

Nortel Hosted IVR Program:



SUPERIOR SPEECH APPLICATIONS ARE OUR BUSINESS

For decades, industries and public sector agencies have recognized the sophistication of Nortel's speech IVR applications. Nortel now offers a hosted path for customers who demand the best speech IVR applications in the industry. Nortel's hosted IVR program aligns the right deployment approach to a customer's need.

Because the industry is crowded with Hosted IVR providers, Nortel focuses its Hosted IVR service in five key areas where it provides unparalleled value and quality:

1) BUSINESS MADE SIMPLE: NORTEL HOSTED IVR DELIVERS

Traditionally, an enterprise seeking an IVR application at its "front door" had a lot of work to do. Telephone numbers were needed for callers to access the application. Application servers were needed to host the applications. Security arrangements needed to be engineered for accessed data. And finally, system administration personnel had to be trained and put in place.

Nortel's turnkey Hosted IVR program ends the complexity of IVR projects. Our solution wraps together everything needed when deploying a

sophisticated IVR self-service. Nortel designs, implements, secures, monitors, and supports customers' applications on a 24x7 basis. In addition, Nortel's service has a simple fee model – typically, a one-time setup fee and a per-minute hosting fee.

2) SPEECH APPLICATIONS ARE IN NORTEL'S DNA

Many service providers have built their business on basic touch-tone IVR applications. Touch tone applications have their place, but Nortel's specialty is in speech applications. Long before speech technology became mainstream, Nortel had the largest speech IVR applications organization in the industry. And today, we continue to thrive on making speech IVR interfaces "just right". We tailor the feel and personality of the application to the objectives and branding of a business. Moreover, Nortel selects the right applications approach for a given project – using customizable packaged speech applications where a good fit exists, and fully customized applications when needed. We instinctively understand the tradeoffs involved in application decisions, and bring a consultative mindset to our customer engagements.

3) SECURITY, RELIABILITY, AND STANDARDS: SECOND TO NONE

The nature of Nortel's customer base has made us passionate about the security and reliability of our hosted solutions. In North America, IVR applications are deployed on a triple redundant site infrastructure, and can be secured with Virtual Private Network (VPN) tunnels. When we designed our solution, we spent considerable time ensuring that it was 100% standards based, leveraging the intrinsic benefits of VoiceXML

and Call Control XML. Our web-centric program leverages the best of web technologies and standards – many of which Nortel engineers helped create for our industry.

4) OFFERING MORE HOSTED CHOICES FOR CUSTOMERS: NORTEL'S FULL PORTFOLIO

Our more agile competitors are niche hosted IVR providers. However Nortel's Hosted IVR program is just one element of a much larger hosted solutions portfolio, encompassing IP Telephony, Unified Communications, Unified Messaging, and Contact Center. Nortel's full range of hosted services allows customers to focus on their core business. We take pride in serving customers as their hosted service needs evolve.

5) HYBRID DEPLOYMENTS: HOSTED + PREMISES BASED

Hosted and premises-based IVR solutions don't have to be an "either/or" proposition. Nortel is uniquely positioned for offering hybrid IVR projects. We have the flexibility to deliver hosted services for selected applications and premises-based solutions for others, assisting customers in identifying when this approach makes sense. Here too, we offer something that's not common in our industry – even though it's a model that may be optimal for many customers.

Nortel delivers a superb speech IVR applications experience for your customers. To learn more about our Hosted IVR program, or our extensive portfolio of hosted solutions, please visit our website www.nortel.com/hostedivr or contact Jim Arnot at (303) 713-3415 or jamesar@nortel.com.