OpenScape Business

The all-in-one Unified Communications solution for SMBs.

Improve your performance and take your business to the next level with Unified Communications.

Amplifying opportunities

The success of any business, large or small, depends on the effectiveness of its communications.

But as today's SMB teams become more virtual, and employees become more mobile, staying connected to colleagues, customers and partners is becoming a major challenge.

"It's now time to amplify collective effort and dramatically improve performance with a Unified Communications solution from Unify."

According to recent research by Unify employees are overwhelmed by the vast array of communications options open to them (from phone and email, to fax, instant messaging, and, of course social media).

It's a cause of frustration, and can have a major impact on team performance, productivity and customer service.

Costs of communications
As communication options proliferate and teams become ever more virtual, travel expenses are on the rise and the cost of keeping employees connected to one another, and to customers, is increasing.

Today's businesses must maintain effective communications with an increasing number of mobile workers. They must be able to offer their homeworkers the same tools and features they can access in the office, and they must now carry the costs of managing and securing new Bring Your Own Device (BYOD) initiatives.

Added to this, audio and video conferencing costs are on the rise as remote staff and virtual teams seek to collaborate more efficiently. And, of

course, integration of all these devices and technologies into the network is adding greater complexity and more expense.

Delivering customer service
At the same time, customers are becoming more demanding. They want to engage with businesses on their own terms, whether that's over a social network, a live web chat or over the phone. How effectively firms can deliver these options, and how quickly they can react to inquiries, is often the difference between retaining and losing customers.

Unified Communications (UC) offers a solution to these challenges.

A Unified Response
UC takes all the ways your people communicate - email, phone, fax, instant messaging, video conferencing, web collaboration and more - and integrates them into a single place. There's no need to switch between screens, programs, contact lists, email accounts and all the other things that can slow down even the simplest communications.

Improve your business performance with OpenScape Business - the all-in-one Unified Communications Solution for SMBs

OpenScape Business is designed specifically to meet the different communications requirements of today's dynamic small and medium-sized companies. Whether they want to deploy traditional voice or fully featured UC, OpenScape Business delivers a cost-saving, easy to manage 'all-in-one' solution.

It comes pre-configured with basic UC out of the box, is simple to deploy, fully scalable, and offers the easiest path to rolling out full, IP-based UC across the company's user base.

The Value of OpenScape Business
Helping firms serve customers and employees even better, by: speeding up communications to resolve customer issues, enhancing team collaboration to improve decision making, and injecting mobility so being out of the office doesn't mean being out of touch

Boosting employee productivity and getting more done, by: enabling access to powerful communications applications, from one click conferencing to social collaboration tools, in the office, on the road or at home

Delivering independent mobility and collaboration from anywhere, by: facilitating effective and secure communication between multiple sites and remote workers regardless of device, location or network.

Maximizing limited budgets and reducing high operational costs, by: offering the flexibility of an on-premise or virtualized service that's deployed on top of existing infrastructure, doesn't require additional hardware and can easily scale from voice to UC, via a smart deployment model. Its UC features reduce travel expenses and eliminate third party conferencing costs.

A Unique SMB Solution

- Delivering more telephony and UC functionality in one box than any other vendor, for any existing network – regardless of the existing communications infrastructure
- Superior ownership experience with no rip and replace required when deploying UC functionality or scaling to support more users
- Enterprise-quality, cost saving Voice over IP (VoIP) on existing networks
- The easiest and most affordable path from voice to Unified Communications
- UC available on more mobile platforms than any other solution from any other vendor; supporting Android, Windows, iOS and more, via a web-based solution
- Seamless, simple support through web-based management tools

Software Upgrade Entitlement Rights
OpenScape Business provides investment protection and stability with 3-years of Software Upgrade Entitlement Rights included, ensuring that you always have the ability to upgrade to the latest level of technology innovation for your communication solution.

"OpenScape Business is designed specifically to meet the different communications requirements of today's dynamic small and medium-sized companies."

OpenScape Business

Unified Communications built specifically for small and mid-sized businesses

- The most complete all-in-one UC platform: presence, telephony, conferencing, instant messaging, voicemail, directory, fax, contact center.
- Easy-to-access UC that works seamlessly as part of MS Outlook with features that need just a few clicks to use!

- Architectural design that delivers a rock-solid foundation of security, reliability, serviceability, and manageability that works out of the box.
- The only UC system which has an integrated monitoring solution to view real time video on your OpenStage, mobile phone or web based client.

Live Call Recording
Capture all the details of important calls without the distraction of taking notes

Favorites List
Keep the contact and presence information of key colleagues handy, and reach them in just a click

Integrated Presence
Stay on top of team availability and how they can best be contacted. Use presence to automatically forward calls to mobile when out of the office

Web-Collaboration
Attend meetings from wherever you are including video and work effectively with other attendees*

Outlook Integration
Integrate UC functionality into your Groupware via myPortal for MS Outlook

One Number Service
Be reachable at a single number, regardless of location or device – just share the office number and the system does the rest.

Personal Notifications
Receive automated notifications by email, SMS or phone call when faxes and voicemails are incoming

Instant Messaging
Communicate with colleagues in real-time when email isn't fast enough or the phone is busy

Social Collaboration
Seamlessly engage, with colleagues and customers across available social networks - using chat capabilities and presence visibility.

* Web Collaboration is an optional UC feature that can be added to OpenScape Business
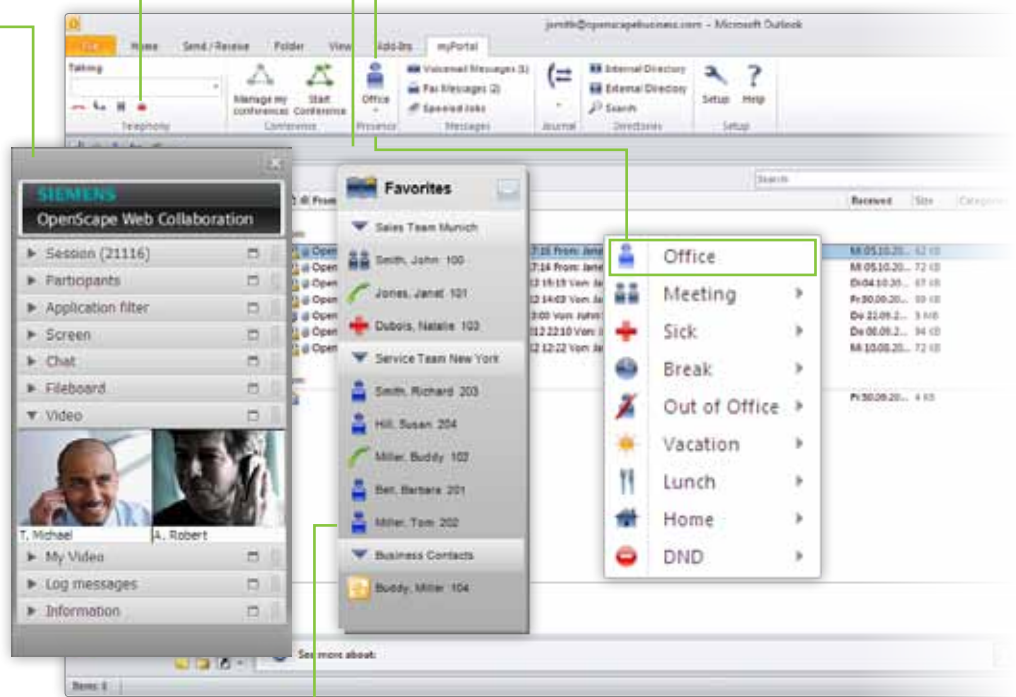
Enhancing workforce mobility

OpenScape Business delivers the mobility today's dynamic SMBs need to ensure staff stay productive wherever they are, on whatever device they choose to use.

Thanks to its web-based myPortal for Tablet and Mobile client, OpenScape Business delivers UC functionality on more mobile platforms than any other vendor, from Android and Windows to iOS.

Visible Voicemail
Scan, sort, and play back all voicemails in MS Outlook – and become more efficient by accessing voicemail and picking the most important message first

Fax Mailbox
Save time with your own fax mailbox that lets you read incoming faxes in MS Outlook and send them as easily as printing a document

Call Journal
View and sort call histories, check open call lists before leaving the office, and keep track of customer communicatons

Directory Access
Search through Exchange or LDAP directories to find and contact colleagues with ease

Drag & Drop Conferencing
Get conference calls up and running in seconds by dragging and dropping contacts straight from the directory

Call Pop-ups
See calls on the PC as they come in. Answer or forward them, record the call, send an email or chat message to the caller or start a Web Collaboration session - all with a simple mouse-click
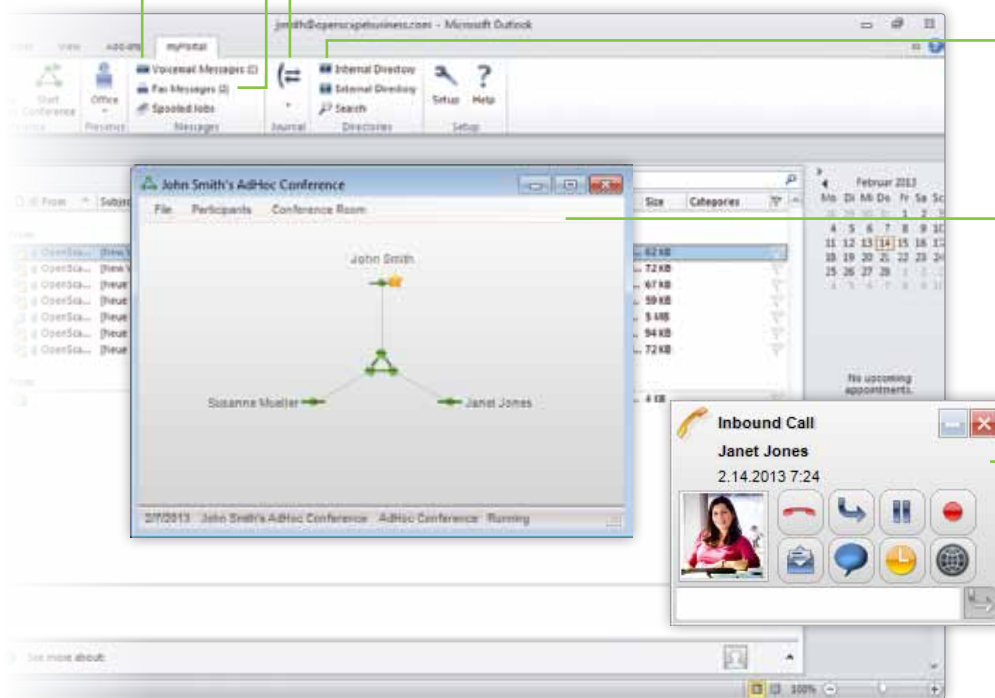
Personal Auto-Attendant
Provide callers with a professional, customized menu of options when users can't be reached

Click-to-Dial
Click on a contact's phone number directly from any website or application to dial quickly and accurately

Mobility - Call Me!
Set any phone to receive inbound calls, while always displaying the office number for outbound calls. All calls, including mobile and home calls, will be routed over the corporate network

5

Delivering a single experience, wherever you are

OpenScape Business delivers a consistent experience however users choose to access its services –on the desktop, through groupware or on their smartphones and tablets.

Enhancing the UC experience

Smarter Communications
myPortal Smart simplifies access to all UC Smart functions; from presence-based status announcements to favorite lists, quick contacts search, phone book, instant messaging, ad-hoc conferencing, voicemail and call journals.

The UC Client adapts to the desktop and can be installed on all major operating systems, including Windows and Mac OS.

A complete UC desktop suite
myPortal for Desktop extends the functionality available in myPortal Smart. Supporting Windows and Mac OS operating systems, myPortal for Desktop delivers the full suite of OpenScape Business UC features from a single window on the user's desktop, including:

- Drag and drop conferencing, personal fax box, click to call and CallMe! Click to call, call receiving, routing, logging and recording via the desktop
- Favorite lists and send instant messages
- User presence management, and status views of all other system users
- Direct integration with the Microsoft Outlook calendar and contacts directory

"Access all of your communications: Voice, conferencing, voicemail, fax, instant messaging, email and contacts - directly from within Microsoft Outlook"

Groupware-Integrated UC
myPortal for Outlook seamlessly integrates all the UC Suite functions of myPortal for Desktop with Microsoft Outlook – delivering access via an intuitive toolbar, enabling users to:

- Access all of their communications - Voice, conferencing, voicemail, fax, instant messaging, email and contacts - directly from within Microsoft Outlook
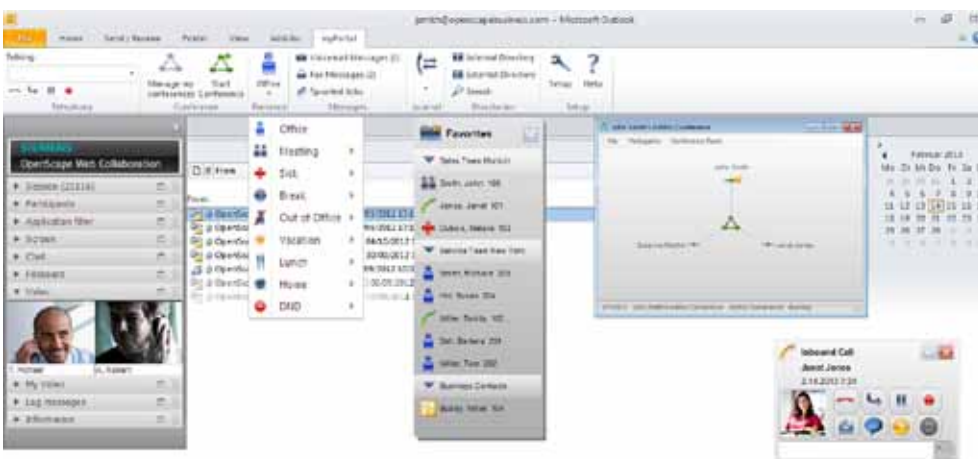
Mobility made easy

myPortal for Mobile and Tablet is the web based OpenScape Business interface for smartphones and tablet PC users.

"Access to the most important OpenScape Business features from online smartphones and tablets, independent of the user's current location"

Integrating mobile devices into the business communications system, myPortal for Mobile and Tablet enables:

- Access to the most important OpenScape Business features from online smartphones and tablets, independent of the user's current location Access to directories, favorites, voicemail and call journals
- Users to manage their presence, and view the status of all other system users
- Connection control of the user's office extension
- Adjustable dialing methods (Callback, GSM or call-through) to lower communications costs

UC on the deskphone
myPortal for OpenStage delivers OpenScape Business presence and voicemail functionality to OpenStage 60 IP desktop phones, offering:

- Change presence status and access personal voicemail
- Visual access, query and control of the user's personal voicemail-box

Specialized services

Desktop contact center

The OpenScape Business multimedia contact center client, myAgent, delivers the full suite of contact center features in a single desktop view.

This incorporates everything from call queue information and relevant customer information pop-ups accompany incoming calls, to access to customer data and call histories. Advanced functionality includes:

- Customer engagement options, such as voice calls, E-Mail and Fax messages
- Intelligent routing capabilities for all media: skill based, preferred agent, VIP support for callers
- Collaboration and call transfer to experts to accelerate call resolution
- The ability to launch a 3rd party application within the current call
- Directory access to 3rd party databases using the OpenDirectory Service via via LDAP or SQL connector

Call management

Business Attendant is a powerful call attendant console, assuring all recent, active, held and parked calls are always in view. In addition, information about the busy status of the extension and the presence status of the users is available.

21st Century Switchboard

OpenScape Business myAttendant is a presence-aware switchboard application that presents a single, consolidated view of all the company's users and their presence status, making it easy to transfer calls to employees as soon as they become available.

Easy to deploy, simple to scale

OpenScape Business offers flexible and scalable deployment models - from standalone to multi-site small and medium-sized businesses.

"With UC functionality available out of the box, getting started requires limited in-house IT expertise"

The only all-in-one Unified Communications solution for SMBs, OpenScape Business has been designed from the ground up to be easy to deploy, manage and use.

With UC functionality available out of the box, getting started requires limited in-house IT expertise, and optimized management interfaces assure efficient administration and maintenance.

OpenScape Business can be deployed on top of existing network infrastructures - on premise (bundled software and hardware), as pure software or software that runs in a virtualized environment - so set up is low cost and low risk.

It's easy to scale to meet the demand of growing businesses. There's no need to rip and replace your existing technology when migrating from voice to UC, with upgrades offered through UC Booster cards for up to 150 users, and a UC Booster Server for up to 500 users.

Plus, OpenScape Business supports multi-site and multiple platforms as if they were one system – ensuring the lowest total cost of ownership for geographically dispersed businesses.

The OpenScape Business portfolio

Providing ease of installation and support

All-in-one Appliance

OpenScape Business X3/X5/X8

Up to 500 users

Incl. "on board" 50 UC Smart

up to 150 UC users for UC Booster Card

up to 500 UC users for UC Booster server

Advanced UC Suite via:

UC Booster Card/UC Booster Server

———— OR ————

Virtualized Software UC

OpenScape Business X3/X5/X8

Up to 500 users

Server-based UC with voice

Virtualization with VMware

UC Software

Using a common architecture across all deployments

The all-in-one path to Unified Communications

Deploying UC across small and medium-sized businesses business will accelerate team performance and productivity, increase engagement with customers to increase loyalty, and dramatically reduce communications costs.

Accessible from any device, in any location, and at any time, OpenScape Business delivers the all-in-one path to true Unified Communications on existing networks.

It comes fully packaged, is easy to deploy and support, and will grow with the business. And there's no need to rip and replace existing infrastructure because it works on top, seamlessly and efficiently.

Contact your partner to set up a free 90 day evaluation of OpenScape Business

To learn more visit:
www.unify.com/openscapebusiness

About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world's largest communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

unify.com

UNIFY Harmonize your enterprise

Formerly Siemens Enterprise Communications