

E-Newsletter June 2007

News, notes, announcements, product updates, promos, specials, and more - info to help you communicate!

VOICE DATA VIDEO SOUND PAGING HEALTHCARE MESSAGING NETWORK

INFORMATION COMMUNICATION SOLUTIONS ► June 2007 ◀

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Mitel Forum —What Happens in Vegas won't stay in Vegas!

Mitel made several new announcements at its annual Forum in Las Vegas held June 25th thru 27th at The Bellagio.

Mitel Solutions Providers, Customers, and independent consultants were among the 1,000 or so guests who got a peak at Mitel's exciting, new capabilities.

Among the solutions showcased by Mitel were:

Live Presence of a User with Microsoft LCS and Mitel's groundbreaking 5300 series sets. Incorporating powerful new capabilities, the integration brings the status of any user in the MS Active Directory directly to the buttons on the telephone—complete with soft keys in the HTML displays.

We witnessed the tremendous possibilities for the enterprise, and the recent global OEM agreement with Sun Microsystems that will help drive the use of converged voice and data applications in multi-tenant environments. Mitel's unified communications call control software will be integrated into industry-standard Sun Microsystems servers for enterprise and carrier hosted and customer premise environments. Sun and Mitel have also created a unified solution

offering with Mitel's award winning contact center software on Sun Ray™ ultra-thin client hardware. More information may be found on page 2 on the Sun relationship.

Mitel and Ingenius software demonstrated the potential application at the desktop with templates for education, retail, finance and government—all making it possible for the desktop to help user productivity in ways not seen before..

Mitel made several announcements of note relative to its core product family:

The 3300 MXe will allow for optional expansion to 5,000 IP devices, and 100,000 Busy Hour Calls—giving the portfolio substantially more growth and capacity.

A Wireless handset using DECT technology will be released in '07 that will allow a user to move about a facility more easily and without necessitating certain wireless system deployments.

HP's ProCurve Networking discussed optimizing a network investment by combining the power of the Mitel 3300 with a single, converged solution powered by ProCurve.

Mitel Wins Contact Center Award

Technology Marketing Corporation's (TMC) *Customer Interaction Solutions* magazine has named the Mitel Customer Interaction Solutions portfolio as recipient of the 2007 IP Contact Center Technology Pioneer Award for its newly developed customer-profiling program. The Pioneer Award recognizes companies that have created a groundbreaking, successful IP contact center product or service. "Not all customers are created equal and not all impact the bottom line in the same way," said Kevin Johnson, director of solutions marketing, Mitel. "That is why Mitel has added a powerful customer-profiling capability to its Customer Interaction Solutions portfolio that seamlessly enhances the way calls are managed." "TMC is proud to recognize Mitel with the IP Contact Center Technology Pioneer Award. Mitel has proven to the editors of *Customer Interaction Solutions* magazine that its solution has been designed with the needs of the contact center market in mind and the potential of IP behind it," said Nadji Tehrani, executive group publisher and editor-in-chief of *Customer Interaction Solutions* magazine.



Spotlight



Looking for VoIP?

We're just about there. In the next year or so, VoIP based systems will outnumber digital (TDM) based systems. In the next two years, estimates see VoIP will have been implemented by firms large and small—nearly 80% by some predictions.

So, some helpful hints:

- Don't forget the QOS or POE. Make sure the "switches" in the network are capable. Work with vendors who know a thing or two.
- Get integration among your platforms. Make sure they'll all talk to each other seamlessly.
- Get desktop devices that enable user productivity.
- Who's breaking new ground? Work with proven firms who are leading the charge.
- Buy from services organizations who know what 24x7 means.



Sun Microsystems and Mitel forge exciting, new ground

The newly announced integration with Sun provides a Multi-Instance Call Server (MICS) with as many as 200 compartmentalized instances of the [Mitel 3300 IP Communications Platform \(IPC\)](#) call control software to run simultaneously within Sun Fire™ X4200 and X4600 servers. Multiple businesses, departments and offices to share the same server, but use a specific version of call control software and use the features and functions that meet their particular needs.

“Customers are looking for applications that enable people to work smarter, faster, better and more collaboratively to drive business performance improvements,” said Stephen Beamish, vice president, business development and strategic alliances at Mitel. “By working with Sun, we have been able to introduce unique new solutions that allow businesses to upgrade at their own pace to protect their existing infrastructure investments including servers, data and voice systems, not because the multi-tenant soft switch is being up-

graded.”

Current and traditional multi-tenancing soft switches or PBXs force all tenants to use the same software version, meaning that IT managers must think of how their integrated business applications will be impacted by an upgrade to the multi-tenant soft switch. In today’s environment, as IT managers seek to integrate with their business applications they also seek to control software versions and implementations with more rigor than ever before while also considering security related issues. In addition to providing a new means of addressing tenancing and hosting, this multi-instance approach opens the opportunity for new business continuity / disaster recovery services, while simplifying the management of the solution by having one management system for multiple call controls / customers.

“Our work with Mitel blends proven technologies to create a unique value proposition that, since lifting the veil on the solution at VoiceCon in March, has received tremendous interest from customers and partners,” said Peter Ewens, VP, OEM

Group, Sun Microsystems Inc. “Through Sun’s integrated services, Mitel is now in a position to source the entire solution package for the end customer. Sun and Mitel have also announced the planned integration of the Sun Ray IP Phone Bundle. This solution allows for a single hot desk sign-on for both the Sun Ray ultra-thin client terminal and the Mitel IP phone. The Mitel stand, portable to any Mitel set, has a Java Card™ technology slot to allow for Sun Ray and Mitel IP phone hot desking. This small footprint device delivers all of the traditional Sun Ray features with lower power consumption than a separate phone and thin client, delivered at an attractive price. The Sun Ray IP Phone Bundle is particularly well-suited for cost and security-sensitive environments such as contact centers, education, healthcare, service providers, and financial services.



Mobility Past & Present

Mobility matters more today than ever before. What does it mean to you and to your organization?

Time was when mobility meant being able to get an overhead page when you were away from your desk.

Then we had cordless telephones that one could carry about and make and receive calls when we were roaming in our offices.

Vendors figured out that mobility meant when traveling—with the explosion of cell phones people wanted to have their calls forwarded to wherever they might be.

Now, a new iteration of mobility. How about ringing both your desk phone and a mobile device like

a cellular telephone—and answering the call on the most appropriate phone. Today with some systems you can even toggle between the devices (move the call from one to another), transfer calls from the cell phone, and so forth.

Integrated into the mobility picture are future developments that will look at your presence, determine where you are and send the call intelligently.

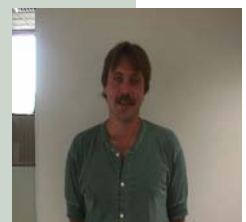
Whatever your needs, mobility has many flavors. Test drive ‘em all—see what works best for you.



MEET THE TEAM!



OUR JUNE FOCUS IS DUANE BRATZ. DUANE HAS BEEN WITH ICS SINCE 1976 AND HAS BECOME A “GO-TO” GUYS FOR ALL THINGS TECHNICAL. DUANE HAS A GREAT DEMEANOR, AND ALWAYS LOOKS FOR THE BEST SOLUTION FOR OUR CLIENTS. HE IS BOTH A FAVORITE INSIDE AND OUTSIDE THE ICS FAMILY.



TotalCare Service: 24x7x365 • Annual Tune-ups
Customer Defined Emergency • After Hours Escalation