SV8100 – Positioning

Empowered by Innovation **NEC**

Pre-Sales Support

UNIVERGE SV8100
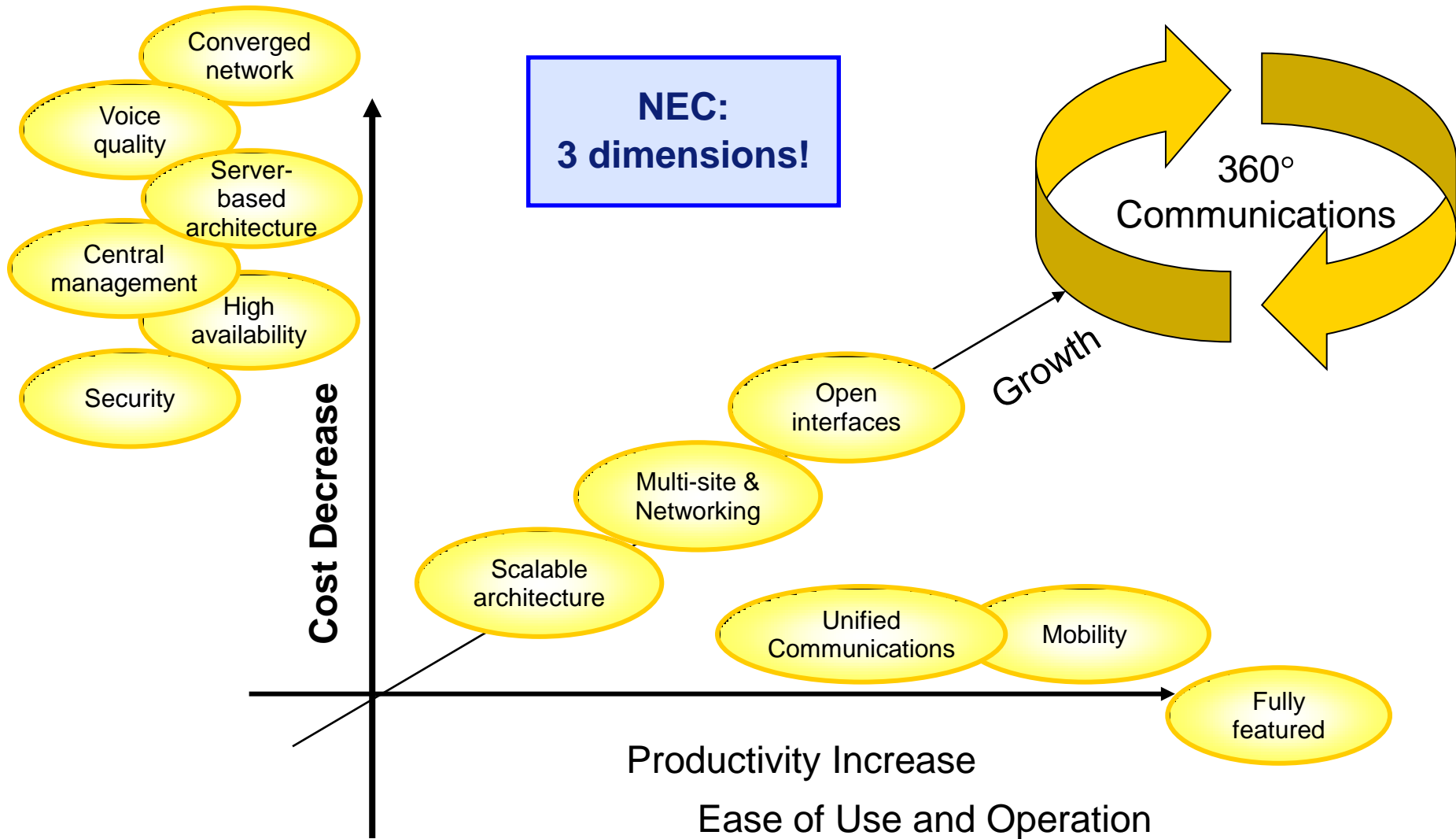**Release 4**

Doc. Version 4.02

Agenda

▌ Customer requirements

▌ SV8100 / SV8300, the answer

▌ NEC is telephony market leader

▌ SV8100 / SV8300 strategy in EMEA

▌ Applications right from the start

▌ SMB positioning

▌ Value propositions

More info about positioning in SV8100 Sales training:

• *Andre Deijlen – Business Manager*

Customer requirements

NEC:
3 dimensions!

360° Communications

Growth

Cost Decrease

Converged network

Voice quality

Server-based architecture

Central management

High availability

Security

Open interfaces

Multi-site & Networking

Scalable architecture

Unified Communications

Mobility

Fully featured

Productivity Increase

Ease of Use and Operation

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Role-based communications
putting people at the centre of communications

SV8x00, the answer

> **SV8X00 is the answer to the strong market request to have a new Telecommunications Solution addressing today's needs and providing a future proof solution**

SV8100

▎ Improved Appearance

▎ No longer a TDM box

▎ Stackable IT-rack design

▎ In-skin PoE Gbit/s switch and Router

▎ Pure IP system

▎ And optional TDM capability

▎ SIP phones – Standard and NEC proprietary

▎ SIP trunking

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SV8100, the answer

Improved Terminals and user interface

- DT310, 350, 710, 730, 750, BT, many adapters and accessories
- Enhanced security, XML

Easy installation & maintenance

- PC Pro enhanced
- Many ways to configure new telephones

Increased capacity

- NetLink to build 1 Single Distributed System
- InMail capacity improved (ports, mailboxes, messages)
- Daughter boards iso blades (e.g. no slot needed for IPLA)

Improved functionality

- Basic telephony functions added to SV8100
- Survivability by NetLink
- Improved functionality of InMail and InACD

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SV8100, the answer

More application support

- Desktop Suite – 1 integrated solution, video conf.
- BCT all-in-1 suite, UM8000, WLAN, Tiger, RCC, etc.
- Application improvements, like NetLink support

More openess

- Standard SIP, SIP phones
- SIP-trunk server integrated in CPU
- XML, Hospitality middleware, O&M interface
- OAI, K-CCIS, O&M, remote upgrade

NEC SV8x00-family approach

- Common software: applications,
- Common hardware: communication blades, chassis
- Common telephones and accessories
- Shared developments / roadmap
- Featured networking

More steps to make!

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Global Company

- **Revenues: $39 billion***
- **Employees: 142,358 Worldwide**
- **$3B + in research and development**
- **4 Main R&D centers worldwide**

- **Patents: 71,000 worldwide; including among annual top rankings of new U.S. patents for the last 12 years**
- **Fortune Global 500: Ranked 185th**
- **79th Largest Manufacturer Worldwide**

*As of March 31, 2010

Business Domains and main Products & Services

IT/Network Solutions Business

System Integration Services

Computer Platforms

Network Systems

UNIVERGE

Social/Public Infrastructure

Mobile/Personal Solutions Business

Personal Solutions

LUi

BIGLOBE

Mobile Solutions

Electron Devices Business

Semiconductor Solutions

NEC K1 Family

Electronic Components

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Enterprise Telephony market summary

While the global market declined by 17.7 % in 2009, NEC's market share grew from 8.7 % to 10.1% !

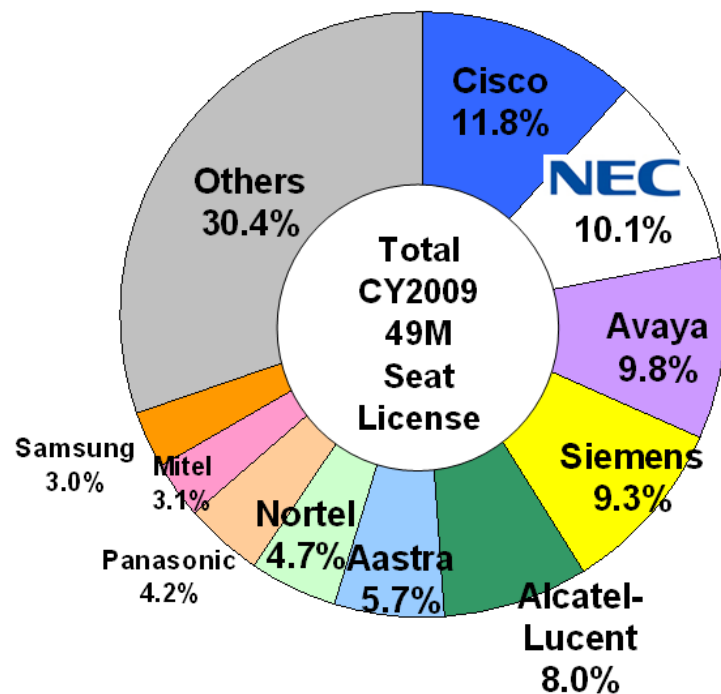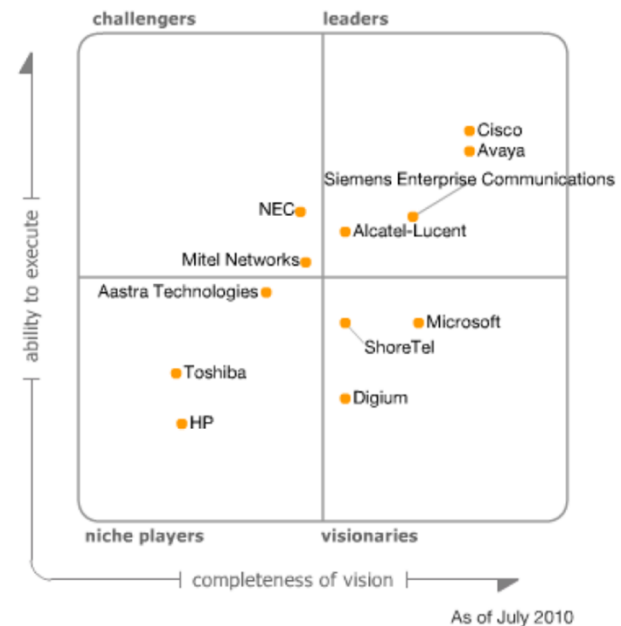**In Gartner's latest Corporate Telephony Magic Quadrant NEC is the leading challenger !**

Cisco 11.8%

NEC 10.1%

Others 30.4%

Total CY2009 49M Seat License

Avaya 9.8%

Siemens 9.3%

Samsung 3.0%

Mitel 3.1%

Nortel 4.7%

Aastra 5.7%

Panasonic 4.2%

Alcatel-Lucent 8.0%

Figure 1. Magic Quadrant for Corporate Telephony

challengers | leaders

ability to execute

Cisco
Avaya
Siemens Enterprise Communications
NEC
Alcatel-Lucent
Mitel Networks
Aastra Technologies
Microsoft
ShoreTel
Toshiba
Digium
HP

niche players | visionaries

completeness of vision

As of July 2010

Source: Gartner (August 2010)

Source: Gartner 2010

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NEC Unified Solutions continues to outperform

Canalys Pi EMEA Q3 2010

Unified Communications Analysis

Latest quarter performance

Medium term performance

Climb

High

Low

Dip

- NEC
- Cisco
- Alcatel-Lucent
- Mitel
- Swyx
- Avaya
- ShoreTel
- Panasonic
- Toshiba
- Aastra
- Funkwerk
- Siemens
- Samsung
- HP Networking
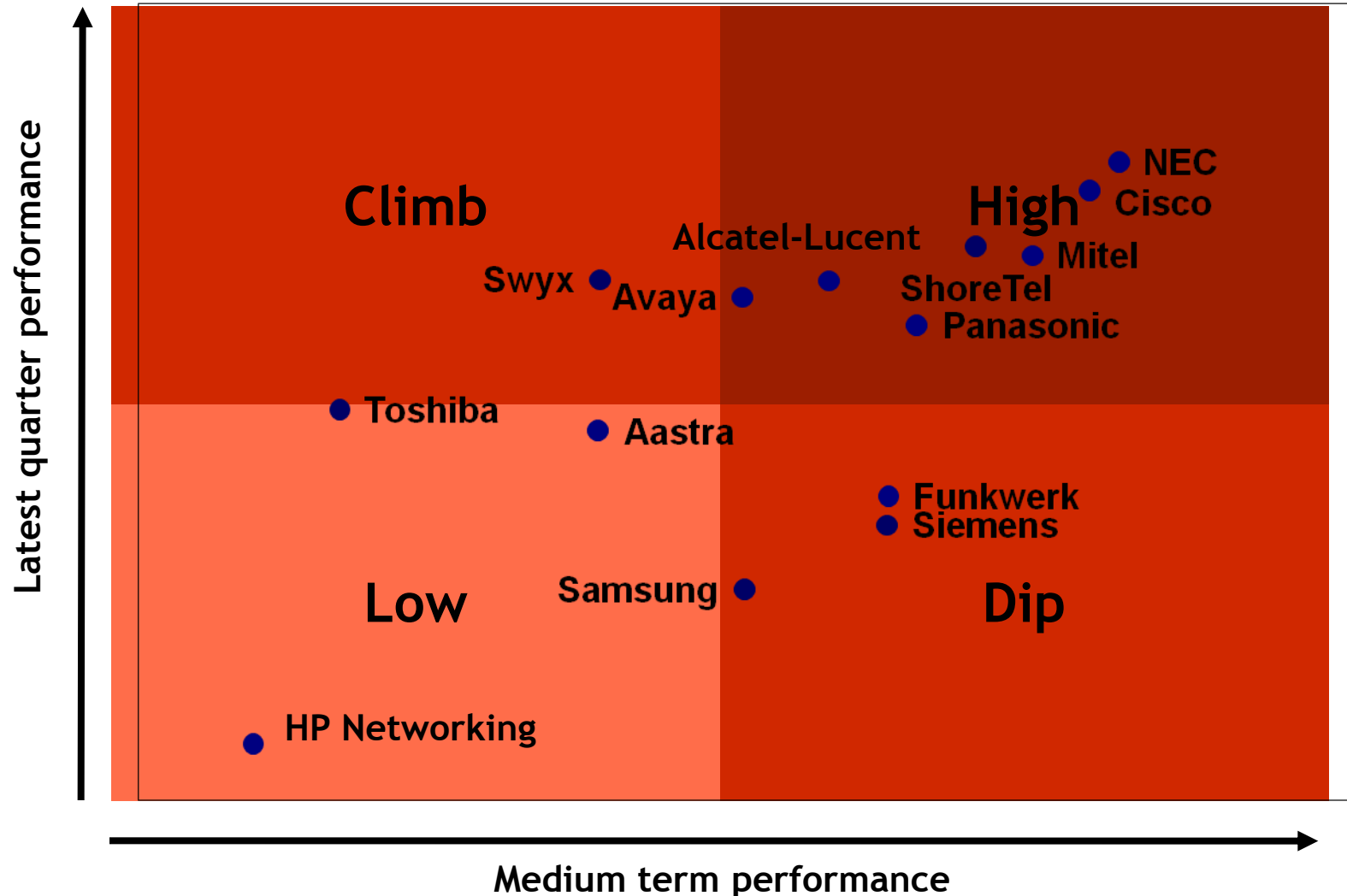
Gartner's observations regarding NEC

NEC is a **financially strong global firm** with established presence in all regions and a broad portfolio

NEC has credibly moved into a **more-sophisticated integration with the IT world**

.. strengths in vertical sectors in hospitality, healthcare, government, education, manufacturing & service industries, **from small-scale to the largest enterprise deployments**

Promising investment in **software-based communications** platforms

SV8000 series and development platform deliver an **open web services architecture**

early adopter of virtualization for data-center deployments

UNIVERGE 360 enables solutions based on the **role of the individual** within an organization

NEC's hosted and managed services is a **distinctive service provider solution** for telephony and higher-level IT application delivery

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Why Choose NEC?

Communications Leadership

- Leading global enterprise telephony solution provider
- Front runner in mobile technology and solutions
- Extensive expertise in UC solutions

Communications Innovation

- 100+ year history in ICT, known for driving innovation
- On the cutting edge of emerging areas such as UC, FMC and SOA
- Credibly moved into sophisticated integration with the IT world

Business Leadership

- Financially strong global player with a multi-country marketing approach
- Has shown stability not enjoyed by many top suppliers in recent years
- Environmentally friendly solutions that are low in energy consumption

Technology Vision

- Adheres to open standards, ensuring optimal flexibility
- Evolutionary approach, protecting existing investments to the maximum
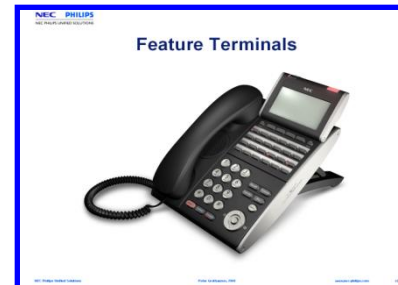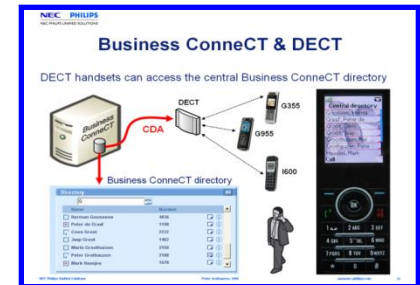- User-centric approach, placing people at the centre of communications

*Spanning the **full spectrum of ICT** products, services and solutions,*
*we are a **reliable and stable partner** that combines global scope with local presence*

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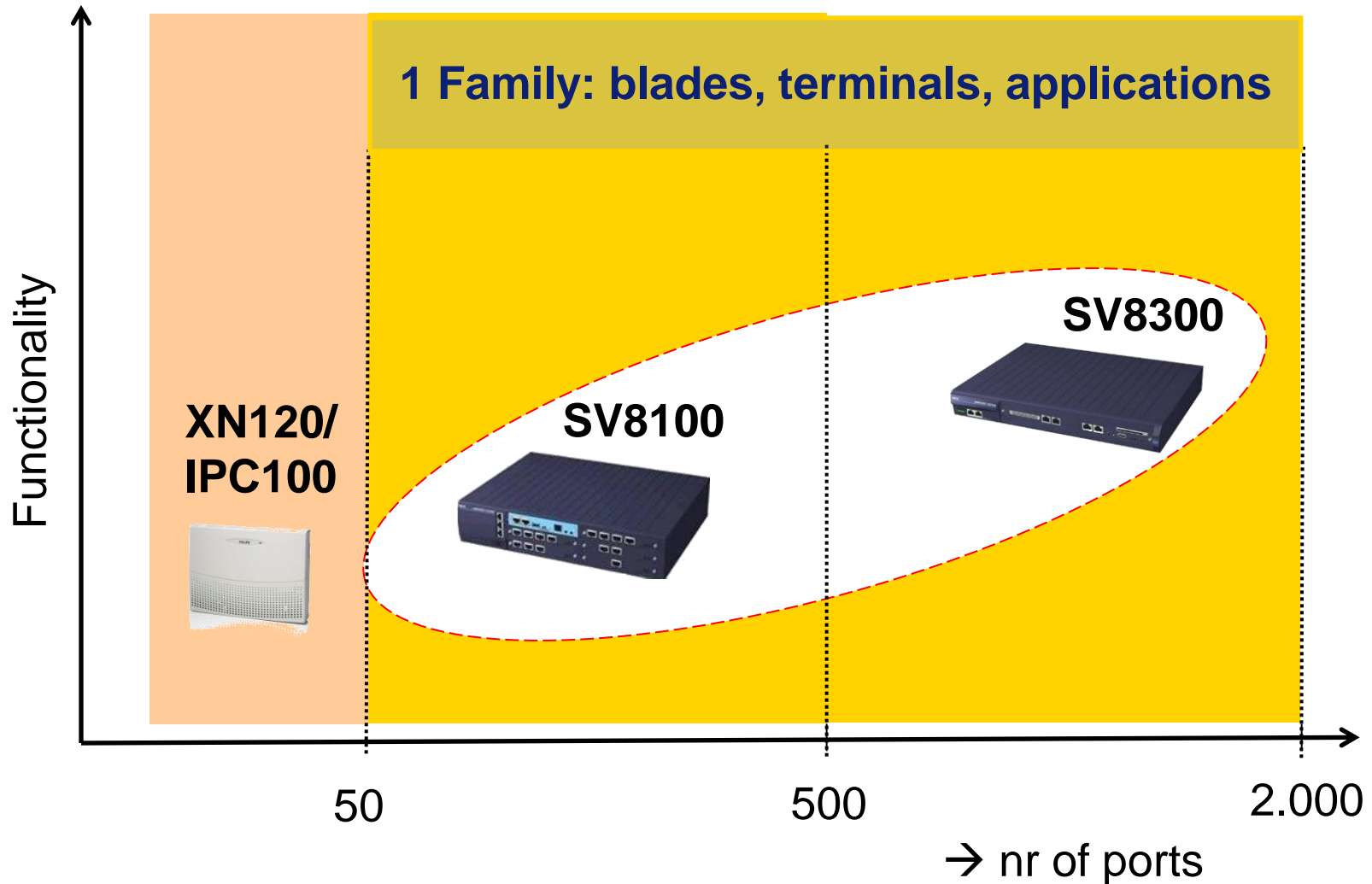**NEC**

SV8x00 strategy in EMEA

Solution selling *(more than a box)*
with focus on applications *(right from the start)*
based on value propositions *(later in this presentation)*

Pure IT system, supporting:

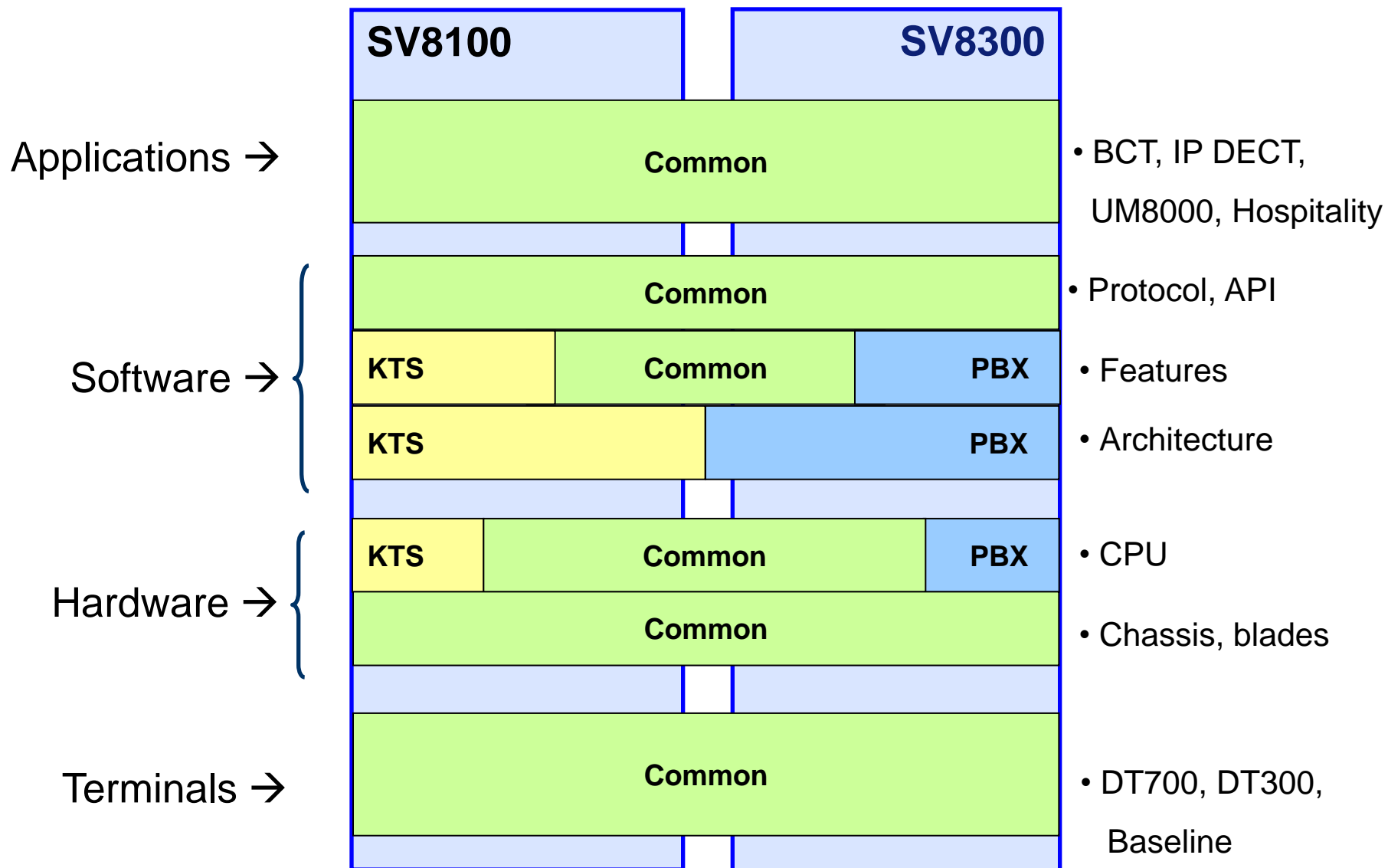- New terminal range
- IP DECT
- Business ConnecT
- Embedded applications
- Management applications
- Multiple sites with NetLink

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SV8x00

1 Family: blades, terminals, applications

Functionality

XN120/
IPC100

SV8100

SV8300

50   500   2.000

→ nr of ports

SV8x00

SV8100		SV8300

Applications →

Common

• BCT, IP DECT, UM8000, Hospitality

Software →

Common

• Protocol, API

KTS	Common	PBX

• Features

KTS	PBX

• Architecture

Hardware →

KTS	Common	PBX

• CPU

Common

• Chassis, blades

Terminals →

Common

• DT700, DT300, Baseline

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SV8x00 functionality

SV8100
- **Positioning 30 – 500 users**
- <u>**Sweet spot**</u> **40 – 120 users**

- Key system functionality
- Easy to configure (plug & play)
- Embedded call centres
- Limited OAI

SV8300
- **Positioning 100 – 2000 users**
- <u>**Sweet spot**</u> **100 – 500 users**

- Enterprise customer, including network edge
- Stronger networking (eg CCIS)
- Mature OAI and CTI (coming)
- Extensive mgt: MA4000, SNMP
- Strong operator
- Much higher performance (telephony and OAI)
- External call centres

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SV8x00 Hotel

SV8100
- **Positioning 30 – 500 users**
- **Sweet spot 40 – 120 users**

- Hotels up to 3 stars
- Hotels up to 120 rooms
- Excellent for mass distribution
- Our channels: SV8100 partners, distributors, partners

SV8300
- **Positioning 100 – 2000 users**
- **Sweet spot 100 – 500 users**

- Strong Hotel features: Hotels from 3 stars and up
- Networking with full system mgt
- Capacity in users above 512
- Enterprise functionality required
- SV8300 has about 150 features more than SV8100
- Value add resellers, system integrators

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SV8x00 Applications

User requirements	Options in SV8100 solution		
Management	PC Pro	WebPro, UserPro	
Accounting	MyCalls		
Call recording	MyCalls (ISDN, CO, SIP trunk)		
Operator	BCT, BCT Express	Desktop Suite PC Attendant	
Employee	BCT	Desktop Suite PC Assistant	
ACD	InACD (+ MyCalls)	BCT	
Contact Centre	BCT		
Softphone	Desktop Suite SP310		
Voicemail	InMail	BCT	UM8000
Unified Messaging	UM8000		
Unified Communications	BCT		
Wireless	SIP DECT	VoWLAN	
Hospitality	PMS adapter	Tiger, UM8000	

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SV8x00 Applications

Desktop application equipped with:

- Softphone
- Chat / Instant Messaging
- File Transfer
- White Boarding
- Application Sharing
- Video

Desktop Suite

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SV8100 – Call centre

Business ConneCT

+ User application integration

+ Identification module

+ Skill Based Routing

+ Outbound Routing

+ Email Routing

+ Wall Board

MyCalls

+ Real time Monitoring

+ Detailed Call Reporting & Alarming

+ Call Recording

+ Call Statistics

InACD

+ Embedded

SV8100 – VM / UM

UM8000

+ Unified Messaging: voicemail, email, fax, videomail
+ In-skin blade, Linux
+ 16 voice ports, 65.000 mailboxes, 512 UM seats
+ Personal web-based mailbox mgr
+ Notifications, Text-to-speech, Call record
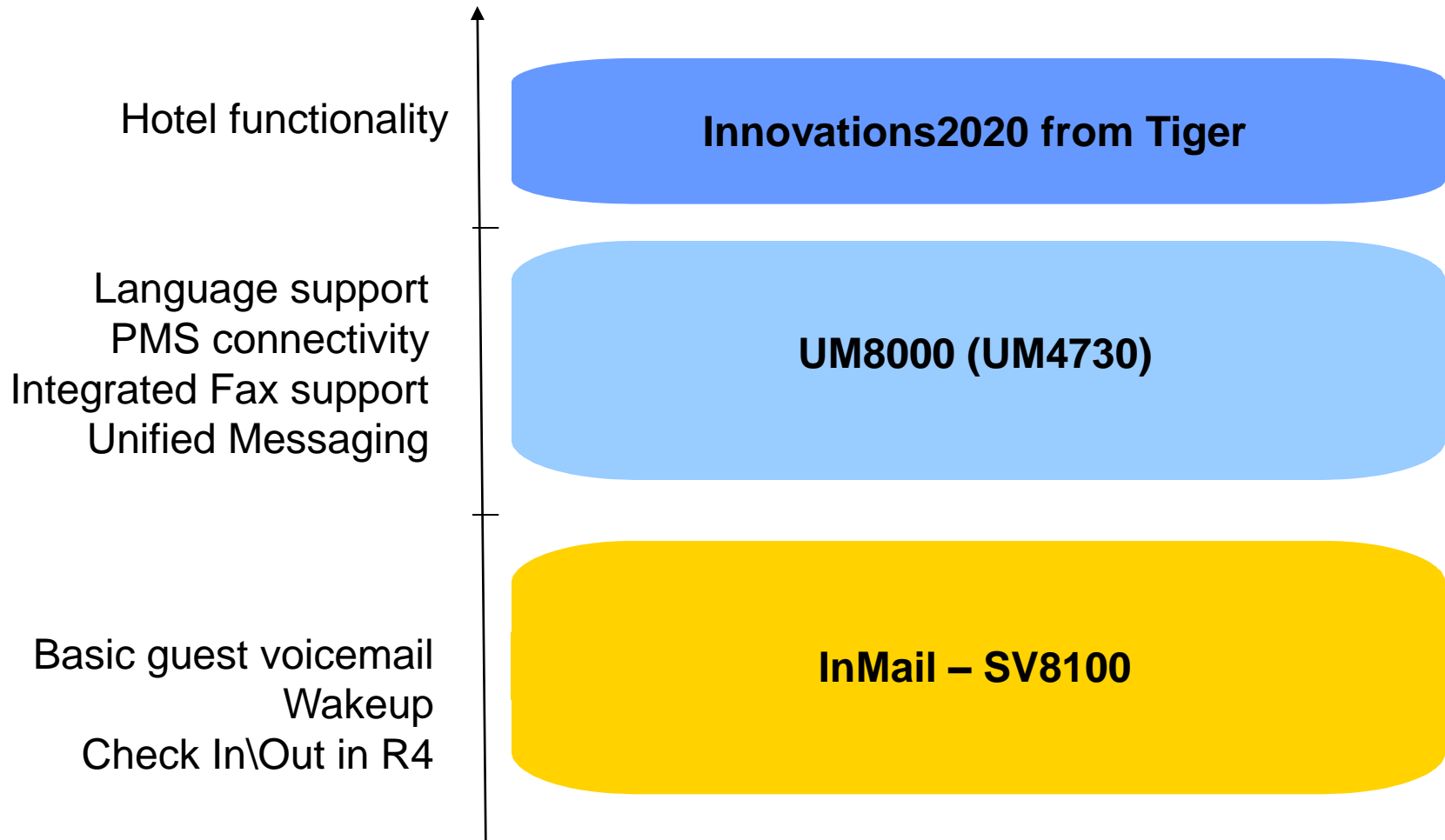+ Hospitality for enhanced guest/wake up features

InMail

+ Cheap embedded solution
+ Auto Attendant
+ Voice Response System
+ 16 voicemail channels
+ 512 mailboxes
+ 32 group boxes
+ PC Pro

Business ConneCT

+ Server based solution
+ 2000 mailboxes
+ Integrated with UC and CC
+ List of received VMs
+ Greetings linked to presence

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SV8100 – hospitality

Hotel functionality

Innovations2020 from Tiger

Language support
PMS connectivity
Integrated Fax support
Unified Messaging

UM8000 (UM4730)

Basic guest voicemail
Wakeup
Check In\Out in R4

InMail – SV8100

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Value propositions

IT look and feel

Pure IP system - with hybrid capability

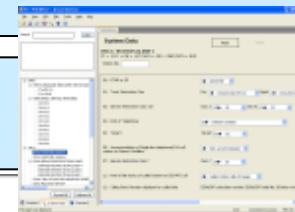Support of new sophisticated IP / digital terminals

Standard SIP technology

Distributed system with full transparency up to 50 sites

Remote site survivability
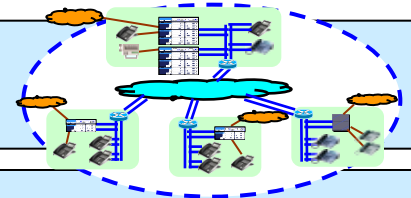
Enhanced embedded and in-skin applications

Enhanced management tool with wizards

Value propositions

Easy installation and management

High quality secure wireless: IP DECT

Full PBX integration of mobile device

Support of vertical market solutions (Hospitality)

Open Application Interface (PMS certifications, CTI)

Integrated application suite based on SOA

SV8100 and SV8300 – one family

All in one solution: Application, router, switch, PC board

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