

Aastra 700™

The open path to UC and Mobility



AASTRA

The A700

Aastra 700 allows you to realize the cost savings offered by IP telephony while at the same time improving responsiveness to your customers and productivity among your employees.

Lower your communication costs

Designed specifically to address the needs of small to medium-size businesses like yours, A700 lets you lower your communication costs in a number of ways. This state-of-the-art IP telephony solution allows you to reduce long distance charges by routing your calls over your IP network. The Aastra Mobile Client (AMC), an integral part of the A700, offers an exceptionally fast Return on Investment (ROI) through features like Mobile Least Cost Routing that routes your mobile calls in the most cost-effective manner. And, it's easy to manage from one centralized location with no need to employ technicians to support remote sites, providing additional savings.

Work beyond boundaries

The A700 is built around you and your communication needs. It extends existing office communication features to remote and mobile employees, creating real reachability for greater efficiency. With the A700 solution you can provide employees an advanced, secure corporate communication environment – in the office or on the move, on any preferred device.

Enable employee productivity

Being reachable anytime, anywhere via a single point of contact automatically increases efficiency among your employees. But the A700 goes beyond that. Applications such as Unified Messaging, which lets you receive your voice-mail, email and fax in a single inbox, also improves productivity. And applications such as automated attendant and point-and-click desktop solutions for your receptionist and call center agents mean calls get routed to the right person in the most efficient manner.

Improve responsiveness to your customers

In today's fiercely competitive environment, your communications solution can truly give you a competitive edge. The A700 offers a number of features and applications to allow you to respond to your customers faster and more efficiently. The remote office and mobility features allow all of your employees to be accessible anytime, anywhere, on any device.

For calls that come in to your front desk, the operator console application gives

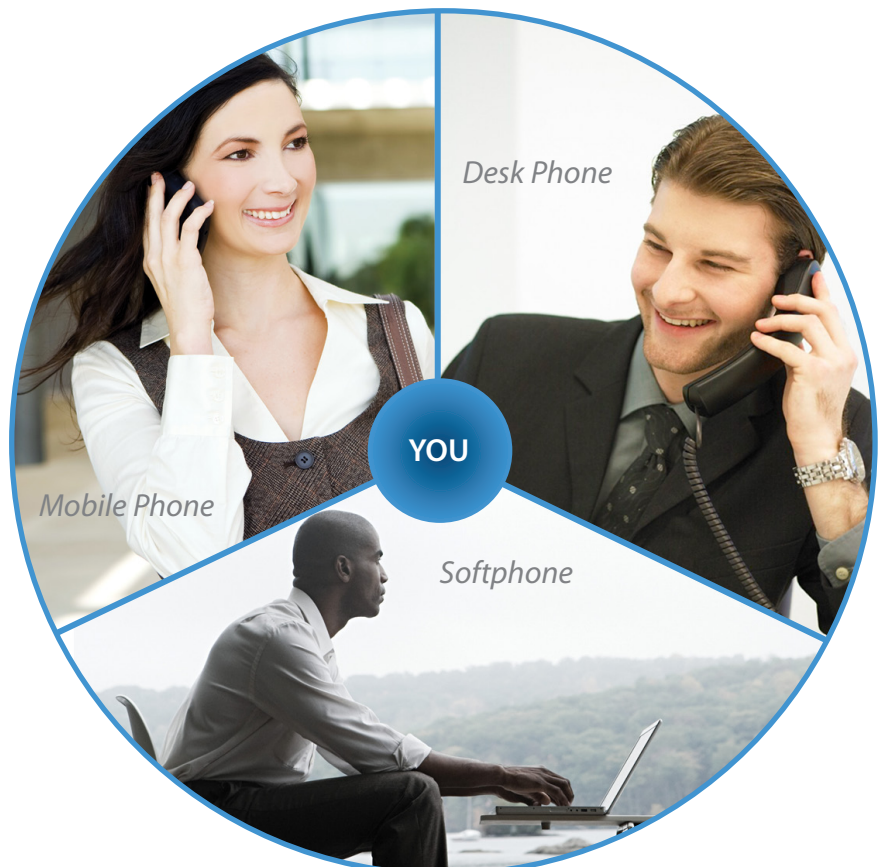
receptionists a visual snapshot of who is busy, on the phone, or away from their desk – allowing the receptionist to route the call to the person who can handle the call most quickly and efficiently.

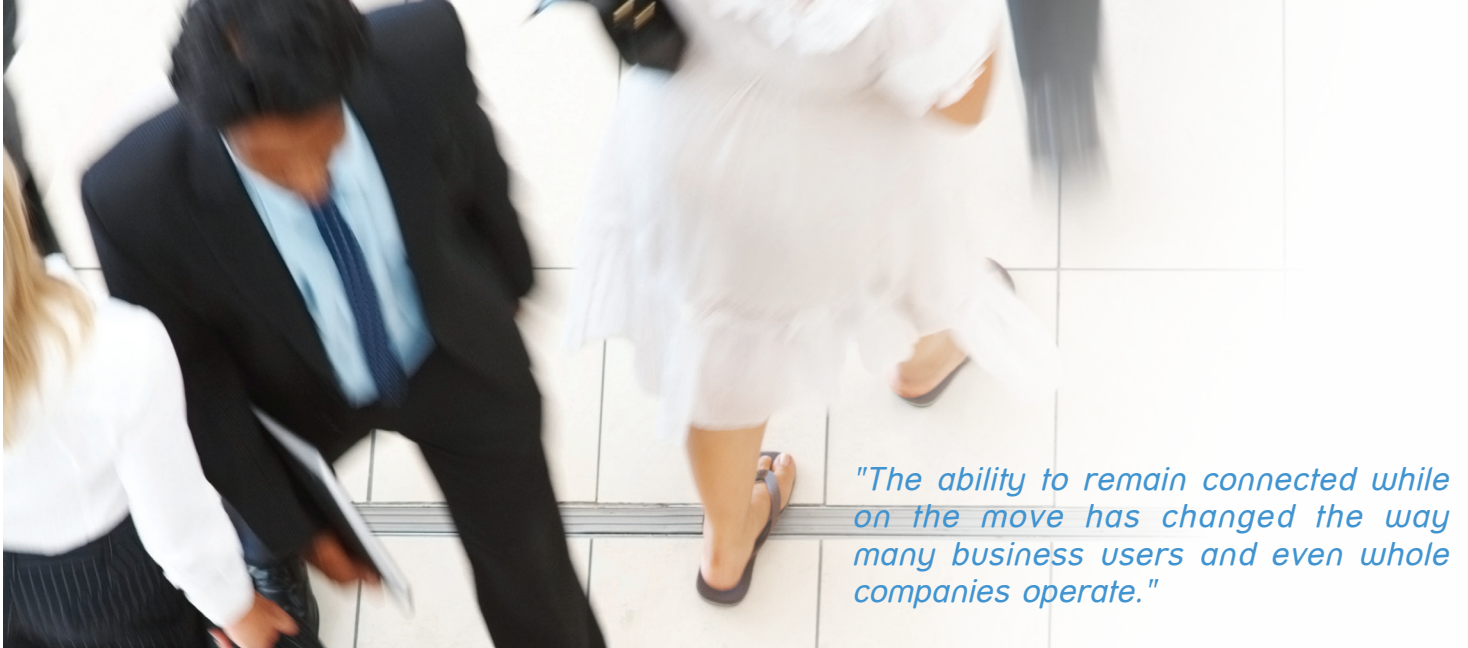
And, for your call center operations, the A700's contact center application further enables "first call resolution" through its patented skills-based routing algorithms, and sophisticated agent and supervisor applications.

"It's about putting you at the center of communications"

User Centric Communications

Anytime. Anyplace. One Number.





"The ability to remain connected while on the move has changed the way many business users and even whole companies operate."

Open to endless possibilities

Flexible

With the A700 you get a business communications solution that will enable speedy, cost-effective implementation of user-centric unified communications. It features a complete suite of integrated applications including Unified Messaging, soft clients, a Mobile Extension Client, Automated Call Distribution (ACD), automated attendant, an operator console, and more.

A700 also supports a wide range of endpoints: desktop IP phones ranging from value-priced entry level to high-end executive models, SIP DECT for on-campus mobility, soft clients, third-party SIP phones, analog phones, and great integration with mobile phones.

Since each user often has specific needs and requirements, it's easy to customize the solution for each employee to deliver exactly what they need to work efficiently – from choice of devices to access to different applications.

Easy to use

A700 provides you with user-friendly applications fitting your communication needs. Putting you at the center of communication makes usability an important factor. With this solution you benefit from a highly intuitive and an ergonomically designed user interface. In addition, it's easy to administer. For example, the Manager Provisioning tool handles all user and service related tasks for the entire solution from one interface. There is no need to switch between different tools when defining new users with access to multiple applications. And, there is no need to employ or send technicians to remote sites as system management is handled from one centralized, web-based interface.

Future proof

The A700 solution is based on an open architecture. With full support for the open, industry standard Session Initiation Protocol (SIP), the A700 enables smooth integration with the existing infrastructure and a wide range of third-party products, including phones and new emerging applications of the future.

Since the A700 is based on the complete, well-established MX-ONE for enterprise, it's easy to scale. When your business grows beyond 1,000 users, you can transition to the enterprise version with just a software license.

Invest in your business

The A700 gives you the competitive edge you need today – allowing you to retain and attract new customers through improved customer service, improve productivity and collaboration among your employees, all while retaining control over your communications and your costs.

Based on the well established MX-ONE portfolio, developed using industry standards and an open architecture, Aastra A700 is easy to integrate with your current infrastructure and can be upgraded to suit changing requirements at whatever pace suits you best. Your investments – both current and future – are fully protected.

And, best of all, you get completely integrated mobility: employees working from home or on the road can be reached on the same number and benefit from the same handy, time-saving features as when they're in the office. So what are you waiting for? Invest in your business, and your future, with the A700.



About Aastra

As a leading global enterprise communications provider, Aastra delivers business communication solutions that truly shine above the rest. Entirely dedicated to enterprise communications, Aastra offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements.

Aastra's wide range of innovative, integrated solutions address the needs of small and large customers, from the single-line business to the complex demands of the largest enterprises with multiple networked locations. Aastra's products include a full range of both open standard Internet Protocol (IP)-based and traditional networking solutions includ-

ing communications servers, gateways, telephone terminals, VoIP endpoints, wireless products, and advanced software applications.

Aastra is well positioned to reach and serve its global market. The company markets its communications solutions and services around the world through direct and indirect sales channels, telecom equipment distributors, dealers, value added resellers, and major telephone companies. Aastra serves clients in North America, Europe, the Middle East and Africa, Central and Latin America, and throughout the Asia Pacific region.

Aastra has an international reach with a direct presence in more than 30 countries as well as thousands of sales partners and resellers in over 100 countries worldwide..

Aastra USA
2811 Internet Blvd.
Frisco, Texas 75034
T 800 468 3266
www.aastrausa.com

