

Lucent Technologies  
Bell Labs Innovations



Feature-Rich

Expandable

Flexible

# MERLIN LEGEND<sup>®</sup> Advanced Solutions

Powerful Yet Easy-to-Use Communications Solutions  
Designed to Grow with Your Business

# Making Your Business Vision a Reality

*Picture a business environment where all the communications tools you and your employees need are brought together in a single package, allowing you to connect with customers, suppliers, and coworkers more quickly and easily than ever before... to enhance the quality of service you provide to customers and suppliers, and keep them coming back for more... and to provide an array of options that make communicating more convenient and cost-effective for virtually everyone who touches your business, day in and day out.*

## *Make it a reality, with **MERLIN LEGEND®** Advanced Solutions.*

A company that includes Bell Laboratories, Lucent Technologies makes the software and equipment that propel worldwide telecommunications. Today, Lucent Technologies is a leader in developing, manufacturing, delivering, implementing, and servicing communications solutions for businesses.

**MERLIN LEGEND** Advanced Solutions is a portfolio of Lucent communications solutions specifically designed to keep *your* business moving forward with confidence—and to do it all while protecting your investment.

Powerful yet easy-to-use, **MERLIN LEGEND** Advanced Solutions allows customers, coworkers, and suppliers to communicate in the way that is most convenient, in virtually any medium—via telephone, voice messaging, e-mail, group or desktop video, the Internet, and more.

And with Lucent Technologies as your partner, you're assured of proactive and ongoing service, maintenance, consultation, education, and training, from the industry experts in providing communications solutions that enhance businesses.

So, whether you're a small business with big plans, a medium-size company exploring new possibilities, or a large company with multiple smaller "satellite" offices, **MERLIN LEGEND** Advanced Solutions is a smart, reliable, long-term communications investment.



# The MERLIN LEGEND Portfolio:

## A Modular, Flexible Communications Core

At the heart of Advanced Solutions is the reliable **MERLIN LEGEND** Communications System—a flexible, modular system that's easy to install, maintain, use, and adapt. As your business grows, the system can grow with it, expanding to up to 80 telephone lines and 200 telephones to meet changing business needs.

You can choose from an array of feature-rich digital telephones, including display models that show the time/day/date as well as feature programming menus. The **MERLIN LEGEND** MLX (multiline extension) telephones support ISDN (Integrated Systems Digital Networking)—the digital standard for more reliable communications, high-speed data transfer, and Internet access. You can also use **PARTNER**® telephones that you might already own, protecting your existing phone investments.

Caller identification information for incoming calls—name and number, external<sup>1</sup> as

well as internal—can be shown on your multiline display phones, improving security, productivity, call handling efficiency, and caller satisfaction. The MLX and **PARTNER** phones work with a choice of **MERLIN LEGEND** messaging applications, to further help increase efficiency and productivity.

You can also easily integrate interactive voice response, wireless service, host computers, PCs, printers, headsets, fax, video, and other equipment with the **MERLIN LEGEND** System—helping ensure that the system will provide you with a total communications solution.

Best of all, most **MERLIN LEGEND** System enhancements are made by adding a hardware module or a simple software upgrade using PCMCIA<sup>2</sup> technology—so it's always easy and cost-effective to get the latest communications advances for your business.

Plus, system administration is easier than ever, with user-friendly WinSPM maintenance and programming software available for the **MERLIN LEGEND** System.

## Easily Link Your Employees Via a Cost-Effective, Flexible Network

**MERLIN LEGEND** Advanced Solutions provides an easy-to-use, cost-effective networking solution that lets you link

multiple sites so users can share voice, high-speed data, and video communications facilities. This allows your business to share information, resources, and multiple media across a number of locations, quickly and cost-effectively. It also helps your employees work together more effectively while increasing productivity.

**MERLIN LEGEND** Networking:

- Makes knowing the number to dial and placing a call across the country as simple as calling across the hall
- Can provide fast call setups and high-quality data transmissions through the dynamic allocation of channels<sup>3</sup>
- Reduces costs by routing calls over the public telephone network or private network using the facilities that will be most cost-effective for your business
- Provides cost savings while enhancing productivity, efficiency, and customer service, by allowing multiple **MERLIN LEGEND** System locations to share a single optional voice messaging system.

## Get the Information You Need to Manage Most Effectively

**MERLIN LEGEND** Advanced Solutions supports an array of information tools to help you handle calls more efficiently, to boost employee productivity and caller satisfaction.

- **MERLIN LEGEND** Computer-Telephony Integration (CTI) lets you combine the power of your telephone system and your desktop computers to increase productivity and provide personalized service. With CTI, caller information can appear automatically on your computer screen before you pick up the phone.<sup>1</sup> Software and a Telephony Applications Programming Interface (TAPI)<sup>4</sup> or Telephony Services Applications Programming Interface





(TSAPI) allow easy integration of your existing databases for use with CTI. So your employees can have complete customer files at their fingertips, *fast*. And for added flexibility, the system can support a Novell NetWare, Windows 95, or Windows NT server.<sup>5</sup>

- **MERLIN LEGEND Reporter** software provides a package of historical call activity reports that help you monitor and evaluate how well you're handling calls. This information can help you fine-tune call handling throughout your business, to increase productivity and caller satisfaction.
- The Lucent *Call Accounting System (CAS)* and *Call Accounting Terminal (CAT)* provide easily understandable reports on call activity, to help you more effectively manage and control telephone costs.

## Improve Employee Productivity While You Personalize Customer Service

With **MERLIN LEGEND** Advanced Solutions, you can choose a call center package that will enable your employees to provide the kind of service that your customers are looking for, at a price that makes sense for your business.

- **MERLIN LEGEND** Basic Service Center (BSC) solution combines automatic call distribution features and historical reporting, for more effective customer sales and service operations without investing in adjunct equipment. Route calls to the right employees automatically, to help ensure that your calls are handled efficiently every time. Or, allow callers to exit a queue and be routed to a voice mailbox, where they can request a call back at a convenient time or simply leave a message rather than wait on hold—choices that greatly improve customer satisfaction.

**MERLIN LEGEND** BSC can also take advantage of TAPI and TSAPI applications that put caller information and call handling tools in your employees' hands, enabling them to provide more efficient, personalized service. A built-in *Service Observing* feature allows supervisors to listen in on calls to observe how well your employees handle calls, and to evaluate if there's a need for additional training.

- **MERLIN LEGEND** Enhanced Service Center (ESC) solution expands the functionality of **MERLIN LEGEND** BSC to provide advanced call routing, real-time monitoring and reporting, expanded announcement and queuing options, and management capabilities usually available only to much larger businesses. These call center capabilities come in an easy-to-use package that adds value to your departmental sales and service operations.

## Communicate How You Want To, When You Need To

The powerful **MERLIN LEGEND** multimedia platform supports an array of tools to help you and your customers, suppliers, and coworkers communicate more effectively.

- Handle important calls even when you're away from your desk, with the **TransTalk® 9000 Digital Wireless System**. It combines the mobility and accessibility of wireless handsets with all the features and functionality of your **MERLIN LEGEND** desktop telephones.
- Get the convenience and flexibility of basic voice messaging with **MERLIN LEGEND Mail**. In addition to voice mail, **MERLIN LEGEND Mail** supports multiple Automated Attendants and multiple Personal Greetings, giving you maximum flexibility in how you greet callers and handle their calls.
- Integrate fax, e-mail, and voice mail into one mailbox, for easy retrieval of messages with one phone call, with **INTUITY™ AUDIX® VS** voice messaging. Its Message Manager option also provides a visual interface that lets you use your PC to retrieve, store, discard, view, print, create, and reply to messages with a click of the mouse.



Or, choose flexible *Messaging 2000* for the convenience of combined voice and fax messaging, with features such as PC access, on-screen dialing, fax-on-demand, and call screening.

## The Leader in Providing Powerful Support for Your Business Communications

**MERLIN LEGEND** Advanced Solutions is backed by Lucent Technologies comprehensive support for everything from planning and consultation to ongoing service,

maintenance, and proactive communications, with the *Services Advantage*.

**MERLIN LEGEND** Advanced Solutions is designed, developed, and manufactured using ISO certified processes—your guarantee that it meets or exceeds worldwide industry standards. The **MERLIN LEGEND** System is year 2000 compliant, so it will meet your needs well into the future.

The **MERLIN LEGEND** System also provides maximum reliability. A built-in modem provides fast, efficient remote diagnostics and maintenance by Lucent Technologies—often allowing us to service your system with minimum disruption to your business. A “hot swap”

capability lets service personnel replace components with virtually no system disruption. An optional Uninterruptible Power Supply (UPS) system offers additional protection from downtime related

to blackouts, lightning, and other power disruptions.

Finally, **MERLIN LEGEND** Advanced Solutions is fully supported by Lucent Technologies dedication to serving your needs and making sure that your communications solution works for you day in and day out. Initial system training is provided at no additional cost. And, ongoing technical assistance is available to you 24 hours a day, 365 days a year, through our toll-free Helpline.

To find out more, talk to your Lucent Technologies Representative, Authorized Dealer, or Sales Agent. And, visit our Web site.

[www.lucent.com/enterprise](http://www.lucent.com/enterprise)



<sup>1</sup> Requires subscription to ISDN Automatic Number Identification (ANI) or Caller ID. Availability may be limited by your service, geographic availability, or central office equipment.

<sup>2</sup> Meets Personal Computer Memory Card International Association (PCMCIA) standards.

<sup>3</sup> Requires Primary Rate Interface (PRI) tandem facilities.

<sup>4</sup> Requires Windows 95 and other minimum PC requirements for operation.

<sup>5</sup> Novell and NetWare are registered trademarks of Novell, Inc. Windows and NT are registered trademarks of Microsoft Corporation.

