

AASTRA SOLUTIONS

PRODUCT BRIEF

Scalable 4 Lines Telephone System for the Small-Medium Business

Aastra's VentureIP Telephone System is a simple, low-cost, serverless IP-based communication solution for small to medium sized businesses. With all the key PBX telephony system features built-in to each phone, and the VentureIP PSTN Gateway, simply plug the VentureIP 480i Telephone and Gateway into your Local Area Network and you are ready to start communicating.



Value Proposition

Simple to install - Installation of the system is as easy as plugging the VentureIP 480i Telephone and VentureIP Gateway into your Local Area Network. The peer-to-peer discovery process will automatically configure a unique extension number for each phone. All that is required of the user is to enter the name for the extension number and they are ready to start calling – all without the need for a certified installer.

Intuitive and easy to use features - The large display screen and dynamic context-sensitive softkeys provide access to a comprehensive list of telephony features and offer an intuitive interface that greatly simplifies the user experience.

Flexible and scalable - VentureIP has been designed with scalability and flexibility in mind. The system can be increased on a set-by-set basis as your business grows. With a comprehensive features list, businesses will be able to tailor the system to effectively handle all of their voice communications needs.

Affordability for the small business - The initial start-up expense of the VentureIP system is only the cost of the phones and the gateway. Since there is no central equipment, there is no need for upfront sizing of the system for future growth which reduces the per seat cost. Furthermore, the investment in the system is protected by its field installable upgrade capability that allows modifications to the system to be made easily as standards and protocols evolve, and the needs of the business grow.



VentureIP 480i



VentureIP Gateway

Customer Profile

Targeted at small-medium business, the VentureIP system is designed to scale up to a total of 200 phones and gateways. However, the ideal installation is a single site business with 2 to 20 stations. For larger multi-site installations, a VPN connection between the sites is required.

Industry Applications

VentureIP is a simple, scalable, flexible telephone system for the SMB market which includes:

- » Professional services such as law firms, realty companies, consulting firms, medical offices
- » High-tech companies
- » Home-based businesses or SOHO
- » Retail shops and Restaurants
- » Educational institutions
- » Financial institutions

Applications within the business:

- » Automatically direct incoming calls by extension dialing or name search of individuals or groups.
- » Assign incoming and/or outgoing private lines to extensions for management or admin staff.
- » Designate a ringing group for different departments such as Sales, Support, or the Warehouse.
- » Paging to different zones using internal paging over the VentureIP System or external paging via the VentureIP Gateway paging port.
- » Setup dialing restrictions for certain users/phones.

Key Benefits

Easy to install and use

- » Plug and play installation requires no certified installers.
- » Phone automatically configures itself and establishes communication with its peers.
- » Moves, Adds and Changes are simple and require no technician.
- » Dynamic, screen-based, context-sensitive softkeys enables ease of use for the comprehensive features list.

Key Benefits
(cont'd)**Low cost and scalable solution that can grow with your business**

- » No central equipment is required which keeps the start-up expenditures to just the cost of the VentureIP 480i phones and VentureIP Gateway.
- » As the business grows, the system can be scaled on a set-by-set and gateway-by-gateway basis.
- » No annual maintenance or licensing fees are required.

Upgradeability for evolving business needs

- » The VentureIP 480i and VentureIP Gateway are field upgradeable* via remote downloads so that you can take advantage of new features and protocols without needing to upgrade the hardware.
- » When your business needs have outgrown that of the VentureIP system, the VentureIP 480i telephone can be reprogrammed* to a standard SIP phone for use in a hosted or managed VoIP environment.

Extensive feature list offers flexible and dependable solutions for varying business needs

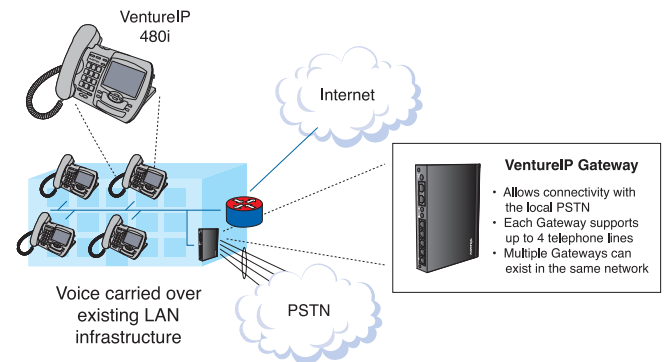
- » The fully featured system enables tailoring to different market verticals.
- » No single point of failure; each VentureIP 480i automatically backs up its peer on the network.

Key Features

- » Key PBX telephony features including; paging/intercom, call forward, hold and hold alerts, call log, call transfer, conferencing, corporate and personal directories.
- » Built-in visual voicemail without requiring add-on cards, servers or licensing.
- » Auto-attendant to manage and direct incoming calls by extension dialing or name search dialing.
- » Internal and external paging support.
- » Support for information-on-hold / music-on-hold.
- » No single point of failure.
- » Large 8 line screenphone with handsfree and headset support.
- » 4 call appearance LED's.
- » Each Gateway supports up to 4 analog ports with a fail to POTS port that activates during power outages.

Solution Architecture

- » The VentureIP 480i and VentureIP Gateway are connected to a Local Area Network for peer-to-peer communication and call processing.
- » Dialing to users not on the VentureIP peer-to-peer network is via the analog line provided by your service provider to the VentureIP Gateway.
- » Communication between branch offices is through the PSTN via the VentureIP Gateway or through the router VPN connection.



System Components

The VentureIP Telephone System comprises of any combination of the following components:

- » VentureIP 480i Telephone
- » VentureIP Gateway

System Prerequisites

- » 10/100 Mbps Ethernet LAN
- » 802.3af Power over Ethernet enabled network for power to the VentureIP 480i
- » AC power for the VentureIP Gateway
- » Analog telephone line (i.e. loop-start FXO)

* Charges may apply for upgrades and/or reprogramming

Scalable 4 Lines Telephone System for the Small-Medium Business

Aastra

06/06

For more information, visit our website at www.aastra.com or call +1 905 760-4200.

COPYRIGHT (C) 2006 AAastra TELECOM. ALL RIGHTS RESERVED. INFORMATION IN THIS DOCUMENT IS SUBJECT TO CHANGE WITHOUT NOTICE. AAastra TELECOM ASSUMES NO RESPONSIBILITY FOR ANY ERRORS THAT MAY APPEAR IN THIS DOCUMENT. PRODUCT CAPABILITIES DESCRIBED IN THIS DOCUMENT PERTAIN SOLELY TO AAastra TELECOM'S MARKETING ACTIVITIES IN THE U.S AND CANADA. AVAILABILITY IN OTHER MARKETS MAY VARY.