



Octel 250/350 Message Servers

The Scalable Communication Solution for the new Customer Economy

Converged Voice and
Data Networks
Customer Relationship
Management
Unified Communication
Supported by:
Avaya Labs and Services

Communication is an essential ingredient of success in today's Customer Economy. With convenient access to voice and fax messages from phone or computer, your employees can collaborate to make faster, better decisions and provide superior service.

Now you can facilitate collaboration and relationship management throughout your entire "virtual enterprise"—customers, employees, suppliers, and partners—with the Avaya Octel® 250/350 message servers.

With built-in fax messaging software, Octel 250/350 servers deliver unparalleled messaging flexibility. Take advantage of Octel 250/350 message servers to position your company for success by strengthening the essentials of communication:

- **Collaboration**—Many people in the virtual enterprise prefer to communicate via messaging because it is quick, effective, and

enables better time management. By allowing employees to conveniently retrieve and respond to both voice and fax messages, Octel 250/350 message servers can improve collaboration, decision-making, and customer service. Collaboration is also enhanced with the conference mailbox feature, which captures conference calls so that people who could not participate can listen later.





Feature Summary

- Visual desktop access to messages
- Integrated fax messaging
- Digital and analog networking capability
- OctelAccess Server software for integration with business applications
- LAN/IP card for digital networking and access to IP-based applications
- Traditional Aria™ telephone user interface
- PC-based mailbox administration
- Full message storage capacity without the need for activation.

- **Relationship management**—Customers remain loyal to companies that provide rapid information, ordering, and escalation. By providing access to both voice and fax messages in a single place, Octel 250/350 message servers help employees manage relationships by quickly identifying and responding to high priority messages from any medium.
- **Information access and delivery**—Whether employees are in the office, traveling, or working from home, Octel 250/350 message servers enable them to retrieve and send messages from any PC with Web access. Or, they can use a phone to direct fax messages to any fax machine—for example, at a hotel or customer site. Voice bulletin boards enable employees and other callers to hear content on a range of topics.
- **Workflow**—OctelAccess™ Server software, included with Octel 250/350 message servers, supports access to a broad range of turnkey and custom applications that deliver key business information from applications and databases to employee voice mailboxes. By automating transaction workflow, Octel Software Solutions help your business quicken its pace in step with the speed of eBusiness.

Easily Access Any Type of Message, from Phone or PC

On a typical day, employees retrieve voice messages from their telephones, documents from the fax machine down the hall, and e-mail at the computer. Message management devours time, and urgent communication can easily be overlooked. With Octel 250/350 message servers, employees can more quickly retrieve, organize, and respond to messages by priority because messages can be accessed from either a telephone or PC, at work, at home, or on the road. Fax messaging software is standard. Integrated voice and fax networking makes it easier to collaborate with partners, suppliers, and others outside your messaging network.

Use the included Visual Messenger™ software to access and send voice and fax messages from your desktop computer. Or use your Web browser to access voice and fax messages using the included www.messenger™ server application. The www.messenger application requires no client software other than a Netscape Navigator or

Microsoft Internet Explorer browser, simplifying deployment and saving administration time and client disk space.

You can access and respond to messages by phone as well as by computer. For example, suppose a client sends an urgent message while you're out of town. You can have your pager alert you to the new message and then use a cellular or other phone to retrieve the message. Respond to the message or forward it to a colleague, along with your comments, for further immediate action.

Administer Hundreds or Thousands of Mailboxes from a Single PC

Managing hundreds or thousands of mailboxes in the enterprise can burden administrators. Mailbox Manager software, included with Octel 250/350 message servers and installed on a PC, simplifies administration with an intuitive, graphical user interface. The administrator can manage one or many message servers from a single PC, quickly adding or deleting mailboxes, revising classes of service, and administering distribution lists.

Scale as your Business Grows

eBusiness creates unpredictable growth opportunities—and your message system needs to grow in step. Octel 250/350 message servers scale easily. Support up to 30,000 users with a single Octel 350 server.

Win Customer Loyalty Through Outstanding Messaging Convenience

In the extremely competitive Customer Economy, success hinges on outstanding customer service. Octel 250/350 software lets you treat your callers with extraordinary care. Callers can determine right away whether the person they're calling is on the phone, away from the desk, or away for an extended period, and they can choose to exit to an operator at any time.

Deliver Critical Business Information Through Mailboxes

When you implement custom applications using the OctelDesigner™ Application Development Environment (ADE), OctelAccess Server software integrates your Octel 250/350 message servers with nearly any business application or database in the enterprise. You can purchase a turnkey application, tailor a pre-defined application, or retain a DesignPartner™ to create a custom application that will address your business needs. Customizable, pre-defined applications include Intelligent Call Routing, Fax on Demand, Survey on Demand, and Global Directory. Or build simple applications that take advantage of Single Digit Menus, Voice Bulletin Boards, and OctelForms™. Whether you need a job hotline, a customer survey, or information and registration for a training center, Octel 250/350 servers deliver the required call routing, information dissemination, and information collection. For example, consider a salesperson whose appointments are scheduled the day before. You could implement a custom application to transmit the salesperson's calendar for the day from Microsoft Outlook and then play the appointments as a message in the salesperson's voice mailbox in the morning.

With access to voice and fax messages from the same place, employees can more quickly spot urgent messages, improving collaboration and customer service...

Remain "Open" 24 x 7

To ensure your company remains available to global customers around the clock—an imperative in today's economy—Octel 250/350 message servers deliver unparalleled performance and outstanding responsiveness. The servers' modular, redundant architecture and concurrent distributed processing enable telephony-grade reliability of better than 99.95%. Optional Global Message Redundancy (standard on Octel 350 servers) helps ensure that critical messages are never lost. Multiple drives and optional standby CPUs and file cards provide the redundancy that protects server software, names and greetings, and all or selected



messages. Take advantage of the optional Tape Backup and Restore feature (standard on Octel 350 servers) for additional assurance.

As your business grows, technicians can leverage the powerful tools included with Octel 250/350 servers to perform upgrades and expansions and quickly identify and resolve issues. You can add or replace hot-pluggable port cards and disk drives while the server continues to operate. Online software upgrades—as well as Flash EPROM upgrades for the Octel 250 server only—extend product life by allowing you to add new features as Avaya introduces them. Intelligent diagnostics enable fast, focused troubleshooting and problem solving.

Build a Nationwide Network

The powerful networking capabilities of Octel 250/350 message servers extend the power of messaging across your virtual enterprise, strengthening collaboration and enabling communication across time zones. And digital message transmission via the included LAN/IP card can substantially decrease messaging costs by reducing transmission time and enabling the use of more cost-effective networks.

Octel 250/350 servers integrate with most popular PBXs. Use your message server today with your current PBX, and leverage your investment if you later change. Available in North America, United Kingdom, and Ireland, Octel 250/350 message servers support user interfaces in North American English, British English, American Spanish, and Canadian French languages, as well as American English TDD/TTY for the hearing impaired.

Choose the networking option that best suits your infrastructure:

- **Octel Digital Networking** enables full-featured voice and fax messaging between Octel 250/350 servers connected directly to your corporate data network. The included LAN/IP card also allows administrators to monitor servers using Simple Network Management Protocol (SNMP). Digital networking provides a higher level of security for networked voice traffic because all messages are encoded with a proprietary algorithm.



- **Avaya Interchange**, a separate network server, acts as a messaging hub that receives and forwards multimedia messages from INTUITY AUDIX and Octel message servers as well as voice messages to and from other popular message servers. Compared to point-to-point networking, the Avaya Interchange solution is easier to manage and less costly.
- **Octel Analog Networking** enables full-featured voice and fax messaging between Octel servers via analog connections. Users can dial by name using the NameNet™ feature, which dynamically populates the names directory based on usage.
- **AMIS Analog Networking** extends messaging to your virtual enterprise by allowing simple networked voice messages between your INTUITY AUDIX and Octel message servers and other popular voice mail systems.

Take Advantage of Avaya Professional Services

Avaya Professional Services provides a full range of offerings for implementation, administration, administration training, and education, delivered by a team of Microsoft Certified Software Engineers (MCSEs) and Certified Novell Engineers (CNEs). To help ensure that deployment of your

included software applications proceeds smoothly and delivers the expected functionality, select from the following optional implementation offerings:

- Visual Desktop Messaging installation and configuration
- Visual Desktop Messaging client software deployment and end-user training
- OctelAccess Server software installation, configuration, setup, and system administrator training
- Custom application development using OctelDesigner ADE For many services, you can choose between on-site assistance or a telephone engagement.

Harness Messaging for Business Success

With integrated voice and fax messaging, your employees are equipped to respond at the accelerated pace that's here to stay. Take advantage of Octel 250/350 messaging for the communication capabilities essential to your success.

To learn more about Octel 250/350 messaging with included fax capabilities ask your Avaya representative or Authorized BusinessPartner. Or visit us at avaya.com/solutions.

Business Requirement	Octel 250/350 Solution
<i>Collaboration</i> for better decision-making	• Integrated voice and fax messaging
<i>Relationship management</i> for the service that retains customer	• Visual Desktop Messaging Suite (includes Visual Messenger and www.messenger)
<i>Information access and delivery</i> for fast answers from anywhere	• Fax Messaging • Visual Desktop Messaging
<i>Workflow</i> , to facilitate decision-making and movement of transaction	• OctelAccess Server software
<i>Networking</i> , to extend communication to the entire virtual enterprise	• Analog/digital networking Built-in LAN/IP card