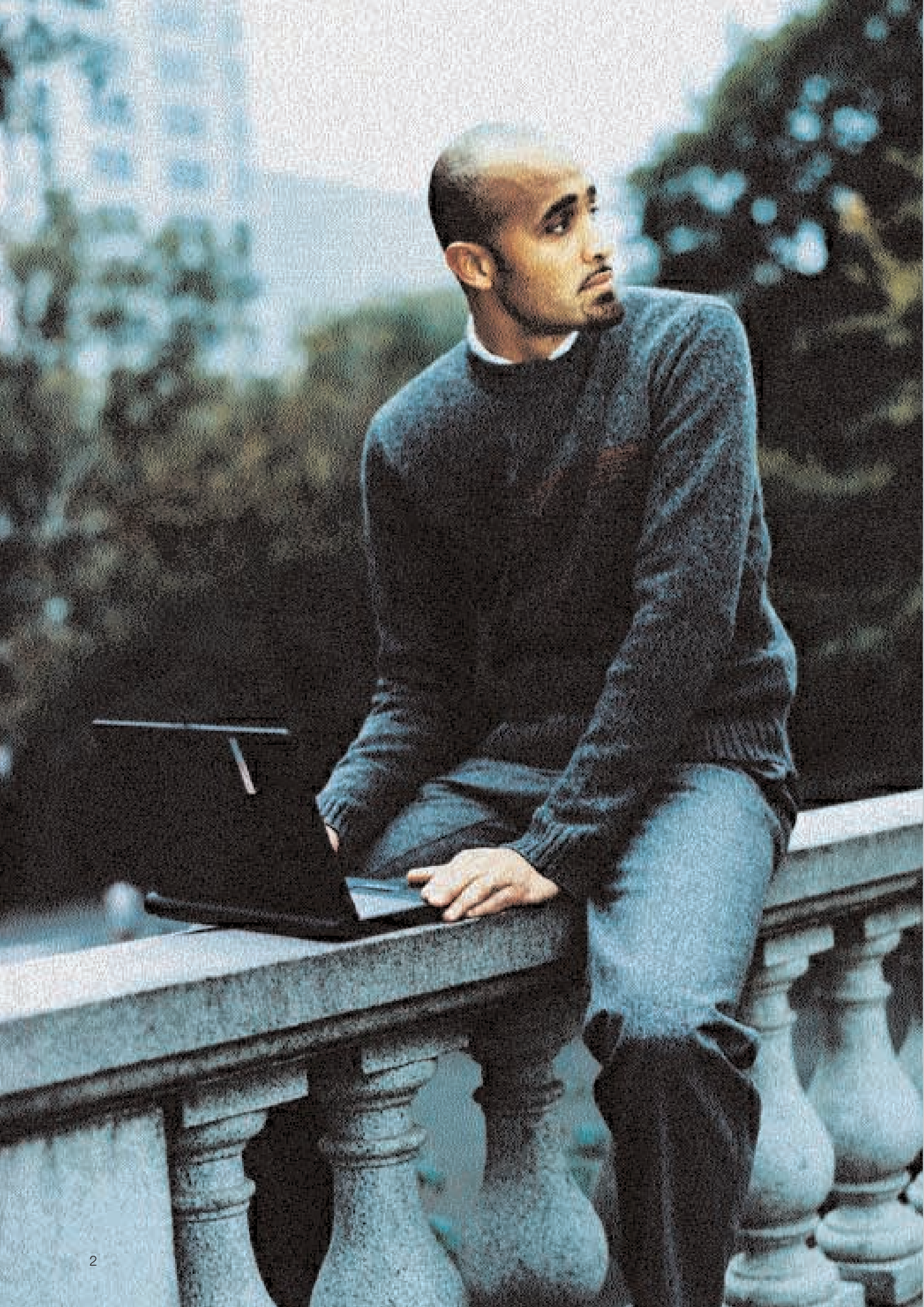


The best of both worlds in one dynamic workforce

MD110 Convergence Communication System – The best of both worlds





The Ericsson dimension of converged communication

Ericsson's realization of converged communication utilizes proven, leading-edge technologies to create a high-quality, resilient communication system: A system that not only supports voice-data convergence but even the convergence of fixed-mobile and private-public dimensions.

Ericsson defines this as multi convergence – the highly flexible and comprehensive solution to supporting dynamic workforces. So that employees are able to move freely, between different private

or public, fixed or wireless networks using their preferred fixed or mobile communication device. Today, Ericsson is unique in the ability to provide multi convergence communication to enterprises the world over.

This exceptional communication system is the MD110 Convergence Communication System: A system that well and truly integrates fixed and mobile telephony, IP phones, PC softphones, cordless phones, mobile/cellular phones, digital phones and IP Gateways.

MD110 Convergence Communication System supports cost-effective, seamless communication across corporate voice and data networks, intranets and public networks.

Through convergence, enterprises will have the power to be productive by capitalizing on real-time, mission-critical business and communication applications.

Most importantly, enterprises will be able to provide flexible working methods to employees, who can now be completely unrestricted by location, time, communication device or business process, as they go about accomplishing their tasks. It is in this way that employees will be able to provide that 'little extra' to their customers that will translate into a strong competitive edge for your enterprise. And as employees find that flexible working will enable them to acquire the quality of life that they desire, they will be motivated to achieve new heights of creativity and performance in their work.

One system. The best of both worlds



MD110 Convergence
Communication System

Now is when MD110 Convergence Communication System is at its ultimate. Empowered with the optimal implementation of IP telephony, it will provide you with the best of two worlds – voice and data – like no other system can.

MD110 has emerged as a hybrid solution that will support both traditional circuit-switched technology as well as the innovative packet-switched (IP) technology. And in doing so, MD110 will provide enterprises with the flexibility, the resources, as well as the capacity, to realize their ultimate corporate possibilities.

If you are already using an MD110, rest assured that you can reuse and thereby capitalize on your existing equip-

ment. It is really up to you to decide on the mix of new generation IP terminals, PC softphones as well as legacy terminals your enterprise requires. It is also entirely up to you to decide on the pace at which you wish to enter the new IP world that is surging ahead.

MD110 ensures that communication solutions are integrated with business applications, so that enterprises are able to support their employees' work processes as effectively as possible. To this end, employees will be able to connect from anywhere, using the devices of their choice, in the manner most convenient to them to access the support they require via the most enabling network – be it private or public.

Ericsson has also achieved the seamless integration of mobile phones into corporate communications, which means that employees can move freely between mobile and fixed devices. This total support of corporate communication and information access, regardless of time, location and media will take employees to a higher dimension of mobile working.

Undoubtedly, the MD110 is Ericsson's commitment to building and delivering the Mobile Enterprise that will support dynamic workforces the world over. And it begins with the offer of the best of both worlds...

The leading communication system of all time...

It takes an outstandingly intelligent communication system to be able to ride the waves of change as successfully as Ericsson's MD110 Communication System. Evolving to suit different needs and times, this is the one system that has set the standard in communication for medium to large enterprises in over 130 countries around the world.

Built to your preference and requirements

MD110 is designed as a series of flexible modules, called LIMs, which are ever-ready to accommodate your

enterprise's changing needs. Each module is self-contained with its own processor, switching, tone senders and receivers, conference equipment, etc.

Upscale, downscale, relocate or reconfigure

The distributed architecture of the MD110 (call control and switching) further allows you to place new modules wherever you need to, be it centrally or spread out over a wide network. The modular structure accommodates from 50 up to 25,000 extensions. And no matter how your enterprise transforms or expands, you will be able to

create a fully integrated system with 100% feature transparency so all your employees will have access to the same wealth of features that the system is capable of providing.

The platform for building business

MD110 also boasts of an open interface that enables it to interact with many applications from other suppliers, thereby enabling you to incorporate communication applications to existing business processes for a seamless integration to your enterprise.

Well-equipped to take you into the future

In a nutshell, MD110 Convergence Communication System comes to you as a fully-converged and distributed communication solution. Its genius lies in the fact that it not only combines the best from the present, advanced PBX technologies and the new, expanding IP world; but that it does so without compromising on flexibility, availability, redundancy or security. As such, you are forever assured of the most reliable and safe path to the Mobile Enterprise: Ericsson's ultimate platform where enterprises will reap the full benefits of being able to support dynamic workforces with true and complete mobility.

So what's so special with this new release of the MD110?

Multi-dimensional convergence:

The convergence of voice and data, with the convergence of mobile and fixed systems, plus the convergence of private and public network services. Never before has the workforce been so completely and effectively supported by their communication system.

Superior functionality: The transparency achieved across the WAN with the MD110 Convergence Communication System is beyond the capability of most IP-based solutions. Your enterprise will be able to communicate over a fully converged network where you will be able to enjoy functionality that reflects the best of both circuit-switched and IP-based solutions.

Wider support: A wide variety of terminals and accesses are supported: New IP-based clients and terminals, indoor as well as cellular-based mobile devices are combined with fixed legacy terminals and integrated in one single system.

Enhanced IP telephony: MD110 IP Telephony is enhanced with market leading solutions for offices regardless of size and location. The IP extension connects to any H.323 compatible IP Telephony client over the LAN/WAN network. Ericsson's own feature-rich IP telephones and soft phones – with built-in user mobility that enables the

user to log on to any phone – will meet the needs of all employees. The end-user is assured of the same service availability whether logged on at the main site, the branch office or at the home office. Resilience for IP telephony is guaranteed through the unique distributed architecture of the MD110.

Branch office IP telephony support:

For branch offices using IP telephony, Ericsson have introduced the Enterprise Branch Gateway and the Alternative Backup Gatekeeper for remote survivability. PSTN connectivity is also offered, thereby enabling local break out for toll by-pass. A fax and analog phone over IP solution is also available to you.

IP Networking: Regardless of the size of the various offices that make up your corporate network, all of the offices can be cost-effectively linked together via an IP Virtual Private Network (VPN) or an intranet with a full set of MD110 networking services.

Optimal voice quality: MD110 Convergence Communication System supports cost-efficient business class voice communication over converged networks that exist both over LANs and WANs. Peer-to-peer direct media routing is supported between IP terminals thereby ensuring optimal voice quality and reliability.

Greater reliability: Downtime is reduced to an absolute minimum by way of the system's uniquely distributed gatekeeper architecture that ensures automatic recovery and registration. The system is always online due to the unprecedented failsafe operation of IP terminals. An alternative path is automatically found on failures in the LAN.



Dialog 4000 family: Ericsson is proud to announce a new range of innovative digital, IP and analog phones that offer superb voice quality, advanced feature set and improved user interface for easy access to the communication system features.

Top-level DECT offering: An integrated cordless telephone solution has been developed to provide your enterprise with in-house mobility. A new portable phone is now available, namely the DT590, with features such as loud-speaker, hands-free speaking, two-way messaging, vibrator as well as an improved user interface for easy access to the communication system features.

Dynamic Network Administration (D.N.A.) 5.1: This is the complete set of management and end-user applications for the MD110 Convergence Communication System and Dialog 4000 family phones that will provide your enterprise with advanced support and control over various levels of administration. These end-user applications will help increase productivity and efficiency in your employees.

Low cost ratio when upgrading: Now as never before, the MD110 Convergence Communication System enables older system parts and terminals to be reused or updated.

ISO-QSIG Network Services: On top of existing networking services, Ericsson proudly introduces support for QSIG Call Offer according to the ISO QSIG standard, thereby enhancing the service level for network calls towards other vendors' equipments. A user will, even in the case of an ongoing call, be notified of incoming calls across the network.



Get smart and converge with the best

Our present business reality places high and often unrelenting demands on enterprise work processes.

More than ever, enterprises need to enhance their business performance. To many, this comes down to discovering ways and means of increasing customer loyalty even as employee productivity is stepped up. At the same time, business continuity is crucial and this can be realized by distributing enterprise functionality geographically and by standardizing infrastructure components. Over and above all these, operational costs have to be

reduced by leveraging on common infrastructures and protecting against system obsolescence.

The MD110 Convergence Communication System truly recognizes this reality. That is why it incorporates technologically driven solutions developed to overcome the uncompromising challenges of the real business world.

Multi convergence for substantial cost reductions

One of the greatest benefits that MD110 Convergence Communication System – with its multi convergence –

provides enterprises is cost reduction. By leveraging on the same infrastructure to carry both voice and data traffic, enterprises can drastically reduce tariffs as well as lower their operational costs. Duplication of administration and maintenance, cabling, training, etc., can all be effectively eliminated. Enterprises will find that tasks like moves, adds and changes can be performed more quickly, efficiently and easily.

Heightened productivity and efficiency

MD110 Convergence Communication System will enable your enterprise to

move up to a whole new dimension of productivity. To begin with, exciting new functionality that can impact powerfully on business performance and efficiency can be added and utilized speedily. Moreover, business continuity is maintained since powerful applications and features as well as new terminals and accesses can enable workers to communicate and collaborate more effectively, regardless of location.

The corporate power of IP Networking

MD110 Convergence Communication System enables enterprises with dispersed work forces and offices to improve productivity through IP Networking. IP Networking will tie all your MD110 systems together to a homogeneous entity over the IP VPN. The direct media streaming between any two IP devices will ensure high voice quality.

IP Networking also provides you with the option of toll by-passing which

reduces the costs of leased lines and utilizes the possibility of tail-end hop off when calling long distance.

Moreover, IP Networking will enable you to bring your dispersed work forces – like small branches and home workers – into a single, efficient network. This integration into a single network can be deployed very cost-efficiently since just one data connection is required, with no need for local PBXs. Utilizing IP Networking to replace the dedicated leased lines that enable voice networking of several large sites also drastically reduces communication costs.

The most future proof investment you can make

Minimizing total cost of ownership by preserving your existing investment has always been a prime objective with Ericsson. As such, you can count on the fact that the MD110 Convergence Communication System is one of the most future proof investments you can ever make.

Enterprises are assured of a smooth, flexible and safe migration to an IP-centric, client-server architecture. The system is fully compatible with all new hardware and software components that will be featured in the future with Ericsson's Mobile Enterprise portfolio.

In addition, existing installations can easily be upgraded from any former release to the MD110 Convergence Communication System. Regardless of the age and model of your existing system, Ericsson assures the most cost-effective upgrade, complete with all the necessary hardware and software.

In line with this upgrading strategy, all terminals – analog, digital, cordless or IP – as well as all interfaces, are able to be reused when the MD110 evolves further into pure mobile IP technology.



Are you getting the most out of your dynamic workforce?



Let's face it, we all of us know that, in order to succeed today, we are dependent on efficient and timely communications with the right people, at the right time, in the right place and using the right device.

On the other side of the coin, employee satisfaction is tightly linked to having freedom of choice: the freedom to work when, where and how they choose to; with the device of their preference or that is available for them to access information; and with the freedom to choose the mode and method of their communication.

Obviously, the ultimate is to be able to capitalize on the best of both the fixed and mobile worlds so as to achieve a flexible and free-to-choose method of working. Today you can achieve this in

your very own enterprise with MD110 Convergence Communication System.

And tomorrow, you will be able to realize your own Mobile Enterprise, with Ericsson to guide you all the way.

The Extension that will take you places

Ericsson's unique Mobile Extension enables you to use a single, universal mobile phone as a complete extension of your MD110 Convergence Communication System, with the same set of business class services. In this way, you simply and effectively eliminate the need for a fixed or cordless phone while on-site.

At the same time, you enjoy all the same features provided to you by a regular office phone, as you are fully

integrated with your enterprise's telephony and IT environment. The Mobile Extension also allows you to make use of full switchboard attendant services as well as the functions provided by an administrative assistant. Conversely, you make use of the functionality that comes with the computer assisted communication together with your mobile phone.

It does not take much to understand the incredible benefits that come with Mobile Extension. To begin with, a faster communication flow steps up productivity greatly and enables you to make faster earnings from ongoing projects. Moreover, customer requests can be responded to quickly, which of course heightens customer satisfaction. The time saved in work processes helps to reduce costs. And you will be able to

reduce the operating expenses per worker due to employing 'one phone' and even through 'mobile phone sharing', which is fast gaining in popularity among enterprises.

The sophistication of Hot Desking

MD110 Convergence Communication System enables the creation of an office environment like never before: One that is flexible and inexpensive to set-up and maintain from the enterprise owner's point of view. This is mainly because employees who are mostly mobile can now be efficiently supported when in the office.

The MD110 incorporates a unique Free Seating feature that supports the use of different phones – IP, analog, digital, cordless and/or mobile – across both private and public networks. So all that

an employee has to do is choose where he/she wants to work, log on to a phone and make it his/her own extension. The system will take care of the rest.

Then, when it is time for him/her to leave the office premises, he/she can log on to a mobile phone – it could be a phone that he/she has picked from a pool of shared phones – and use this phone as his/her extension. All the while, your employee is able to retain the same personal extension number and related services, whether he/she is at the office or elsewhere. In this way, you are able to create an office environment that supports different ways of working and easy regrouping, even as you save on real estate and operational costs.

The joys of teleworking

Employees are finding teleworking to be an increasingly attractive style of working. After all, it does enable them to be at their most productive regardless of geography, space or time. MD110 Convergence Communication system supports teleworking by enabling employees to access their workstations from home or while on the road, regardless of network, media or device. All that really matters is that they will be able to achieve unconditional levels of productivity and quality of performance... while having the freedom of working as they will.

Now, get to know some of Ericsson's powerful applications like Voice Activated Assistance, OneBox and Dynamic Network Administration.



Power tools that mean business ... for you

Ericsson has developed a range of solutions and applications to help you strengthen the personal efficiency of your workforce. These solutions and applications are the 'power tools' that will differentiate your business. The integration of these power tools into your MD110 Convergence Communication System will enable you to improve the business performance in your enterprise.

Voice Activated Assistant (VAA) 1.1 for speedy contact

When time is money to your enterprise, VAA ensures that callers do not tie up your workforce unnecessarily. VAA allows callers to quickly and easily get through to an extension at any time, by simply stating the name of the person they wish to speak with. In this way, customers are happy with the service they receive – they are quickly connected without having to remember a direct number or having to speak with a live operator. And your enterprise can utilize valuable operator resources as well as employees' time in much more productive ways.

OneBox 3.0. The outstanding one-stop messaging solution

This is the state-of-the-art Unified Messaging application that provides workers with access to their messages – anytime and anywhere. All messages, whether by voice, fax or e-mail are available either through a phone via text-to-speech, or a computer desktop via Microsoft Outlook or Lotus Notes. This instant accessibility makes for greater productivity and efficiency.

Dynamic Network Administration (D.N.A.) 5.1 for advanced efficiency

D.N.A. 5.1 comes with a full complement of administrative tools, directory



services and end-user applications. Tap into its spectrum of capabilities and your enterprise will be able to effectively reduce telecommunications and data infrastructure maintenance costs while significantly increasing internal efficiency. D.N.A. 5.1 is scalable to immediate needs and provides open interfaces that support third party application integration.

D.N.A. 5.1 also provides a range of end-user applications designed to help you improve internal and external communications. These applications empower users to manage their communication and stay in close contact with the office as well as with their customers wherever they are. These efficiency applications include Ericsson Communication Client 1.1 – a fully featured IP soft phone. And Ericsson Communication Assistant 1.1 – an advanced web-based call handling and call management tool that supports any kind of fixed or mobile MD110 telephone.

Solidus eCare™

Solidus eCare™ transitions call centers into customer interaction contact centers for the new business world. It is a highly adaptable applications suite, which provides intelligent call routing with the ability to handle multimedia. The inclusion of Internet support enables Solidus eCare™ to facilitate chat, Web callback, Web Co-Browser, e-mail, auto e-mail response and fax mail using the same advanced routing engine inherent in the product architecture.

Additionally, Solidus eCare™ also prides itself on the open interface that it provides. This will enable your enterprise to secure the investment made on its business applications. At the same time, your enterprise is able to ensure that data can be seamlessly accessed.

Welcome to a brand new world of devices



Dialog 4223 Professional



Dialog 4225 Vision



Dialog 4425 IP Vision



Business Cordless Telephone DT590

Ericsson has developed a range of communication devices to suit the new and dynamic ways in which we choose to work. Get to know them and discover the optimal solution for your enterprise.

Dialog 4000 family of digital, IP and analog phones

Introducing a new generation of Ericsson terminals: The Dialog 4000 family of analog, digital and IP phones that come in a new, timeless design. All the telephones have been specially constructed to combine outstanding features with advanced engineering and superior ergonomics. An environmentally sound design has been the cornerstone with the Dialog phones. Enhanced user interface secures ease of use. At the same time, advanced functionality like integrated headset port and hands-free with superb voice quality (available on most models) make these phones very well suited for office use. On top of this, all the phones support remote firmware download, thereby enabling both straight-forward and future functionality enhancements.

Dialog 4225 Vision

This is the multi-featured, high-end digital telephone with an extra large display and more programmable keys. It has been specifically built to support the advanced system functions of the MD110. Dialog 4225 Vision is ideal for demanding and executive office use.

Dialog 4425 IP Vision

This is the advanced IP telephone with built-in user mobility and advanced features that meet the demanding requirements of office users. In addition to the advanced functionality already mentioned above, this phone features Automatic Gatekeeper Discovery for survivability in case of network problems.

Business Cordless Telephone DT590

This cordless telephone that embodies innovation comes to you with a large display and modern design. The practical user interface harmonizes with the Dialog 4000 family desktop range of phones. The DT590 features long talk/standby time, standard headset connector, loudspeaker, hands-free speaking function, vibrator and 2-way (SMS) messaging.



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www.ericsson.com/enterprise

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

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