

Description

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and

- H150E office comes with 4 different cabinets : Office one (2T0, 4 analog and 4 digital ext), Office (16 trunks 8 digital ext and 4 analog ext), Office com (max 48 subs) and Office pro (max 120 trunks 256 subs, 240 digital max)
- 5 digital sets : Entry, Basic, Standard, Comfort, Memory (Optiset E), UpN interface
- CorNet N subset with Hicom 300^E, LCR available, VPN solution over ISDN
- Proprietary CTI link (ACL)
- DECT HW integration, max 8 base stations and 32 handsets with UP0 connections (4 channels), 4 base stations if 8 channels per base stations
- Hotel application with Caracas external server on the Hicom 150 E Pro
- External voice mail (memo, phone mail S), no fax

Hicom 150 E is Siemens product for the low end market segment.

Despite attempts to launch new packaging of H300E (H310E) in order to cover the low end of the market, Siemens also tries to push Hicom 150 up in capacity (up to 256 extensions), Hicom 150 E is also designed for indirect channels.

This is due to the fact the Hicom 300 E architecture is similar to the one of our former high end product 4300L, this architecture proved to be very expensive in small medium capacity.

Unlike Meridian (option 11C), Lucent (Prologix) or Alcatel, Siemens is forced to push its low end system.

The Hicom 150 E has important limits, even compared to Hicom 300 E :

- traditional PBX architecture (not a PCX)
- basic ACD, proprietary low speed protocol
- basic voice processing (no fax services, no network...)
- basic networking (CorNet N subset depending on the version instead of NQ, no QSIG, low feature transparency)
- weak network management
- limited and non scalable DECT offer

Siemens Arguments	<ul style="list-style-type: none"> • 2 wires Upo/E (B+B+D). 2nd proprietary digital set on Upo/E through TA (PhoneMaster) 	Alcatel Answer	<ul style="list-style-type: none"> • Alcatel 4*64 Multimedia UA-interface on 1 pair with the possibility of TA a/b, S0 and V.24
	<ul style="list-style-type: none"> • Networking based on CorNet N subset 		<ul style="list-style-type: none"> • Networking based on ABC (richer), in addition, QSIG is available
	<ul style="list-style-type: none"> • Networking facilities with Hicom 150E and Hicom 300 E in Germany only depending on the version 		<ul style="list-style-type: none"> • Networking between 2 A4200 or A4400/4200 or with other brand PBX
	<ul style="list-style-type: none"> • Networking facilities including centralized accounting, centralized voice mail • Home sets for ACD (call fwding external + Optiset Fwding multiplexed in the B channel) • LCR download ARS tables in the system and in the PC for call accounting in Germany 		<ul style="list-style-type: none"> • Also available in ABC F2, •

	Alcatel Key Selling Points	Hicom 150E Offer
Architecture	<ul style="list-style-type: none"> ⇒ Alcatel 4400 has a cost effective architecture (not need to duplicated switching, auxiliaries like on the Hicom 300 E. ⇒ TCP/IP connectivity for applications ⇒ Unix Operating System makes 4400 future proof, it is easy to port new applications and to integrate 4400 into a client-server architecture (Gartner Group defines it as a true PCX) ⇒ 4400 WM1 depth is 260 mm ⇒ 4400 WM1 can be duplicated ⇒ Non blocking crystal architecture ⇒ Integration in structured cabling with voice hub ⇒ ATM connectivity to corporate backbone 	<ul style="list-style-type: none"> ⇒ Hicom300E has the same architecture as 4300L had, it is not cost effective in the small capacity, for this reason, Siemens is pushing the Hicom 150 E which doesn't have the openness and applications of larger systems ⇒ Hicom 150 E operating System : proprietary ? ? ? ⇒ No embeded TCP/IP connectivity for applications like CTI, management, networking signaling... ⇒ Hicom 150 E Office Pro is compact (D390mm) ⇒ Hicom 150 E can't be duplicated ⇒ Blocking ⇒ No voice hub ⇒ No ATM connectivity
Greeting	<ul style="list-style-type: none"> ⇒ 5 digital sets with icons, softkeys ⇒ Add-on module, integrated keyboard, Multiline ⇒ Centralized dial by name for all sets range (including DECT handsets) ⇒ Mini-messaging with transparent handling between boss and secretaries ⇒ Selective filtering tables 	<ul style="list-style-type: none"> ⇒ No soft keys (featuring direct access to features, only scrolling keys on Optiset memory) ⇒ Only personal directory with Optiset Memory ⇒ Only basic manager / assistant facilities ⇒ No selective filtering tables
Mobility	<ul style="list-style-type: none"> ⇒ Entrepriise mobility concept : ⇒ <u>Onsite</u>: Alcatel 4400 DECT integrated and scalable solution, with up to 256 BS and 2000 handies. Up to 11 channels per base station Full range of features: call by name, supervision... ⇒ Applications like notification server, explosion proof terminals ⇒ DECT management is integrated in 4400 ⇒ <u>In the network</u>: roaming networkwide , boss-secretary and team in the network, substitution in the network... ⇒ <u>External mobility</u>: <ul style="list-style-type: none"> - 'One number concept' for wired reflexe, DECT, VM, assistant and GSM sets. - Personal Access for Mobiles (DISA access with check and automatic substitution) 	<ul style="list-style-type: none"> Technical problems reported in many countries ⇒ HW Integration only ⇒ Only 8BS and 32 handsets ⇒ One board, ⇒ Only 4 simultaneous comms per BS, no multiline, no supervision, no text message, no centralized dial by name), 8 simlutaneous coms per BS cuts the number of BS per 2 ⇒ Not available ⇒ No integrated management ⇒ Not available ⇒ Not available ⇒ Not available
Networking	<ul style="list-style-type: none"> ⇒ Adaptive routing ⇒ ABC networking includes services enhancing productivity for individual (call by name), team (supervision), boss / secretary or mobile people (DECT roaming in network) ⇒ High level of Q-SIG implementation, including GF and services like CCBS, call offer... ⇒ Cost-effective VPN solutions adapted to European operator tariffs and offer (on UUS1, X25 PLL, IP...) ⇒ Alcatel 4400 provides a full pannel of voice over network solutions VoATM, VoFR, soon VoIP 	<ul style="list-style-type: none"> ⇒ Not available ⇒ Not available in CorNet N subset , Cornet N subset doesn't provide centralized operator, but offers LCR and centralized voice mail ⇒ Not available ⇒ UUS1 based service, Cornet N subset is available between H150E/H150E or H150E/H300 ⇒ Not available on H150E
Management	<ul style="list-style-type: none"> ⇒ 4740 W95 management platform offers the following applications: config., call logging, fault & alarms, performance. Standard high speed, reliable protocol stack (TCP/IP, FTP...) ⇒ Broadcast - flexible numbering plan ⇒ One single management platform for PBX services, Voice-Mail, DECT, ACD, etc. 	<ul style="list-style-type: none"> ⇒ Hicom assistant (basic Windows package) is restricted to configuration ⇒ V24 connectivity, low speed proprietary protocol for call accounting (GCM), ⇒ no performance management, impossible to see if calls are correctly answered ⇒ no alarm management (no monitoring) ⇒ not available ⇒ Separate management for voice mail, DECT, ACD ⇒ No equivalent solution ⇒ OEM call accounting package with Hicom 150E

Voice Processing	<ul style="list-style-type: none"> ⇒ Alcatel 4635 provides a full guidance from the display with state of the art features like fast fwd, tutorial, long absence greeting, alias (2 numbers accessing the same mail box)...In addition, the Reflex set display integrates voice, text and fax messages consultation. 4635J takes just one 4400 slot. ⇒ Mail box creation is integrated in the 4400 subscriber management (e.g. 4730) ⇒ Voice mail can be centralized or network (Octelnet or AMIS), Octelnet will be shortly available over IP ⇒ 4635H has optional fax mail capability 4365 will offer access to voice messages from PC Graphical User Interface 	<ul style="list-style-type: none"> ⇒ Phonemail S = external solution on analog interface, max.8 ports, ⇒ As an external voice mail, the integration is limited to message led and voice mail ⇒ No integration at the management level ⇒ Possibility to network Phone mail limited to analog AMIS ⇒ No fax option on the S option ⇒ No evolution of Phone Mail to PC based voice mail access, another product launched end 98 will provide a PC access to the voice mail
Call center	<p>Alcatel 4400 architecture and CCX</p> <ul style="list-style-type: none"> ⇒ Alcatel 4400 has a PCX architecture (Unix OS, embeded TCP/IP connectivity and provides CSTA ⇒ Alcatel 4400 CCx is scalable up 450 agents, 30 supervisors in the system, 50 pilots, scalability is a more and more important issue Alcatel 4625 ICS alternative choice for 4400 low end capacity (see 4625 ICS competition document) ⇒ Alcatel 4400 CCD Intelligent routing based on : <ul style="list-style-type: none"> - Pilots: defining greeting messages, routing rules, alarm thresholds, wrap up, pause, hold music - Agent selection : e.g. VIP calls will be processed only by VIP dedicated agents if agents are free - Call selection : e.g. if all agents are busy VIP calls must be processed by the most skilled agent after VIP dedicated agents ⇒ Alcatel 4400 CCS offers up to 30 supervisors , they connect to the Alcatel 4400 CCD with a standard protocol stack (TCP/IP), the informations exchange is based either on CSTA messages or FTP & offers fine grain real time or past time traffic analysis. ⇒ With Alcatel 4400 CCS user friendly Windows GUI, the distribution rules can be changed with a point and client the CCx call distribution structure. ⇒ Alcatel 4625 IVR companion provides full call characterization capabilities including customer number, PIN code... Tight integration with Alcatel 4400 CCX, GUI based drag and drop scripting. ⇒ Agent position : free sitting Agent services : Log-on/Log-off, Group selection, Transaction code, Wrap-up (automatic or manual), Pause, Withdrawal, Help and call to a supervisor, Silent monitoring (with notification), Automatic connection in headset mode, queue status, Private call, Call recording... 	<p>ACD = Hicom Agentline</p> <ul style="list-style-type: none"> ⇒ Old PBX architecture (not a PCX) ⇒ Proprietary API (V24 ACL link) ⇒ Hicom agentline (max 52 agents and 5 groups) ⇒ Call distribution is based on hunting group only... ⇒ PC with windows interface, V24 connectivity to the Hicom 150 E. Handling is very difficult (e.g. when moving an agent from one group to another)