



FINISH THE FIGHT

> SMB Converged Voice and Data

Nortel BCM50 vs. Cisco Call Manager Express

POSITIONING THE PRODUCTS

- > Nortel BCM50 is an all-in-one platform that offers high-end digital voice and data, advanced capabilities such as voice messaging, auto-attendant, unified messaging, CTI applications and IP-optimized communications in a single box.
- > By utilizing a variety of ports, media bay modules and an evergreen design, Nortel BCM50 scales for a broad range of users, applications and sites – offering a smooth migration path and easy integration with a larger, end-to-end converged network.
- > Nortel BCM50 is easy to install and manage. The rugged, compact unit comes with a set of integrated management tools that enable intuitive, centralized management of applications over single or multiple units.



NORTEL SALES TEAMS: To access more information visit the Competitive War Room at go/enterprise_competitive.

COMPARING THE CONTENDERS

Nortel BCM50

Cisco Call Manager Express (CCME)

Feature richness

BCM50 offers advanced telephony features built into the base platform, including automatic line selection, Call Display when busy, Centralized Messaging, VPIM and Call Screening. When used in conjunction with a Meridian or CS1000 solution, it also delivers centralized voicemail, auto-attendant functionality and much more.

CCME does not natively support voicemail or Auto Attendant – it requires another module to provide this functionality. It also doesn't support fax services without an external server. This constant need for add-ons drives up the price and management complexity of the CCME solution.

Telset support

BCM50 enables customers to use Digital, IP and WLAN telsets, as well as soft clients, to keep users connected at the same location, between sites or remotely – providing customers with investment protection for existing telsets and a migration path to IP telephony and mobile communications in the future. With MCDN, customers can improve employee productivity by supporting enhanced functionality, such as common numbering plans for coworkers to communicate between sites.

CCME does not support soft clients or remote telsets. Its inter-site communications ability is limited to H.323, which restricts the solution's deployment in customer environments where mobile or teleworkers have standardized on remote IP telsets and soft clients.

System complexity

BCM50 is designed to adapt quickly and easily to an organization's need for more lines and functionality. It offers greater capacity and more features than CCME, and the scalable, robust design to back them up. The modular design of BCM50 allows customers to tailor the unit to their organization's particular requirements using a mix of digital and IP stations, hot-swappable media bay modules and a choice of two integrated router options. BCM50 can handle whatever a customer throws at it.

CCME system architecture is difficult to design, manage and troubleshoot. IT managers must consider the scalability of underlying hardware platforms, memory capacity, SQL database replication within clusters, and software/resource conflicts with other Cisco IOS applications. For example, how can an IT staff plan a network when two faxes from a branch office will use half of the digital signal processing (DSP) capacity of the branch office router?

GOING TOE-TO-TOE

Cisco is going to fight hard, especially when it comes to customer decision-making time. Below are the punches they usually throw, and how you can be ready for them.

WHAT THEY THROW

Nortel does not have the data experience to lead customers in the VoIP world.

BCM50 is an expensive version of Norstar.

HOW YOU COUNTER

Wrong. Nortel is a global leader with a worldwide installed base of both voice and data customers. We have delivered high-quality data solutions to the market for over 25 years. In fact, Nortel is a market leader in VoIP, portal solutions, optical, multi-service WAN, ATM WAN and Frame Relay WAN. Since our acquisition of Bay Networks, Nortel continues to innovate and play a major role in the data and VoIP markets.

BCM50 builds on this legacy by integrating the award-winning capabilities of the Contivity secure routing platforms into its integrated Ethernet and ADSL routers. With its ease of use, ease of installation and highly flexible architecture, BCM50 brings small-site SMB and multisite enterprise customers the convergence capabilities that were previously only available to larger sized sites. Offered at a very attractive price point, the combination of these features together with enhanced market coverage and a focus on partner profitability will make BCM50 an exciting addition to a customer's network.

Wrong. BCM50 builds on the award-winning Norstar while adding a complete set of advanced integrated applications, including voice messaging, unified messaging, contact center and computer telephony integration (CTI). It also features integrated VoIP capabilities that support up to 32 IP stations and 12 IP trunks. Element Manager enables simple, intuitive management. And BCM50 comes in a range of versions to provide data routing requirements that fit every customer's needs.

Note: Some of the comments have come to us from salespeople in the field.

We want to keep these documents fresh, so if you hear any new positioning around this product send it to: ctidbits@nortel.com

THE HYPE

- › *INTERNET TELEPHONY*® Magazine 2005 Product of the Year
- › C3 Expo "Best of Show"
- › TMC Labs 2005 Innovation Award for *INTERNET TELEPHONY* Magazine
- › Networking Computing magazine's 2006 Well-Connected Award C3 Expo "Best of Show"
- › Ottawa Centre for Research and Innovation (OCRI) "Product of the Year" award

CHAMPIONSHIP BOUTS

Here are just a few of our satisfied customers:

- › AutoZone Inc.
- › Domino's Pizza
- › Fossil, Inc.

Offer your prospects the opportunity to see for themselves the benefits of deploying the Nortel BCM50 by visiting Nortel for a demonstration today. Then use the information presented above and the information at the BCM50 Website <http://navigate.us.nortel.com/imds?pg=/pss/bcm50> to help prospects understand that BCM50 is the right choice for converged voice and data for small offices and remote enterprise locations.