Aastra MX-ONE® Solution

Embrace Multimedia Collaboration with Aastra BluStar™

Embrace the MX-ONE Solution and Enjoy Multiple Benefits

Discover the MX-ONE solution...

Aastra, at the forefront of the enterprise communication market with over four decades of experience, is endowed with a thorough understanding of both IP-telephony platforms and collaboration tools. This is the secret behind Aastra's comprehensive multimedia solutions, integrated with market-leading mobility capabilities. The Aastra MX-ONE® multimedia communications server is the foundation for enabling complete integration of true multimedia, Unified Communications & Collaboration (UCC) applications and mobility in the enterprise. By integrating voice, video and data with mobility capabilities, MX-ONE, the full-featured communication server, brings new, fresh dimensions to the modern enterprise.

...and its BluStar™ Ecosystem

The familiar communications channels commonly used in organizations today are all conveniently and cost-effectively unified by the Aastra BluStar™ Ecosystem which, in turn, is integrated into a single platform - the powerful Aastra MX-ONE - offering a consistent user experience.

Riding the multimedia wave

The latest technology shifts enable enterprises to move from closed, proprietary-based environments to complete IP and Unified Collaborative Communication environments. Different business applications are able to work together in an environment based on open standards.

Applications unifying these domains are imperative for improving the efficiency and competitiveness of the modern enterprise. With video technology maturing and video being a mainstream form of communication today, the evolution to video in the workplace is becoming a natural continuity in enterprise development.

From voice to multimedia

Combining presence information with the multiple modes of communication within an organization improves both employee accessibility and response time. Whether across the office or across the globe, collaboration can happen instantly, with the choice of device and mode of communication determined by the user and situation.

Anytime, anywhere, any media

All communication services converge over one network no matter if fixed or mobile, public or private, working seamlessly together as a single infrastructure, instantly accessible anywhere and everywhere. These state-of-the-art collaboration opportunities not only save invaluable time, but heighten productivity and improve overall enterprise effectiveness.

By deploying an IP voice and data infrastructure organizations can also immediately start saving on operational costs. In addition, the MX-ONE, a single common infrastructure, is much easier to manage as it makes use of IT and operation and management tools for both voice and data applications.

BluStar Ecosystem

BluStar for PC , iPhone and iPad

BluStar 8000i Desktop Media Phone

What MX-ONE Solution Brings You

One infrastructure, multiple options

Given that integration is key to successful UCC deployment, all Aastra communication servers, applications and terminals embody open standards and open interfaces in hardware and software environments. The MX-ONE solution supports industry standards, such as SIP, CSTA V3, XML and web services that enable integration with back-office applications. Besides direct SIP integration, interoperability with Microsoft Office Communicator /Lync and IBM Lotus Sametime is also possible through plug-in integration.

Outstanding agility that fits your needs

With its fully distributed architecture, the MX-ONE solution can be deployed in a centralized or distributed fashion, for one system or a multiple networked system across hundreds of geographically dispersed locations – and with scalability from 300 to 500,000 users! No matter how many users, the MX-ONE solution always functions as a single, logical system. Talk about agility and scalability!

Customized solutions for different user profiles

The different roles in an organization, such as administrators, business users, contact center agents and attendants require specific competencies, which, in turn require specific applications. From Aastra's perspective, a "one-size-fits-all" UCC solution simply doesn't cut it. That's why Aastra's comprehensive set of UCC applications fully integrated with the MX-ONE communication platform cater to the different user needs with customized solutions, tailored to fit the individual user profile and situation. Yet the UCC applications are still flexible enough to integrate into strikingly diverse work environments.

Video in the workplace is becoming a natural continuity in enterprise development

System management a breeze

Reduced complexity of the overall IT infrastructure and the simplicity with which the MX-ONE solution can be managed and maintained is particularly appealing to IT staff, fitting in perfectly with the IT strategies of the modern enterprise. The single-entry-point approach of the MX-ONE management suite utilizes a one-and-the-same, web-based interface accessed centrally or remotely. With system administration and provisioning applications, IT administrators have full control over all MX-ONE communication networks. And with the latest enhanced performance monitoring application, system management is a breeze.

Solution Benefits

✦ Built as one open infrastructure with multiple options

✦ Flexible solutions for different user profiles and customer verticals

✦ Intuitive multimedia and real-time communication with BluStar high-quality audio & HD video

✦ Solution integrated mobility

✦ Smart, future proof and scalable investment

✦ Enabling the world of cloud services and virtualization

✦ Comprehensive communication tool box for contact center services, attendant solutions and business collaboration

Boost competitiveness; boost profitability

With device or location no longer limiting factors and multimedia collaboration tools deployed throughout the organization, the end result is often remarkable: effective communication and efficient processes that provide the right information to the right people at the right time. Those who have already migrated to the MX-ONE solution are continually reaping the benefits today, such as an easier, more productive and effective working life , increased customer service and satisfaction, which, in turn, makes for a more competitive and profitable enterprise.

Industry-independent

Meeting the UCC needs of a wide range of industries and customers, no industry or sector is a stranger to the MX-ONE solution. To date, the MX-ONE solution is deployed in vertical organizations in the world of travel, transport, education, manufacturing, health care, emergency services, public safety, local authorities, finance, insurance, tourism, and many more. Additionally, the MX-ONE solution enjoys an unparalleled history of offering investment protection to an impressive installed base of more than 60,000 customers in over 100 countries.

BluStar Ecosystem Meeting Business User Needs

The BluStar Ecosystem

Business users today require a single, easy, accessible communication and collaboration tool that acts like a hub across the enterprise. Aastra, a pioneer in the enterprise communication market with decades of experience developing leading-edge business applications, has the solution: powerful, advanced, desktop collaboration tools, based on the latest achievements in video and voice communication technology.

BluStar for PC

The BluStar for PC client delivers high-quality audio, video and access to a set of UCC features from a single client on your desktop. Its intuitive interface unifies voice communications with HD video, instant messaging, directory look-up, flexible search options, communication history as well as audio conferencing.

Consistent user experience

The business user experiences an intuitive, user-friendly tool with easy access to telephony and multimedia collaboration features via a single interface.

Openness

The open standards of the BluStar for PC allow for interoperability with Microsoft Office Communicator/Lync and IBM Lotus Sametime. The BluStar for PC also integrates with LDAP, AD or Personal Outlook directories, making contact-finding a simple task.

BluStar for iPad/iPhone

BluStar for iPad/iPhone is at the cutting edge of communication technologies enabling audio and video communication and at the same time providing true mobility for BluStar users. With BluStar for iPad/iPhone, mobile users don't have to give up the convenience of natural collaboration that video communication brings. BluStar for iPad/iPhone provides video communication over a WiFi network connection.

BluStar for iPad/iPhone

BluStar 8000i Desktop Media Phone

Aastra's high-end video terminal marks a new era in enterprise communications, bringing true HD video conferencing and crystal clear sound to the desktop. Peer-to-peer calling and three-party video conferencing become rich, in-person, multimedia experiences. Besides possessing these features, user-defined applications can also be easily integrated to display a powerful business dashboard, delivering information collated from various sources. Thanks to the intuitive, user-friendly, touch screen interface capabilities, business intelligence and real-time analysis are right at your fingertips. The BluStar 8000i, the ultimate in desktop video conferencing, brings natural interaction to the desktop.

Save on travel time and expenses

The video conferencing capability of both BluStar innovations also contributes to considerable savings in travel time and travel expenses. Just the cost savings realized from transport, transfers, accommodation, meals, conference room rental, mobile charges, etc. add up significantly over time. The BluStar productivity enhancing tools are the answer to the needs of modern enterprise communications today.

BluStar for PC video call

BluStar 8000i Media Desktop Phone

MX-ONE: "M" is for Mobility

Work wherever you want

What used to be a privilege is now a common occurrence – even required. Yet colleagues must still be able to reach one another quickly and efficiently, whether in or out of the office. Aastra offers on- and off-site mobility solutions for those in need of enterprise communication. Aastra Mobile Extension, offered as a licensed feature per user, connects mobile devices directly to the MX-ONE communication server. Company mobile phone bills will immediately take a nose dive.

Aastra Mobile Client (AMC)

The Aastra Mobile Client (AMC) permits mobile workers out of the office to enjoy most telephony services available in the office, e.g. park, transfer, conference hold, activity/profile management short number and extension dialing – all via a us an intuitive, user-friendly interface with modern GUIs accessed via their mobile devices.

Aastra Mobile Client (AMC) offers UCC

Need UCC features? The Aastra Mobile Client 3 (AMC 3) gives mobile devices access to presence management, Instant Messaging (IM), corporate phonebook, progressive corporate directory searches, and more. AMC 3 also offers the dual-mode hand over feature that contributes to significant savings in company mobile charges and help remedy mobile network coverage helps (dead spots) found commonly in office environments. With dual-mode handover, employees with iPhone, Andriod and Blackberry smartphones can move in and out the office, between mobile (PLMN) and Wi-Fi networks, while remaining connected.

Reduce roaming costs

Concerned about high roaming costs? With the dynamic Least Cost Routing (LCR) feature, the call set-up is based on destination and routed through the least costly path. LCR

and the travelling SIM card have an immediate and positive impact on mobile charges. All in all, the AMC 3 creates the best leverage of communications investments for your mobile workforce. Make your business truly mobile and your communications truly cost-effective!

AMC user interface

Living in a Virtualized World

Virtualization & cloud services improve TCO

Hardware consolidation enhances the efficiency and availability of IT resources and dramatically improves Total Cost of Ownership (TCO) - as witnessed by a diminished hardware footprint, power consumption, cooling, server maintenance and physical space requirements.

With the release of the MX-ONE solution, it is now possible to run MX-ONE Telephony Servers and UCC applications as virtual machines in a customer VMware environment. This enables IT departments to integrate their real-time communications as a service in the cloud.

Smart, future-proof investment

Move to greener pastures

With power-optimized hardware and server consolidation through virtualization, MX-ONE customers can migrate to a greener solution, with all its building blocks, including the IP terminals, recyclable and in conformance with RoHS EU directives.

Invest at your own pace

Don't worry about having to make expensive investments all at once. Customers considering migrating to the MX-ONE solution can keep most of existing system hardware and make limited investments. Migration can take place at a cost-

efficient pace, capitalizing on existing investments. New modules, for example, can be placed centrally or remotely, spread out over a wide network.

Reap MX-ONE benefits

No matter the level of your IT environment or resources, Aastra can help you get the most out of your existing infrastructure and build on what you have. Then, when the time is right, start reaping the benefits of the MX-ONE solution by investing in new hardware, eventually creating, again, at your own pace, a fully integrated system bringing telephony and multimedia communication services to all employees.

Building Blocks of MX-ONE Solution

Excellent customer care…with Solidus eCare™

Unrivalled customer service

Retaining current customers is more cost-effective than recruiting new ones. Less phone tag, fewer dropped calls and first-call resolution, first time, every time make for better service and satisfied customers. This, in turn, makes for a more competitive and profitable business. Transform your contact center into a profit center with Aastra's powerful, all-in-one, integrated Solidus eCare™.

All-in-one, powerful, flexible platform

Solidus eCare offers unrivalled customer service across all media, as well as unique, skills-based routing functions, agent desktop applications and management applications. Solidus eCare is a complete, powerful, flexible toolbox that provides absolute, best-in-class communications; Unified Communications & Collaboration (UCC), mobility, contact-center features and services, reporting & analytics, as well as business process automation & integration – are all integrated into one solution.

Unique, patented, skills-based routing

Solidus eCare, a rich and complete suite of seamlessly integrated UCC and contact center components, addresses customer care needs, ranging from basic features to advanced services that create efficiencies and peak management. Agent resources, for example, are maximized, thanks to the unique, patented, multimedia, skills-based routing feature that connects customers to the most appropriately-skilled agent. The agent can also determine the preferred medium for communicating: voice, chat, e-mail, SMS or fax.

Solidus eCare and mobility

Solidus eCare, a feature-rich, "well-seasoned" solution continually evolving over the years, has been supporting agent mobility from the very start. With Aastra Mobile Extension, Solidus eCare is able to equip remote or roaming agents. No matter their location, the rich set of features and services of both MX-ONE and Solidus eCare can be accessed via their mobile devices. Furthermore, Solidus eCare provides mobility-enabled, virtual contact centers across multiple sites, which allows dispersed customer service organizations to behave as one single unit. From home or a remote site, agents can continue to provide outstanding customer care, an absolute must in today's demanding and competitive climate.

Embedded services - Auto-Attendant (IVR)

Interactive Voice Response (IVR) technology automates interaction with callers and is one of the most powerful telephony applications available today. Enterprises are increasingly turning to IVR to automate, and hence reduce, the cost of common sales, service, inquiry and support calls to and from their companies.

MX-ONE solution overview

Auto-Attendant services, business process automation, as well as reporting and analytics are part of the Solidus eCare offering. Unique to the Aastra architecture is that IVR services, as well as reporting and analytics, are embedded in all parts of the system. And the Solidus eCare reporting feature allows for many levels of customization. The openness of Solidus eCare, combined with easy-to-use APIs, offers multiple options to integrate with third-party business applications, such as Work Force Management (WFM) and Customer Relationship Management (CRM) solutions.

Contact Management (CMG) Suite

UCC & customized solutions

The user-friendly Contact Management (CMG) suite addresses the different needs of user profiles - attendants, business users and administrators with customized solutions. CMG offers advanced operator functionality, all core features of UCC as well as exceptional efficiency and productivity. Furthermore, CMG is capable of calendar integration with Microsoft Office/ Outlook, Lotus Domino/Notes and Novell/ GroupWise.

Wealth of tools

The wealth of tools offered by CMG are flexible enough to integrate into diverse corporate environments – tools such as the attendant suite, presence and availability management, directory services, visit management, calendar connection, integrated conferencing services for fixed and mobile terminals, Interactive Voice Response (IVR), automated attendants and automated self-services.

InAttend - Your face to the world

First impressions count

The attendant is often the first point of contact in a company and therefore represents the company's face towards the world. Studies have shown that first impressions really do count. And you simply don't have a second chance to make a first impression. Customers and business partners expect competent, professional treatment and rapid results in locating asked - for parties. If, in addition, more relevant and detailed information can be provided, the first positive impression is virtually guaranteed. High availability and fewer lost calls, if any, are unequivocally vital to business success today.

Customer service comes first

InAttend, a multi-featured, future-proof, cost-effective and scalable solution, offers a broad range of functionality and advanced collaboration features to handle high traffic volume while continually increasing productivity. The attendant quickly locates the requested person, informing the caller of the person's availability and status, and transfers the call in just seconds. InAttend, with its effective tools for efficient, incoming-call handling and easy tracking of employees with the right competence, gives outstanding customer service.

Calendar information & presence integration

InAttend offers a modern and configurable user interface, with powerful search options, line state/presence/activity status, as well as SMS functionality and IM to other attendants. Everything is integrated into one single application. Furthermore, it supports calendar information from Microsoft Exchange, Lotus Domino and Novell GroupWise, and presence integration with Microsoft OCS/Lync and IBM Lotus Sametime.

Take your enterprise to a new communications level with the MX-ONE multimedia collaboration solution!

Different sites - same presence

The InAttend network can be located at a single site or distributed among multiple, geographic locations. When used in a multi communication server environment, presence information of all employees in the company, regardless of location, will be visible to attendants in all geographically dispersed offices.

Diverse vertical sectors

InAttend meets the needs of a wide range of industries and customers that see the value in giving outstanding call-handling service to their customers.

InAttend fits all businesses and their specific communication needs, regardless of size or vertical sector. It also supports multiple languages (ten to date).

Smooth migration

When migrating from an existing attendant solution to InAttend, customers benefit not only from the flexible and user friendly design, but more importantly, from a broader range of functionality. Customers expanding or wishing to upgrade from an earlier CMG NOW installation can upgrade their Contact Management Suite (CMG) and integrate InAttend.

OneBox – unified messaging made simple

Think "in" the box. For total control of all messages, OneBox offers everything from basic voice-mail to a comprehensive unified messaging and fax system. Users in and out of the office can conveniently access all voice mails, e-mails and faxes through a single, central point via any device. Seamless integration for example with Microsoft Exchange, Lotus Notes and GroupWise provide users with one interface for their e-mail, voice mail and fax mails. OneBox speech driven services allow users to manage their Unified Messaging (UM) services from any device though simple commands, wherever they are. Just another example of user efficiency out of the box.

Powerful Range of Terminals

The MX-ONE platform supports a comprehensive portfolio of IP/SIP terminals, including fixed and cordless SIP-DECT. MX-ONE also supports traditional terminals, such as analog, digital and integrated DECT terminals. All Aastra terminals are designed with usability and esthetics in mind, and provide full support for all MX-ONE services. Suitable for any office or organization, the terminals give end-users access to the whole range of services and features supported by the MX-ONE communication system. And, terminal management comes integrated with the MX-ONE management tools as well.

Aastra 600d SIP-DECT

Aastra 600d SIP-DECT series are addressing the needs from standard office users to more demanding office and cordless users in small and large enterprises as well as in industry environments.

Aastra 6700i SIP phone family

The Aastra 6700i family offers SIP-based, fixed phones, designed to integrate easily into any organization's IT environment. To meet specific user needs, terminals and accessories can be combined to provide optimal solutions. The 6735i and 6737i SIP phones are the latest additions, with a built-in 1G Ethernet port and advanced voice quality with G.722 wide band codec and Aastra patented Hi-Q™ audio technology.

The Aastra 7400ip family

The Aastra 7400ip family offers an alternative range of IP terminals, providing full support for the whole range of MX-ONE services.

Aastra 6737i

Aastra 610d

Aastra 630d

Aastra 6739i

About Aastra

Aastra Technologies Limited, (TSX:"AAH"), 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.

With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently. 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, associated UC applications, integrated mobility, multimedia call center solutions and high definition video communications to a wide selection of deskphones and cordless terminals.

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