's Customer Economy. It's the smart investment designed to enable eBusiness—helping you boost productivity and beat out the competition while growing your business cost-effectively.

DEFINITY BCS supports a diverse mix of traffic, including voice calls and messaging as well as data and video. So, whichever communications tools are right for your business, they're easily and affordably within reach, as needed to support your entrepreneurial vision.

Networked for Productivity and Cost-Effectiveness

DEFINITY BCS supports the different ways people work today. It allows employees, customers, and suppliers to communicate in virtually any medium across any number of locations, using advanced networking applications.

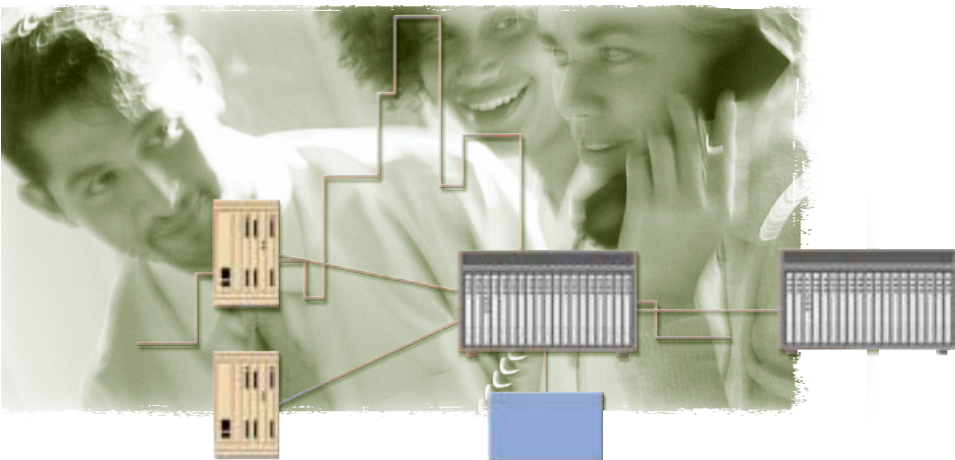
For example, DEFINITY BCS allows your business to connect to the public telephone network via facilities such as Ground Start, Loop Start, Direct Inward Dialing (DID), Integrated Systems Digital Network (ISDN), Q-SIG, and Centralized Automatic Message Accounting (CAMA) trunks.

In addition, DEFINITY BCS has the flexibility to support today's local and long distance infrastructures. The system is adaptable to any national numbering plan and supports multiple simultaneous service providers. Depending on the service provider or providers you use, DEFINITY BCS can route calls for all public network calls based on the preferred—typically the least expensive—route available at the time the call is placed.

Last but not least, DEFINITY BCS server supports the Internet Protocol (IP) so you can connect sites and share capabilities via a virtual enterprise network, and reduce costs by combining voice and data traffic over the same network resources.

Introducing Enterprise Class IP Solutions

Because it is part of the Avaya Enterprise Class IP Solutions family, the DEFINITY BCS system is designed to work seamlessly with other Avaya products to create a comprehensive IP communication solution.





Flexible Coverage, More Efficient Call Handling

DEFINITY BCS Call Coverage provides a series of traffic-flow paths to ensure that calls are routed and handled by proper, designated extensions. This helps ensure that all your calls are handled by qualified, knowledgeable employees at all times, even if a call has to be redirected off-premises to, for example, a cellular phone.

Call Coverage redirects calls to alternate extensions when the original called party is not available. You determine the criteria for redirecting a call as well as the conditions for the coverage paths—for example, no answer, unavailable, or busy. DEFINITY BCS can also distinguish between internal and external calls, and provide different coverage paths for each.

DEFINITY BCS also provides called party information to the display terminals along the coverage path. So, employees who receive coverage calls know who each call was originally intended for, and can respond accordingly.

More Control, with an Automated Attendant

DEFINITY BCS's built-in Automated Attendant software* provides your business with even greater flexibility for direct access calling. It allows callers to use a standard touch-tone telephone keypad to respond to a recorded menu of options and direct their own calls to the right person or department.

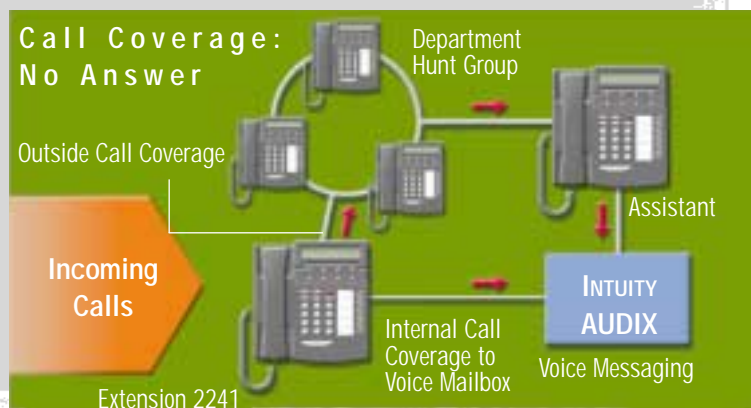
The Automated Attendant provides the versatility your business needs—and your customers demand—for efficient call handling. DEFINITY BCS supports up to 50 simultaneous incoming call connections, up to 200 calls in queue, and up to 128 user-defined announcements based on the time of day, the number dialed, or other criteria.

Even if you are not using the Automated Attendant, features like Attendant Backup Alerting help to ensure that your calls are handled properly. When the primary attendant cannot pick up a call, the Attendant Backup Alerting feature notifies any digital display terminal designated as a backup attendant. Special ringing and display messages are



The person at extension 2241 is on the phone. The incoming external call to extension 2241 is redirected to the department assistant. The assistant may relay a message to the calling party, transfer the call to another extension or to a voice mailbox. Internal calls to extension 2241 can be automatically directed to a voice mailbox.

There is no answer at extension 2241. The incoming call is forwarded to the department hunt group. The call will be answered by the next available member. If the call is not answered here, it is passed to the next point in the coverage path, the department assistant, who may respond as described above.



* An integrated announcement board or external announcement device is also required.

provided to the backup station(s) when the attendant queue reaches its user-defined warning level. So, the designated attendant backups can assist in handling incoming call traffic until it subsides.

Better Communication with Voice Messaging Choices

DEFINITY BCS offers integrated DEFINITY AUDIX® Voice Messaging—a cost-effective solution that enhances productivity and customer service.

By integrating with DEFINITY BCS, DEFINITY AUDIX Voice Messaging shares system resources (such as power supplies). It also shares the inherent system reliability and the same administration terminal and screen formats as DEFINITY BCS—simplifying training and making messaging administration easy.

DEFINITY BCS also offers stand-alone multimedia messaging solutions with both the Octel® 100 System and the INTUITY™ AUDIX System, to meet virtually any messaging need your business may have.

With either Octel 100 or INTUITY AUDIX, your business can share one voice mail system among networked locations—even sites that have an Avaya MERLIN LEGEND® System, MERLIN MAGIX™ Integrated System, DEFINITY ProLogix™ Solutions, or DEFINITY ECS. Advantages of shared, networked voice mail include ease of administration, improved communication, and lower equipment costs.

Providing the Information You Need

In addition to the advanced call flow management capabilities of DEFINITY BCS, additional call distribution and measurement functionality is available with the optional Basic Call Management Software (BCMS) package. This package allows you to distribute incoming calls efficiently and equitably among available hunt group members. A hunt group is typically a designated group of individuals in a company or department that handle the same types of incoming phone calls.

DEFINITY BCS is administered to direct calls to members in the hunt group using various criteria you define—such as first idle agent and most idle agent—ensuring that calls do not receive busy signals. It also helps ensure that calls are distributed

evenly among the group and arrive at the right department.

Accurate reporting is also critical for evaluating the efficiency and cost-effectiveness of personnel and equipment. DEFINITY BCS with Measured Agent software provides you with the data necessary to understand the efficiency of costs associated with your hunt group, by providing measurement and reporting capabilities for up to 25 hunt group agents.

And now, optional BCMS Vu® software helps you manage your agents even more effectively, with real-time information and reports for supervisors and agents.

Easy, Streamlined Administration

Optional Avaya Site Administration (ASA) software is so powerful and easy to use that many companies don't need a full-time communications professional to manage system features or handle every day tasks.

The ASA software is designed to provide an easy-to-use interface for station moves, adds, and changes. Plus, it provides the ability to administer trunks, least-cost routing (the ability to deliver calls most cost-effectively by routing them over your “private” business communications network), and maintenance functions as well. This interface includes access to help messages, and checks for validity of entries as they are made.

Security Safeguards

DEFINITY BCS provides valuable security features to help you control your communications environment. Log-in names can be personalized and easily changed, and passwords can be aged to deter hackers. The system reports the details of all call forwarding usage, and can automatically notify you of a security violation—such as an invalid or unauthorized log-in—based on your preset thresholds.

In addition, calling privilege controls allow you to define where individual stations can call—such as specific area codes or telephone numbers—helping to curb unauthorized calling and control toll costs.

System Reliability You Can Count On

Designed with ultrareliable architecture, manufactured to award-winning quality standards using ISO 9001 certified processes, and proven in thousands of installations, DEFINITY Communications Systems deliver reliability you can count on, day-in and day-out.

This same reliability is designed and built into DEFINITY BCS, including:

- Diagnostics, testing, and error logging in every component
- Maintenance software with comprehensive audit processes
- Modularity that minimizes the effect of individual fault or failure
- Flash memory cartridges that provide reliable storage of system translations
- Extensive factory testing of the entire system.

In addition, DEFINITY BCS is backed by Avaya's commitment to providing superior, ongoing service and support for all your communications needs.

A Choice of Feature-Rich Telephones

Avaya offers a full line of digital telephones for use with DEFINITY BCS. The 6400 Series Digital Telephones were designed with input from customers around the world. The result is a sleek, rounded look in a user-friendly, cost-competitive family of business telephones.

In addition to the standard features you expect in digital two-wire telephones, the 6400 Digital Telephones include Whisper Page, Group Paging, and Group Listening, as well as built-in speaker-phones and LCD displays in most models. And with set-based user administration, each user can personalize the 6400 telephones by programming softkeys to access the DEFINITY features that meet the individual's needs.

DEFINITY BCS also supports the 6200 Series Analog Telephones.

Built with Your Future in Mind

DEFINITY BCS is designed to meet your needs for reliable service long into the future. The system is expandable from the smallest configuration of about 40 stations up to the total capacity of 25,000 stations. Across the range of system sizes, all port circuits, terminals, wiring, and software translations can be simply expanded through the addition of new components.

DEFINITY BCS has the ability to accept additional circuit packs while operating, as well as the ability to allow translation database changes online. So, in most cases, the system can be expanded with additional stations and T1/E1 facilities during business hours with no impact on the operation of the system. The addition of circuit pack carriers to accommodate larger quantities of circuit packs can be accomplished with minimal downtime.

To learn more, talk to your Avaya representative or authorized BusinessPartner. Also, visit our Web site at avaya.com/solutions

The DEFINITY BCS supports centralized voice mail using touch-tone signaling technology between system locations.

