

# 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.

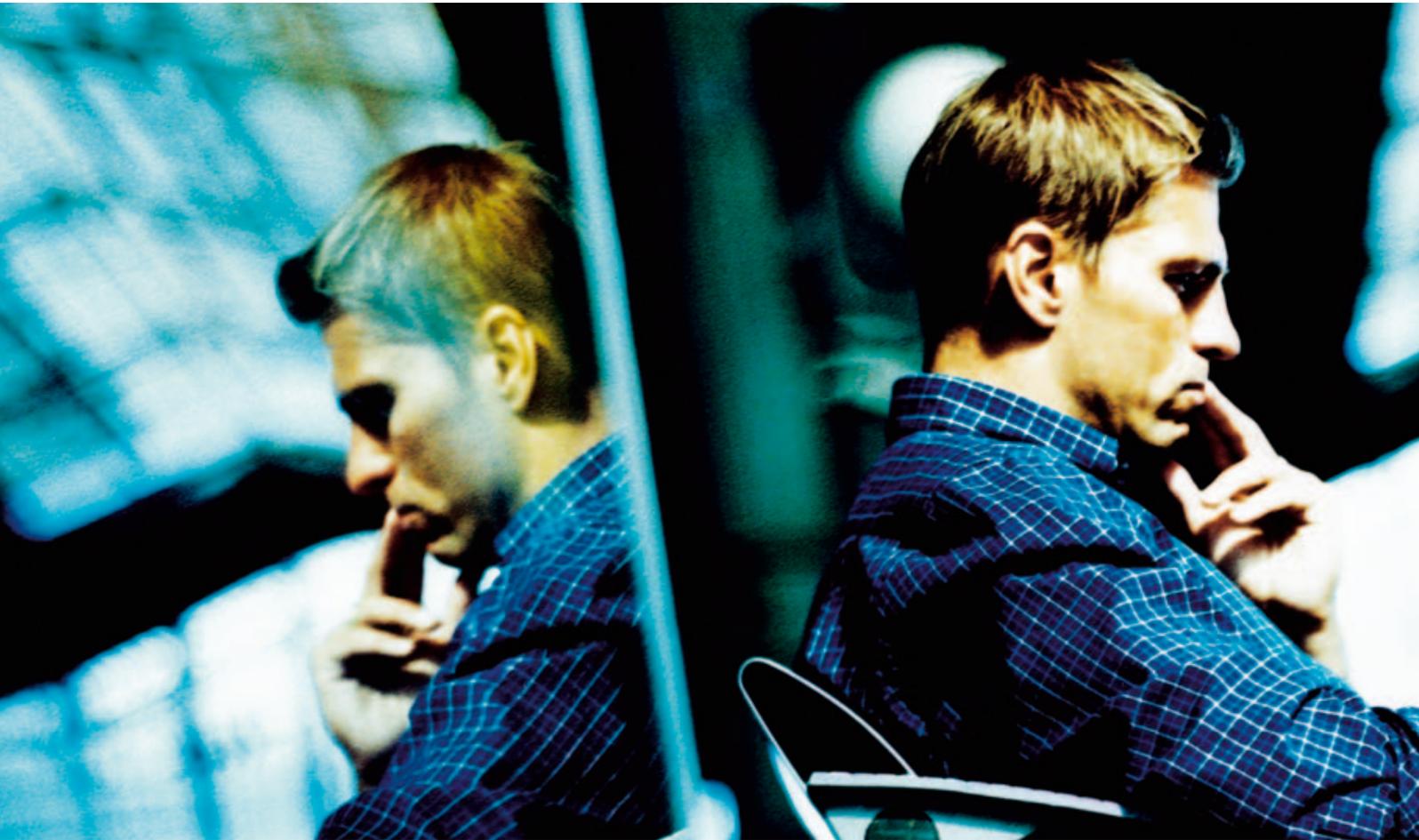
This exceptional communication system is the MD110 Convergence Communication System: A system that well and truly integrates fixed and mobile telephony, IP phones, PC softphones, cordless phones, mobile/cellular phones, digital phones and IP Gateways.

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.



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 businesses 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:** Combine 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 has 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.

**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 a corporate intranet based on IP-VPN or a similar technology, with a full set of MD110 networking services. Ericsson now also introduces full IP Networking between MD110 and BusinessPhone so as to enable convergence on existing IP connections and provide improved cost efficiency.

**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.) 5.2:** Ericsson offers a 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 superior support and control over various levels of administration. The easy to use end-user applications will help increase productivity and efficiency for all 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:**

Ericsson proudly offers support for QSIG network services that are 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, businesses can drastically reduce tariffs as well as lower their operational costs. Duplication of administration and maintenance, cabling, training, etc., can all be effectively eliminated. Businesses 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 corporate intranet. 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-wise 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-wise 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 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 hand, employee satisfaction is tightly linked to having freedom of choice: the freedom to work when, where and how they want, using the device of their preference and choosing the mode and method of their communication.

Ultimately, we want to capitalize on the best of both the fixed and mobile worlds so as to achieve a flexible method of working. The MD110 Convergence Communication System lets your business reach that goal.

And, as your demand grows, 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 allows you to use a single, universal mobile phone as a full-featured extension of your MD110 Convergence Communication System. All the while, you will be able to maintain the entire set of business class services for all the users of the system. In this way, you are simply and effectively able to meet all your needs with a truly "One Phone" concept.

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.

The incredible benefits that come with Mobile Extension are clear. 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 by 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 business 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. All that an employee has to do is choose where he wants to work, and log on to a phone to make it his own extension. The system will take care of the rest.

Then, when it is time for him to leave the office premises, he can log on to a mobile phone – it could be a phone

that he has picked from a pool of shared phones – and use this phone as his extension. All the while, your employee is able to retain the same personal extension number and related services, whether he 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, while saving on real estate and operational costs.

### **The joys of mobile working**

Employees are finding mobile working to be an increasingly attractive solution to the challenges involved today in attempting to balance their professional and private lives. After all, mobile working does enable them to be at their most productive in any location or at any time. MD110 Convergence Communication System actually encourages mobile working by enabling employees to access and utilize their

corporate network 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 high levels of productivity and quality of performance, while having the option of working when and where it is most conducive.

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.

**Personal Assistant for sophisticated Smartphones**

MD110 Mobile Extension enables users who demand a best-in-class solution to take advantage of the exciting possibilities presented to them in the Sony Ericsson P900 Smartphone, integrated with the application D.N.A.

Personal Assistant for Smartphone. The close integration between the D.N.A. server and MD110, which is made possible via CSTA and other links, makes Personal Assistant for Smartphone an outstanding experience for users.

The P900 with Personal Assistant will increase the value and usability of many of the inbuilt features and functions of the MD110 in a way that has never been possible before. Now, regardless of place and time, users can easily access and search the corporate D.N.A. telephone book and then just click-to-dial. Additionally, the P900 with Personal Assistant will prompt users, in clear text, with a host of relevant services and features that

are supported by their MD110. These services and functions include joint conference, changing Personal Number profile, setting message diversions, canceling call-back, etc.

With the processing power of the Smartphone, the Personal Assistant application can be set up to also analyze dialled numbers and automate the number conversion/dialing procedure. The advanced dialing and control mechanism will let the user gain maximum benefit out of the MD110 Mobile Extension, while at the same time completely hide the complexity for the end-user.

### **Voice Activated Assistant (VAA) 1.2 for speedy contact**

When time is money to your enterprise, Voice Activated Assistant ensures that callers do not tie up your workforce unnecessarily. The Voice Activated Assistant 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, users are quickly connected without having to remember a direct number or having to wait for a live operator. And your business can utilize valuable operator resources as well as employees' time in much more productive ways.

Essentially, the Voice Activated Assistant also allows users to control their Message Diversions and Personal Number Profile settings via natural speech by simply stating the diversion or profile they would like to initiate. This means that you do not have to remember cumbersome telephone codes. You do not even have to return to your desk to change or cancel Message Diversions or Personal Number Profile.

All in all, the Voice Activated Assistant enables users to easily reach the person they need to contact while at the same time it works to increase efficiency and productivity within the enterprise.

### **OneBox 4.0. Mobile messaging of the future**

OneBox 4.0 now combines the best of two worlds, namely Data and Voice, into an integrated and easy to manage convergence-based communication server. This is the state-of-the-art mobile messaging application that provides users with access to their messages – anytime and anywhere. All messages, whether voice, fax or e-mail are available either by way of phone via text-to-speech, or computer desktop via Microsoft® Outlook™, Lotus Notes or Novel GroupWise. This instant accessibility makes for much greater productivity and efficiency.



### **Dynamic Network Administration (D.N.A.) 5.2 for advanced efficiency**

D.N.A. 5.2 comes with an extensive complement of administrative tools, directory services and easy-to-use applications. Tap into its spectrum of capabilities and your business will be able to effectively reduce telecommunications and data infrastructure maintenance costs while significantly increasing internal efficiency.

D.N.A. 5.2 is scalable to immediate needs and provides open interfaces that support third party application integration. D.N.A. 5.2 also provides a range of advanced 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 and with their customers wherever they are. These efficiency applications include Ericsson Communication Client 1.2 – a fully-featured IP soft phone; and Ericsson Communication Assistant 1.2 – an advanced web-based call handling and call management tool that supports any kind of fixed or mobile MD110 telephone.

The new D.N.A. Personal Assistant for Smartphone is the latest offering

running on the new Sony Ericsson P900 Smartphone. It is ideal for mobile/business users who need quick access to the corporate directory wherever they are. And it also provides these users with the ability to leverage the Mobile Extension and MD110 features by way of an intuitive yet powerful graphical user interface.

### **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 business.

## **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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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.

**Asia Pacific**

Ericsson Enterprise  
3420 Persiaran Sepang  
63000 Cyberjaya  
Selangor Darul Ehsan  
MALAYSIA  
Phone: +60 3 8314 6000  
enterprise.asiapacific@ericsson.com

**Americas**

Ericsson Enterprise  
6300 Legacy Drive  
Plano TX 75024  
USA  
enterprise.americas@ericsson.com

**Europe**

Ericsson Enterprise  
Avenue du Bourget 44 Bourgetlaan  
B-1130 Brussels  
BELGIUM  
Phone: +32 2 745 12 11  
enterprise.europe@ericsson.com

**Central Europe, Middle East & Africa (CEMA)**

Ericsson Enterprise  
LM Ericssons väg 30  
126 25 Stockholm  
SWEDEN  
Phone: +46 8 568 67 000  
enterprise.cema@ericsson.com

**Nordic**

Ericsson Enterprise  
LM Ericssons väg 30  
SE-126 25 Stockholm  
SWEDEN  
Phone: +46 8 568 67 000  
enterprise.nordic@ericsson.com

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