



UC for Business

Unifying Business Communications

Empowered by Innovation

NEC



A Unified Approach to Communications

NEC understands the important role communications play in building and maintaining your business relationships. How effectively you communicate with customers, resellers, key suppliers and business partners can be the difference between business won and business lost.

The measure of your responsiveness as an organization is not simply based on how well your contact center agents or console operator does their job. Satisfying customer needs relies on effective communications across the entire enterprise. A breakdown in communications between individuals, departments or locations could see your customer contacting your competitor instead.

NEC's UC for Business helps your organization eliminate the barriers to successful interactions. With it, you can take a unified approach to all the ways your organization communicates, whether externally or internally by computer desktop, phone, e-mail, fax, mobile, or via your website.

The UC for Business Advantage

NEC's UC for Business unifies all your communications on one appliance and uses one application and one administrator – without requiring that you replace your existing infrastructure. You are able to use a familiar Microsoft® XP/Vista-based user interface, and you need only one administration tool to manage all your UC applications. With UC for Business, you can meet all your employees' needs and minimize your total cost of ownership of an enterprise-wide unified communications solution.

At NEC, we'll work with you to explore how you communicate with your customers, resellers, business partners and suppliers – and how they prefer to communicate with you. We also analyze your internal communications to pinpoint the barriers to effective communication in your organization and demonstrate how a UC solution can deliver tangible benefits to your business. We'll explain how you can connect the UC for Business solution with other business applications like your CRM, voice recording and workforce management tools, and we'll assist you from needs analysis to solution design, system cutover and beyond.

UC for Business Functionality

UC for Business offers a comprehensive suite of Unified Communications functionality that improves the way your organization manages all its business communications. Its features include:

- Presence, which gives staff and operators valuable information regarding call recipients' locations and availability
- Presence reporting that allows individual users and managers to monitor their own activity and the activity of others through comprehensive reporting functionality
- Softphone and Microsoft® Office® Outlook® integration to simplify call handling and give users the ability to manage all their communications from their desktops
- Click-to-Dial from within Microsoft documents for quick, easy access to the people you need to reach
- Contact center and operator tools to address the unique requirements of each function
- Third party integration to enable organizations to easily and effectively connect UC for Business with other business applications

Many Needs, One Solution

Organizations interact with many people in many ways every day. To have effective communications, you must be able to exchange information quickly and easily with those that matter the most to your business. Every group or department in your organization has its own unique requirements.

Unified Communications Solutions for Executives

Busy, mobile executives rely on their managers and staff to supply them with the right information, at the right time. UC for Business puts executives in control of that information by providing them the power to access, prioritize and respond to their communications from anywhere at any time. It helps them manage their own communications experience and availability, which increases their productivity and effectiveness. Mobility, priority routing and presence enable the executive to ensure that the most important callers get through, so both the executive and callers receive a seamless communications experience.

Additionally, the UC for Business Executive Dashboard gives executives the ability to monitor their customer contact center without getting bogged down with too much information. This tool is designed specifically for contact center executives and managers who require quick details about their centers' performance. It provides a customizable, real-time snapshot of the contact center via PC. The Dashboard can even be configured to display on top of running programs or to provide pop-ups for specific triggers.

With UC for Business, executives can rest assured that important requests are responded to promptly. Mobility features, pre-configured greetings and the ability to access messages in one place through either phone or web make staying in touch simple. Executives can even allow their personal assistants to manage their communications when they are unavailable.



Employees improve communications with customers, colleagues, suppliers and business partners and become more productive as a result.

Unified Communications Solutions for Knowledge Workers

The frustrations of phone tag, constant interruptions and overloaded inboxes are well known to knowledge workers. UC for Business increases their efficiency and productivity by enabling them to streamline and intelligently manage all their communications using a single desktop application.

Knowledge workers also benefit from the increased mobility offered by UC for Business. One-number reach and access to voice messaging, e-mail, fax and telephony features normally only available through their desktop phones give them the ability to be in touch with anyone – anywhere and anytime they choose. Workers can even customize voice message greetings for specific customers.

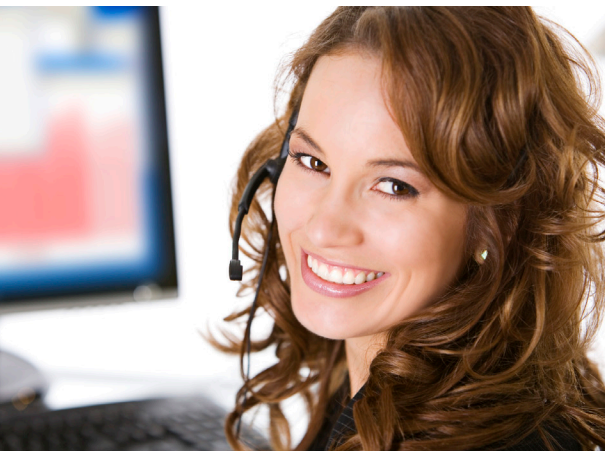
Two additional features, Executive Conference and Executive Mobile, offer value-added capabilities for knowledge workers:

- **Executive Conference** provides an in-house voice conferencing bridge that supports up to 64 internal or external participants with an easy-to-use, intuitive interface. Initiating an instant conference – or scheduling a series in advance – is as easy as sending a calendar appointment. Internal and external participants can join conferences with a click of the mouse or by dialing a familiar or free phone number. Small groups that want to split away from the main conference and have a quick discussion without the others can easily do so with the provided drag and drop functionality. Employees improve communications with customers, colleagues, suppliers and business partners and become more productive as a result.
- **Executive Mobile** enables workers to remotely access their desktops' UC for Business functionality and other applications via their mobile phones. Mobile workers can quickly access the corporate directory to find any number that they need and use Presence capabilities to see with only a glance which staff members are at their desks and whether they are available. They can also scroll through their phone message lists and respond to those messages that are most important. With Executive Mobile, workers can increase personal efficiency, achieve greater productivity while they are away from their desks, and manage their communications from wherever they are.

The UC for Business solution's integration with Microsoft Outlook also provides access to even more features, including:

- One-touch access to global, personal and Microsoft Outlook contact directories
- Presence features via the Outlook calendar that provide real-time information about the availability of each member of the staff
- The ability to change greetings automatically using appointments made on Outlook's calendar
- A telephony toolbar that makes all of these advanced functions fast and easy to use
- Support for Lotus Notes

Additionally, knowledge workers can use the easily configured UC for Business Executive Dashboard to keep the specific contact center information they need available at a glance. They can monitor contact center performance to see when additional resources or information are needed.



Unified Communications Solutions for Contact Center Agents

Contact center agents are expected to process large numbers of external requests as quickly as possible. These requests come in many forms - calls, faxes, e-mails and chat sessions via the company website, and the agents must answer and fulfill each request in an accurate and timely manner. Most contact centers struggle to balance customer expectations and demand with the available resources. UC for Business gives contact centers the tools they need to exceed their expectations.

UC for Business can help ensure high customer service levels by applying standard contact handling methods to all media types. Safety nets for emergency or high volume situations can be pre-configured to send calls to backup agents when specific thresholds are reached. High-value customers or transactions can even be given priority handling.

Agent time is optimized through their use of a single intuitive desktop interface for multimedia contacts. Additionally, skills-based routing reduces talk time and transfers between agents and enables them to answer calls faster and reduce call abandonment. Self-service options offered to callers via an integrated IVR option can also help capture more calls by offering alternatives to waiting or hanging up.

Unified Communications Solutions for Console Operators

An operator is often the first point of contact that a caller has with an organization, and he or she can leave a lasting impression with that caller. However, they can face a unique set of communications challenges. They are expected to efficiently handle a large volume of calls that range from time-consuming routine inquiries to urgent high-value transactions, and they need to be able to manage peak times without compromising quality of service.

UC for Business gives your operator superior call-handling capabilities to ensure that every caller's first impression of your organization is a positive one. UC for Business enables operators to be more efficient and provide a higher level of service by giving them the ability to see the number of calls in queue as well as the name of each caller. Calls can be sent to backup operators based on call wait time and caller priority.

Additional useful features give operators the ability to:

- Log on to the system from any PC at any of your organization's locations
- Forward calls to extensions without answering them through drag-and-drop functionality
- Play customized announcements to callers on hold
- Change call forwards and voice messaging greetings from the console
- Distribute fax and voice messages to individual staff for follow up via centralized control
- Transfer callers to a user's voicemail box regardless of the user's extension status
- Use presence features to stay informed about staff availability in real time

Professional Services

Integration Services

UC for Business can significantly improve service levels and reduce operating costs within your contact center by enabling advanced features and functionality such as CRM screen pops, dialing from CRM, enhanced database routing, interactive voice response (IVR) in addition to other functionality embedded in third-party applications.

NEC has taken a proactive approach to connecting with these third-party applications by developing an extensive range of off-the-shelf plug-in modules that integrate your UC for Business contact center solution with the most popular databases, CRM, help desk, voice recording and workforce management applications on the market.

If customization is required, NEC's Integration Software Development Kit (ISDK) offers easy integration with most database contact management applications, help desk software packages and Microsoft Windows-based applications.

Implementation and Training

From design through to implementation and training, NEC has the expertise to deliver the exact UC for Business solution you require on time and on budget. A project manager will work with you every step of the way, creating a detailed project plan, coordinating installation dates, arranging for the training of your staff and ensuring a smooth transition to the new solution.

Our experienced specialists provide hands-on training to your users and system administrators, making certain that your staff can take advantage of the valuable new functionality available to them.

Customer Support and Technical Assistance

NEC understands that the maintenance and ongoing support of your solution is as important as the initial decision to purchase. We provide 24/7 support and technical assistance through our National Technical Assistance Center (NTAC). NEC and its reseller partners are committed to ensuring that your UC for Business solution continues to meet your business needs by providing rapid response and resolution to all reported issues.

NEC also includes free software upgrades in all its maintenance programs. Whether you purchased your solution last week or last year, your organization will continue to benefit from NEC's latest software developments.

Unified Communications in Action

A UC for Business demonstration brings UC to life by showing you the tangible benefits of enterprise-wide communications. You can do this at any time by viewing the online screen-cast demonstrations available via our website, Webinar sessions or downloadable podcasts.

UC for Business from NEC offers a single solution to satisfy all your business communications needs. It unifies the entire organization, enabling individuals, departments and locations to work as one, ensuring efficient internal and external interactions. To arrange for a personal demonstration, contact your local NEC office or reseller.

For more information on UC for Business, visit www.necunified.com/uc.



UNIVERGE360 is NEC's approach to unifying business communications. It places people at the center of communications and delivers on an organization's needs by uniting infrastructure, communications and business.

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