

# Win-win!

With HiPath 3000 you get the best of both worlds

Communication for the open minded

Siemens Enterprise Communications: [www.siemens.co.uk/open](http://www.siemens.co.uk/open)

**SIEMENS**

# Scope

A flexible future for communications

Choosing communication services used to be as easy as counting the number of desks to put phones on. How things have changed. Businesses now rely on a range of different media, like fax and email and customers demand prompt responses to their enquiries. All of which means you have to be available whether you're at your desk or not.

The increasing mobility of workers has also created another management headache. Mobile phones may have made workers more available, but at a cost and businesses now have to direct more and more of their budget towards funding mobile calls.

By adopting IP communications, you can address all these issues now. What's more, you'll also benefit from the flexibility and cost saving that comes with a single converged network carrying both voice and data.

#### Introducing Open Communications

Open Communications is our way of addressing this fragmented communications environment. It allows everyone to work together seamlessly, regardless of device, location, network or IT environment. So you can integrate communications into your business to make the most of your investment. And for small or medium enterprises, the best way to achieve that is with a solution that delivers joined up communications with HiPath 3000 at its core.

#### Integrating communications into your business

With HiPath 3000, you can connect remote offices and people on the go. But that's not all. By integrating communications with your business process it allows you to realize other benefits too.

- Channel multi-media into one mailbox to reduce admin.
- Note customer call details on screen to save time and personalize response.
- Know instantly who is available to resolve queries, speed up call handling and reduce returned calls.

HiPath 3000 is the most flexible hybrid solution on the market. A win-win solution that offers the best of both worlds with its parentage fixed in feature-rich traditional telephony and its excellent pedigree in converged voice and data solutions.

» *"Siemens technology has always been very flexible and there is a lot of backward compatibility in their systems. They have a good brand name, plenty of back-up support, and product development."*  
Gary Steer, Technical Director at Hermes.  
Datacommunications International

# Can do!

HiPath 3000 is open for business

Whatever sector you're in, it pays to have a solid, reliable communication platform. HiPath 3000 from Siemens is exactly that. It delivers traditional, feature-rich telephony as well as new-world IP communications in one flexible, cost-effective solution. As a range of modular communications platforms, it's designed to meet the needs of demanding businesses. A flexible and scalable solution that you can mix and match with a vast range of applications and features, depending on your unique business requirements.

Here are just some of the ways HiPath 3000 can enhance your communications:

#### One-number availability

Making contact with mobile staff can be difficult, but HiPath 3000 puts an end to multiple numbers and mailboxes. Customers ring one number to get hold of people whether roaming or working from home. So you can finally regain control of your mobile phone budgets.

#### Joining up multi-site organizations

The networking capabilities of HiPath 3000 mean that remote sites can operate with HQ as one system. Your customers see a joined up business presenting a uniform image. Your employees can work more effectively with their colleagues and telephony costs become more manageable.

#### Adopting flexible working

Pressures are mounting on businesses to introduce flexible working. HiPath 3000 home-working solutions allow your staff to work more flexibly, improving staff retention and reducing accommodation costs.

#### Managing customer calls

Inconsistent information, restrictive channels of communication and short opening-hours can all reflect badly on customer service. HiPath 3000 allows your customers to communicate with you how and when it suits them. Agents also have the collaboration tools to ensure that customer needs are met first time.

#### Internet telephony

An increasing number of network providers are now offering telephony services. HiPath 3000, with its SIP interfaces, can help converge network services and drive down communication costs. Its Virtual Private Networks (VPN) and authentication features ensure that you can future-proof your business without compromising security.

#### Improving on-site availability

An ever-increasing number of employees are mobile whilst on site. HiPath 3000 allows everyone to work and communicate whether in shared work areas, meeting rooms or on the go.

#### Desktop Productivity

A large proportion of employees prefer to use their mobile phones at their desk, roughly doubling the cost of calls. HiPath 3000 gives them all the convenience of their Bluetooth headsets, two-way transfer of contacts and the ability to run corporate applications, in one easy to use device.

» *"This unified, modular communications network will significantly cut costs. Siemens convinced us not just on the technology side, but also with a presentation of the solution's total cost of ownership, which made its cost effectiveness quite clear."*  
Lothar Bentkowski, Head of IT,  
Brückner Grundbau

# What's what?

Your at-a-glance guide to features and functionality

With HiPath 3000, you have all the advantages of traditional telephony and new-world communications rolled into one. Use traditional telephony, with its long list of productivity-enhancing features where the infrastructure exists. Use the flexibility of IP communications for home workers or small branch office staff, where integration was previously difficult. The two technologies can exist side by side on HiPath 3000, giving you the flexibility and choice of how you deliver voice services.

## HiPath 3000 server

Resilience and security have always been key design features, but in an IP environment they become even more important. HiPath 3000 ensures communications that are critical to your business remain in the background. At the heart of HiPath 3000 lie the features and functionality that make it a total communications package. Advanced telephony features, UCD call distribution, networking of sites and One-number mobility are all ready to start improving your business communications. The LAN gateway allows direct connection of LAN and internet WAN services to the system. IPsec security and authentication guarantees secure private networks and secure internet VPN access for teleworkers. It also supports a wide range of IP work points and can be used to network multiple sites as well as manage internet access for LAN users.

## Clever devices

Whether it is simple elevator phones or feature-rich call center phones, HiPath 3000 has a device to fit your requirements. Siemens OptiPoint range of feature phones are designed for usability. The in-built OptiGuide menu system makes accessing productivity enhancing features child's play. The self-labelling keys of the OptiPoint420 range make central management and administration of remote devices a reality. And now, with the award-winning OpenStage range of devices, we have introduced a new level of user personalization; large color screens, Bluetooth integration, voice-dialing and contact synchronization all make for a giant leap forward in usability.

## Genuine mobility

In addition to desk-phones, HiPath 3000 offers a comprehensive choice of solutions for mobile workers. Cordless DECT and Wireless Voice (VoWLAN) are both supported natively on the system and offer a wide range of devices for campus mobility. You can even integrate your roving workers. The One-number service gives you the choice of where you want to take calls. That could be on the shop floor with your wireless phone, at a partner site, on your GSM mobile, or simply working from home. Whatever the location, your customer only has to ring your office number and HiPath 3000 does the rest. Best of all, when you want to make a call HiPath 3000 manages the set up and ensures that you always use the most cost effective route. At last, a solution that's designed specifically for the ever-increasing mobile workforce

## Interworking

The widest range of industry-standard interfaces are in place for connection to other vendor's equipment. Cornet, Siemens' own signaling protocol, is used to add functionality between HiPath 3000 and other similarly equipped sites. It also means you can use HiPath 3000 as an edge solution in large enterprises with HiPath 4000 at the center.

## Open Communications

Session Initiation Protocol (SIP) is fast becoming the de-facto standard for IP communications. Not only does it handle multi-media and support presence tools, it also allows interoperability between different vendor's equipment. This is already enabling Internet Telephony Service Providers (ITSP) to bring new converged network services to the market. HiPath 3000 is a SIP-ready solution.

## Contact Center

HiPath ProCenter Agile is our professional call center management solution for small and medium businesses. It's easy to deploy, with highly usable agent interfaces. It optimizes your call center resources through presence-based collaboration tools and real-time reporting that allows you to react quickly to changes in traffic patterns. With HiPath ProCenter Agile you can resolve customer issues immediately and drive your customer satisfaction levels.

## Xpressions Compact

This is HiPath 3000's fully integrated messaging solution. The announcement before answering and auto-attendant capabilities ensure that you always portray a consistent and professional company image. Voicemail with remote notification also speeds up communication and prevents loss of calls during peak hours.

*"We had looked at several other major VoIP vendors, but Siemens offered the most compelling solution,"*  
Jim DePietro, Vice President of Information Technology at Greenhorne & O'Mara Inc.

# Goodies

All the applications that make business a pleasure

**DAKS:** the digital alarm and communications center DAKS works closely with HiPath platforms to automate emergency processes and repetitive tasks. It answers calls and automatically dials subscribers, plays internal recorded announcements or external voice sources. Capabilities that mean you can share information quickly when swift action is required.

#### **Computer-Telephony Integration**

Offers industry standard TAPI and CSTA interfaces for integration with business applications. Phone calls can be controlled and telephony features called upon from the PC. You can keep logs of calls, dial from directories or even display a screen pop of customer information when you recognize a caller ID. The Comscendo "On a button" suite makes integrating business directories even easier with features like directory access from any display phone.

#### **HiPath Xpressions**

A truly unified messaging solution. HiPath Xpressions supports users in the day-to-day exchange of voice, fax and email messages. It brings together messages of multiple media into one mailbox, thus reducing the time spent managing messages. Users can be located virtually anywhere, accessing their personal messages by phone or PC.

#### **OpenScape**

A SIP-based collaboration and personal productivity tool. It fits into your businesses existing voice and data infrastructure tying together phones, video, voicemail, email, text messaging, calendar, IM, conferencing and directories. OpenScape provides a platform to integrate all these services into business processes to enhance productivity.

#### **HiPath Hospitality**

An enhanced attendant console for hotels that includes a fully integrated front-office system. In addition to the many features of the attendant console, HHSC integrates reservations, check in/check out, telephony charging, invoicing and room rates. In fact everything a small hotel or guesthouse could need in one package.

#### **HiPath Cordless Office**

A fully integrated cordless DECT solution. With a number of up-to-date, user-friendly phones, it connects users, regardless of their location on campus. The Gigaset range of phones offers excellent digital speech quality, secure transmission and a range of up to 300m. Phones are available for both office and industrial environments, including intrinsically safe options.

#### **HiPath Wireless**

Campus mobility for voice and data devices. It ensures the highest performance VoWLAN solutions without compromising network security. With OptiPoint wireless devices or laptop PCs with OptiClient software, it promises the simplest deployment and most efficient management of a converged mobility infrastructure.

#### **OptiClient Attendant**

The PC-based attendant console with new graphics to give a clearly structured interface with easy access to specialized features. Based on Windows, it integrates with other business applications and directories and can easily be customized for each operator.

#### **OptiClient 130**

Turns your PC into a VoIP workpoint. Converging voice and data doesn't just result in hardware savings, it brings you all the benefits of mobility. Whether working from home or in a hotel room, customers can still reach you on your usual number. An intuitive interface makes it easy to access telephony features and to dial from both local and central directories.

#### **Manager C**

A windows-based application that simplifies administration tasks and allows you to spend more time managing your business. It brings together voicemail, UCD call members, workpoints, cordless subscribers and pickup groups, allowing everything to be managed from one utility. Manager C can also be used centrally to manage a number of remote systems.

The flexible solution for your business communications

HiPath 3000 has been developed in line with Siemens Open Communications strategy, enabling businesses to communicate with any device on any network. It delivers reliable, secure communications to single and multi-site networks, ensuring the highest levels of business continuity and integrity. With its award-winning, OpenStage workpoints it promises a rich user experience. In the small call center environment, HiPath 3000 neatly integrates real-time collaboration and telephony into business processes. Most importantly though, the latest version of HiPath 3000 joins up mobile and fixed telephony to offer real Fixed Mobile Convenience. HiPath 3000. The custom communications solution for your business.

## Communication for the open minded

Siemens Enterprise Communications GmbH & Co. KG, headquartered in Munich, was founded in October 2006 as a wholly owned subsidiary of Siemens AG. As one of the world's leading providers of unified communications, we supply products, solutions and services to customers in some 80 countries. More than 15,000 employees support enterprises worldwide by unifying communications and collaboration, thereby making our customers more productive.

With our Open Communications concept, we offer our customers cutting-edge solutions and services that are based on open standards and integrate into their existing infrastructures and business processes. In doing so, we are continuing to pursue our goal of realizing universal communications – across network and media boundaries and with a uniform user experience. We deliver added value to our customers by protecting their investments and enabling a phased implementation of our solutions that are tailored to their needs.

Open Communications from Siemens Enterprise Communications – award-winning solutions for everyone. [www.siemens.com/open](http://www.siemens.com/open)

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