

Building Your Business with Integrated Business Communications

NEC Australia is a dominant player in providing complete solutions to SMBs and a leader in enabling business process improvements through unified communications. Our reliable IP telephony solutions have proven over time to reduce total cost of ownership (TCO) while enhancing staff productivity and customer service. As part of UNIVERGE@360, NEC delivers an open, standards-based software solution that enables quick and effortless development and integration of business and vertical applications as your business evolves to a pure software-based environment. Reap the benefits of converged IT and communications; reduced costs, increased efficiency and responsiveness, and readiness for the software-based environment of the future.

Since its founding in 1899, NEC has developed a reputation for technological innovation. NEC is a global communications company recognised as a leading telephony solution provider. With over 154,000 employees, NEC has implemented 600,000 systems serving 48 million customers in virtually every country around the globe.

Today, NEC Australia delivers on the promise of convergence of communications and IT with:

An Extensive Portfolio of Integrated Solutions

NEC's wide selection of robust offerings enables every aspect of communications in the business environment, with a vast array of IP desktop phones, IP communication servers, feature-rich communications with advanced unified messaging, contact centre and productivity solutions. Advanced capabilities include speech-enabled IVR, wireless mobility, collaboration, safety and security, interactive and informational digital signage and more.

Real-World Business Knowledge

NEC has decades of experience in delivering high-quality service to businesses of all sizes. NEC performs comprehensive testing and analysis to verify that your entire communications structure works as envisioned, now and in the future. In addition to expert planning, system design, implementation, maintenance and support services, NEC delivers, on a global scale, remote monitoring, management, maintenance and technical assistance unmatched by any other communications solution provider.

Open Standards and Interoperability

Key to NEC's success is its dedication to industry standards. NEC's open architecture acts as a secure platform for applications and commonly accepted protocols. Its open APIs ensure interoperability with other popular applications and third-party communications vendors using: telephone handsets and consoles, call accounting, environmental controls, security systems, network and data security, Wi-Fi, mobility, remote work solutions, collaboration applications and more.

Investment Protection You Can Depend On

NEC's integrated solutions provide you with a dependable migration path that ensures your systems will keep pace with the changing IT needs of your valuable customers and staff. NEC customers have the peace of mind that comes with knowing that the value of their communications systems will be protected now and in the future. At NEC, we are committed to supporting our loyal customers, and providing them with a lower TCO over the long haul.

NEC Small and Mid-Size Business Solutions

NEC Communications Solutions – Fulfilling the Promise of UNIVERGE®360

Your Business, Your People, Your Communications

As a successful growing business, you've tapped into the power of personal creativity and productivity to deliver a unique value to the world. NEC solutions work the way you do, allowing your business to retain its style and entrepreneurial spirit. Technology should enable individuals, not hinder or constrain. NEC solutions work for you and with you, from handling tactical day-to-day communications to enabling visionary business processes that take your company to the next level.

Small and mid-size businesses are often stretched thin, constantly developing innovative products, providing the best service possible to customers and managing everyday operations. At the same time, SMBs need to be technologically on par with, if not superior to, larger corporations in order to thrive. NEC's architectural roadmap allows your company to grow with seamless scalability. This modular approach means your infrastructure can evolve and flourish, while your investment is protected.

NEC is uniquely positioned to help companies recognise the importance of unified business communications in their organisation. NEC's UNIVERGE@360 helps unify a business by identifying the roles and processes that need to be integrated in an organisation, including infrastructure, applications, software, services and partnerships.

By placing people at the center of business communications, UNIVERGE@360 can help businesses use communications to generate revenue growth, increase customer acquisition and retention, as well as gain a competitive advantage.

Now, and in the future, communication serves as a seamless IT extension, integrated with other business processes such as ERP, SCM, SFA, CRM and back-office applications. UNIVERGE@360 allows you to leverage this integration strategy to free up time and resources, so you can focus on the more important things in your business world.

"SMBs have an opportunity to excel in providing the kind of 'high touch' that is often lacking in large companies,"

says Raymond Boggs, vice president of SMB research at IDC¹. NEC's solutions enable this 'high touch' through communications that focus on the individual and the various roles that they play in the business.

¹IDC report "Worldwide SMB Top 10 Predictions: Market Position Index and Growth Opportunity Ratings by Region" January 2007



UNIVERGE@360 is NEC's approach to unifying business communications. It places people at the centre of the communications and delivers on an organisation's needs by uniting infrastructure, communications and business.

For more information, simply call your NEC representative on 131 632 from anywhere within Australia or +61 3 9262 1111 from outside Australia.

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If it can be imagined, it is possible.

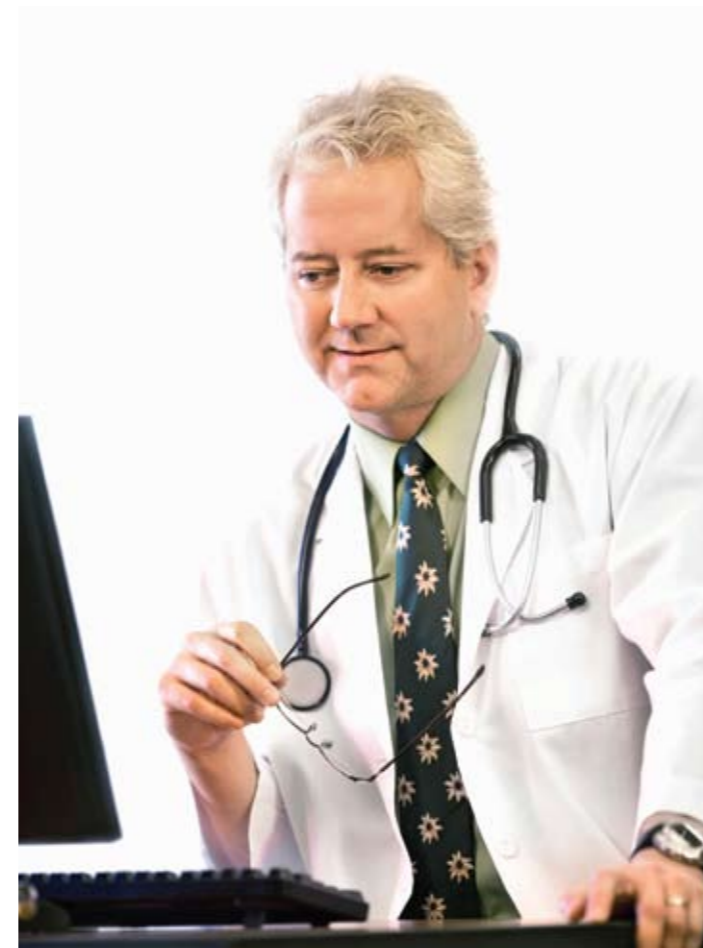
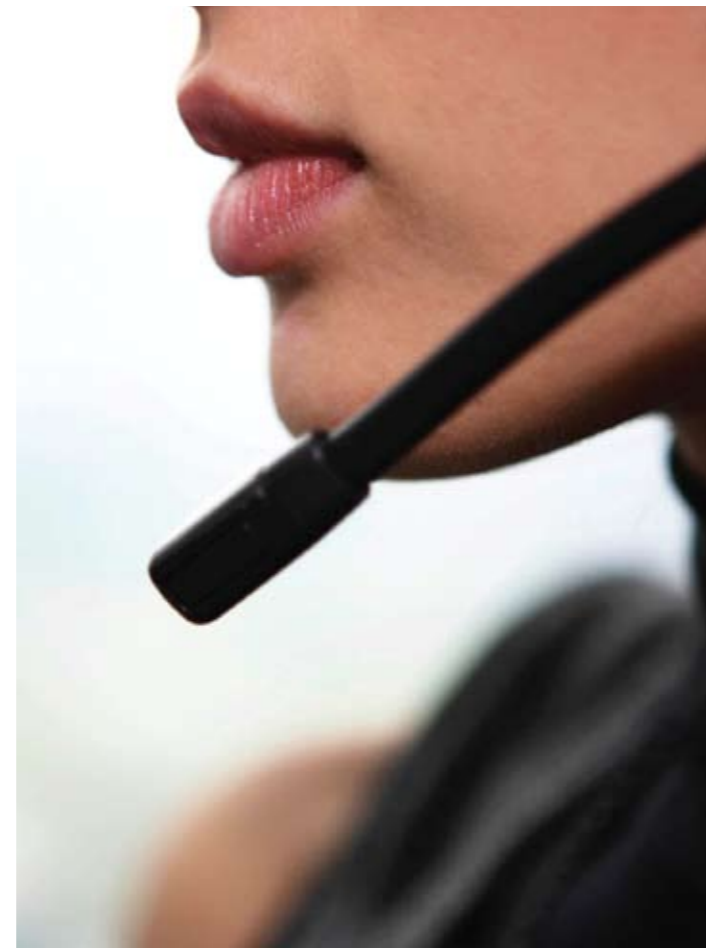
Empowered by Innovation

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Mobility

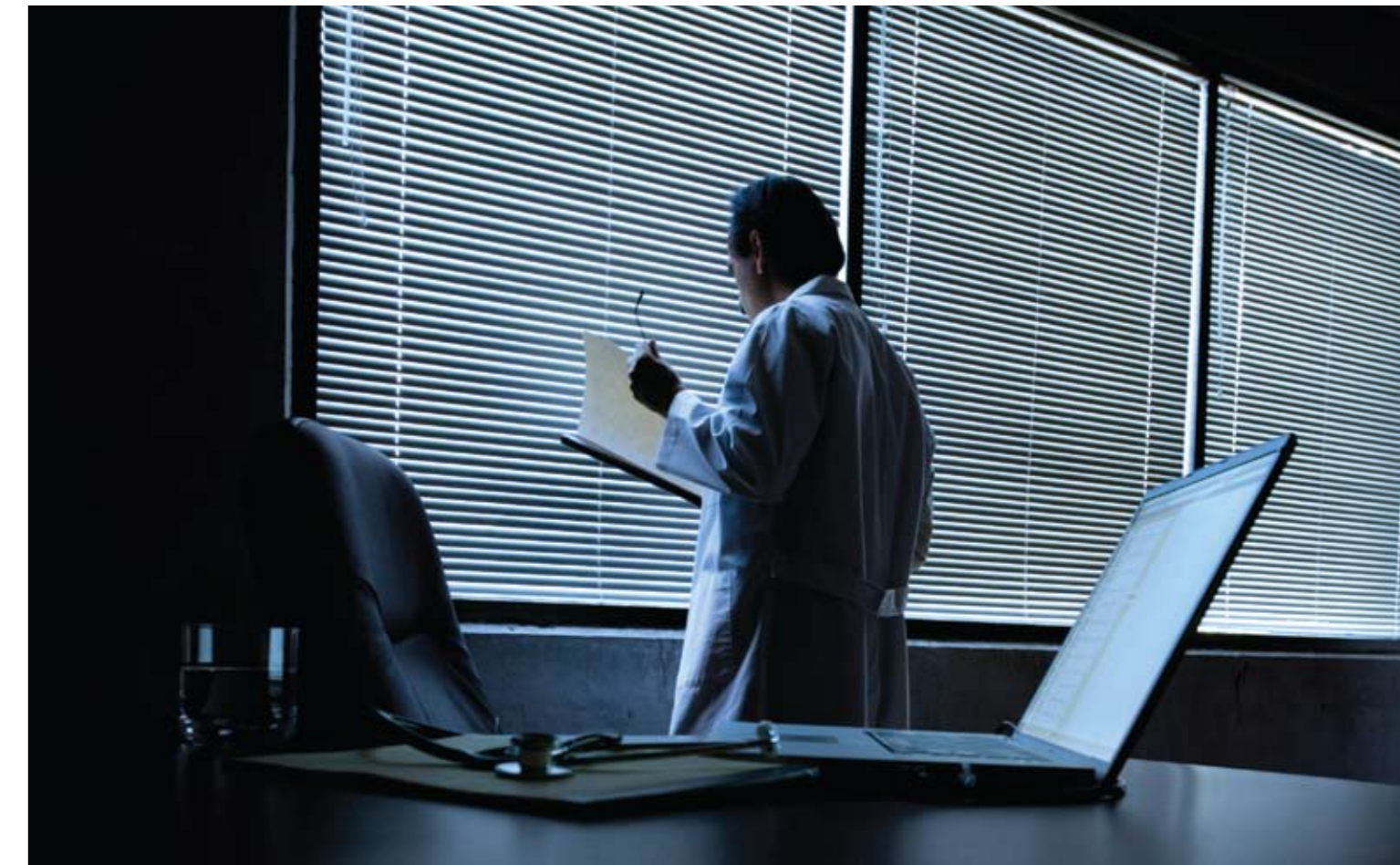
NEC's Mobility solutions provide reliable, secure and effective mobile communications to ensure that customers receive the best service possible.

- **Mobility solutions** allow users to roam while communicating via a secure, site-wide wireless network. This high-performance Wi-Fi network is easy to manage and scale, lowering infrastructure and operating costs. Further, NEC's softphone application can turn any laptop into a telephone with desk-phone features.
- **On-property wireless phones** allow staff quick and easy access to the people and information they need, when they need it.
- **Dual Mode Telephony** extends desktop telephony and messaging functionality to mobile devices, and incorporates wireless LAN (WLAN) and cellular into a customised, user-friendly mobile format.
- **Remote work solutions** allow staff to be productive anywhere with a personal communications portal. Enjoy telephone access to email and calendar, listen to and manage messages through text-to-speech or speech recognition and be alerted of new messages via alerts or text messages.

Conferencing & Collaboration

Leverage your resources with NEC's Conferencing & Collaboration solutions. Increase your flexibility and enjoy a timely exchange of ideas and information. Form ad hoc teams to address challenges and opportunities with quicker decisions while reducing travel costs.

- **Video conferencing, streaming video, interactive whiteboards, high-quality projectors and LCDs** provide a "you-are-there" experience, whether conferencing across town or around the globe.
- **Collaboration suites** allow users to work together when and where they want, with video conferencing, web office and file sharing. Fault-tolerant servers are available to support complex projects with maximum availability and performance.
- **Remote office locations** can be transparently integrated with the network to virtually connect users at satellite facilities, including remote wireless access points and IP phones via a survivable remote media gateway.
- **A wireless LAN** provides Wi-Fi Internet access to laptop devices.



UNIVERGE@360 – Business Solutions for the Real World

Personal Productivity

Efficient staff communications are critical to maintaining high-quality customer service, as well as achieving overall success. NEC's Personal Productivity solutions provide your staff with the ability to efficiently communicate and automate routine management tasks, thereby improving your company's responsiveness to customer needs.

- **Unified communications** breaks down the communication silos between communication methods such as voice, e-mail, Wi-Fi, video, cellular, instant messaging, web conferencing, unified messaging, calendar functions and more. Call management features improve caller response time, provide access to voice mail and email from either mailbox, as well as enable group call forwarding. The result is an integrated, intelligent communications experience that empowers staff to spend more time being productive.

- **A virtual telephone operator** uses speech recognition and voice prompts to automatically transfer the caller to the requested party, service or location – without searching for phone numbers or waiting to speak to a live operator.
- **Presence management** puts an end to phone tag by enabling a user to create custom screening rules for incoming calls – ensuring priority calls are forwarded. These features provide flexibility, allowing rules to be created for specific numbers, certain times of day or specific days of the week.
- **A thin client** enables dynamic, robust and secure connections, allowing staff to access any of their communications and computing from anywhere on site – including VoIP telephone systems and wireless networks.
- **Speech-enabled interactive voice response (IVR) system** provides a "self-service" function for customers, decreasing the overall call volume handled by staff. Through scripting, customers can obtain answers to frequently asked questions or be redirected to a website.

Customer Service

The right services, staff training and communications systems are essential in order to maximise customer satisfaction and repeat business. NEC Customer Service solutions streamline and enhance your vital customer service.

- **Call Centres** enhance the customer experience by providing instant human contact. Appropriate and efficient call routing increases customer satisfaction, and gives the caller access to the information they need quickly. Communications integration with your company's CRM databases provides a competitive advantage to you and high-quality service to your customers.
- **Wireless LAN connectivity** provides complementary internet access anywhere in your operation, allowing visitors and waiting customers to remain connected and productive. Enhance your customer's overall experience, and gain a simple and effective advantage over your competition.

- **Dynamic digital signage** keeps customers informed with attention-grabbing, video-based messaging about new products and services.
- **Digital touch-screen signage** solution features self-service, flat-panel touch screens. Customers can order or demo products, and access support services or additional information.
- **Automated messaging services** help your business provide valuable reminders and messages to your customers, including promotional information and offers, appointment or service reminders and customer satisfaction surveys to ensure quality. Messages can be delivered via phone call or text message, and can be customised with information specific to each individual.

Network Management & Security

NEC provides a host of services and support to ensure the security, performance and efficiency of your network.

- **Managed services** reactively monitor server applications, network devices and IP voice quality, while providing hardware and software maintenance, and freeing staff to handle important projects.
- **Network security services** employ security policy development and awareness programs, vulnerability assessments, firewall and VPN solutions and remote security monitoring to create a secure network.
- **Centralised management** provides a single point of administration for your entire NEC communications network to minimise training requirements and streamline network operations.

Safety & Security

During a crisis or emergency, reliable, efficient communications are critical. NEC's Safety & Security solutions provide the right communications tools to protect staff during emergencies.

- **Emergency communication applications** broadcast messages via telephones, wireless devices and email to keep staff informed and as safe as possible as events unfold.
- **Eye-catching digital signage** – interior signs placed in common areas and exterior signs located around the building, dynamically communicates emergency information.
- **Emergency conferencing** allows first responders and executives to easily and quickly collaborate as a critical situation unfolds.
- **Biometrics identity management solutions** provide fail-safe ID checks in the most critical conditions and offer the maximum in matching accuracy and speed.
- **Location tracking** solutions, based on RFID technology, offer real-time visibility of assets, people and secure areas over Wi-Fi networks. Highly accurate tracking can prevent asset losses and monitor locations of visitors. An RFID tag with an emergency button allows users to notify security in threatening situations.