



## MULTIPLE-USER SOLUTIONS

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Organizations looking to meet the needs of employees at branch or satellite offices are taking advantage of MCK's multi-user solutions to provide an "appearance of one" - same telephony services and applications - to all locations. Using the MCK EXTender™ 6000 and MCK EXTender™ 7000\* for Branch Offices, companies are able to bring their business closer to their customers, improve employee productivity and retention, and better utilize their existing network without increasing bandwidth requirements or having to purchase another PBX or KTS system. And, in most cases, MCK requires no upgrading of the current PBX to get the solution running.



### Remote Branch Office

Organizations use MCK solutions to provide their branch office employees access to all of the features and applications of the corporate PBX.

**Products:**

**Remote site:** MCK EXTender 6000 for Branch Offices  
MCK EXTender 7000 for Branch Offices\*

**PBX location:** EXTender PBXgateway™ or  
EXTender PBXgateway™ II

### Remote Call Center

Organizations also rely on MCK EXTender technology to distribute their corporate voice telephony to call center employees in remote locations, providing complete PBX features including critical applications such as Automatic Call Distribution (ACD).

**Products:**

**Remote site:** MCK EXTender 6000 for Branch Offices  
MCK EXTender 7000 for Branch Offices\*  
MCK EXTender 4000 for IP  
MCK EXTender 3000 for ISDN  
MCK EXTender 1000+ for Analog

**PBX location:** EXTender PBXgateway or  
EXTender PBXgateway II

## SINGLE-USER SOLUTIONS

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Organizations use MCK's single-user solutions to support both full-time and casual teleworkers. In many areas of the country, finding employees with the right skill set from a local talent pool can often be a challenge due to low unemployment rates and stiff competition. Often times, this means costly recruiting out-of-area to fill vacancies. Using MCK's single user solutions, companies are able to attract new and highly skilled talent and improve employee retention and productivity. In addition, the organization enjoys a cost-effective solution that leverages their existing PBX/KTS and ACD investments, avoiding expensive voice network additions. What's more, MCK solutions operate across any network, providing choice for the teleworker.



\* look for availability in summer 2002

### Teleworkers/Home Office Users

MCK's offering of single-user clients, like the MCK EXTender 4000 for IP, allows workers in a home office to access the full set of features provided by the corporate PBX just as if they were in the office. Plus - they have access to data connectivity through the same device. MCK's RemoteConneX application provides a low cost telework solution for users who do not require a digital set. The RemoteConneX™ PBXgateway™ works with the RemoteConneX™ Phone over any dial-up analog line as well as or any mobile phone.

**Products:**

**Remote site:** MCK EXTender 4000 for IP  
MCK EXTender 3000 for ISDN  
MCK EXTender 1000+ for Analog  
RemoteConneX Phone

**PBX location:** EXTender PBXgateway, EXTender PBXgateway II  
or RemoteConneX PBXgateway

## MOBILE SOLUTIONS

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The MobileConneX PBXgateway™ is designed specifically for companies with mobile employees. Organizations can now enable ordinary cellular phones to operate like fully functional digital sets from which four-digit dialing, call hold, transfer, conferencing, corporate directories, auto attendant and the convenience of one voice mailbox are all easily available. The MobileConneX application enables phone users to handle calls while "on the go" exactly as though they were sitting at their desk in the office.



**Products:** MobileConneX PBXgateway

### In-Building Wireless System

Using the MobileConneX PBXgateway, any building can be turned into a wireless campus using the public wireless network and standard cellular phones.

**Products:** MobileConneX PBXgateway

## Vertical Industry Targets

MCK solutions are being deployed by organizations in all industries, including retail, finance, travel, government and education providing them the competitive advantage of improved call coverage, centralized management, application sharing and employee availability. And while this is certainly positive for any organization, certain industries have more to gain than others. Competitive industries with frequent and intensive customer interaction are ideal candidates for MCK solutions. These are industries where customer service is a key differentiator.

### Retail

Retail companies are relying on MCK to provide a single, unified communications system across multiple outlets wherever they may be. By deploying MCK solutions, individual stores are readily accessible to one another. Customers calling one location with a question have access to employees in all locations. And inventory checks are no longer a nightmare. Centralized management allows store owners and managers to focus on what they do best...selling. In a retail environment, this translates into increased sales and improved customer satisfaction and loyalty.

## Financial Services

Insurance companies, banks and credit institutions all are characterized by a need to operate "up close and personal" with their customers. MCK's distributed voice solutions enable these organizations to "conduct business" closer to customers, partners and suppliers. The people who serve customers locally can live within the communities they serve, interact with their customers face-to-face on a daily basis and still enjoy the many important features and functionality of the main office's corporate PBX or KTS. A customer calling an insurance agent who is extended via the MCK MobileConneX PBXgateway has a much better chance of having his needs addressed promptly than if calling an insurance agent who is not extended via the MCK MobileConneX PBXgateway and out of the office. In the first instance, the customer is likely to reach the agent directly whereas in the second instance, the customer is likely to play phone tag.

Having access to call transfer, hold and conference capabilities while "on the go" enables the agent to operate with the full support of his corporate office and associated resources.

## Travel/Hospitality

Having an agent at the ready when a customer calls is essential for profitability in the travel industry. In fact, it's a recipe for long-term success. Airlines and travel companies rely on MCK to provide the power behind the "anywhere, anytime" call center. With MCK solutions, agents are able to work from whatever location they choose (home/satellite office) yet remain fully integrated with the corporate ACD queue, answering customer questions and booking travel arrangements in real time. During "after hours", agents in different time zones can pick up the load and service customers. MCK solutions offer the maximum in flexibility, an important and critical differentiator for this industry.

MCK's single-user teleworking solutions also offer tremendous opportunities with respect to recruiting and retention of skilled employees in this industry. With MCK solutions, companies can tap into a non-traditional talent pool who - because of geography and lifestyle choices - prefer not to work in traditional office locations during traditional work hours.

## Government

Government agencies are large proponents of MCK for a number of reasons. First, government agencies are typically structured with employees distributed across multiple satellite offices in order to provide "local" service to their constituents. At the same time, these employees maintain a high degree of interaction with peers in other offices, sharing information and answering questions. The efficiencies afforded through universal access to a common voice messaging system as well as the full complement of PBX features and functionality enabling four-digit dialing, call hold, transfer, conference and more are significant.

Additionally, many state and local government entities have telecommuting mandates that require a certain percentage of employees to work from home. MCK's array of teleworking solutions provide affordable, easy-to-install applications which enable compliance and provide full functionality to individual home offices over any network (analog, ISDN, xDSL) chosen.

## Education

School systems, in particular, like the fact that MCK products provide a common telephony experience across a campus environment. Many K-12 school systems, colleges and universities nationwide are discovering the numerous benefits of deploying MCK solutions. MCK clearly provides attractive alternatives to purchasing separate PBXs or KTSs for every location.

Visit [www.mck.com](http://www.mck.com) for more information and customer solutions.

When assessing your candidacy potential for MCK business telephony solutions, ask yourself the following questions.

Table 2 - MCK Candidates

Qualifying Questions	
1.	Do you have a PBX/KTS? If so, what kind of PBX/KTS do you have?
2.	Do you operate out of multiple locations? Would you like to tie those locations together to achieve an "appearance of one" and reap all the benefits that go along with that?
3.	What kind of network do you have?
4.	Do you operate in an industry that is highly competitive and relies on customer service as its primary differentiator?
5.	Does you have highly volatile call volumes? Would you benefit from call flow management?
6.	Do you offer your employees the opportunity to telecommute? If not at the present, would you like to?
7.	Do you have a mobile workforce? Employees who are "on the go?"
8.	Do you have a variety of work arrangements in place today? Would you like to develop alternatives?
9.	Would you like to centralize the administration and maintenance of your corporate voice system?
10.	Do you incur hefty long distance expenses? Are you looking for a way to reduce these costs?



MCK solutions offer compelling advantages when compared to "competitively" positioned products.

Although we believe MCK solutions are in a class of their own, there are other products available today that claim to deliver similar capabilities. In addition, several products in the marketplace position themselves as alternatives to the placement of additional PBX or KTS systems. A list of potential alternatives you may uncover are included below along with their limitations:

Table 3 - MCK vs. the Competition

Example		Potential Limitations	MCK Addresses
IP PBX	3Com NBX	Commitment to unproven protocols/technology  Replaces proven PBX blue chip technology	MCK is compatible with leading PBX/KTS and their supported phones  Minimal bandwidth requirements  No upgrading of PBX software (in most cases)
IP Phones	Pingtel, Siemens	Voice quality concerns  Training users to learn new technology	MCK solutions are optimized to carry packetized voice traffic  No training necessary: employees use familiar digital phone
Voice and Data Routers	Cisco AVVID	Does not work with existing PBX  Voice quality over the LAN/WAN a concern	MCK solutions leverage the infrastructure in place
Centrex	Central office services	Not available in all locations  Relatively expensive on a per user basis  Recurring monthly charges	MCK solutions work anytime, anywhere over any network

Alternative solutions suffer from indecision surrounding standardized protocols, unproven technology, limited feature availability and a reliance on a company to shed the blue chip reliability of the PBX/KTS.

Although there are many factors differentiating MCK solutions from other alternatives in the marketplace, two are MAJOR and merit repeating.

1. MCK solutions work with leading PBX and KTS systems deployed worldwide
2. MCK solutions support ANY network

Table 4 - MCK works with the following PBX/KTS Protocols and Networks

PBX/KTS Protocols	Alcatel:	4200 and 4400	
	Avaya:	DEFINITY® ECS MERLIN MAGIX™	
	Ericsson:	MD110 and BP250	
	Iwatsu:	ADIX APS	
	NEC:	NEAX2000™ NEAX2400™ NEAX2400 IMX	NEAX Express Electra Elite i-Series
	Nortel:	Meridian® 1 and Norstar®	
	Panasonic:	DBS 576 and 576HD	
	Toshiba:	Strata DK	
Networks	IP	ATM	
	ISDN	T1/E1	
	Frame Relay	xDSL	
	Analog		

Note: Consult your MCK representative for a complete listing of protocols and networks by solution.

## Let MCK Communications be Your Partner To Success

MCK is committed to providing unique business telephony solutions that allow you to achieve success. The benefits of distributing PBX/KTS features and applications to off-site employees enables significant productivity increases and preserves and leverages existing PBX investments. When you deploy MCK solutions to benefit branch office employees, remote call center employees, mobile employees and telecommuters, you will realize material value in the seamless connection achieved between your corporate office and remote offices and home office workers.

The innovative array of MCK products provides flexible solutions designed to suit any situation. Today, MCK's solutions have met with resounding success in the retail, financial services, travel/hospitality, government and education verticals for the reasons articulated earlier. MCK offers an affordable solution for every one of your employees whether they be at a branch office, a remote call center, "on the road" or working at home.

MCK's solutions work with the broadest range of PBX/KTS protocols over any network you choose. MCK solutions are flexible, easy-to-install and cost effective.



Contact your MCK representative for more information at 1-888-454-7979 or visit [www.mck.com](http://www.mck.com)

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