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New social networking and mobility products from Alcatel-Lucent help SMBs be more productive

Frost & Sullivan recognizes Alcatel-Lucent Enterprise for SMB market leadership

At a glance:

Alcatel-Lucent OpenTouch™ Suite for SMB provides an unmatched user experience and new level of productivity with added video, mobile Unified Communications and social network integration.

- **My IC Social Networks brings SMBs into social media communications era**
- **Mobility enhancements provide more features and cost-savings**
- **New video capabilities on MyIC Phone**
- **New SIP phones with big business features at SMB prices**
- **Ongoing market momentum with Frost & Sullivan 2012 Global Market Share Leadership Award in the SMB enterprise communications platforms**

Today's small-medium businesses (SMBs) are under pressure to adapt to a mobile work environment and leverage social media, while offering employees and customers communications tools that facilitate conversations. This challenging business environment for SMBs became more agile today with the new release update of the [OpenTouch Suite for SMB](#) from Alcatel-Lucent Enterprise. With this, businesses can give employees new capabilities that meet expectations for using their own personal mobile devices (BYOD) and social networking communications to make their jobs more productive.

In addition to these expanded capabilities, Alcatel-Lucent Enterprise was recognized by Frost & Sullivan for its continued market momentum as the recipient of the 2012 Global Market Share Leadership Award in the SMB enterprise communications platforms market. This honor recognizes Alcatel-Lucent's leadership in IP communications platforms penetration in the SMB market. According to Frost & Sullivan, Alcatel-Lucent Enterprise's end-to-end communications solutions portfolio delivers continuous innovation centered on the end user, and its successful and growing partner eco-system are among the factors contributing to the company's distinguished leadership position.

The OpenTouch Suite for SMB includes various solutions, with the [OmniPCX Office™ Rich Communication Edition](#) (RCE) Release 9.0 as the most current updated offer. OmniPCX Office RCE R9.0 adds a range of new capabilities that facilitate information-sharing and collaboration for on- and off-site workers to increase productivity and customer interactions.

New solutions include:

- **My IC Social Networks** – Employees can get social with internal and external contacts via channels like Skype, Facebook, Yahoo and MSN as My IC Social Networks synchs with employees' Outlook directories and presence. Combined with the OmniPCX Office Rich Communications Edition to offer telephony capabilities, My IC Social Networks creates a productive and interactive social environment for employees to collaborate or serve customers.
- **Mobility** - New IP DECT Access Point enables use of more features and services, like Universal Directory Access, while supporting a mobile environment. When outside the company, My IC Mobile for iPhone and Android applications keep employees connected no matter where, at anytime.
- **Video and Visual Collaboration** - Two new video solutions are available for either video telephony via the My IC Phone video endpoint or video conferencing with LifeSIZE Unity 50, giving employees the ability to share knowledge, boost productivity and increase value in the business via real-time visual collaboration calls.
- **My IC Web for Office** - Provides browser-based unified communication services so employees can access, monitor and manage their calls, change settings or issue a call from their favorite browser. The main advantage of My IC Web for Office is its zero-touch deployment.
- Additional **SIP capacity** of up to 120 SIP phones is now offered on the OmniPCX Office R9.0. The expanding IP portfolio brings additional SIP deskphones to address the entry-level SIP market, helping reduce costs and complexity with easy-to-manage converged SIP-based solutions.
- **Smart Call Routing** gives SMBs the ability to best serve the customer or partner by directing incoming calls to the best destination within the business based on multiple criteria, and provides the SMB the feel of a large business with welcome attendant.

About OmniPCX Office

The Alcatel-Lucent OmniPCX Office Rich Communications Edition (RCE) is a pre-configured server that enables small and medium businesses to enjoy enterprise-class business telephony. The OmniPCX Office RCE is easy to deploy and manage, and is extremely cost-effective tool to provide customer service, enhanced business operations, and reduced operational costs. The OmniPCX Office RCE, utilized and trusted by more than 17 million SMB users, is future-proof, ready to support next-generation applications and services, and designed to increase employee efficiency and customer satisfaction today and as the business grows.

Spokesperson

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"The Alcatel-Lucent OmniPCX Office gives SMBs the advantage to be more competitive and provide the tools to expand their mobile workforce and integrate popular social networks. Mobility is important to business success, as it offers accuracy, precision and speed into customer-facing interactions. The new release assures SMBs they can take on the next generation of applications and services, including social networks, at a reasonable cost.

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