



Frequently Asked Questions

Nortel Applications Center FAQs

June 8, 2005

Q: What is the Nortel Applications Center?

A: The Nortel Applications Center is a comprehensive, open applications suite that transforms businesses by creating a seamless, open application environment. The Nortel Applications Center brings together contact center, self-service, unified messaging, and multimedia collaboration applications.

Q: How will businesses benefit from the Nortel Applications Center suite?

A: The Nortel Applications Center will help businesses offer new and exciting services which can be tailored to address specific employee, partner and customer needs. It will allow businesses to achieve greater customer service levels while providing flexible working solutions for their employees, driving productivity and lower cost of ownership. By providing seamless integration across multiple applications, businesses can expect simplified deployment and maintenance, as well as faster innovation to gain a competitive edge.

Q: What products are included in the Nortel Applications Center?

A: The Nortel Applications Center includes the following applications; CallPilot Unified Messaging, Media Processing Server 500, Media Processing Server 1000, Symposium Call Center Server, Symposium Express Call Center, Symposium Web Center Portal, and the Communication Control Toolkit. The Nortel Applications Center delivers capabilities that go far beyond the current market benchmark for application innovation.

Q: What are the technology benefits?

A: Businesses will benefit from standards based protocols, such as SIP, VXML, and CCXML, which provide a deeper pool of talent for application innovation. Utilizing open protocols allows our developer partners to easily develop new and portable applications that can be utilized on multiple platforms, giving businesses more options to achieve greater efficiency.

Q: Can businesses leverage existing applications?

A: Absolutely. The Nortel Applications Center has been built upon our existing applications and will continue to evolve. Customers can be assured that an investment in Nortel multimedia applications today will be preserved throughout the evolution of the Nortel Applications Center.

Q: What makes the Nortel Applications Center different from the competition?

A: The Nortel Applications Center suite provides a more comprehensive selection of applications, ranging from contact center to multimedia collaboration to unified messaging. Enterprise businesses can

be assured that integration and innovation across the entire suite will enable them to provide better service to their customers and increase profits.

Q: You talk about 'multiple vendors', what are some of the vendors you interoperate with?

A: Because the Nortel Applications Center is an open standards-based application environment, it gives us the ability to provide application services within any environment. This will also open up the door for advanced innovation and capabilities through our own applications, and through our extensive community of developer partners.

Q: What do you mean by 'right time' communications?

A: It's been all about 'anytime/anywhere', 24/7 and this is just creating a nightmare for businesses and users. The NAC offers the ability to control communications so they can be managed on the user's terms – in essence the 'right-time'.

Q: What are some examples of the cost-savings that can be expected with the Nortel Applications Center?

A: Businesses can expect cost savings in a variety of areas. Increased employee productivity, improvements in customer satisfaction, and ease of deployment and ongoing maintenance are just naming a few. As the Nortel Applications Center continues to evolve, common tools that can be utilized across multiple applications will help drive lower cost of ownership and better overall business efficiency.

Q: What benefits will SIP based applications provide to businesses?

A: By having an application suite that is built upon SIP, businesses will be able to achieve greater levels of flexibility with the real-time multimedia capabilities that SIP provides. Employees, agents, managers, customers, and partners will become a virtual community with the power of multimedia collaboration, all delivered via SIP. This will give businesses the power of "right-time" communications, which will help manage time, distance and relationships to boost employee productivity and improve profitability.

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

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