

esi IP solutions



We Make It Easy To Communicate

To take full advantage of IP solutions, make the right choice: IP solutions from ESI.

IP solutions — powered by the Internet Protocol (IP) technology that lets telephone calls and other communications traffic travel across broadband lines — can help your organization save money while improving your efficiency.

ESI IP solutions combine the reliability of traditional phone systems with the flexibility of network connections. This improves your business communications — delivering enhanced customer satisfaction, increased productivity, and an improved bottom line.

ESI was among the first in our industry to create purely IP-based phone systems, as well as to add IP capability to traditional digital systems.

Take just a few moments to learn what ESI IP solutions can do for you. Then, for more details, consult your Certified ESI Reseller or visit www.esi-estech.com/IP.

What IP solutions can do for you.

Voice-over-IP (VoIP) technology converts traditional telephone voice communications into data to be carried over LANs, WANs, and the Internet. An IP communications system uses your interoffice data pipeline as the communications path carrying both voice and data throughout your offices and over your WAN or the Internet to your remote workers. With remote IP phones, your office extensions can “extend” to virtually any off-site location with broadband access.

IP solutions enable numerous capabilities that can reduce costs for organizations.

- **Easier installation** — An IP communications system and its phones work over your office data network. Each IP phone or system simply plugs into a network jack and connects like just another device on that network.
- **Multi-site communications** — Originally, offices and warehouses that didn't share the same phone system could use only expensive telephone tie lines or T1 lines to connect to each other. IP communications lets you link multiple sites over your WAN or the Internet. So, now, it doesn't matter whether you're across the street, across town, or across the country. Your employees are connected and more productive, and you save on long-distance.
- **Remote IP solutions** — Save time and money supporting remote employees, by providing each of them a full-featured office extension almost anywhere. Business communications employing remote IP technology are perfect for off-site employees (including “road warriors”), temporary field offices, departmental teleworkers, or executives working from home.

It's clear that you can benefit from IP solutions. So read on to see everything that ESI IP solutions have to offer.



What ESI IP solutions can do for you.

The innovative design of each ESI IP system means all vital business communications features you need are built-in — not added-on.¹

- A highly advanced, expandable IP phone system with extensive, unique call-handling features.
- Superior voice mail capabilities with exceptional features and messaging options.
- A multi-level, highly customizable automated attendant for call routing.
- Automated call distribution (ACD) to maximize your callers' convenience.

Whether you have many users and outside lines, just a handful of each, or something in-between, an ESI IP system grows with you. For modest call-handling needs, a smaller system may do. From there, ESI's larger platforms allow additional growth and customization. ESI's patented, built-in voice mail maximizes both call-handling and voice mail storage. As your communications needs grow, you can easily and inexpensively add lines (including high-capacity trunks), phones, and special options — when you need them.

ESI's IP phones work from anywhere on your network. They also can go to remote sites with quality broadband service, so executives and others can work from home while still having access to the office phone system — and the unique ESI feature set that makes our phones simple to use.

Do you have multiple locations? You can connect up to 100 IP-enabled ESI systems on an **Esi-Link™** network (see page 6) for more convenient communications and significant long-distance savings. Esi-Link combines the superb functionality of ESI systems and the incredible advantages of IP-powered multi-site communications.



ESI's wealth of IP experience.

ESI began offering IP solutions in 2001, well before many of our competitors. Our focus on creating innovative products for small to medium-sized businesses inspired us to design not only IP-only systems but also traditional systems that could be converted to IP as needed, for maximum flexibility.

We also used our experience making traditional systems to build full, user-friendly feature sets into IP business communications systems, so you wouldn't have to give up quality or ease-of-use just to gain IP's many advantages.

All of this ESI innovation continues today. As a result, you can gain from both our unique approach to business communications and our years of experience at crafting effective IP solutions for organizations like yours.

You can see how IP solutions in general, and ESI IP solutions in particular, constitute a smart choice. We invite you to read further, to learn how **ESI IP solutions can meet your business communications requirements today and for years to come.**

IP power, teamed with ESI conveniences. They make an unbeatable combination.

Standards-based design.

To ensure the best audio quality, ESI's IP systems employ all applicable industry standards. These include: Layer 2 Quality of Service (QoS) support through compliance with 802.1p for voice packet prioritization and 802.1q for VLAN (Layer 2) support; Layer 3 QoS support via DiffServ; User Datagram Protocol (UDP); packet compression that's compliant with G.711, G.726, and G.729²; 802.3 100Base-TX Ethernet[®] interfaces; 802.3af Power over Ethernet (PoE); Dynamic Host Configuration Protocol (DHCP) to conserve IP addresses within your LAN; and Session Initiated Protocol (SIP) to support certain SIP-compliant third-party IP telephones and SIP trunking.

Convenient IP phone choices.

ESI's desktop IP Feature Phone II provides "on-site" functionality, both in the office and at remote sites. Busy executives can work from home while still "on" the office phone system. The remote capabilities of the ESI IP Feature Phone II also are perfect for satellite offices. ESI also offers a DECT-based cordless IP set for mobile workers, the ESI Cordless Handset II. "Road warriors" may prefer the optional *VIP Softphone*³, which uses a PC or laptop screen as an IP phone.

SIP trunking.

SIP trunking, offered by a growing number of Internet telephony service providers (ITSPs), uses IP to connect business communications systems to the public telephone network. ESI's IP-based systems take full advantage of this capability. Your ESI Reseller will help you select an ITSP that's appropriate for your location and communications needs.

Easy, secure maintenance and updates.

Perform system maintenance via the LAN/WAN, direct connection, or modem. Your system administrator (or other authorized personnel) can also use convenient ESI software to manage system settings. System updates are easily accomplished through software downloads. ESI systems are fully self-contained, for higher reliability and more security.

Data redundancy.

The **M3** (Mirrored Memory Module)⁴ employs proven RAID technology to provide constant, automatic backup of all system data — including recordings, system programming, speed-dial numbers, and voice mail messages and prompts.



The 48-Key IP Feature Phone II (with Power over Ethernet) is ideal for most active phone users. Its many keys will let you take full advantage of your ESI Communications Server's productivity-boosting capabilities. The 48-Key IP Feature Phone II supports up to two optional Expansion Consoles, each of which puts an additional 60 programmable keys at your command. The basic version of this phone is also available without the adjustable backlighting and full-duplex speakerphone.

For workers who can't stay at their desks but still need one-key access to powerful ESI features, the DECT-based ESI Cordless Handset II is available in local IP and remote IP versions.



Want more details about ESI Feature Phones?
Visit www.esi-estech.com/phones.

Other standard ESI features.

- ESI's patented **voice message features** make it simple to store information and share it with your team. Easily create a **Quick Group™** (voice mail distribution group) on the fly. Press your ESI phone's **RECORD** key to record any call — even conference calls and personal reminders.
- ESI's **Intelligent Call Forwarding™5** allows forwarding an outside call directly to a cell phone, branch office, or answering service with the caller's Caller ID⁶ information rather than your organization's. That way, the other person knows who's really calling.
- The six-level, 100-branch **automated attendant** enables auto-answering that routes callers to desired destinations, whether internal or external. Prefer to answer calls "live"? The auto attendant also can help with overflow situations, so calls are always answered.
- **Shared-office tenanting** lets multiple organizations in a shared-office environment use the same ESI system while "appearing" to be separate and distinct entities.
- ESI's **Intelligent Caller ID⁶** shows at a glance who's calling (or on call-waiting). Our patented technology even stores Caller ID information with each voice message. Use **Esi-Dex™** speed-dialing for one-touch storage of caller information, for callback any time. Set a **Caller ID key** to view Caller ID information from your 25 most recently received calls, and return each with a keytouch.
- **Automatic call distribution (ACD)** manages calls coming into many different departments. You can easily program handling and distribution of calls (including those waiting in queue), and monitor how inbound calls are being managed. ACD will improve communications with your customers and prospects.
- ESI's exclusive **Virtual Answer™** uses special greetings to help you handle calls based on who's calling. If on a call, send a second caller to your mailbox by pressing a **Virtual Answer Key™**. One of two special greetings advises the second caller of your busy status (or other delay). By defining which greeting plays, you give the second caller the option to wait on hold or select an alternate choice — such as leaving a message, dialing another extension, or being routed to an outside number — based on which digit the caller presses.

Customize your ESI IP solution.

As you've seen, ESI IP systems possess an impressive array of standard capabilities. Now, let's talk about some options that can make your ESI IP system even better at handling your particular needs.

- **ESI Media Management** gives authorized users access to call recordings, live and recorded video, system call activity data, and ESI Presence Management access records. The easy-to-use PC software includes built-in filtering and archiving capabilities. ESI Media Management is a "must-have" for any organization that wants to improve security, enhance productivity, control costs, and reduce inherent risks. Visit www.esi-estech.com/media.
- **ESI Mobile Messaging** combines the advanced capabilities of an ESI system with the convenience of your existing e-mail account. When you receive a message (a voice mail or a recording) at an extension or guest mailbox, you also receive an e-mailed notification to which a .WAV file of the message is attached. ESI Mobile Messaging also lets you quickly listen to a message on your PC or "smartphone," share messages, choose which messages to handle and how to handle them, and much more. Visit www.esi-estech.com/mobile.
- **ESI Cellular Management** interfaces between a Bluetooth®-enabled cell phone and your ESI system, so you can easily make and take cell calls on an ESI phone. And the **ESI Bluetooth Headset Interface** lets you "pair" your ESI phone with a Bluetooth headset to answer, originate, and terminate calls seamlessly. Visit www.esi-estech.com/BT for additional information on these **ESI Bluetooth Voice Integration** products.

To learn about certain ESI options that are especially well-suited for IP-driven applications, see the next page.

ESI options let IP do even more for your office.



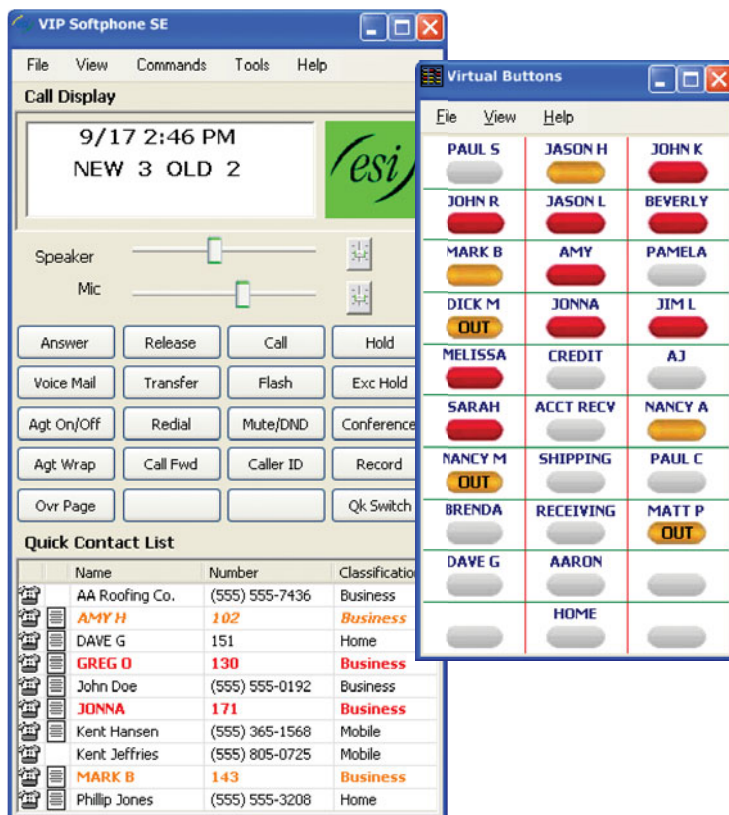
IP-enhanced ESI Presence Management.

ESI Presence Management combines RF scanning technology and ESI's IP communications systems to offer presence status, call control, entrance security, and documented tracking of users' work hours and attendance history. The IP version of the ESI Presence Management RFID Reader makes it possible to provide all this functionality remotely, across your WAN or the Internet. Visit www.esi-estech.com/presence.



Esi-Link: One big system, over IP.

Esi-Link uses IP communications to join your organization's ESI systems together across your WAN or the Internet, so they operate seamlessly as one system. With Esi-Link, just one glance at your phone tells you if a co-worker at any location is on the phone or available. Press a key and you're connected — no matter where that person's phone is. Esi-Link can also help significantly cut long-distance expenses. For more details about how Esi-Link can improve productivity and your bottom line, visit www.esi-estech.com/Esi-Link.



VIP Softphone: An on-screen IP phone.

VIP™ Softphone³ gives you the capabilities of an ESI IP Feature Phone II right on your PC screen. Just think how useful that would be, particularly in a remote location. Additionally, *VIP Softphone* allows you to manage your ESI voice mail from your PC. Make and take calls, including speed-dialing, from the Quick Contact List. *VIP Softphone* also displays voice mail and call logs and includes other special features such as auto-recording⁷, text-messaging, and color-coded monitoring of station status. To learn more about ESI's family of *VIP* software, visit www.esi-estech.com/VIP.

ESI helps confirm your readiness for VoIP.

VoIP and your network.

Your business phone system is critical to your success. Did you know that even basic network problems can cause significant issues with IP voice communications traversing your data network? Achieving success with VoIP solutions begins with knowing whether your network infrastructure is capable of supporting VoIP.

Don't risk your VoIP implementation by assuming your network is fine. Confirm your network's readiness with an **ESI VoIP Network Assessment**.

A customized analysis.

An ESI VoIP Network Assessment lets your ESI Reseller analyze your network's ability to handle your voice communications with the quality and reliability you need and expect.

Because no two situations are exactly the same, your ESI VoIP Network Assessment will be custom-tailored to fit your anticipated applications.

The result will be an extensive, detailed report of your network's VoIP capabilities. If the report identifies performance gaps in your network, you will have the opportunity to correct them before your implementation.

So, when selecting IP solutions for your critical voice communications, be sure to have your ESI Reseller perform an ESI VoIP Network Assessment. ESI recommends follow-up assessments, to monitor your VoIP applications. Routine monitoring assists in keeping your network and your IP solutions operating at peak performance.



A history of success.

Founded in 1987, ESI specializes in innovative communications systems for businesses of various sizes, and pioneered the all-in-one phone/voice mail system. Since its earliest days, ESI has enjoyed exceptional stability and financial strength, while taking care of the most important part of the equation: your business. Our industry has repeatedly praised ESI products for their mix of user-friendly features, advanced technology, and reliability. ESI products are available through a nationwide network of carefully selected Resellers.

Each ESI IP solution includes many unique features
to enhance your business communications.
To learn more, consult your local Certified ESI Reseller
or visit www.esi-estech.com.

1. To support certain ESI Communications Server features, the entry-level ESI-50L Communications Server must be upgraded to an ESI-50 Communications Server; for more details about this, please consult your Certified ESI Reseller. 2. G.729 not supported on ESI-50. 3. Each VIP application is available in both standalone and Outlook® integrated editions; for more details, consult the brochure for the appropriate VIP application. 4. Standard on the ESI-1000; optional on the ESI-600 and ESI-200. 5. Intelligent Call Forwarding requires a PRI digital line or SIP trunk. 6. Caller ID information available if your telephone service provides it. Contact your provider for details. 7. Auto-recording requires VIP Professional-compatible application and optional license.

Copyright © 2010 ESI (Estech Systems, Inc.). ESI-Dex, Intelligent Call Forwarding, Quick Groups, Quick Move, Quick Call, VIP, Virtual Answer Key, Virtual Mailbox Key, AutoPage, QuickPage, and Verbal User Guide are trademarks of ESI. Other trade names mentioned herein are trademarks of their respective owners. ESI products are protected by various U.S. Patents, granted and pending. Product details and features described herein are subject to change without notice. Some features may not be available at initial release. More information on ESI and its products is available at www.esi-estech.com.