Aastra BusinessPhone

Communication system for small and medium-sized businesses

AASTRA

Aastra connects you with the world

Aastra is a global supplier of telecommunication systems for small and medium-sized businesses as well as conglomerates. The basis for our success are innovations, a comprehensive product portfolio and years of experience.

Our focus is on non-restrictive, open-architecture solutions. This is because we are convinced that open standards enhance the compatibility of different items and functions, thus, improve flexibility and lead to more comprehensive solutions.

Our aim is to offer communication solutions that support our customers in their day-to-day communication and enable them to organise their processes more effectively. Very important note: Aastra solutions are synonymous with investment sustainability and adapt to your company's growing daily needs.

With the BusinessPhone product line, Aastra offers small and medium-sized businesses a communication tool which is outstanding, particularly due to its adaptability and versatility.

Aastra BusinessPhone – a versatile system

Aastra BusinessPhone is the preferred choice for many small and medium-sized businesses. With the possibility of adapting to individually existing environments; the communication system is valued. Many clever functions and options are already included as standard.

Numerous application fields

Whether in hotels, homes / care facilities, industries and trading sector or administrations, the Aastra BusinessPhone is a versatile system which can quickly and easily adapt to your individual needs. The basic packages, especially attractive for new users, give access to many practical functions, including voicemail and voice control.

For 10 to 200 users

Scalable from 10 to 200 ports, i.e. with a maximum of 200 subscribers (up to 300 in special hotel applications), the communication system is ideally suited for use in small and medium-sized businesses. The communication system can be adapted to new events and extended without any problems, to meet the user's needs: Flexibility is a catchword at Aastra!

Great potential

A key asset of BusinessPhone is the possibility to network several systems on various sites. Thanks to interconnection with the Aastra large enterprise system MX-ONE, the communication system also keeps pace with rapidly growing companies. What is important in the process is that individual systems continue to be adapted independently of each other.

Features on BusinessPhone

- State-of-the-art technologies like SIP, DECT and SIP-DECT open up a wide range of possibilities.
- Innovative, state-of-the art terminals, with touchscreen and colour display.
- Mobile Extension ensures the mobile phone is fully integrated into the communication system.
- In-depth and seamless integration of third-party applications, thanks to the integrated application server.
- Computer Telephony Integration (CTI) allows the integration of the most diversified phonebooks.
- Call Manager, which adapts to individual events and can be expanded at any time.
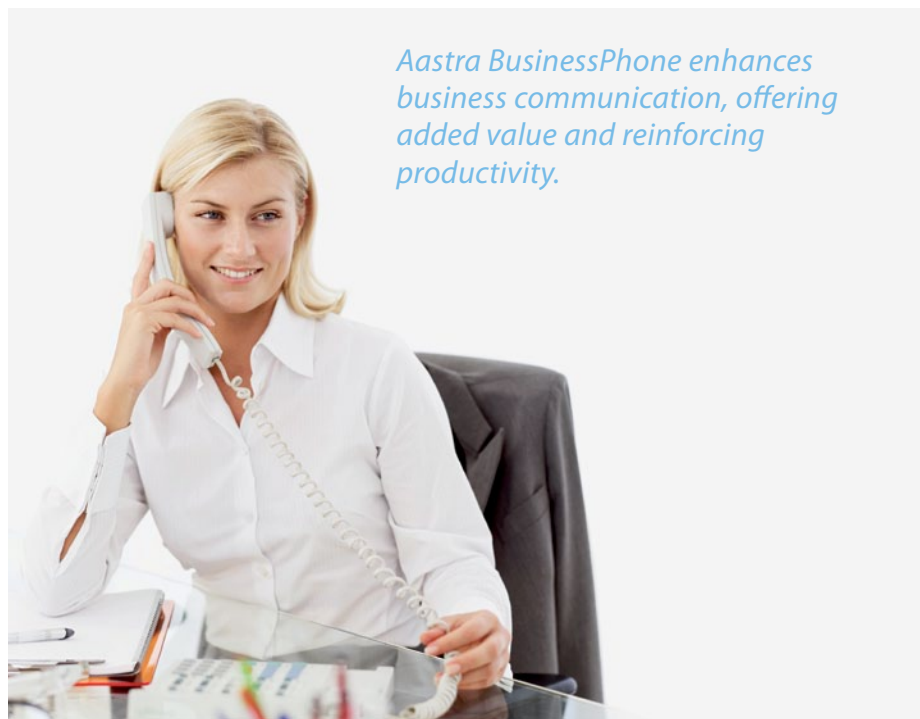
Aastra BusinessPhone enhances business communication, offering added value and reinforcing productivity.

Aastra key expertise

Aastra develops and markets innovative and integrated communications solutions specially designed to meet the users' needs. In so doing, Aastra focuses beyond its product range on open standards, modern IP-based but also traditional communication. Unified Communications and mobility solutions round off the portfolio perfectly and enable you to freely adapt the communication system to your business needs.

VoIP

The key strong points of convergence solutions and the use of VoIP systems are that they reduce costs, increase productivity and flexibility, and offer many possibilities to improve customer service. All calls made via the the company's own network incur no additional costs; with care & maintenance costs of the communications infrastructure also being reduced. The combination of IT and communication systems inside a company enhances daily business activities and enables everyone to benefit from the advantages of IP technology.
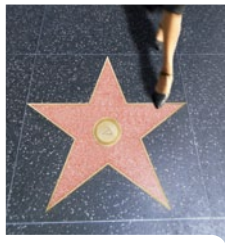
Unified & Collaborative Communications

Aastra's Unified Communications solutions integrate various IP-based communication solutions and applications; such as e-mail, voicemail, etc., as a solution package. The unified work environment can be used with mobile and PC-based terminals, or with a contact centre application.

In addition, practical functions like presence management can be integrated. This ensures, that employees are reachable and that calls are automatically forwarded through various communication channels.

Aastra BusinessPhone offers numerous functions thanks to the unification of various communication solutions. Catchwords like Voicemail to Outlook or Fax mail are synonymous with media unification. Moreover, intelligent soft clients, such as Backstage Platinum, offer easy integration and management of applications.

Mobility solutions

Aastra solutions reinforce mobility and improve team work. SIP-DECT, WLAN solutions, networked applications and, above all, the integration of GSM mobile phones ensure that people are reachable at any time and via the medium of their choice – both inside and outside the company.

With Aastra BusinessPhone mobility means properly integrating a travelling employee or an employee on outside work into the company's communication network. It also offers freedom of movement within the company premises, for instance with the practical DECT phones. Furthermore, the system solution offers special packages for home office employees, which allows them to be seamlessly integrated into the company network.

FMC (Fixed Mobile Convergence) solutions, especially Aastra Mobile Client (AMC), offer employees the possibility to integrate their mobile phone into the network and to act like an internal subscriber. All calls can be routed to and from mobile and fixed telephones, without the mobile phone number being displayed during switchover to the mobile phone. In addition, with Mobile Extension, the special BusinessPhone FMC solution in conjunction with Aastra Mobile Client; Aastra offers a simple, intuitively deployable application for GSM integration.

Mobility solutions are an important component of Aastra's Unified & Collaborative Communications portfolio.

Open standards

Aastra has consistently focused the development of its products on open standards. Open standards allow better interoperability and thus more flexible solutions. With the use of open standards and open interfaces like SIP, XML, LDAP and Aastra Web services, communication can be easily integrated into existing business processes, and flexible, intuitive solutions created. An example is the Aastra Toolkit, which improves entire company business processes with real-time communication.

Health and social services
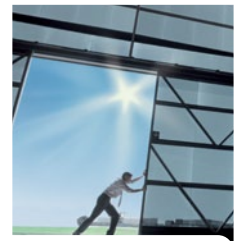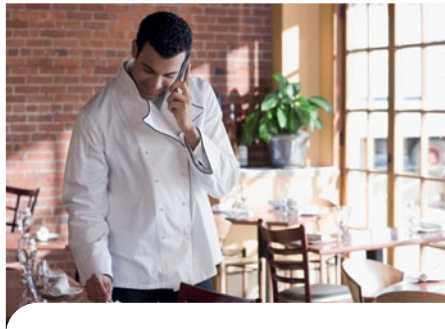

Hotels and guest houses

Phones also play a central role in hospitals and care facilities. Whether it is to book appointments, to enquire about the situation of a relative or for consultations, in health and social services several hundreds of calls a day is not uncommon.

The basic design of the BusinessPhone Call Centre solution takes a load off the relevant personnel. Calls can be transferred quickly to the relevant department thanks to Computer Telephony Integration, the latest and most important data is already displayed when the call is taken.

The mobility requirements of health-sector employees are equally very high. Doctors and health care personnel are often moving about, and out all day. With mobile DECT-based communication solutions, the care personnel is mobile and contactable at all times within the building. A big advantage of the DECT standard, compared to mobile radio communication, is that it does not disturb sensitive devices and can, be used in intensive care units.

BusinessPhone Hospitality is the communication solution for hotel businesses. The guest is provided with a private phone, which is appealing not only because of its design but also because of its user-friendliness. The phones can be used, for many situations, as a baby monitor, intercom or alarm.

For reception and administration areas, private phones are available with its predefined functions and freely configurable keys, including LED display. The phone takes on many functions and can store the guests' arrival and departure dates as well their data and display them during a call from the room. When the phone rings for the first time the employee at the reception desk has the most important information about the guest and can then greet them by their name. Furthermore, the controlling of door locks and room status management can be accessed via the phone.

About Aastra

Aastra Technologies Limited (TSX: "AAH"), is a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses. Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries. Aastra is entirely dedicated to enterprise communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, integrated mobility, call centers solutions to a wide selection of terminals. With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently.

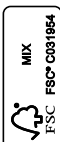For additional information on Aastra, visit our website at:

www.aastra.com

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