

# Aastra MX-ONE™ Telephony System



# MX-ONE - For Seamless Communication

**The Aastra MX-ONE™ Telephony System (TS) brings a whole new, fresh dimension to modern enterprise communications. IP-based and modular, the MX-ONE TS ensures exceptional flexibility in meeting just your communication needs - for no business is exactly like your business! In need of a sure-fire, cost-effective, all-in-one communication system? The MX-ONE TS communications platform is the answer to your needs - fulfilling all your specific and individual communication requirements - guaranteed.**

## Harvesting benefits of MX-ONE TS

Those who've already migrated to the MX-ONE Telephony System platform are continually reaping the benefits today. Thanks to its modular architecture and outstanding scalability, Aastra users enjoy unrivalled benefits, such as exceptional agility, customized solutions and incremental investment growth. The proof is in the pudding; lower Total Cost of Ownership (TCO) is the result of a wise investment made! Even better, all this is available from just

one single vendor - Aastra - and one single platform - the MX-ONE - making your life easier. Simplify your life with the MX-ONE - the ultimate in flexibility and convenience!

## Convergence - the way to go

As you may already know, streamlining communications platforms through convergence with the existing IT environment provides major, flexible options for improving internal communications and customer service and enhances overall daily operations in your organization. In fact, call managers today are moving towards multimedia-type servers that provide content-rich, collaboration services, such as video conferencing and desktop sharing, thereby making the paradigm shift from voice to video the natural way of communicating between people.

## So...what exactly is MX-ONE Telephony System?

MX-ONE Telephony System is, first and foremost, a comprehensive, integrated, IP-based communications system, based on an open software and

hardware environment. It integrates voice, video and data, blurring the lines between fixed and mobile communications, as well as public and private services.

MX-ONE Telephony System provides excellent voice and multimedia communications, and a complete, flexible range of powerful features - in fact, more than 500 - enabling everyone in the organization access to the same wealth of communication services - no matter where they are; at work, on the move or at home.

With MX-ONE TS as the core component, the **MX-ONE solution** portfolio becomes the ultimate, full-featured, converged, multimedia communications solution - simple to install, easy to use and inexpensive to maintain. The ultimate one-stop-solution - it may just be the best offering available on the market today. No need to look anywhere else!

*«There is no use talking about the problem unless you talk about the solution.»*



MX-ONE solution overview

## What MX-ONE Brings You

### Freedom of choice

MX-ONE TS offers unparalleled agility to respond to your specific communications needs - whenever, wherever - and on the mobile device of choice, whether a smartphone, tablet or PC. With voice, video, data, and applications all converging over one network - public or private, fixed or mobile phone services and communication functions, such as presence and contact/calendar management, are made available instantly, anywhere and everywhere to employees - that is, given there's a connection to the company network.

### Open standards for easy integration

MX-ONE TS takes communication from a TDM circuit-switch-based solution to a standards-based SIP and unified communications solution of the future. With SIP, existing customers are offered excellent integration for UCC applications - voice, chat, video and information sharing, presence information, directory look-up, search options, voice-mail and auto-attendant, just to name a few.

### Need agility? We've got it!

What makes MX-ONE TS so unique in the business is its two-pronged approach that allows for integration with not only Aastra's complete UCC applications suite, but also with those of third-party vendors, such as Microsoft Lync/OCS and IBM Sametime - so, no worries about vendor lock-in!

### Singular, agile architecture

With fully distributed architecture, MX-ONE TS can be deployed in any fashion, centralized or distributed, for one system or for a multiple networked system, across hundreds of geographically dispersed sites, with remarkable scalability - from 300 to 500,000 users - yet functions as one single, logical system.

### Industry-independent

No industry or sector is a stranger to MX-ONE. To date, the MX-ONE client base includes organizations from the world of transport, manufacturing, health care, emergency services, education, local authorities, finance, insurance, tourism, and many more. End-user UCC options offered with the MX-ONE can even be tailored to suit individual needs.

### Improved TCO

IP-based communications lead to tangible savings, as witnessed by the reduction in the hardware footprint, as well as lower energy consumption, phone bills (calls pushed over the company network), mobile-roaming charges and maintenance costs of the communications infrastructure. The next step - virtualization - enhances the efficiency and availability of IT resources while at the same time dramatically improving TCO.



### You set the investment pace

Don't worry about needing to make expensive investments all at once. By capitalizing on existing investments, migration can take place at a cost-efficient pace. Considering migrating to MX-ONE? You can make limited, initial investments on an as-needed basis. New modules can be placed centrally or spread out over a wide network.

Then when the time is ripe, you can invest in new hardware and start reaping all the right benefits that MX-ONE brings to your organization. No matter the level of your IT environment or resources, you can create, at your own pace, a fully integrated system with 100 percent transparency, making all unified, collaborative communication services in the office available to everyone - no matter where they are.

### MX-ONE - the world over

For the record, MX-ONE has an unparalleled history of offering investment protection to an impressive installed base of over 60,000 customers in over 100 countries. Need we say more?



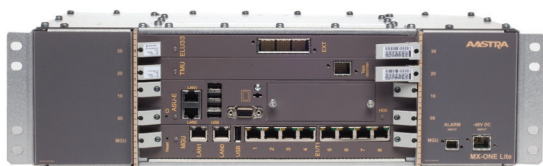
# MX-ONE - The One Meeting Your Needs

## The core and its building blocks

The MX-ONE Telephony System consists of one or more MX-ONE Telephony Servers and Media Gateways, managed via MX-ONE Manager Suite. Up to fifteen media gateways can be associated to just one server. Servers and media gateways can form large multi-server and multi-gateway configurations, where up to 124 servers can be combined into one single system - for up to 500,000 users! Talk about scalability!

## MX-ONE Telephony System platform

The core of the communications system consists of Linux-based call-control software and media-gateway hardware. Both can easily be integrated into any existing IT environment.



MX-ONE Lite Media Gateway

## MX-ONE Manager Suite

With a single-point-of-entry management approach (all control is carried out through one web-based user interface, accessed centrally or remotely), the **MX-ONE Manager Suite** is ideal for today's IT management platforms. With the help of system administration and provisioning software, the management suite gives full control and performance monitoring over all MX-ONE communication networks.

## From calling...to multimedia collaboration

**MX-ONE solution** offers a full suite of multimedia-based Unified Communications and Collaboration (UCC) services with a range of products to meet customer needs. The **BluStar Ecosystem**, including the BluStar 8000i Desktop Media Phone, BluStar for PC and BluStar for iPad/iPhone, is an integral component of MX-ONE solution.

The user-friendly **Contact Management Suite (CMG)** caters specifically to attendants, business users and administrators, offering advanced operator functionality, all core features of UCC, as well as exceptional efficiency and productivity. Furthermore, CMG is capable of integration with Microsoft Office/Outlook, Lotus Domino/Notes and Novell/GroupWise. The CMG suite is sold worldwide, with more than three thousands customers and three million users using CMG applications every day. That's no small potatoes!

**Solidus eCare™**, Aastra's all-in-one, powerful, agile platform, offers unrivalled customer service across all media, unique skills-based routing functions, agent desktop applications and management applications. The latest MX-ONE version provides absolute best-in-class communications, UCC,

mobility, reporting & analytics, as well as business process automation & integration – all integrated into one solution.

**InAttend, the Aastra attendant console**, is a multi-featured, future-proof, cost-effective and scalable solution, offering a broad range of functionality and advanced collaboration features to handle high traffic volume while giving outstanding service and increasing productivity. Fully integrated with the Aastra collaboration suite, InAttend can offer a complete UCC experience, with features such as powerful search options, calendar information, presence integration with Microsoft Lync/OCS and IBM Lotus Sametime, line state/presence/activity status, and SMS.

How about total control of all messages? Think "in" the box. With **OneBox unified messaging**, you get everything from basic voice-mail to a comprehensive, unified messaging and fax system. Users away from the office can conveniently access all voice-mails, e-mails and faxes through a single, central point via a mobile device.

The **Aastra Mobile Client (AMC)** permits mobile workers out of the office to enjoy almost all telephony services that are available in the office – e.g. park, transfer, hold, activity update, short number and extension dialing – all via an intuitive, user-friendly interface with modern GUIs, accessible via mobile devices. In need of more advanced UCC features? **The Aastra Mobile Client Plus (AMC+)** gives access to presence, instant messaging (IM), corporate phone book directory searches, as well as convenient, cost-saving dual-mode handover, and much more. Concerned about high roaming costs? With the AMC+ dynamic mobile feature, Least Cost Routing, calls are set up, based on destination, and then routed through the least costly path. Witness company mobile charges drop like a stone.

**BluStar for PC**, part of the BluStar Ecosystem, delivers high-quality audio, HD video and access to a set of UCC features from a single client on the desktop. The client's intuitive user interface unifies voice communications with video, instant messaging, directory lookup, flexible search options, a log of communication history as well as audio conferencing. Direct integration with Aastra communication servers provides the benefits of reduced cost and infrastructure complexity and secures high performance call functionality. BluStar for PC is a powerful UCC client for Windows-based PCs and laptops.



BluStar for PC

## Living in a Virtualized World

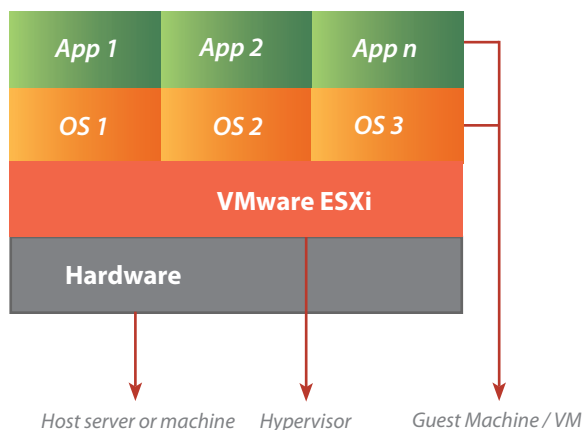
IT departments are increasingly on the lookout for alternatives to reduce the TCO and increase productivity. Virtualization software companies address these issues by optimizing server efficiency.

With the latest release of MX-ONE, it is now possible to run MX-ONE Telephony Servers and UCC applications as virtual machines in a customer VMware environment. This enables IT departments to integrate their real-time communications as a service in the cloud.

### Virtualized solution

Based on virtualization, “cloud services” or “Software as a Service” (SaaS) eliminates the need for organizations to build or buy the IT infrastructure themselves.

In a virtualized environment the physical server hardware can be shared between several Telephony Server call managers. An abstraction layer, called a hypervisor, is installed between the physical hardware (host server/machine) and the operating system (guest machine). This layer allows several guest machines to co-exist on the same physical hardware in order to share resources like memory, CPU, etc. These guest machines are commonly referred to as Virtual Machines (VM).



### Substantial cost savings

Hardware consolidation as such enhances the efficiency and availability of IT resources while, at the same time, dramatically improving TCO - as seen by the reduction in the hardware footprint, as well as lower power consumption, cooling, server maintenance and physical space requirements.

No wonder more and more organizations with multi-server environments are introducing company-wide virtualization for their IT/IS-based applications, including the communications infrastructure - it makes perfect financial sense.



### Safe, sound, secure communications

Another definite advantage of virtualization is improved redundancy, thanks to more reliable failover capabilities.

With MX-ONE solutions, customers running in a VMware environment now have the option to choose between VMware's High Availability (HA) or Fault Tolerance (FT) options to provide increased resilience for the MX-ONE Telephony Server and the UCC application suite.

Depending on the scenario chosen, downtime will become a thing of the past - no lost services; no dropped calls - or at the very least, outage will be reduced to a matter of minutes - a real lifesaver for IT managers.



## Powerful Range of Terminals

The MX-ONE platform supports a range of powerful IP/SIP terminals, including fixed and cordless SIP-DECT phones. MX-ONE even supports traditional terminals, such as analog, digital and integrated DECT terminals. Wi-Fi cordless phones can also be connected to MX-ONE.

All Aastra terminals are designed with quality and esthetics in mind, and provide optimal usability support for all MX-ONE services. Suitable for any office or organization, the terminals give end-users access to the whole range of services and features provided by the advanced MX-ONE communication system. Terminal management comes integrated with MX-ONE management tools.

The Aastra 6700i family offers SIP-based fixed phones, designed to integrate easily into any organization's IT environment. To meet the needs of customers, our terminals and accessories can be combined to provide optimal solutions.

The Aastra 7400ip family offers an alternative range of IP terminals, providing full support for the whole range of MX-ONE services.

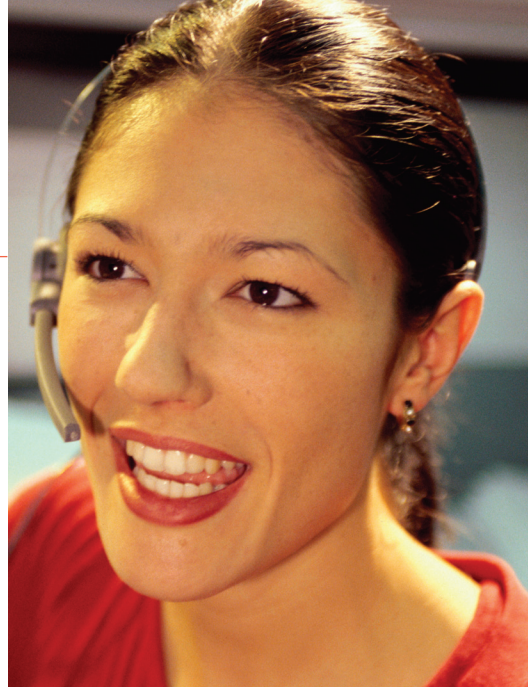
With the SIP-DECT terminal range, virtually any site can be provided with business-class cordless telephony. Cordless phone users can move around freely while the system manages all communication seamlessly.

The **BluStar 8000i Desktop Media Phone**, part of the BluStar Ecosystem, is a powerful desktop video conferencing and collaboration tool that is designed to enhance the way you communicate and collaborate. Offering true HD video for 3-way conferencing, the BluStar 8000i uses the latest in video and communications technology to enable a natural high quality video experience. With its advanced business collaboration features and applications, the 8000i is a productivity enhancing desktop media phone that is intelligent, intuitive and easy to use.

**Aastra**  
**BluStar**



*BluStar 8000i*



### About Aastra

Aastra Technologies Limited (TSX: "AAH"), a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses.

With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently. Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries.

Aastra is entirely dedicated to enterprise communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, associated UC applications, integrated mobility, multimedia call center solutions and high definition video communications to a wide selection of deskphones and cordless terminals.

[www.aastra.com](http://www.aastra.com)