



INTELLIGENT COMMUNICATIONS

IP Office Essential Edition – PARTNER[®] Version

**What is it?
Why The Need?**

**Ron Rogers
SME Product Manager**

PARTNER ACS Today

- ▶ PARTNER has been in the market for 20 years (since 1990)
 - Over 1.3 Million systems sold since inception
 - Over 500K systems still in operation today
- ▶ Minimal investment in PARTNER ACS for past 5 years:
 - ACS R8 launched April 2009 – minor release
 - ACS R7 launched in August 2004 –hardware and feature enhancements
- ▶ Losing competitiveness in market:
 - No digital or IP phone support
 - No SIP, PRI/T1, IP capability
 - Lack of migration path to IP Office
 - Limited remote service capability
 - Aging end points (2004)
- ▶ Limited to North America and CALA markets



What BP's are asking for in a new system:

▶ Customers are very cost-conscious

- Price differences of a few hundred \$ can make or break sale

▶ Need out of the box:

- PARTNER key system functionality - REQUIRED
- **NO** dial 9
- On-board messaging (NO servers)

▶ Phones

- ETR phone support essential
- Minimum of 16 ETR station ports
- Must support the ETR AUX jack on all ports
- Refresh sets to support 2-wire, more intelligent display

▶ Trunking

- Analog trunks still going strong
- T1/PRI important
- SIP (trunking) emerging
- Need to be competitive and future proof

▶ IP500v2 Hardware

- Like look and feel
- Provides commonality across platform
- Must be wall mountable

▶ TUI Programming Capability a must!

▶ Simple GUI Programming needed

- Keep similar to PARTNER PC Administration
- IP Office Manager can be intimidating
- RAC card too problematic for GUI administration

▶ Licensing

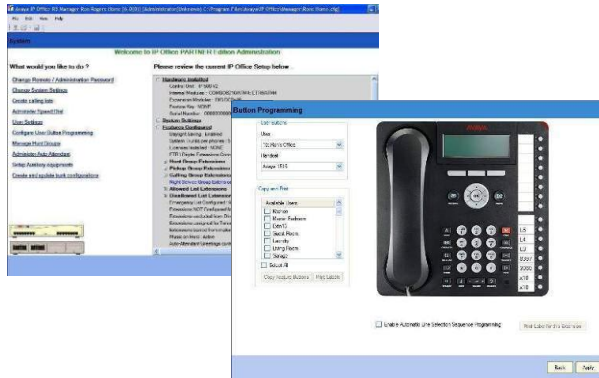
- Keep licensing to a bare minimum
- Must be simple

▶ Reliability, Dependability, Quality

- Stable system with low maintenance

"Set it and forget it"

What is IP Office Essential Edition – PARTNER® Version?



- ▶ Familiar key system operation
 - PARTNER ACS Desktop User Experience
- ▶ Program in less than 30 minutes
- ▶ Administration via:
 - PC GUI application (Simplified Manager)
 - Telephone User Interface (TUI)
- ▶ Set and Forget installation with Out-of-the-Box operation
 - Trunk access
 - Line appearance
 - Voice Mail

**48 PHONES:
1400 SERIES
ETR PHONES
(18 MAX)
ANALOG**

**56 TRUNKS:
T1/PRI
SIP (up to 20)
ANALOG (up to 12)**



THIS is PARTNER[®] Version

PARTNER Version is the 'PARTNER ACS experience', overlaid on an IP 500v2 chassis.

IP Office 500 V2



COMBINATION CARD (Max 2 per system)

6 DIGITAL PHONES
2 ANALOG PHONES
4 ANALOG TRUNKS
10 VCM CHANNELS

PARTNER ETR 6 (Max 3 per system)

6 ETR PHONES
2 PFT PORTS
(when ATM-4 daughter
card is installed)

Other Supported Cards: (Max 3 per system)

DS-8
Phone-2
Phone-8

Supported Daughter Cards:

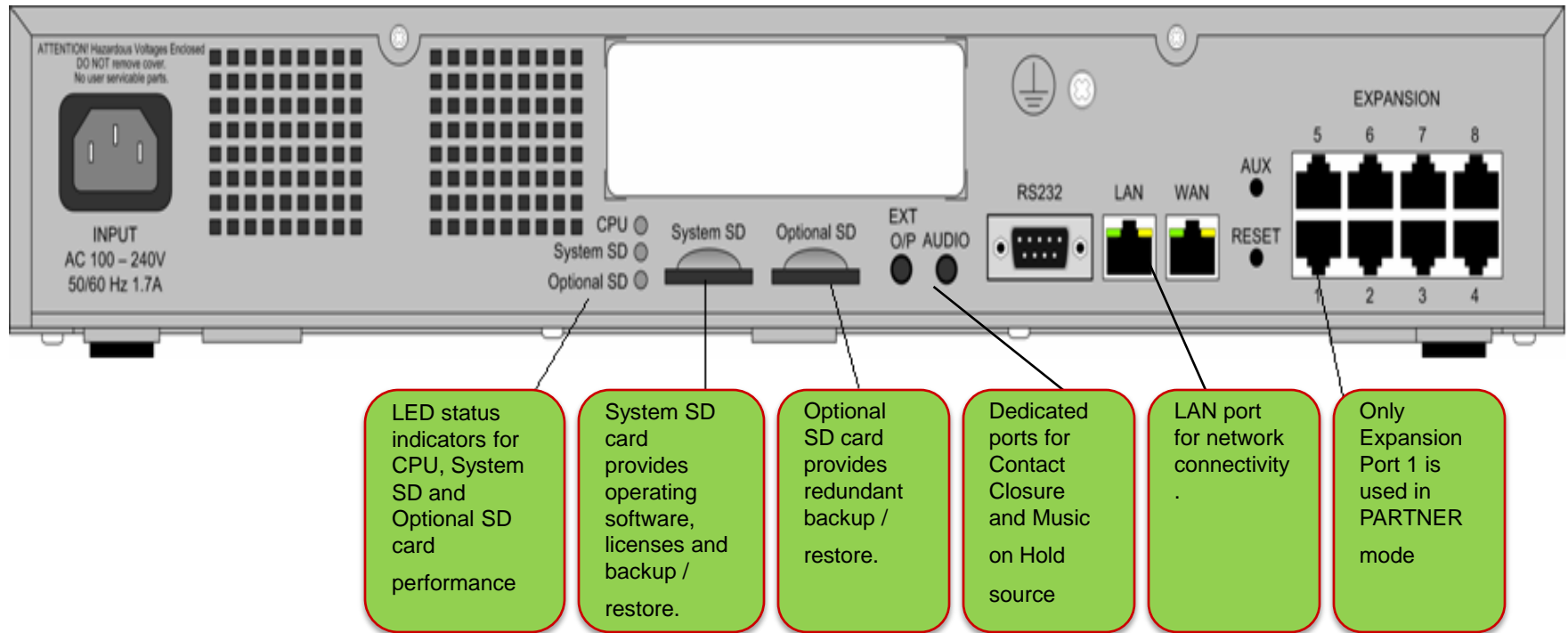
PRI/T1 (1 per system)
ATM-4 (3 per system)

Supported Expansions: (1 per system)

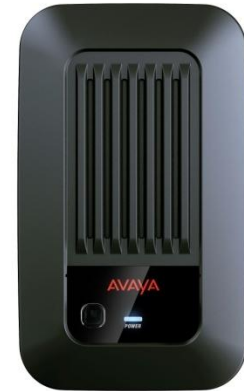
DS-16
Phone -6

This is PARTNER[®] Version

Rear View



This is PARTNER[®] Version



This is PARTNER® Version



NEW 1408 Digital Telephone



NEW 1416 Digital Telephone
With Optional BM32 unit

Out of the Box Operation

- ▶ System running in Key System mode with analog trunk support.
- ▶ Customers can place/receive calls without any further programming once the system is installed; 2-digit dial plan is pre-configured
- ▶ All ETR & Digital sets have:
 - 2 Dedicated Intercom Buttons
 - Pre-configured Line Appearance buttons for all analog lines on system
- ▶ 3 SIP channels
 - Expandable to 20 channels with licenses
- ▶ 8 PRI/T1 channels (Requires PRI/T1 Card)
 - Expandable to 24 channels with licenses
- ▶ 3 Mobility licenses (expandable via licenses)
- ▶ 2-Port Embedded Messaging
 - All users have Voicemail activated automatically
 - Expandable to 6 ports with licenses.

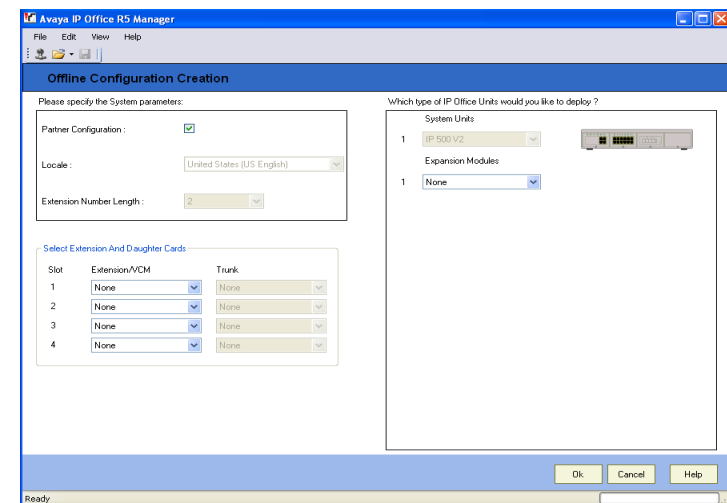
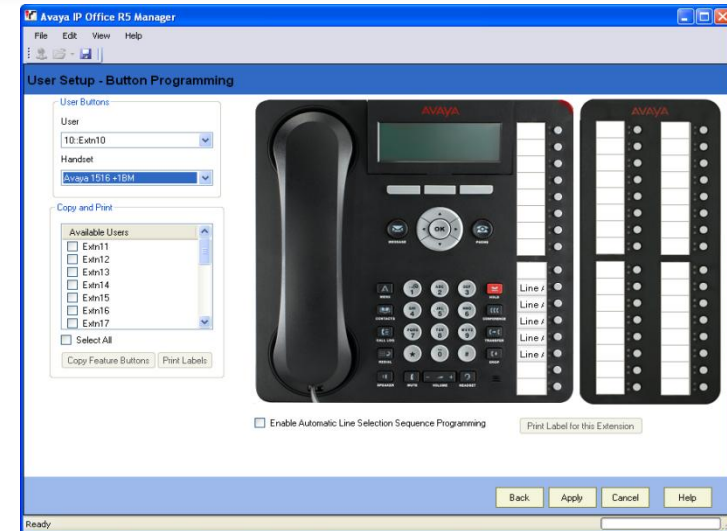
What does this mean to you?

1. Minimal Setup time
 - Operational in minutes
2. Virtually no programming needed
 - Can work directly out of the box
 - Lines automatically assigned to sets
 - Voice Mail pre-activated on all sets
3. Minimal Training
 - Similar desktop user experience as PARTNER ACS

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Programming options: GUI

- ▶ Simple GUI admin interface, blending PARTNER ACS PC Admin with IP Office Manager
 - Graphical interface to program feature buttons
 - Copy/Paste functionality for programmed multiple buttons on same handset
 - Copy features buttons from One user to Multiple users
 - Ability to Print Single/Multiple handset labels
- ▶ Quick programming using 9 primary configuration options
- ▶ System programming in less than 30 minutes



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Programming options: TUI

- ▶ Alternative way to do Administration and Programming
- ▶ Similar to PARTNER ACS TUI programming, consisting of system administration, centralized programming, and individual programming
 - Same programming codes as PARTNER ACS
 - Stations 10 and 11 can do system administration and centralized programming on PARTNER 18D, PARTNER 34D, 1408, or 1416 phones
 - Individual programming can be done by any station on PARTNER 18D, PARTNER 34D, 1408, or 1416 phones

Note: Some advanced features, such as SIP and T1/PRI can be administered only with GUI programming

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Migration vs. New



10% to 15% Migrate

- PARTNER Experience
 - >Key System
 - >TUI
 - >Reliability
- Reuse ETR sets
- New 14xx Digital sets
- 3910/3920 Wireless
- Leverage IPO hardware

PARTNER Version



Competitive or
Greenfield

85% to 90% New Sales

- PARTNER Experience
 - >Key System
 - >TUI
 - >Reliability
- New 14xx Digital sets
- PARTNER Telsets (option)
- 3920 Wireless
- Leverage IPO hardware

PARTNER Version



PARTNER ACS R8 vs. PARTNER® Version

Why Sell PARTNER ACS R8	Why Sell PARTNER® Version
Smaller Sites (e.g.. <6 sets, stand alone 509)	CPE / Migration / New system sales
Requires more than 18 ETR telephones	Wants all new digital telephones
Requires certain PARTNER Messaging R7 functionality:	Requires certain messaging functionality:
<ul style="list-style-type: none"> •Record-A-Call 	<ul style="list-style-type: none"> •Voice Mail to E-mail
<ul style="list-style-type: none"> •Outcalling Notification 	<ul style="list-style-type: none"> • Visual Voice Messaging via 14xx Display
<ul style="list-style-type: none"> •Multiple Auto Attendants 	Needs >5 party Conferencing
<ul style="list-style-type: none"> •Larger Mailbox Size 	PRI / T1 or SIP Trunk capability
Needs more than (4) 34D telephones	Wants capability to grow to 48 extensions AND Voice Mail
Upgrade from older ACS – reuse all modules and phones.	Common hardware platform for future upgrade to IP Office

Pricing Comparison (e.g. 12 user average construct)

ACS R8 to IP Office - PARTNER Version

PARTNER ACS R8:

Parts List	Qty	Price
ACS R8 Control Unit	1	\$ 995
308EC Module	1	\$ 567
5-Slot Carrier	1	\$ 175
PVM-12 Voice Mail	1	\$ 726
RAC Card	1	\$ 250
PARTNER 18D sets	12	\$2988
Total		\$5701

IP Office – PARTNER Version:

Parts List	Qty	Price
IP 500v2	1	\$650
SD Card	1	\$ 50
Combination Card	2	\$1200
1416 Telephones	12	\$3588
Total		\$5488

- ✓ 4% REDUCTION IN NPL PRICE
- ✓ 33% REDUCTION IN PART NUMBERS

ACS R8 vs. PARTNER Version

25 users and below (*Constructs Include IP 500v2 And Phones*)



Digital Phone Configuration

Users		IP Office PARTNER Version
5	R8	\$3391
	R6.0	\$2795 (18% Savings)
10	R8	\$5203
	R6.0	\$4890 (6% Savings)
15	R8	\$7321
	R6.0	\$6935 (5% Savings)
20	R8	\$9133
	R6.0	\$8230 (10% Savings)
25	R8	\$10945
	R6.0	\$10475 (5% Savings)

ACS R8: PVM12 <15 Sta; PMSG R7 >15 sta
R6.0 using Combination Cards, DS8 and 1416

ETR Phone Configuration

Users		IP Office PARTNER Version
5	R8	\$3391
	R6.0	\$2845 (16% Savings)
10	R8	\$5203
	R6.0	\$4990 (4% Savings)
15	R8	\$7321
	R6.0	\$6735 (8% Savings)
20	R8	\$9133
	R6.0	\$7533* (18% Savings)
25	R8	\$10945
	R6.0	\$9079* (17% Savings)

ACS R8: PVM12 <15 Sta; PMSG R7 >15 sta
R6.0 using ETR6, ATM4, Combo Card and 1416

* Using 1416 sets and digital ports for configs over 18 ETR sets

Evangelizing The Benefits

- ▶ **PARTNER ACS is "evolving" into a next generation system**
 - Newer, common control unit
 - Integration of common IP Office components
 - ATM-4, PRI / T1
 - DS8, DS16
 - Phone 2, Phone 8, Phone 16
 - Built-in support for SIP trunks, Mobile Twinning
- ▶ **Greater variety of telephones**
 - PARTNER ETR sets
 - New 2-wire digital telephones
 - 3920 / 3910 Wireless
 - Analog devices
- ▶ **Investment Protection**
 - ▶ Reuse all telephones
 - ▶ Common IP Office hardware eliminates need to replace all hardware

The "PARTNER Experience" continues

- Same key system look and feel as PARTNER has always provided
- The desktop experience remains PARTNER



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Questions and Discussion