



Octel[®] 100 Messaging

The Multimedia Messaging Solution That Improves
Cost-Effectiveness, Customer Service, and Productivity



The telephone is vitally important to your business, for communicating with customers as well as with co-workers, suppliers, and other colleagues. Customers, especially, expect you to use the latest communications tools to provide the best service possible and make doing business with you *easy*.

That means bringing new communications technologies into your business can make the difference between having a competitive edge and losing customers.

Octel® 100 Messaging is the smart, cost-effective way to enhance your telephone system with *multimedia messaging technologies* that will increase customer satisfaction *and* help you run your business more effectively.

The Proven Benefits of Messaging

Octel 100 Messaging puts the power of integrated voice and fax messaging to work for your business, delivering solid benefits including:

- **Reduced Costs**

Voice messaging minimizes the number of employees you need to answer your telephones. Callers can leave messages and obtain routine information without assistance from employees—freeing them to prioritize and perform other duties as needed. Octel 100 Messaging fax capabilities can help eliminate the need for redundant resources such as dedicated fax lines and multiple fax machines.

- **Increased Revenues**

Octel 100 Messaging makes your business available and responsive to customers 24 hours a day, seven days a week. Your sales department can use messaging to accept orders any time of the day or night—so you're accessible when customers need you. Use messaging tools to collect, track, and manage sales leads. Or, provide recorded product information on demand, by voice or fax, to supplement sales efforts.

- **Improved Customer Service**

In addition to making your business accessible 24 hours a day, Octel 100 Messaging allows callers to reach the right person or department quickly and easily, without the frustration of no answer, transfers, or waiting on hold. Fax messages can be sent directly to a service representative for prompt action.

- **Enhanced Productivity**

The convenience of voice and fax messaging means fewer interruptions to your day, and less unproductive time spent on the phone or checking the fax machine. Octel 100 Messaging helps you receive, access, organize, and share information with ease—making you more productive.

- **Optimized Day-to-Day Operations**

Messaging also enhances your internal, daily communications, providing efficient ways for employees to access, forward, and “broadcast” information anywhere within your business. It means easier collaboration and faster decision-making.

Easy-to-Use Business Tools

Octel 100 Messaging provides an array of user-friendly business messaging tools in one cost-effective package.

- The *Automated Attendant* answers and routes your calls promptly and courteously, 24 hours a day. You can have the Automated Attendant answer all your calls, select lines, or only the calls that your operator or receptionist is unable to take—whatever is most appropriate for your business. In conjunction with an overhead paging system, Octel 100 Messaging can even give callers the option to page you.

- *Voice Mail* allows callers to leave recorded messages in your password-protected mailbox any time—so callers can communicate with you even when you're away from your desk or out of the office. Using your password, you can retrieve your messages from any touch-tone telephone, any time of the day or night. You can also share messages with co-workers, using a touch-tone phone to forward the messages to other voice mailboxes.

Unlike handwritten messages, Octel 100 Messaging voice messages are never garbled, incomplete, incorrect, or misinterpreted. You hear each message in a caller's own voice and tone—so you hear much more than just the caller's words.

- The *Fax Messaging* option gives you the same flexibility that you get with Voice Mail, adding critical reliability and security benefits. With Octel 100 Messaging, customers, co-workers, and colleagues can send a fax to your messaging mailbox for retrieval, at your convenience, from any fax machine. Octel 100 Messaging can notify you when a fax is received in your mailbox. Faxes are printed when and where you specify, so they are convenient and their contents can remain confidential. Or, you can forward or broadcast a fax to co-workers to share important information. You can even “attach” a voice comment to the fax before you forward it.

Easy Management of All Your Messages

Octel 100 Messaging offers a familiar, graphical Windows®-based interface that lets users manage all their voice and fax messages with ease, right from a desktop PC. The optional *Visual Mailbox* lets you quickly organize all your messages and prioritize your message handling, using pull-down menus and your PC mouse.



Just a glance at the message list in your Visual Mailbox window gives you a complete overview of the mailbox's contents.

The Visual Mailbox window gives you a complete overview of your mailbox's contents, including:

- How many messages you have
- Whether messages are from outside callers or from other system users
- The day and time each message was delivered
- Message lengths
- Whether each message is voice, fax, or *both*
- The type of message delivery—normal, urgent, or private
- Whether a message has been forwarded to you by another user.

You can even add or edit personal comments in a message notes column on your PC screen, to help you recognize messages or categorize them into folders for future reference. And with Visual Mailbox, you can listen to voice messages or read faxes in any order, discard them, forward them, or save them as you wish—as easy as point and click.

Individual Call Management Features

The Visual Mailbox also includes features to help you personalize your call handling. Using your telephone receiver and on-screen “tape deck” controls (rewind, stop, play, fast forward), you can record your mailbox greeting and other messages, which you can forward or broadcast to other Voice Mail users. You can even get confirmation when a message has been received.

The Visual Mailbox *Call Handling* screen lets you activate call blocking and choose handling options for your incoming calls. For example, block calls to your extension and have them forwarded to another extension or to Voice Mail whenever your line is busy. Or, switch from the no answer/busy option you use during the day to call blocking with a customized message for after-hours calls.

The Visual Mailbox even includes a screen-based dialer that lets you dial outbound calls from your PC just by typing a phone number or selecting a number from your personal or corporate directory.

Messaging Made Even More Valuable

Affordable Octel 100 Messaging includes an array of design tools you can use to easily build a variety of applications customized to your business and your customers' needs. For example, the optional *fax retrieval* “information on demand” application lets you provide callers with access to documents by fax, 24 hours a day, without assistance from your personnel. It allows callers to receive the information they want, *immediately*, regardless of time of day or where they are.

You can also activate the announcement capability to provide routine information or tell callers more about your company, products, or services—freeing your staff for tasks that require personal attention. Or, set up voice messaging to handle *information collection*—a time-saving way to gather important information by recording callers' answers to pertinent questions. You can use it for automated order placement, customer or employee surveys, job application prescreening, and much more.

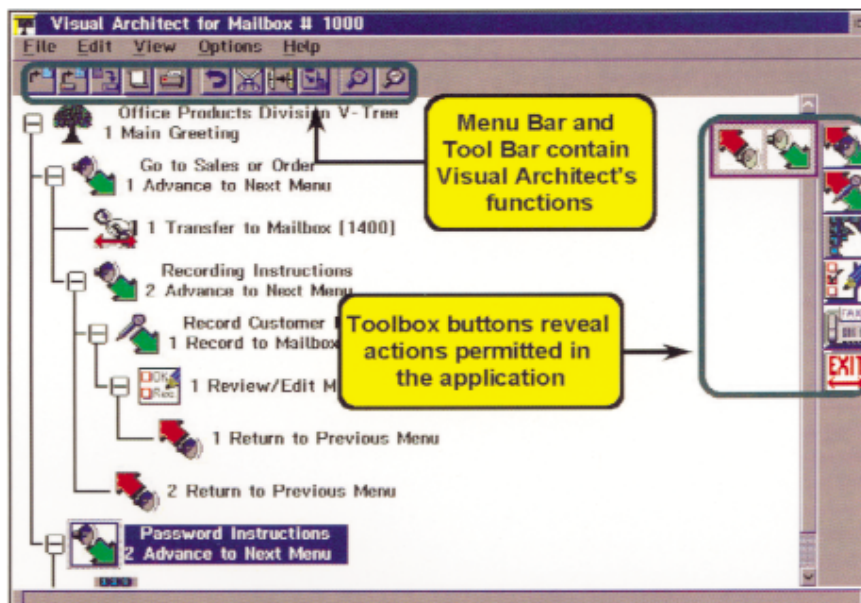
Graphical Customization Tools

The *Visual Architect*™ feature of Octel 100 Messaging is a graphical, drag-and-drop interface for creating customized applications—call routing, information on demand, information collection, and much more—for your messaging system or for individual user mailboxes.

The Visual Architect lets you view your applications on-screen as you are designing them, then ensures that each application is complete and functional. It runs a “logic check” to confirm

that all variables are entered and valid. The Visual Architect even automatically disables incomplete branches so callers can't get "trapped" in escape-proof loops in your messaging system.

In addition, the Visual Architect's viewable, printable application flow charts and annotated voice prompts make it easy to modify custom applications as your business needs evolve. So, there's no need to start from scratch when you want to make changes.



The Visual Architect provides an intuitive, graphical interface for creating and editing applications on-screen.

Compatible with Your Phone System and Your Needs

Octel 100 Messaging integrates effortlessly with a wide variety of telephone systems. It supports up to 16 voice ports, 4 fax ports, and 60 hours of storage, for optimum messaging flexibility.²

In addition, Audio Messaging Interchange Specification (AMIS) or Octel Analog Networking makes messaging between remote sites both economical and simple. Using standard protocols, Octel 100 Messaging extends your messaging capabilities across the country or around the world. For added flexibility, Octel 100 Messaging is multilingual, supporting three languages.

To learn more about how multimedia Octel 100 Messaging can make your business more cost-effective, productive, and competitive, talk to your Lucent Technologies Representative or Lucent BusinessPartner. And be sure to visit the Lucent Technologies Web site.

www.lucent.com/enterprise



¹ Windows is a registered trademark of Microsoft Corporation.

² Maximum voice and fax ports cannot be achieved simultaneously.