

BackStage

Simply effective – enterprise communications for today and tomorrow



What if you had a tool that brought communication efficiency to you and your enterprise in a simple, straightforward way? BackStage does just that by improving productivity and enhancing the user's working environment. To give just one example - BackStage allows easy integration with other applications such as Microsoft®'s Outlook™, Excel, Word and Access. Now they can be "telephony-enabled".

It's the benefits that count. The flexibility and the wide range of application scenarios for desktop support and for mobile use allow you to easily choose the right configuration depending on your specific needs.

BackStage functionality includes business call support, messaging and data integration, communication profiles and team efficiency enhancement.

Integrated into effective packages, BackStage serves voice and data – online and offline.

The supported communication devices are digital, analog and IP phones, cordless and mobile phones, PCs, Web Access, Terminal Clients and Pocket PCs.

Technology options available for selection are Computer Telephony (CT), Voice over IP (VoIP) and, if needed, Terminal Server, Wireless LAN (WLAN) and Remote Access Services. The communication systems served are BusinessPhone, MD Evolution, and WebSwitch.

With this in mind, our vision of business communication support– anywhere, anytime and with any device or media becomes reality. Ericsson provides a future proof migration path for businesses wanting to harness the power of better communications.



Overview

BackStage combines the power of computer networks with a telephone system for the user's benefit. With an intuitive graphical user interface it allows a user to access all the functions of a business telephone in a simple and easy manner from a PC. BackStage also adds a number of new communication functions: automatic diversion based on appointments in your MS Outlook calendar, personal routing profiles, advanced options for dealing with missed calls and last dialed information, messaging integration and voice dialing are just a few examples. It integrates data and voice communications, thereby increasing levels of service and opening up a broader range of personal and business productivity tools.

General Communication Benefits

Effective communications can give you a real competitive edge.

BackStage automates many communication tasks, cutting down on time wasted doing repetitive or mundane tasks. For instance, calls can be made with one click from defined name dial keys, a private phonebook, the MS Outlook contact list, a company database, a spreadsheet package, CD phone book or even from a number listed in an email or on a web page. The details are handled automatically: a "+" becomes the international prefix and spaces or other symbols in the number format do not affect the process.

BackStage also enhances customer service. Caller-related information, like the name or data from your last business appointments, can automatically be retrieved from personal and company databases, and displayed on the user's monitor when a call comes in – even before taking the call. Features like coordinated call and data transfer or call routing reduce the time that it takes for callers to contact the appropriate person and allows more personal service. For those times when an employee is on the move, the routing function of BackStage conveniently supports preferred communication profiles which will automatically send priority calls through or send SMS notification of important calls.

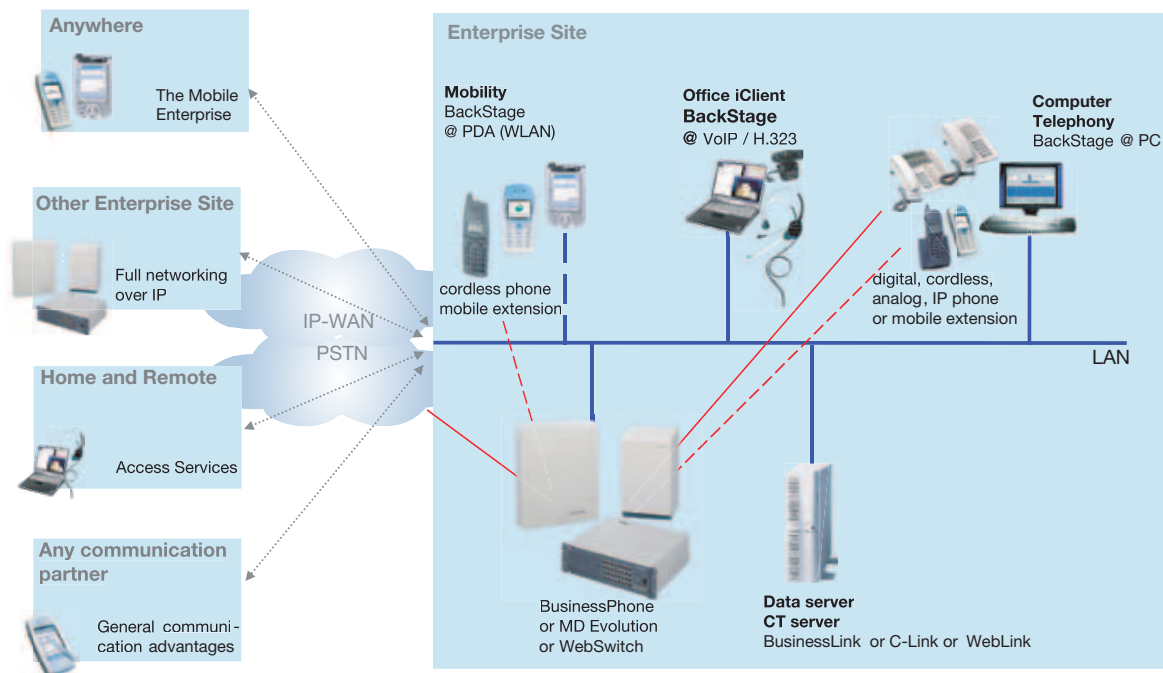
All these benefits make a positive contribution to your business profitability. You can generate more revenue by offering better service more efficiently, and you can cut costs by improving staff effectiveness.

Scenarios

There are various options for the configuration and deployment of BackStage depending on your individual needs. The familiar look and feel of BackStage will be the same in all configurations. It is possible to deploy one configuration initially and either stay with it or add another at a later date. All scenarios can be used in parallel and are provided in one software package – no additional charges for extra options.

Computer Telephony CT via IP/LAN

This is the most commonly used option for those who wish to achieve full efficiency and data integration. In this configuration a central CT server is connected to the communication system - BusinessPhone, MD Evolution or WebSwitch. Service for BackStage users is provided via the LAN. With this setup it is also possible to include mobile scenarios via wireless LAN or Remote Access Services.



Dedicated support for cordless and mobile phones:

Imagine having a cordless or mobile phone.

...You are free to walk about as you like.

...You still have the full services of a desk phone plus additional options.

...You access through an easy to use graphical user interface instead of menu list searching.

Voice over IP, Video over IP

The BackStage "Office iClient" adds business class IP telephony to computer telephony. In this scenario the PC itself serves as the telephone. The clients are connected to the CT server and the integrated IP board of the respective communication system.

BackStage gives you the freedom of choice for your workplace.

Having the freedom of workplace choice with IP technology:

IP telephony and BackStage automatically provide the personal phone number and personalized settings at any desk.

Unlike MS NetMeeting BackStage is equipped with business class telephony functions and adds support for data integration.

CT via LAN, Terminal Server Environment

Additional possibilities for innovative use scenarios and benefits can be achieved within a Terminal Server infrastructure. BackStage supports Terminal Server systems, thus giving the option for central installation and maintenance. This configuration also makes it possible for the user to run BackStage via a web browser without installing BackStage on their computer. It can also be run via a convenient Terminal Client environment, available for many platforms including mobile devices, like Pocket PCs. The wide range of application possibilities increases flexibility and allows for use in different workplaces or using several different types of devices.

Run BackStage on a PC client, a Terminal Client, on mobile devices or via a web browser.

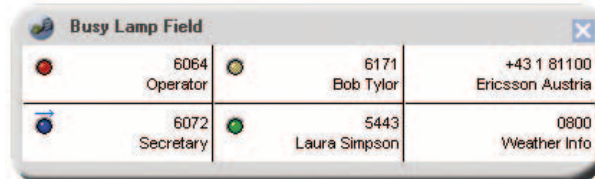
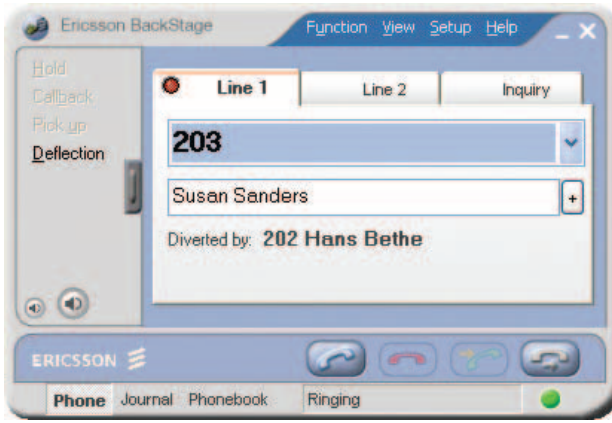
With the Terminal Server scenario all personal BackStage settings and information are available at any workplace or device of choice. Examples of personal data are the missed calls list, the private

Phonebook, the Routing Profile, the Busy Lamp field and key settings.

BackStage also supports Personal Profile roaming from Microsoft for free seating/desk sharing situations.

Home and Remote Working

Home and remote workers can be easily integrated into the organization's workflow. Utilizing the BackStage IP telephony option employees can have full access to the enterprise system functionality while they are connected via a Remote Access Service to the company's data network. They can access their work files, e-mail and voice mail and use phone facilities such as conference calls. Remote workers will benefit from the strong integration of voice and data all via a PC.



Valuable functions

BackStage not only enables your PC with all the enhanced functions of a desktop telephone, it also enables other applications for telephony functions. It integrates data and it provides cordless and mobile phones with convenient and unified handling.

Easy Call Management

Through a graphical color interface on each PC, all telephone functions are supported in a very intuitive way. The method of handling calls remains the same no matter which telephone/PC is used. This makes for easy, efficient call management in every location.

Examples of standard business communication functions are:

- Transfer
- Diversion
- Call back on free or busy
- Conference
- Pick up selective calls
- Deflection

Further comfort functionality is offered. An example is the advanced number treatment, making a "+" the international access code, automatically adding the public access code in the relevant cases or filtering for spaces and symbols in an existing number format. Name identification is also a very useful function which displays the name attached to the number and can be used with Outlook contacts or any other database. There are also other comfort enhancing functions such as innovative speech interaction.

Speech Interaction

BackStage integrates with Text to Speech and Voice Dialing functionality. The PC can "speak" the name of the caller and calls can be initiated by just pronouncing the name of the person you wish to call.

Personal Tools

In order to make fast search and dialing of names and numbers as efficient as possible, BackStage provides an integrated Phonebook for common business and private contacts. The Phonebook is also the first source for displaying the names of callers. The same function known from mobile phones. Data can also be collected easily from existing databases.

The Journal logs incoming and outgoing calls, leading to a missed call list or last dialed list. The Journal data can also be used for evaluating call statistics.

A third example of personal tools is the possibility to freely configure speed-dial and name-dial buttons or function keys on the monitor, a very flexible alternative to assigning keys directly on a telephone set.

Additional personal support can be reached by application and data integration or via routing profiles.

Integration with Voice Messaging and Unified Messaging

BackStage makes access to the integrated Voice Messaging functions very straightforward. Besides one-click mailbox settings, it provides a high level of user comfort when it comes to effectively accessing your messages, getting message waiting information, or an overview of all

messages. You also get the benefit of name identification attached to each of your messages – from any data source.

Additional benefits are:

- Using the BackStage Call Profiles includes linking voice messaging to your availability preferences in a professional manner.
- Direct callback to voice messages with automatic support of functions like Transfer and Conference
- A unified view of missed calls, voice messages or instant text messages
- The mobile ability to combine BackStage with a PDA, Mobile Extension and Unified Messaging capabilities to let you control your communications from anywhere, anytime with the highest comfort.

Group Collaboration

The Busy Lamp Field is a window within the BackStage environment that can be used to quickly dial others by name. Additionally it gives an online overview of the selected telephone extensions – up to 80 or even more, depending on the communication system used. The user can monitor whether these partner extensions are free, busy, ringing, diverted or on hold.

A single mouse click allows calls to colleagues to be easily picked up and a pop up notification can be configured to supervise the extensions. Setting absence information or activating/deactivating call diversions for colleagues is an easy process. The extensions displayed in the Busy Lamp Field can be freely selected by the user, and details configured to create flexible, efficient work group communications.



Integration with other software and data

BackStage has the ability to add telephony functions in other software so that users can dial directly from Windows-based office applications such as MS Outlook, Excel, Word and Access. "Hotkey" dialing from web pages is also possible.

The application provides a wide range of screen pop interfaces, which can connect, for instance, to customer databases. This means that when calls are made or received, information about the caller such as name, sales history, address and other notes, automatically appear on the screen.

This greatly increases efficiency and customer service. Virtually every Windows-based application can be used with BackStage in this way with a very simple initial configuration. There are many interface options, for instance, direct MS Outlook integration, LDAP, DDE (Dynamic Data Exchange) and scripting. The screen pop support of contact notes from Outlook is especially easy to configure since just the desired contact folder has to be selected - with one mouse click the very first time.

The deep integration of BackStage and MS Outlook - by means of a Plug In - gives other benefits as well, for example automatic diversions when in a meeting (based on entries in the calendar) or scheduling of calls.

Call Profiles and Routing

BackStage can route incoming calls to the most appropriate extensions, groups, or even to external numbers. The configuration, again, is very easy and can be made based on the caller's number or on a customer's identification. For instance, routing can be based on the area code of the incoming call, so that overseas callers are routed automatically to agents with the appropriate language skills. Alternatively, "VIP routing" allows important customers to be routed to highly skilled agents.

This type of functionality is usually only provided by sophisticated call center packages, but with BackStage businesses of all types can benefit from the improved customer service and efficiency of routing.

The routing can also give highly personal support. By means of easily defining Call Profiles, better communications reach another practical dimension.

The Migration Path for Effective Communications

Start Calling via PC

Harnessing the combined power of the PC and the telephone begins with the ability to make calls from standard applications, such as MS Outlook. With BackStage's Hotkey dialing support this is made easy.



Adding value for enterprise use

BackStage makes integration with other business software not only possible, but easy. A wide range of data integration support is offered, from screen popups to caller name display. With a user-friendly interface a flexible and efficient working environment is created, from basic support to full use scenarios, expanding to the full benefits of Computer Telephony, IP and mobility applications.

Integrating Other Software

The wide range of industry standard interfaces offered by Ericsson's Computer Telephony platforms and BackStage, enables further specialized applications to be added. This means that, however specific your requirements are, you can complement the solution you choose with Ericsson's communication systems and its applications.

Growing with Ericsson

The solutions for effective communications are flexible in terms of

- configuration scenarios,
- derived key functions and
- size

It is easy to add solutions and further benefits to the communication system as the business develops.

Seeing is believing

Take a look at the open trial offer and the reference user offer.

BackStage 5.0

Configurations. Related functions and user scenarios.

	<i>BackStage and BusinessPhone</i>	<i>BackStage and MD Evolution</i>	<i>BackStage and WebSwitch</i>
	Computer Telephony via IP/LAN, BusinessLink	Voice over IP and Computer Telephony	Computer Telephony via IP/LAN, WebLink
Call Management			
Basic single calls (dial, answer, clear; internal and external calls; to/from any type of extensions - including IP. Including handsfree dialing and free speaking on system phones)	•	•	•
Number presentation	•	•	•
Hold	•	•	•
Multiple calls	•	•	•
Transfer	•	•	•
Diversion	•	•	•
Callback	•	•	•
Camp on	•	•	
Conference	•	•	•
Intrusion	•	•	
Pick up	•	•	•
Deflection	•	•	•
Tone dialing (DTMF)	•	•	•
Advanced prefix dialing and number treatment	•	•	•
Audio signals (e.g. PC ringing)	•	•	•
Voice over IP		•	
Video over IP (1 - 3 video windows)		•	
Integration with Voice Messaging and Unified Messaging			
Oneclick voice messaging settings (like personal greetings)	•	•	•
Basic Voicemail control	•	•	•
Integrated Voice Messaging	•	•	
Message Waiting Indication	•	•	
Message Overview (Including status new - heard - stored. Message date and time)	•	•	
Number information (external and internal)	•	•	
Name information (from integrated directories, Outlook and company databases via DDE, LDAP and scripting)	•	•	
Message date and time	•	•	•
Oneclick message retrieval on any extension phone	•	•	•
Oneclick message retrieval on computer	•	•	
Direct click to dial the message sender (external and internal).	•	•	
Integrated Instant Text Messaging and Callback Messaging	•	•	
Absence Info	•	•	
Recording	•		
Personal Tools			
Phonebook (incl. dial from)	•	•	•
Journal (call log, missed calls, last dialed - incl. dial from)	•	•	•
Name Dial Buttons and Function Keys	•	•	•

	<i>BackStage and BusinessPhone</i>		<i>BackStage and MD Evolution</i>	<i>BackStage and WebSwitch</i>
	Computer Telephony via IP/LAN, BusinessLink	Voice over IP and Computer Telephony	Computer Telephony via IP/LAN, C-Link	Computer Telephony via IP/LAN, WebLink
Call Communication Profiles and Routing				
Routing - based on calling number (external and internal)	•	•	•	•
Routing - based on area code	•	•	•	•
Routing - based on VIP code	•	•	•	•
Function scheduling (like diversions and info. call scheduling. flexibility for any function codes, like day / night switch).	•	•	•	•
Time- and date based activation	•	•	•	•
Group Collaboration Tools - The Busy Lamp Field				
Online status	•	•	•	•
Oneclick pickup including notification	•	•	•	•
Set diversions	•	•	•	•
Set info	•	•		
Data Security	•	•	•	•
Application and data integration				
Hotkey dialing from any other application	•	•	•	•
Name identification and presentation (from Phonebook)	•	•	•	•
Name identification and presentation (from MS Outlook, Lotus Notes or any databases)	•	•	•	•
MS Outlook integration: screen pop contacts	•	•	•	•
MS Outlook integration (Plug In): appointment based diversion (external and internal)	•	•	•	•
MS Outlook integration (Plug In): automatic call scheduling	•	•	•	•
MS Outlook integration (Plug In): automatic function scheduling (like day / night switch)	•	•	•	•
MS Outlook integration (Plug In): appointment based info	•	•		
MS Outlook integration: Mail notification on missed calls	•	•	•	•
Screen pop interfaces (MS Word, Excel, Access and any databases)	•	•	•	•
Integration window (e.g. to integrate web directory)	•	•	•	•
DDE interfaces	•	•	•	•
Scripting interfaces	•	•	•	•
LDAP connections	•	•	•	•
Speech Interaction				
Text to Speech (spoken name IDs)	•	•	•	•
Voice Dialing (Speech Recognition)	•	•	•	•
User scenarios with special Mobility and Flexibility				
Full support for Mobile Extensions	•			
Full support for DECT phones	•		•	
Special support for mobile devices, like Pocket PC's	•		•	•
Providing personal settings at any workplace of choice	•	•	•	•
Free workplace choice with Voice over IP		•		
Access via web browser	•		•	•
Terminal Server/Client Support. Citrix Support	•		•	•

- Supported
- Supported, but depending on setup (or not to the full extend)

BackStage: Configuration requirements

	<i>BackStage @ BusinessPhone</i>		<i>BackStage @ MD Evolution</i>	<i>BackStage @ WebSwitch</i>	<i>Terminal Server Environment</i>
System set-up	Computer Telephony via IP/LAN BusinessLink	Voice over IP and Computer Telephony	Computer Telephony via IP/LAN, C-Link	Computer Telephony via IP/LAN, WebLink	
Communication Platforms	BP 5.x, 6.0 CT license IPU (optionally) UM license (optionally)	BP 5.1, 6.0 IPU (incl. licenses) CT license	MDE R6.0C IP board CT license	WS 3.1 SP2	same as respective Computer Telephony via LAN
Communication Links	BusinessLink 3.0 or higher	BusinessLink 3.0 or higher	C-Link 1.0.4 or higher	WebLink build 39 or higher	same as respective Computer Telephony via LAN
System Capacity	80 users per BP system		according to MDE system	according to WS system	same as respective Computer Telephony via LAN
Telephones	Digital system phones. Cordless, analog and IP phones. Mobile Extensions. IP softclients.	PC. Micro/speaker or headset. Full duplex soundcard. Webcam (optionally).	Digital system telephones. Cordless and analog telephones.	Analog and IP phones. IP softclients (e.g. Netmeeting).	same as respective Computer Telephony via LAN

PC requirements

Processor	server / clients: 350 MHz			according to number of users
RAM	server / clients: 128 MB			according to number of users
Free harddisk space	server / clients: 10/70 MB			typical 2 MB / user
Supported operating systems	server: Win NT 4.0, 2000 client: Win 95, 98, NT 4.0, ME, 2000, XP	server: Win NT 4.0, 2000 client: Win 2000, XP	server: Win NT 4.0, 2000 client: Win 95, 98, NT 4.0, ME, 2000, XP	Win 2000 server user access devices: various platform support
Peripheral	MS Office, MS Outlook 98 or higher (optionally), MS Internet Explorer 5.0 SP2 or higher (to view technical documentation) server: 1 free serial port in case of V24 connection to communication system, IP connection client: IP connection			same as respective Computer Telephony via LAN

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