

# Accelerate!

## OpenScape Office

Take your business to the next level with Unified Communications and Collaboration. Our UCC solutions can help your business - no matter how big or small – get more done and serve your customers better, all while saving money.

Communication for the open minded

Siemens Enterprise Communications  
[www.siemens-enterprise.com](http://www.siemens-enterprise.com)

**SIEMENS**

# Faster, better, stronger.

Communication is at the heart of how many small businesses operate, and a variety of methods – phone, conferencing, email, voicemail, and IM, just to name a few – are used to finish projects or close sales. However, few organizations stop to consider the way they communicate or that managing multiple media can be inefficient, frustrating to customers, and expensive. Many consider this to be a cost of doing business. But what if your business could overcome these problems?

## Unified Communications and Collaboration make it possible.

Unified Communications and Collaboration (UCC) presents a solution to these challenges. UCC is technology that takes all of the ways you communicate (person-to-person and conference calls, email, instant messaging, faxing, etc.) and integrates them into one place, so there's no need to switch between programs, contact lists, email accounts and all the other things that can slow down even the most simple communications.

Siemens Enterprise Communications is an industry leader, designing and developing innovative, forward-thinking UCC solutions so that businesses of any size can:

- **Get more done**

Collaborate better with fellow employees, customers, and suppliers via integrated presence, voicemail, email, calendar, and contacts.

- **Serve customers better**

Achieve superior first-contact resolution by using a contact center application with skill-based routing and presence. Social Networking integration also helps you stay closer to key customers.

- **Reduce communications costs**

Minimize telecom charges by unifying mobile and desktop clients, using voice teleconferencing, utilizing free instant messaging services, and leveraging lowest cost IP communications via SIP trunking.

# UC, it's as easy as 1-2-3

Choose the UC Solution that's right for your business.

## 1 Lead with UC and OpenScape Office

Unified Communications expands the possibilities for your business to become more productive and keep customers satisfied, all while reducing costs. OpenScape Office delivers Unified Communications to your business in the most comprehensive, easy-to-use, secure, and reliable solution on the market.

- UC-enable MS Outlook - call, conference, or find your contacts in just a few clicks directly from Outlook
- Communicate just as easily from your PC, desk, or mobile phone
- Control how you are contacted whenever and wherever you want
- Stay in touch from wherever you are!

## 2 Pick the Right Platform

The amazing capabilities of OpenScape Office are available across our award-winning SMB communications platforms, so you can choose the option that best suits the size and scope of your business.

### OpenScape Office MX

OpenScape Office MX is an all-in-one Unified Communications platform for up to 150 users. Designed to work with modern IP networks, it combines unified communications software, PBX software and PSTN connectivity in a single package that's easy to use, administer and maintain.

### OpenScape Office LX

OpenScape Office LX is an all-in-one software based Unified Communications solution for up to 500 users. Designed to run on a single server, it combines unified communications software, PBX software and virtualization capabilities all within one package that's easy to use, administer and maintain.

### HiPath 3000 and OpenScape Office HX

HiPath 3000 is one of the world's top-selling SMB communications platforms, with support for any combination of TDM, analog and IP telephones, PC clients and cordless phones providing powerful voice communications for small and medium sized businesses of up to 500 users.

## 3 Add Devices and Clients

Siemens Enterprise Communications offers a full range of next-generation devices and clients to complete the user's UC experience. Designed with ease-of-use in mind, they all offer intuitive interfaces, high-quality voice, an industry-leading feature set and seamless interoperability that provide users with consistently excellent communications from anywhere and any device. There's a phone to suit the needs of any worker; from entry level to executive-level desk phones, cordless phones, mobile /smart-phone clients, and a soft client that adds phone capabilities to laptop computers for workers on the go.



OpenScape UC Application  
Personal Edition



OpenStage  
Desktop Phones



Gigaset professional  
Cordless Phones



OpenScape Office  
Mobile Clients

# OpenScape Office

## Unified Communications built specifically for small and mid-sized businesses

- The most complete all-in-one UC platform: presence, telephony, conferencing, IM, 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!
- OpenSmart architectural design that delivers a rock-solid foundation of security, reliability, serviceability, and manageability that works out of the box.

### Drag & Drop Conferencing

Get conference calls up and running in just a few easy mouse clicks

### Live Call Recording

Capture all the details of important calls without the distraction of taking notes

### Integrated Presence

Stay on top of team availability and how they can best be contacted

### Visible Voicemail

Scan, sort, and play back all voicemails in MS Outlook

### Fax Mailbox

Read incoming faxes in MS Outlook and send faxes as easily as printing a document

### Call Journal

Keeping track of customer communications is simplified by being able to view and sort the call history

### Directory Access

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

### Favorites List

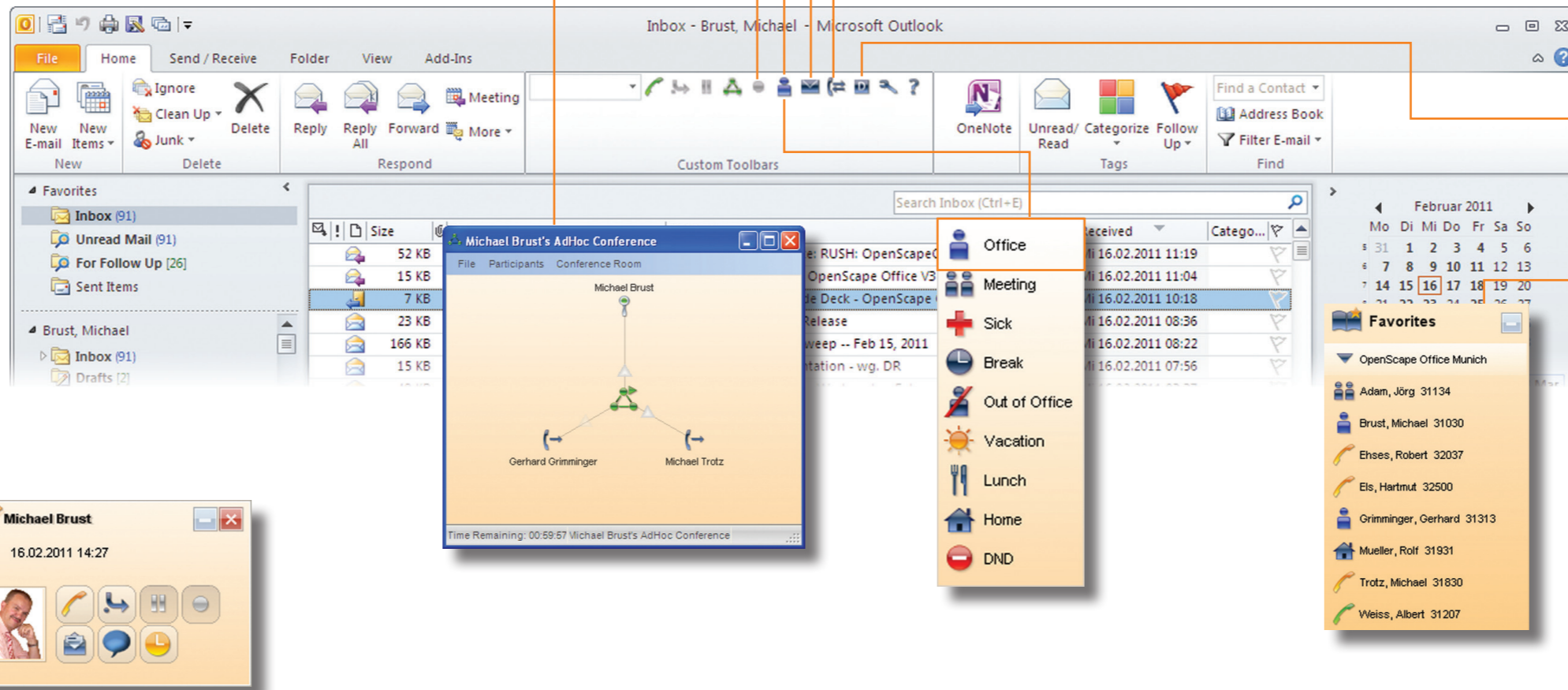
Keep the contact and presence information of key colleagues handy, and reach them in just a click

### Instant Messaging

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

### Call Pop-ups

See calls on the PC as they come in, then answer or forward them with a simple mouse-click



### One Number Service

Be reachable at a single number regardless of location or device

### Personal Notifications

Receive automated notifications by email, SMS or phone call when someone tries to call

### Personal Auto-Attendant

Provide callers with a professional, customized menu of options when users can't be reached

### Call Me!

Set any phone to receive inbound calls, while always displaying the office number for outbound calls

### Click to Dial

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

### Social Media

Enabling presence visibility and chat capabilities with 3rd party IM applications

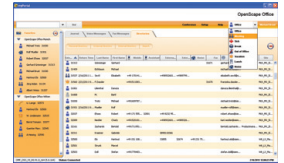
# Broad Range of Clients

Choose the ideal OpenScope Office clients to further improve efficiency and customer service.

## Unified Communications Clients

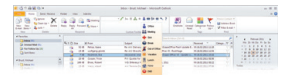
### myPortal for Desktop

- presents the full suite of OpenScope Office UC features from a single window on the user's PC desktop (place, receive, route, log and record phone calls)
- maintain buddy lists and send instant messages
- manages and shows the presence of all other users on the system
- integrates directly with the user's MS Outlook calendar and user directory



### myPortal for Outlook

- all of the functionality in myPortal for Desktop available as an MS Outlook toolbar!
- enables users to access all of their communications - voice, conferencing, voicemail, fax, IM, email, and contacts - directly from within MS Outlook
- users can click to dial any number from any Microsoft application



### myPortal for Mobile

- delivers OpenScope Office UC features onto your mobile web-enabled smart phone independent of your current location
- manages and shows presence status of contacts, set connection control of your office extension, and access to directories, favorites, voicemail and journals
- select preferred calling procedure to utilize optimal voice calling rates



### myPortal for OpenStage

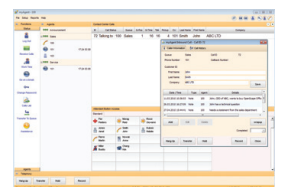
- delivers OpenScope Office UC presence and visible voicemail features to OpenStage 60/80 desktop phones
- easy changes of OpenScope Office presence status
- visually access, query and control personal voicemail-box



## Specialized Clients

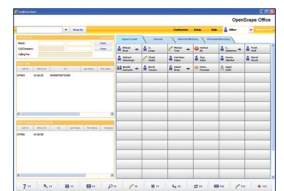
### myAgent

- presents the full suite of contact center features from a single desktop view (call queue information, relevant customer information pop-ups accompany incoming calls, access customer data and call history)
- allows for easy adjustment of queues or customer priorities
- facilitates peer collaboration and call transfer to experts, expediting the resolution of customer issues



### myAttendant

- presence-aware switchboard application used by administrators, dispatchers or supervisor
- presents a single, consolidated view of all of the company's users and their presence status, making it easy to transfer calls to employees when they are available



# Flexible Solution Design

OpenScape Office offers flexible and scalable deployment models from standalone to multi-site SMB business environments

## UCC Networking – Enabling the Extended UC Domain

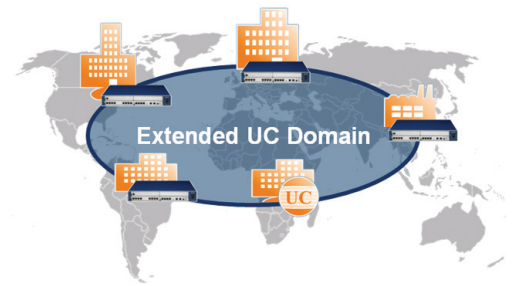
Many companies are operating out of multiple locations and offices on a single campus, or distributed in national or international environments. Site expansions are also typical as small and medium sized businesses grow and need more space.

The need to communicate and collaborate as one entity is especially critical for smaller companies trying to compete with large enterprises.

OpenScape Office uniquely simplifies communication and collaboration allowing multi-site offices to operate as one system, by a single Extended UC Domain.

Benefits include:

- Always know the availability of your colleagues across office locations and the best way to reach them
- Stay within reach of your colleagues and customers from any device and location
- Leverage social media integration to extend your communications reach to partners via 3rd party IM
- Managing one single UC domain vs. multiple redundant standalone deployments



UCC Networking provides:

- Network-wide Presence and Chat
- Single Directory
- Unified Management

## Virtualization

Virtualization enables companies to improve the efficiency and availability of IT resources and applications by eliminating the old “one server, one application” model. Virtualization is a way to abstract SW applications and their underlying components away from the physical server hardware.

Small to medium size businesses often place even greater emphasis on cost savings and on protecting business critical systems and data, since IT staff and budgets are shrinking.

The pure software design of OpenScape Office enables businesses to virtualize their Unified Communications and Collaboration solution. Benefits include:

- Reduction of physical servers to reduce hardware costs
- Easy data backup and restore
- Enhanced availability and reliability
- Improved scalability and monitoring
- Green IT (One server = less energy consumption)
- Reduced service hours

## Mobile UC: You CAN take it with you

It's one thing for users to have robust communications capabilities available when they are at their desks, but in today's fast-moving business world, it's just as important that they are able to leverage those same capabilities whether they are roaming throughout the office, on the road, or working from home. OpenScape Office provides all of the mobility features needed to deliver unified communications to users wherever they are:

- Office roamers can leverage OpenScape Office's WLAN support to access voice and data from their fast and affordable office network, even from their dual-mode GSM phones.
- Road warriors are able to enjoy UC features from their mobile smartphones, with ability to utilize presence, and access directories, favorites, voicemail and journals independent of their current location.
- Remote workers are able to stay connected with the office communications network via secure VPN, and can also use the One Number Service and Call Me! functionality to ensure that any location provides all of the same functionality and accessibility as if they were at their office desks!



#### About Siemens Enterprise Communications

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit [www.siemens-enterprise.com](http://www.siemens-enterprise.com) or [www.enterasys.com](http://www.enterasys.com).

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