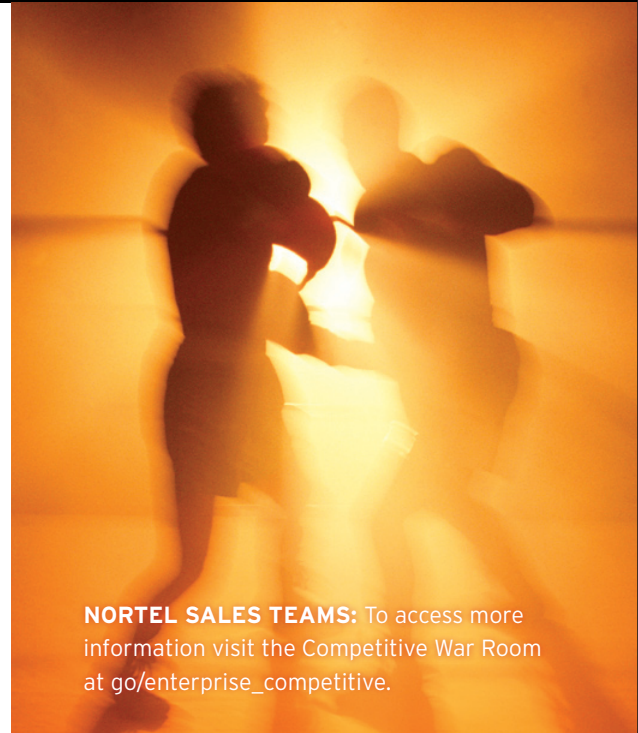# FINISH THE FIGHT

> ## SMB Converged Voice and Data

Nortel BCM50 vs. NEC Aspire S

POSITIONING THE PRODUCTS

> Nortel Business Communications Manager 50 (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, this rugged, compact unit 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, with a set of integrated management tools that enable intuitive, centralized management of applications over single or multiple units.

> BCM50 now supports SIP, provides Proactive Voice Quality Monitoring (PVQM), and allows for Remote and Scheduled Upgrades and Ad-hoc Conferencing supporting up to 18 simultaneous conference participants in multiple conferences. Additional security enhancements include Digital Signatures & Tamper Detection, Radius Client to authenticate and authorize using a centralized Radius server, password enhancements requiring user ID and password, and Audit Logging through the Element Manager.

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

COMPARING THE CONTENDERS	Nortel BCM50	NEC Aspire S
Voice over IP	BCM50 supports 32 stations, with IP gateway standard.	The NEC product supports just 16 stations, and requires expensive gateway hardware.
Contact Center	This feature is keycode enabled.	NEC doesn't support ACD.
T-1 Support	Yes	No
Messaging	BCM50 allows 10 ports, with 100 hours of storage. It networks nicely with other BCMs and Communication Servers.	NEC provides just 2-8 ports and 3 hours of storage, and requires card slots. It has limited networking capability and no in-house voice messaging.
Investment Protection and Migration	Future-proof system allows for investment protection with growth through easy migration to the BCM200/400 by reusing Media Bay modules, handsets, etc. All IP handsets can be redeployed on the Communication Server 1000.	Should the Aspire S be outgrown, the cabinet and cards cannot be used on the larger Aspire system.

GOING TOE-TO-TOE

NEC 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	HOW YOU COUNTER
BCM's lack of support for digital handsets highlights the lack of investment protection for customers who previously purchased Meridian PBXs.	Incorrect. Nortel provides excellent investment protection for customers maintaining or upgrading PBX systems for similar deployment scenarios. BCM supports digital handsets, which work with Norstar key systems and with all Nortel IP handsets, third-party wireless IP Phones and soft clients as well.
BCM has limited and inflexible line support and scalability.	Incorrect. Nortel BCM offers extensive interface connectivity and scalability options from the BCM50 to the higher-end BCM400 chassis. If customers grow beyond even these limits, the BCM systems can be networked with higher-end Communications Server 1000 systems, thereby providing investment protection and scalability for even the largest of enterprises.
BCM provides a very limited number of IP sets to choose from.	Not true. BCM50 with Release 2.0 supports the 2000 and 1100 series IP phones, with two new models to choose from: 1120E and 1140E.
BCM50 is an expensive version of Norstar.	Incorrect. BCM50 builds on the award-winning Norstar while adding a complete set of advanced integrated applications, including voice and unified messaging, contact center and CTI. VoIP capabilities are integrated with support for up to 32 IP stations and 12 IP trunks. BCM50 management is significantly enhanced with Element Manager. BCM50 has versions to provide data routing requirements that fit every customer's needs.

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

POSITIONING THE PRODUCTS

> BCM50 wins 2005 Product of the Year Award from *Communications Solutions* Magazine.

> BCM50 wins 2005 Product of the Year Award from *INTERNET TELEPHONY* Magazine.

> BCM50 wins "Best of Show" Award at C3 Expo.

> Nortel receives TMC Labs 2005 Innovation Award from *INTERNET TELEPHONY* Magazine.

> BCM50 wins 2006 Product of the Year Award from *INTERNET TELEPHONY* Magazine.

> Nortel wins 2006 Well-Connected Award from *Networking Computing* Magazine.

> Nortel receives Product of the Year Award from the Ottawa Centre for Research and Innovation (OCRI).

CHAMPIONSHIP BOUTS

Here are just a few of our satisfied customers:

> AutoZone, Inc.

> Domino's Pizza

> Fossil, Inc.

SERVICES

> Nortel Partners: Nortel offers a wide range of services for our partners. For more information please consult the Partner Information Center (PIC).

> Nortel Sales Representatives: Find out more about the Nortel services portfolio at: http://navigate.us.nortel.com/imds?pg=/ss

NORTEL