

Swisscom SME Calling Made Easy

# Your direct line to the future: Business Connect.



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# Making calls with Business Connect – the future starts here.

As a business owner, you know that a single order is all it takes to force a change in your whole organisation. Your customers aren't always prepared to wait, so fast and flexible solutions are needed.

Business Connect is Swisscom's comprehensive solution for small and medium-sized enterprises that don't want to be left behind. Our customers prefer to anticipate change rather than react once it has already happened. This brings benefits for their end customers, suppliers and staff.

## Communicating now and in the future

Using Business Connect to make phone calls opens up entirely new horizons for your business. Here are just a few examples:

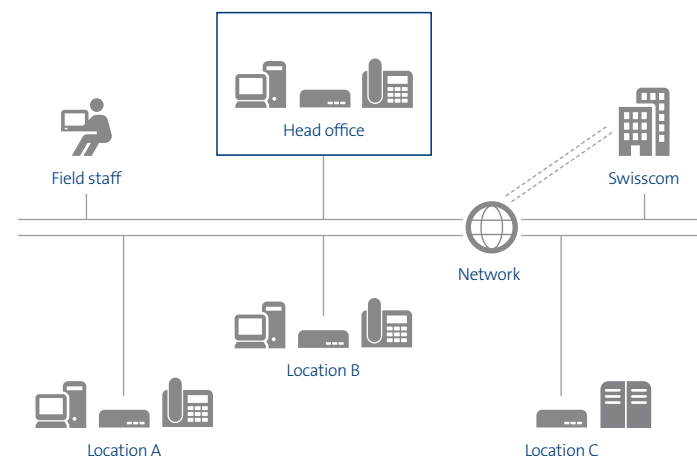
You can ...

- ... use a single infrastructure for both voice and data communication. This saves you the need for a separate switchboard and extra cabling.
- ... e-mail and surf the Internet at the same speed as before.
- ... rely on good sound quality for voice calls thanks to protected Internet access.
- ... make calls just as you would in the office as long as you have access to the Internet.
- ... make calls either from your PC (with headset) or using a phone recommended by Swisscom
- ... experience a whole new dimension in communication thanks to a virtual switchboard (PBX) and group functions.

## Tomorrow's telephony today

Business Connect offers you the following advantages:

- > All company locations, field staff and home offices can be brought together in the same loop.
- > All calls within this fixed-network loop are free.
- > Adding company mobiles means that you can always be contacted, wherever you are, with the aid of call forwarding or simultaneous ringing.
- > Connecting to Outlook allows you to call your contacts simply by clicking on them.
- > With the appropriate tariff options you can optimise your costs according to your phone usage.



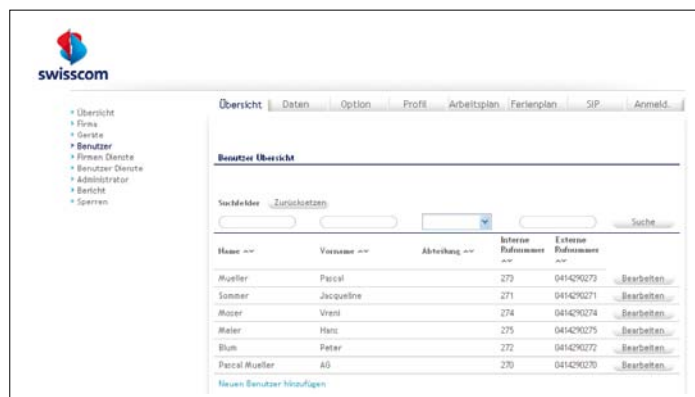
# Benefits of a modern communication solution.

## Flexibility

The **Business Connect configurator** is the starting point for finding a solution that meets your needs.

This ensures that your Swisscom partner can easily configure your telephone service in line with your needs.

The configurator is a Web-based application. You can call it up and use it on any computer with Internet access.

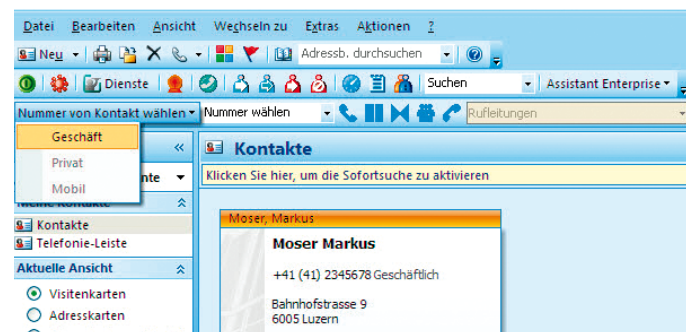


Business Connect configurator

## Efficiency

You can manage your phone calls more efficiently with a virtual switchboard (PBX). All you need to do to start a call is click on the right contact on your computer screen (click to dial). You are thus spared the time-consuming tasks of searching for phone numbers and dialling them one digit at a time.

Thanks to the task bar integrated into Outlook you can forward a contact number direct to your device (telephone or soft client). Then all you need to do is confirm the call. No more tiresome typing in of numbers.



Connection to Microsoft Outlook

# You decide how and where to make calls.

Since different offices and staff have different tasks to perform, each person's telephony solution can differ, too. It can be tailored to their individual needs.

There are 3 ways to make calls with Business Connect:

## 1. Via a computer (soft client)

The soft client is a program installed on your computer that allows you to make phone calls. It can completely replace your phone. All you need is a headset (headphone or headphones with a microphone).

## 2. Via a hardphone

Choose a SIP phone that has been recommended by Swisscom. This is a telephone which can make calls over a broadband connection.

If you use an ATA, you can also connect an analogue fax machine.

The SIP phone is connected to the computer network or your Internet connection. It still works when your computer is turned off. You can choose a corded or cordless handset.

## 3. Via any fixed-network or mobile connection

The Remote Office function allows you to operate your office SIP phone remotely, effectively integrating any fixed-network or mobile phone into the Business Connect loop. This way, you can always be contacted on your fixed-network number, just as if you were sitting in the office.



Soft client for Microsoft



Soft client for Mac



IP-enabled fixed  
phone



IP-enabled cordless  
phone

# Lower costs – with tariff options.

**With Business Connect, calls between company fixed-network numbers are free.**

**You can save even more money by choosing tariff options in line with your company's calling habits.**

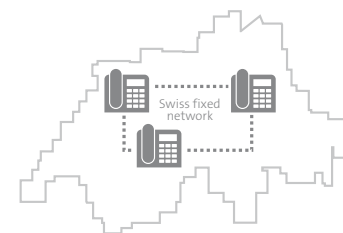
## Business Call Infinity standard option

Business Call Infinity standard is a flat-rate option for phone calls from your Business Connect loop to Swiss fixed-network numbers. The fixed price offers great value, allowing you to make as many calls as you like without paying more.

## Mobile Extension option

Combine the Mobile Extension option with a NATEL® Business/ NATEL® Office subscription and pay a fixed monthly price for all internal calls from fixed-network numbers to your company mobile.

Business Call Infinity standard



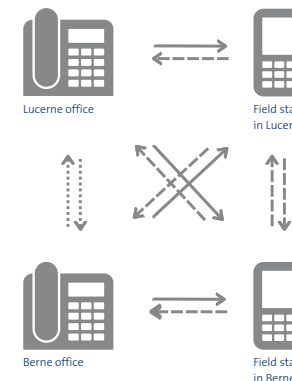
## Business Call Infinity standard option

### Included

- > Calls from Business Connect loop to the Swiss fixed network
- > Call forwarding to a fixed-network number
- > 058 numbers

### Not included

- > Calls to numbers outside Switzerland
- > Conference calls, business numbers, payphones
- > Service numbers (e.g. sports results, speaking clock, etc.)
- > Information services and resultant connections
- > Calls to mobiles



## Mobile Extension option

### Included

- > Calls between company mobiles (require a NATEL® Business subscription)
- > Calls from company fixed-network numbers to registered company mobiles and vice versa
- > Call forwarding from company fixed-network numbers to registered company mobiles
- > Call forwarding from registered company mobiles to company fixed-network numbers

### Not included

- > Service numbers (e.g. sports results, speaking clock, etc.)
- > Calls to numbers outside Switzerland and calls made outside Switzerland (roaming)
- > Listening to COMBOX® messages
- > Data, e.g. text messages, MMS
- > Conference calls

→ Mobile Extension option

.....→ Business Connect Professional

---→ NATEL® Business

# Business Connect – tailored to your needs.

## Voice Channel

The Voice Channel serves to make calling with Business Connect more efficient.

### The Voice Channel offers you a number of useful features

It includes Assistant Enterprise, a plug-in for MS Outlook, MS Internet Explorer and Firefox, that lets you manage calls as well as various settings, including call forwarding. It puts a full range of basic telephony functions on your computer – and much more besides.

The screenshot shows the configuration page for a user named Pascal Mueller. The page includes fields for Name, Vorname, Abteilung, and Sprache. It also has settings for 'Einstellungen wenn keine Antwort' (Settings when no answer) and 'Zugewiesen:' (Assigned to). The 'Zugewiesen:' section shows three users: Mueller Pascal [0], Sommer Jacqueline [1], and Moser Vreni [2].

Name**	Sammelanschluss	Ein	Aus
Pascal Mueller	40347239200@swisscom.ch	<input checked="" type="radio"/>	<input type="radio"/>
Vorname*	Rufverteilung		
AG	Gleichmässig		
Abteilung	<input type="checkbox"/> Anklopfen auf Benutzer erlauben		
keine			
Sprache			
Deutsch			
Einstellungen wenn keine Antwort			
<input checked="" type="checkbox"/> Weiter nach	3	Klingelzeichen zum nächsten Benutzer	
<input type="checkbox"/> Weiter nach	0	Sekunden auf das Abwurfziel	
Abwurfziel			
Zugewiesen:			
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mueller Pascal [0]	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sommer Jacqueline [1]	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Moser Vreni [2]	

## Trunk Channel

With the trunk channel an existing call routing system (PBX) is connected to the IP network.

The existing infrastructure can then be used with Business Connect. The number of channels can be increased or reduced as required (scalable in steps of 1).

## Virtual PBX option

This option gives you the benefits of a switchboard (PBX) and includes a soft client and group functions. Using a shared connection you can have your call forwarding set up however you want. For example, incoming calls can cause several phones to ring at once (parallel) or one after another (sequential).

## Receptionist option

This option provides you with a computerised reception desk. It is particularly useful for front-of-house staff (office, reception) and includes a range of features such as busy signals showing which lines are currently in use. Calls can be connected very easily by dragging and dropping on the computer screen.

Status	Nachname	Vorname	Telefon
	Buehler	Beat	0459330350
	Hirt	Kurt	0459330354
	Moser	Markus	0459330352
	Mueller AG	Hunt Group	0459330357
	Mueller AG intern	Hunt Group	
	Receptionist	Mueller AG	0459330356
	Schlegel	Urs	0459330353
	Shared Call	Appearance 10	0459330355
	Softphone	Bria	0459330358
	Wirz	Hans	
	Zuan	Edi	0459330351

= busy    = available    = hunt group

# Individual advice for SMEs from our Swisscom partners.

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Swisscom believes in providing local, individual advice and support for SMEs. To this end, we work together with professional partners who can offer expert assistance in all communication matters in your local area.

Our partners will help you find the solution that best suits your needs from Swisscom's range of products and services. This saves you time and money and ensures that you always have your own personal Swisscom contact.

A Swisscom partner will take care of all the planning, installation and training, so you can be sure to enjoy the full benefits of Business Connect in your company.

Our partners work with small and medium-sized enterprises every day, so they understand your needs and can provide tailored advice on how to meet them.

## **Your benefits**

- > A trusted contact who is never far away
- > Expert planning and installation of your network and all the hardware you need
- > Business Connect set-up on your existing company network
- > Activation and operational support
- > Network optimisation support
- > Network security check

Swisscom and its partners – a strong team at your service.

# Feedback on Business Connect

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« We were faced with the challenge of how best to link up a number of company sites, home offices and our head office. From the outset, we wanted to be perceived as a single organisation and give out only one phone number. After a couple of consultations with the Swisscom partner, a solution was quickly found in the form of voice over IP. Not only does this solution meet our current needs, it will also be able to cope as our organisation grows. »

Hugo Baeriswyl, Managing Director of Spitex Sense, Tafers

« For us, being flexible and contactable at all times is key. One of the main advantages of Business Connect is that you can be contacted on the same number, wherever you are, via your PC thanks to the soft client. All you need is Internet access. This means that people can still reach you when you're working at home. Another plus point is that new lines can be set up and existing ones transferred for our staff as needed. It couldn't be more flexible. »

Wilfried Strecke, Managing Director of maklo-data AG, ICT, development & digital home, St. Gallen

« As an advertising agency, we have to pick up on trends as soon as they emerge. We took care to choose a future-proof communication solution. Business Connect already allows us to configure our connections and settings ourselves and set priorities. We're not using the full range of features yet, but it's definitely the best solution for our needs. On the one hand, we can receive voice messages and faxes via e-mail with COMBOX® pro, which is ideal when you're on the move. On the other, our clients all over the world can always use the same fixed-network number to call us. »

Gion Fry, owner of Fry & Partner Werbeagentur GmbH, Zurich

# Features

Business Connect Features User	Voice Channel	Virtual PBX option	Receptionist option
Hold	yes	yes	yes
Automatic callback	yes	yes	yes
Call waiting	yes	yes	yes
Consultation hold	yes	yes	yes
Swap	yes	yes	yes
Call transfer with registration	yes	yes	yes
Call transfer without registration	yes	yes	yes
Call logs	yes	yes	yes
Redial	yes	yes	yes
Last call return	yes	yes	yes
Unconditional call forwarding	yes	yes	yes
Call forwarding when busy	yes	yes	yes
Call forwarding when no answer	yes	yes	yes
Call forwarding when unavailable	yes	yes	yes
Call forwarding internal override	yes	yes	yes
Do not disturb	yes	yes	yes
Block caller ID (CLIR)	yes	yes	yes
Reject anonymous calls	yes	yes	yes
Call recipient ID (COLP)	yes	yes	yes
Block call recipient ID (COLR)	yes	yes	yes
Simultaneous calls	yes	yes	yes
Outlook connection	yes	yes	yes
Assistant Enterprise software	yes	yes	yes
Remote Office	yes	yes	yes
Conference (up to 7 people)	yes	yes	yes
Announcement/intercom	yes	yes	yes
Speed dial numbers	8	100	100
Use additional terminal devices	5	10	10
COMBOX®	basic	pro	pro
Busy signal	no	yes	yes
Linear call distribution	no	yes	yes
Call pickup	no	yes	yes
Call pickup with bridging	no	yes	yes
Soft client software	no	yes	yes
Receptionist software	no	no	yes

Features Company	Group Services
Outgoing call authorisation	✓
Incoming call authorisation	✓
Block outgoing connections	✓
Park/unpark calls	✓
LDAP database integration	✓
Hold music	✓
Call pickup in the group	Option Virtual PBX / Receptionist option required
Call groups	Option Virtual PBX / Receptionist option required

Trunk Channel	Aastra IntelliGate	Aastra 400
Compatible with the following PBX types	✓	✓

# Glossary

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## **Analogue telephone adapter (ATA)**

An analogue telephone adapter allows you to connect a conventional analogue phone or fax machine to a network socket for use on a data network (e.g. a company LAN or the Internet).

## **Bandwidth**

The bandwidth of a network connection is the maximum amount of data that can be transmitted in a given time interval.

## **Browser**

A browser is a program used to view pages on the Internet. The most popular browsers are Microsoft Internet Explorer and Firefox.

## **Click to dial**

Describes the function whereby you can call a number directly from your PC.

## **DHCP (Dynamic Host Configuration Protocol)**

DHCP can dynamically assign an IP address and other settings to a computer on a network (e.g. a company LAN or the Internet), thus connecting that computer to the network without the need to enter any settings manually.

## **Hard phone**

A hard phone is a SIP phone recommended by Swisscom which can be used in conjunction with Business Connect as a desk phone.

## **Headset**

A headset is a headphone or headphones with a built-in microphone. It provides a comfortable, hands-free way to make phone calls. Headsets can be connected to a computer or a phone.

## **Internet program**

See “Browser”.

## **IP (Internet Protocol) address**

An IP address is a number used to communicate with computers and other devices on an IP network.

## **IP telephony**

See “VoIP”.

## **LAN (local area network)**

A LAN is a company’s internal IT network.

## **Lightweight Directory Access Protocol (LDAP)**

LDAP is a network protocol that allows information to be called up from a directory service on an IP network.

## **Outlook**

Outlook is a program used to send and receive e-mails and manage contacts.

## **Parallel ringing**

Parallel ringing is simultaneous ringing on a number of phones (including fixed network and mobile phones) to signal an incoming call.

## **Plug-in**

A plug-in is a small program component used to add extra features to an existing program that were not originally envisaged by the publisher.

## **SIP (Session Initiation Protocol)**

SIP is a network protocol for setting up a communication session between two or more users.

## **Soft client**

The soft client is a program that, when used together with a headset, allows your computer to replicate the features of a physical phone.

## **Software**

Software means computer programs and data, whereas hardware means the physical components of the computer and other devices.

## **Phone**

In this brochure, the word “phone” refers to either a conventional phone connected to the network using an ATA or a special phone that can be connected directly to the network. It is distinct from the soft client, which is a program installed on your computer rather than a physical device.

## **Trunk**

Refers to the merging of several communication channels into a single, logical (visible) connection.

## **VoIP (voice over IP)**

Voice over IP is the system used to make phone calls over a computer network, sometimes referred to as Internet telephony.

## **Website**

Website is a general term meaning all the documents that go to make up a presence on the Internet, i.e. not just text, but also image etc. The main page that visitors usually see first is called the home page.

## **xDSL**

xDSL is a digital subscriber line used by a corporate or retail customer to send and receive data at high speeds.

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### Contact details and further information

#### Swisscom (Switzerland) Ltd

Small and Medium-sized Enterprises  
P.O. Box, 3050 Berne

SME Hotline: 0800 055 055 (free)

You can find more information, animations, prices and our contact form at [www.swisscom.ch/businessconnect](http://www.swisscom.ch/businessconnect).

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[www.swisscom.ch/sme](http://www.swisscom.ch/sme)

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