

Alcatel-Lucent OmniTouch™ 8082 My IC Phone

Bringing the smartphone
experience to the desk

Alcatel-Lucent 
Enterprise





Smartphones have changed the way people communicate. They've also opened the door to new ways of working. Enterprise communications solutions are evolving too. Today, employees can enjoy collaborative conversations across devices, media and locations. Instant messaging (IM), web-based application sharing and video can be within reach of every employee.

Alcatel-Lucent OmniTouch 8082 My Instant Communicator (IC) Phone delivers a smartphone experience in a desk phone. This touch-screen smartphone becomes the command center for all business conversations. Multi-party conversations and rich applications are at every user's fingertips. Communications become more engaging, efficient and effective. Productivity accelerates. Employee satisfaction increases.

REDEFINING THE DESK PHONE



Every year, smartphones account for a greater percentage of mobile phones. More and more, people are using these innovative devices to break through the boundaries of traditional communications. They're making calls from practically everywhere. They're taking advantage of super-fast mobile networks to enjoy multimedia conversations with context and to access advanced apps.

For enterprises, these trends create new demand for rich communications and apps for every device. Smartphones have turned desk phones into dust collectors. Employees typically find them limited in capabilities, uncomfortable and less convenient to use than their smartphone. IT departments see desk phones mainly as cost centers and now often opt for low-cost, low-feature phones that compound the problems.

Desk phones are still necessary for always-on, secure and high-quality communications. The challenge is to find a high-quality desk phone with the right capabilities, comfort and convenience.

Smarter is no longer optional

New work styles have also emerged. Knowledge workers regularly collaborate with colleagues, partners, suppliers and even customers to meet business imperatives. Their workday is often interrupted by the need for quick interactions that accelerate decision-making.

In most cases, employees have access to multiple media and applications to help push projects forward: IM lets them reach out to colleagues who are already on a call, web-sharing apps let them build communities that match business needs, video conferencing lets dispersed teams meet face-to-face.

The problem is, people typically use their computer to access all of these capabilities. The growing number of interactions can interfere with crucial business applications running on the same computer. And employees don't always have access to their computer. In reality, business conversations are moving across different devices and media as they extend over time.

As workplace communications and work styles evolve, employees need a communications solution that:

- Offers an attractive, ergonomic design
- Enables high-quality and efficient interactions
- Is always on — even when their computer is off
- Is easy to use
- Integrates with other devices
- Supports multimedia content and applications

A new class of desk phone has arrived

An innovative new class of desk phone called the "smart desk phone" delivers the capabilities, comfort and convenience enterprises need. Smart desk phones provide:

- A modern, user-friendly design
- Advanced capabilities for more efficient communications
- A touch screen that makes multimedia and presence management easy to see and easy to use
- Openness for easy integration with business applications



Meet your new smart desk phone

Alcatel-Lucent OmniTouch 8082 My IC Phone brings the smartphone experience to the desk. An intuitive touch screen and contextual menus give people access to multimedia conversation capabilities that go well beyond traditional desk phone communications. They enjoy high-quality wideband audio and always-on communications. The award-winning design encourages use and helps foster your image as a leading-edge business.

Alcatel-Lucent OmniTouch 8082 My IC Phone is based on an open web services design. That means you can integrate applications and more advanced capabilities. People can now use their desk phone to quickly access innovative apps that are specific to their business and industry.

They can also take advantage of contextual features to make conversations richer, more effective and meaningful. For example, they can see their colleagues' presence and availability or the phone's state — idle or in conversation. The Alcatel-Lucent OmniTouch 8082 My IC Phone becomes a multimedia command center for efficient and collaborative business conversations.





The conversation just got better. . .

Alcatel-Lucent OmniTouch 8082 My IC Phone is more than just a phone. It is the leading edge of a complete communications suite that puts new work styles and more meaningful conversations at peoples' fingertips. All businesses benefit from more advanced communications. Industries, such as hospitality, finance, healthcare and retail, can bring new experiences to their employees and customers.

With Alcatel-Lucent OmniTouch 8082 My IC Phone:

- **Conversations are multimedia:** People can talk, send e-mails and IMs and even watch streaming video from their desk phone. They aren't forced to switch devices when they need to converse in a different media.
- **Conversations have context:** When combined with the Alcatel-Lucent OpenTouch™ platform or the Alcatel-Lucent OmniPCX™ Office Communication Server, people have access to a comprehensive new set of communications services, including rich presence, an address book, conferencing, multi-device management, instant messaging and agenda synchronization.
- **Conversations are easy:** The smartphone experience has arrived on the desktop. A haptic capacitive touch screen allows fluid browsing of pages and widgets. People can easily customize their homepage and their applications to suit their preferences or their role.
- **Conversations include apps:** The desk phone becomes an application pod, providing open access to a wide range of applications. Imagine a hospitality app that provides automated room control features and room service. Guests enjoy new ways of interacting with your business. And you deliver new value to differentiate your services.

. . .and smart just got smarter

IT departments and end users can complement the native Alcatel-Lucent OmniTouch 8082 My IC Phone environment with innovative apps from communities of external developers. An open software development kit (SDK) lets developers create new business experiences — from customized skins to new widgets. For more information: <http://developer-enterprise.alcatel-lucent.com/>.

Alcatel-Lucent OmniTouch 8082 My IC Phone is designed to make the most of the rich communications features in the Alcatel-Lucent OpenTouch platform. It also integrates tightly with the Alcatel-Lucent OmniPCX Office Communication Server. In the hospitality market, hotel operators can combine Alcatel-Lucent OmniTouch 8082 My IC Phone with the Alcatel-Lucent OmniPCX Enterprise Communication Server.





Give guests new experiences at lower costs

YESTERDAY

As the IT manager of a five-star hotel chain, you have to make sure each room is equipped with a phone and a set of remote controls to operate the temperature controls, curtains and lighting. The phones are barely used and the remote controls are costly. Device costs and a high maintenance budget are crippling your department. You have no money left to invest in innovations that will help your brand differentiate itself from the competition.

TODAY WITH MY IC PHONE

The phone in each room is integrated with the Alcatel-Lucent OmniPCX Enterprise Communication Server and includes an advanced hospitality app. This means you can turn each phone into a universal remote control for temperature, curtains and lighting. The phone also replaces the alarm clock. You even use the phone's always-on touch-screen interface to provide an easy-to-use room service menu and to promote partners and special offers. Guests enjoy compelling new experiences. You no longer have to maintain and replace expensive devices. Costs for room equipment drop. Your employer benefits from new revenue opportunities.



Give employees a command center for rich conversations

YESTERDAY

Your business recently won its largest-ever contract. The terms are demanding. Your employees need to be in constant contact. But their conversations are fragmented across devices and applications. They're using smartphones, desk phones and laptops. They're accessing voice, IM, e-mail, presence information, web apps and content — all while trying to use business apps that are crucial to delivering on the contract. Conversations aren't progressing. Productivity is stifled. Deadlines and budgets are slipping.

TODAY WITH MY IC PHONE

Employees use their desk phone as the command center for all of their conversations. From this single device, they're using IM, checking their colleagues' presence, using social media, accessing web apps and instantly initiating calls when they need to talk. Their phone even vibrates to let them know when they've pressed an incorrect key. Laptops are freed for critical business apps. Because the desk phones are integrated with the Alcatel-Lucent OpenTouch platform, conversations move from one device to another, one media to another, without interruption. Productivity accelerates. You're meeting contract milestones on-time and on-budget.

Liberate managers to get the job done

YESTERDAY

A major customer has complained to your CEO about delays. You've put together a "tiger team" of your most experienced managers to make sure this situation never happens again. But low-quality, low-feature desk phones are slowing them down. Searching for a contact in the address book is much slower than the same process on their smartphone. But smartphones aren't secure enough for this high-priority project. And they aren't practical for in-office conference calls. Assistants are forced to leave post-it notes for urgent communications. Your CEO wants a progress update — today. You're dreading the meeting.

TODAY WITH MY IC PHONE

Your managers quickly scroll photos of their contacts. They can recognize faces much faster than reading a name. And they can navigate the address book in a single touch as they do on their smartphones. They can instantly see who's online, in a call or available to chat using IM or voice. And they can easily add and remove participants in a conversation on-the-fly. Ad-hoc communities are formed with just a few screen touches. Their assistants send quick IMs while they are on calls. At-a-glance, they can see the IMs are urgent. Conversations are fluid. A long-term solution is well underway. You're looking forward to today's meeting with your CEO.

Revitalize office conversations, get more from investments

YESTERDAY

Ever since you started giving employees smartphones, they typically only use their desk phones in three situations: When their smartphone battery has died, when they need to have a secure conversation and when they need to have a speakerphone call with others in their office. As an IT manager, you know you can't eliminate desk phones. But it's getting tougher to justify the costs for fixed phones and fixed phone line services that aren't being used.

TODAY WITH MY IC PHONE

You have the best of both worlds: Employees are using their desk phones for meaningful conversations and your department can show return on investment (ROI). Employees love the combination their new phone provides — the convenience and simplicity of a touch-screen smartphone with the quality and robustness of a desk phone. They're even using the phones in meeting rooms for larger conference calls. Wideband audio and voice recording capabilities mean anyone can hear the conversation, now or later. Beamforming capabilities isolate the speaker's voice from environmental noise, a must in larger conference rooms. Intuitive and ergonomic design features ensure ease-of-use.



Key benefits

With Alcatel-Lucent OmniTouch 8082 My IC Phone, your business benefits from:

- **Reliable and secure communications:** A robust, always-on desk phone with wideband audio, Session Initiation Protocol (SIP) telephony services and native Bluetooth® support ensures people can communicate efficiently and effectively at all times.
- **A stronger brand image:** An award-winning, ergonomic design reinforces your image as a modern and advanced business.
- **Ease-of-use:** A 7-inch haptic capacitive touch-screen interface is intuitive, easy to navigate and can be customized to suit end-user and IT needs.
- **Increased productivity:** Smart menus, contextual information and web apps accelerate access to information and people. Support for rich presence, IM, photos, mp3 audio files and integration with calendars and contact lists, help people get their jobs done faster.
- **Greater efficiency:** A Gigabit Ethernet port means people can connect their computer directly to their phone to access the network. A second wall port is not needed. And energy consumption never exceeds the class 3 standard so your business remains eco-friendly.
- **Open innovation:** An SDK opens the door for third-party developers to create innovative apps that are customized for your industry and business.






The ideal desk phone for all businesses

Alcatel-Lucent OmniTouch 8082 My IC Phone brings the convenience and capabilities of smartphones to businesses of all sizes.

- For the hospitality industry, Alcatel-Lucent OmniTouch 8082 My IC Phone is available in two packages that integrate with the Alcatel-Lucent OmniPCX Enterprise Communication Server:
 - A basic package that offers a simplified interface for guest communications.
 - An advanced package that integrates with room automation systems and provides additional services such as links to promotions and online room service menus.
- For mid- to large-sized businesses, Alcatel-Lucent OmniTouch 8082 My IC Phone integrates with:
 - Alcatel-Lucent OpenTouch Business Edition.
 - Alcatel-Lucent OpenTouch Multimedia Services, a software add-on for the Alcatel-Lucent OmniPCX Enterprise Communication Server.
- For small businesses, Alcatel-Lucent OmniTouch 8082 My IC Phone integrates with the Alcatel-Lucent OmniPCX Office Communication Server.



“This new device has the potential to be a game changer, transforming the role of the desktop phone from a static and closed device to becoming a more quick, convenient, and reliable alternative to complement smartphones and desktop computers.”

ZEUS KERRAVALA, YANKEE GROUP

Smart desk phones for smart conversations

The simplicity of smartphones has created a new standard for enterprise communications. Employees now want the same levels of intuitive capabilities, convenience and content at their desk — with the reliability and robustness of desk phones.

Alcatel-Lucent OmniTouch 8082 My IC Phone is a breakthrough in desk phone design and capabilities. Your employees finally have a touch-screen smartphone for their desk. Multimedia and context make business conversations more meaningful. Innovative web apps open the door to new ways of interacting and new ways to increase revenue.

The Alcatel-Lucent OmniTouch 8082 My IC Phone difference

- **The convenience and robustness:** An intuitive touch-screen interface and high-quality audio capabilities that are always-on ensure secure and reliable communications at all times. At 7 inches, the haptic capacitive touch screen is the right size to comfortably manage the growing flow of business conversations.
- **The command center for business conversations:** When combined with the Alcatel-Lucent OpenTouch platform or the Alcatel-Lucent OmniPCX Office Communication Server, Alcatel-Lucent OmniTouch 8082 My IC Phone delivers the leading edge in multi-device, multi-party, multimedia conversations.
- **The open door to innovation:** With an open SDK, your partners can develop rich business applications. Basic and advanced application packages for the hospitality industry demonstrate the power of the SDK when used with the Alcatel-Lucent OmniPCX Enterprise Communication Server.

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