



Solution Brief

Mobile Extension

Today's business users are more mobile than any time in history, which is largely a reflection of the tremendous growth that wireless has had over the past few decades. However, most business users still rely heavily on their fixed office phone while in the office and their mobile device while away from the office. This situation creates not only duplication of phone numbers and voice mailboxes but potentially leads to calls being missed, reducing corporate efficiency when the goal is to increase it. The challenge is in the integration of the services business users have enjoyed from their traditional office phones with the services offered from their wireless provider.

To address this challenge and to simplify and enhance the end-user experience, Nortel delivers a Fixed Mobile Convergence (FMC) solution to turn mobile phones into office extensions.

Called **Mobile Extension**, the solution gives mobile workers access to corporate network voice calling features on their mobile phones, like internal extension dialing, conferencing and call transferring, while consolidating their mobile, fixed and soft devices under one unique business phone number.

"Many mobile workers use about six different communications devices, which increases complexity without helping people connect quickly and efficiently," said John McCready, general manager, Carrier Multimedia Networks, Nortel. "Nortel's FMC portfolio is helping operators embrace the opportunities of Hyperconnectivity by offering a range of solutions that bring together wireline and wireless phones with the convenience of one easy phone number. By making one common phone number possible across any number of devices, Nortel is helping to simplify the work environment through faster, real-time interaction and a simpler communications experience."

Recognizing the variety of corporate communications architectures, Nortel delivers flexible implementation options to enable Mobile Extension across the entire spectrum. The **Mobile Extension Hybrid** solution addresses businesses with any deployed PBX. The **Mobile Extension Hosted** solution addresses businesses without a PBX whose voice services are centrally hosted and managed by the service provider. Nortel also proposes a native IP PBX architecture with the IP PBX Communication Server 1000 **Mobile Unified Communications** solution.



End-user benefits

Wherever employees may be working, their mobile phone becomes a true office extension. Every call from either the mobile or desk phone looks and feels the same to the user. Users access a single corporate dial plan, single voice-mail with integrated message waiting indication, and all the company's advanced corporate calling features.

For incoming calls, both the user's mobile and desk phone are alerted. This similar look and feel extends to the outside world as well. Anyone a user contacts sees a single number, because the solution can automatically change the mobile's Calling Line Identification (CLI) to be that of the user's enterprise directory number.

Users can seamlessly switch between their mobile phone and their desktop phone regardless of whether they are making or receiving a call.

Enterprise benefits

Enterprises are always looking for ways to enhance employee productivity and customer accessibility while improving management of mobile assets and policies. The Mobile Extension solution makes this possible by integrating into the enterprise environment the only asset they can't actively manage — wireless voice.

This solution helps the enterprise:

- Achieve more reachable, responsive and productive employees
- Extend business features to the mobile
- Define mobile policies for employees
- Leverage existing handset, CPE and transport investments

Mobile operator benefits

The Mobile Extension solution enables mobile operators (GSM, UMTS and CDMA) to gain enterprise market share by proactively assisting the enterprise in blending the mobile operator network with the enterprise network. Mobile operators that provide this service:

- Increase revenues through value-added services to high-margin business customers
- Increase subscriber loyalty, lower acquisition costs and reduce churn
- Reduce costs through lower customer management demands and inter-connect rates
- Streamline deployment via standardized interfaces

Mobile Extension hosted solution architecture

This solution is delivered by Nortel's Carrier SIP Application Server, CS 2000. With tight integration with the mobile network, service consistency is ensured on the mobile and desk phones. Existing mobile network IN services and standard interfaces are leveraged between the MSC and the SIP Application Server.

This architecture delivers on the "all SIP" vision where businesses enjoy advanced hosted telephony using a simple utility charging model.

Figure 1. Mobile Extension hosted high-level architecture

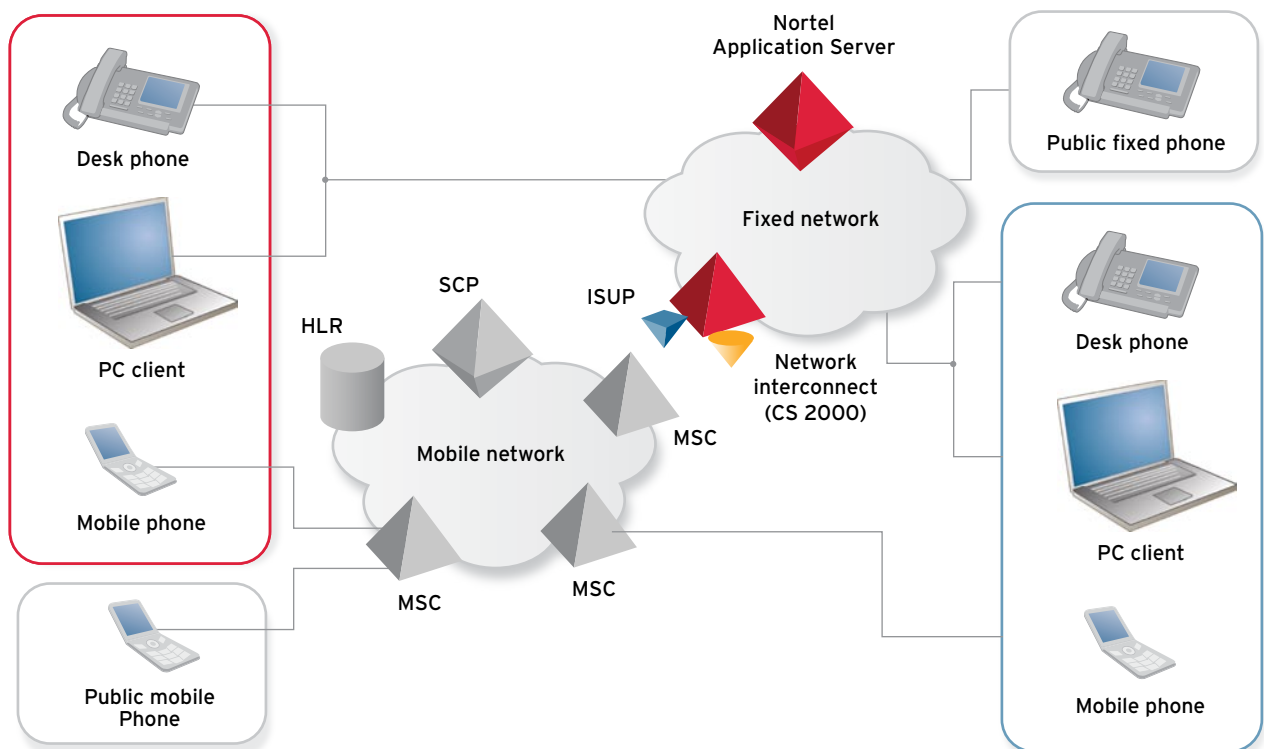
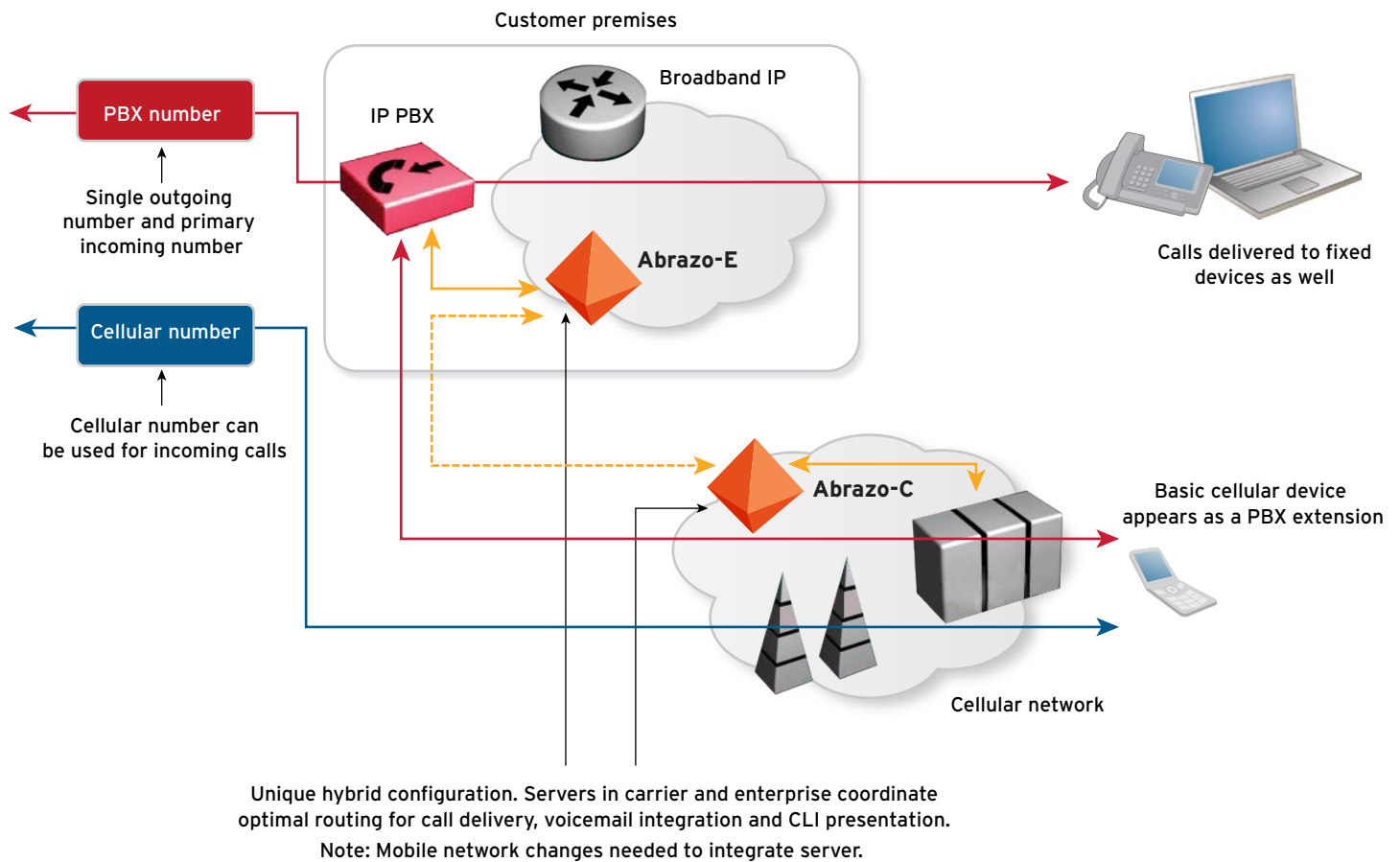


Figure 2. Mobile Extension hybrid high-level architecture



Mobile Extension hybrid solution architecture

This solution is comprised of two distinct components: the Abrazo-Carrier (Abrazo-C) and the Abrazo-Enterprise (Abrazo-E), working together to seamlessly integrate the mobile network with the customized environment of an enterprise network.

The Abrazo-C communicates with the mobile operator network over standard protocols. It resides in the mobile operator's network or a hosting center.

The Abrazo-E communicates with the enterprise network components including PBX (TDM, IP, Hybrid),

voicemail systems and corporate databases via standard interfaces. The end result is that the enterprise network functionality is transparently extended to the mobile. The Abrazo-E's location is flexible based on factors such as the mobile operator's service and marketing model, and on the enterprise's preferences on communication infrastructure.

Conclusion

Nortel Mobile Extension solutions give mobile workers access to the same corporate network voice calling features as their desk phones — features like internal extension dialing, conferencing and call transferring — while

consolidating their mobile, fixed and soft devices under one unique business phone number. This solution can work with any PBX and/or mobile handset already in use within the enterprise.

Nortel has one of the industry's largest Fixed Mobile Convergence portfolios with the ability to serve carriers with consumer and business services that truly simplify and enrich communications. Nortel's FMC solutions have been commercially deployed by multiple carriers worldwide.

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NN123798-062608



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