

# BackStage

Simply effective – enterprise communications for today and tomorrow



*What if you had a tool that brought more communication efficiency and customer service to you and your enterprise in a simple, straightforward way? BackStage does just that by improving productivity and enhancing the user's working environment. To give just one example - BackStage allows easy integration with other applications such as Microsoft's® Outlook™, Excel, Word and Access. Now they can be "telephony-enabled."*

*It's the benefits that count. The flexibility and the wide range of application scenarios for desktop support and for mobile use allow you to easily choose the right configuration depending on your specific needs.*

BackStage functionality includes business call support, messaging, communication profiles, presence information, team efficiency enhancements and data integration. A key element is the integration with a customer's infrastructure. This is especially important for examples like Outlook, directories, tools for Customer Relationship Management and web information services.

Embedded into effective packages, BackStage serves voice and data – online and offline.

The supported communication devices are digital, analog and IP phones, cordless and mobile phones. Access is provided via PCs, Terminal Clients, Web browser and Pocket PCs.

Technology options available for selection are Computer Telephony (CT), Voice over IP (VoIP) and, if needed, Terminal Server, wireless LAN (WLAN) and Remote Access Services. The communication systems served are BusinessPhone and MD Evolution (generally platforms supporting the common CSTA / TSAPI Computer Telephony standard).

With this in mind, our vision of business communication support – anywhere, anytime, with any device or media – becomes reality. Ericsson provides a future-proof migration path for businesses wanting to harness the power of better communications.



With added value services, like presence call profiles, team collaboration support and advanced data integration BackStage completes every kind of business communication tools, even the very top ones.

## Overview

BackStage combines the power of computer networks with a telephone system for the user's benefit. With an intuitive graphical user interface, it allows a user to access all the functions of a business telephone in a simple and easy manner from a PC. It also adds a number of new communication functions: automatic diversion based on appointments in your MS Outlook Calendar, personal routing profiles, advanced options for dealing with missed calls and last dialed information, messaging integration and voice dialing are just a few examples. BackStage integrates data and voice leading you to the world of multimedia communication. Information on voice calls, voice messages and data messages, for example instant messages and Short Messaging Services SMS, is combined in a unified Journal. You can get an effective overview, directly call back or select an email or an SMS answer. BackStage increases your level of service and opens the window to a broader range of personal and business productivity tools.

## General Communication Benefits

Effective communications gives you a real competitive edge.

BackStage automates many communication tasks, cutting down on time wasted doing repetitive or mundane tasks. For instance, calls can be made with one click from defined name dial keys, a phonebook, the MS Outlook Contact list, a company database, a spreadsheet, even from a number listed in an email or on a web page. The

details are handled automatically: a "+" becomes the international prefix and spaces or other symbols in the number format do not affect the process.

BackStage also enhances Customer Service. Caller-related information, like the name or data from your last business appointments, can automatically be retrieved from personal and company databases and displayed on the user's monitor when a call comes in – even before taking the call. Features like coordinated call and data transfer or call routing reduce the time that it takes for callers to contact the appropriate person and allows for a more personalized service.

For those times when an employee is on the move, the routing function of BackStage conveniently supports preferred communication profiles which will automatically put priority calls through. Such profiles can automatically be set based on appointments or presence.

Instant mobile information on waiting messages or meeting reminders helps you to manage important issues. BackStage provides the user with the needed flexibility, at the office or on the move. Tools like profiles and the unified Journal are always supported no matter where you are.

The solution also integrates advanced practical group collaboration support, even for multi-site teams.

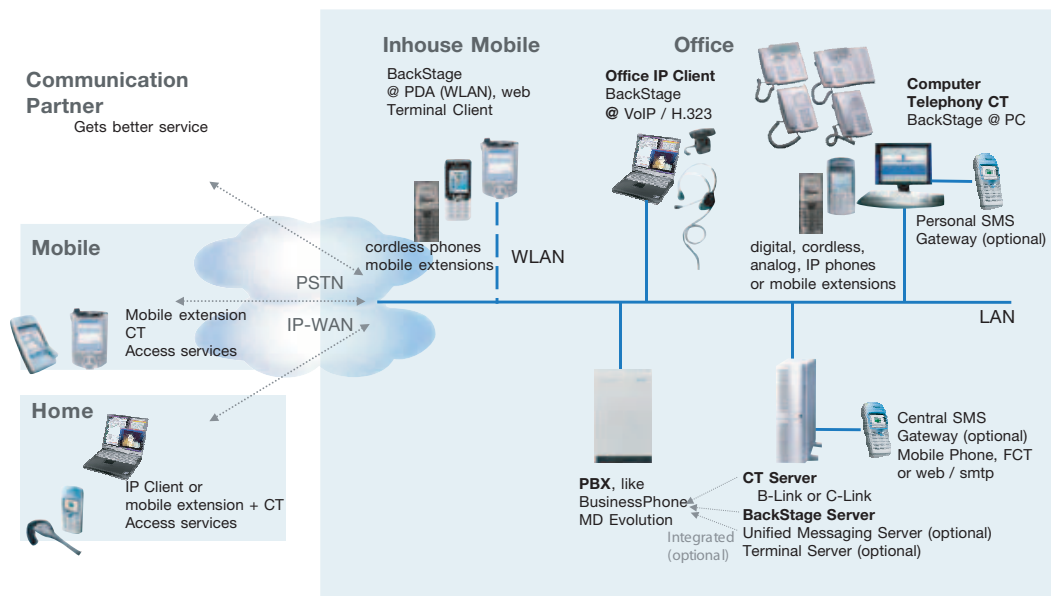
All these benefits make a positive contribution to your business profitability. You can generate more revenue by offering better service more efficiently, and you can cut costs by improving staff effectiveness.

## Scenarios

There are various options for the configuration and deployment of BackStage depending on your individual needs. The familiar look and feel of BackStage will be the same in all configurations. It is possible to deploy one configuration initially and add another at a later date. All scenarios can be used in parallel and are provided in one software package – no additional charges for extra options.

### Computer Telephony CT via IP/LAN

This is the most commonly used option for those who wish to achieve full efficiency and data integration. In this configuration, a central CT Server is connected to the Communication System – like BusinessPhone or MD Evolution. Service for BackStage users is provided via the LAN. With this setup, it is also possible to include mobile scenarios via wireless LAN or Remote Access Services.



Deploying Better Communications BackStage offers wide flexibility, from desktop support to IP Telephony and mobile use.

*Dedicated support for cordless and mobile phones:*

Imagine having a cordless or mobile phone.

...You are free to walk about as you like.

...You still have the full services of a desk phone, plus additional options.

...You access through an easy to use graphical user interface instead of menu list searching.

**Voice over IP, Video over IP**

BackStage can also add business class IP Telephony to Computer Telephony. In this scenario, the PC itself serves as the telephone. The clients are connected to the CT Server and the integrated IP board of the respective communication system.

BackStage gives you the freedom of choice for your workplace.

*Having the freedom of workplace choice with IP technology:*

IP Telephony and BackStage automatically provide your personal phone number and personalized settings at any desk.

Unlike usual standard soft-clients, BackStage is equipped with business class communication functions and adds further support for data integration.

**CT via LAN, Terminal Server Environment**

Additional possibilities for innovative use scenarios and benefits can be achieved within a Terminal Server infrastructure. BackStage supports Terminal Server systems, thus giving the option for central installation and maintenance. This configuration also makes it possible for the user to run BackStage via a web browser without local installations. It can also be run via a convenient Terminal Client environment, available for many platforms - including mobile devices, like Pocket PCs or even Smartphones.

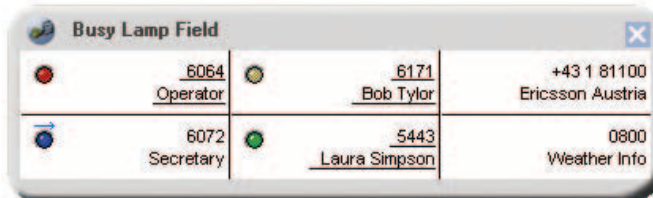
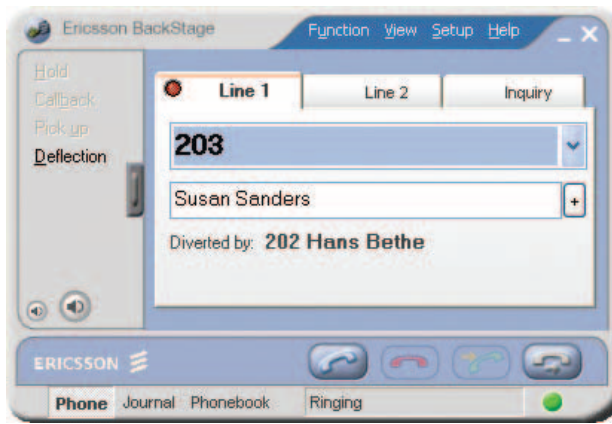
Run BackStage on a PC client, a Terminal Client, on mobile devices or via a web browser.

All BackStage personal settings and information are available at any workplace or device of your choice. Examples of personal data are the missed calls list, the private Phonebook, the Routing Profiles, the Busy Lamp Field and key settings. This is the base for free seating/desk sharing situations, which is supported by the Terminal Server, by BackStage's compatibility with Personal Profile roaming from

Microsoft and by the BackStage Server. You can select the way you prefer depending on your needs.

**Home and Remote Working**

Home and remote workers can be easily integrated into the organization's workflow. Utilizing the BackStage IP Telephony option or adding Computer Telephony benefits to a Mobile Extension, employees can have full access to the enterprise system functionality while they are connected via a secure Remote Access Service to the company's data network. They can access their work files, e-mail and voice mail and use phone facilities such as conference calls. Remote workers will benefit from the strong integration of voice and data all via a PC.



It's about making valuable functions simple to handle – like business telephony support, team functions and Video over IP.

## Valuable functions

BackStage not only enables your PC with all the enhanced functions of a desktop telephone, it also enables other applications for telephony functions. It integrates data and it provides cordless and mobile phones with convenient and unified handling.

### Easy Call Management

Through a graphical color interface on each PC, all telephone functions are supported in a very intuitive way. The method of handling calls remains the same no matter which telephone/PC is used. This makes for easy, efficient call management from any location.

Examples of standard business communication functions are Transfer, Diversion, Call-back when free, busy, Conference, Pick up selective calls and Deflection.

Further comfort functionality is offered. An example is the advanced number treatment, making a “+” the international access code, automatically adding the public access code in the relevant cases or filtering for spaces and symbols in an existing number format. Name identification is also a very useful function which displays the name attached to the number and can be used with Outlook Contacts or any other database. There are also other comfort-enhancing functions such as innovative speech interaction.

### Speech Interaction

BackStage integrates with Text to Speech and Voice Dialing functionality. The PC can “speak” the name of the caller and calls can be initiated by just pronouncing the name of the person you wish to call.

### Integration with Voice Messaging and Unified Messaging

BackStage makes access to the integrated Voice Messaging functions very straightforward. Besides one-click mailbox settings, it provides a high level of user comfort to listen to your messages, get message waiting information, or an overview of all messages. You also get the benefit of name identification attached to each of your messages – from any data source. In addition, you can easily make a direct call-back to voice messages, with automatic support from functions like Transfer and Conference.

You also have the mobile ability to combine BackStage with a PDA, Mobile Extension and Unified Messaging capabilities to let you control your communications from anywhere, anytime with the highest comfort.

### Mobile Messaging Services

You can not only send SMS via MS Outlook easily, but you also get the support of message waiting SMS, including name data integration and SMS meeting reminders based on the MS Outlook Calendar – all the business functions necessary to keep you online and in touch with the most important information and people, no matter where you are.

### Personal Tools

In order to make fast search and dialing of names and numbers as efficient as possible, BackStage provides an integrated Phonebook for common business and private contacts. The Phonebook is also the first source checked for the display of the names of callers – the same function as is found in mobile phones. Data can also be collected easily from existing databases.

The Journal logs incoming and outgoing calls, and can create a missed call

list or last dialed list automatically. It combines with voice messages and instant messages and further supports the integration of various communication media. The fast direct message overview leads to a chat-like SMS communication. The Journal data can be used for evaluating call statistics.

A third example of personal tools is the possibility to freely configure speed-dial and name-dial buttons or function keys on the monitor, a very flexible alternative to assigning keys directly on a telephone set.

Additional personal support can be reached through the integration with data and other applications or via routing profiles.

### Call Profiles and Routing

BackStage can route incoming calls to the most appropriate extensions, groups, or even to external numbers. The configuration, again, is very easy and can be made based on the caller's number or on a customer's identification. For instance, routing can be based on the area code of the incoming call, so that overseas callers are routed automatically to agents with the appropriate language skills. Alternatively, “VIP routing” allows important customers to be routed to highly skilled agents.

This type of functionality is usually only provided by sophisticated call center packages, but with BackStage businesses of all types can benefit from the improved customer service and efficiency of routing.

The routing can also give highly personalized support. By means of easily defining Call Profiles, your communication efficiency will reach into another practical dimension.



Efficiency for mobile use. Support your DECT Phone or Mobile Extension with data integration by Pocket PCs – or make your phone-enabled PDA to your advanced business phone.

### Group Collaboration

The Busy Lamp Field is a window that can be used to quickly dial others by name or send them a message. Additionally, it gives an online overview of the selected telephone extensions – your “buddies”. Up to 80 users can be shown or even more, depending on the communication system used. You can first see whether these partners are present and whether they are free, busy, ringing, diverted or on hold. If they were absent, you could also see coming-back information. Setting absence information or activating/deactivating call diversions for colleagues is an easy process.

A single mouse click allows calls to colleagues to be easily picked up and a pop up notification can be configured to supervise the extensions. The extensions displayed in the Busy Lamp Field can be freely selected by the user, and details configured to create flexible, efficient work group communications – for several sites if necessary.

### Security

Security is an important issue which is dealt with thoroughly. To give just a few of the many examples of security measures employed in the area of group collaboration, the display and call-control of colleagues is password protected. Call number information for colleagues and personal phone-book data are also protected to ensure privacy. In general the access to any phone is protected on several levels.

### Integration with other software and data

BackStage has the ability to add telephony functions into other software so that users can dial directly from Windows-based office applications such as MS Outlook, Excel, Word and Access. “Hotkey” dialing from web pages is also possible.

Innovative interfaces with web services are in line with latest market trends. An example of use would be name identification or screen pop-up of a web contact window when a call comes in.

BackStage provides a wide range of screen pop interfaces, which can connect, for instance, to customer databases. This means that when calls are made or received, information about the caller such as name, sales history, address and other notes, automatically appear on the screen.

This greatly increases efficiency and customer service. Virtually every Windows-based application can be used with BackStage in this way with a very simple initial configuration. There are many interface options, for instance, direct MS Outlook integration, LDAP, Dynamic Data Exchange (DDE) and scripting. The screen pop support of contact notes from Outlook is especially easy to configure with one mouse click since only the desired contact folder has to be selected.

The strong connection with MS Outlook is a good example of the importance of integrating into a customer's existing standard infrastructure. It is completed by a special speed-increased name search from Contacts and it links voice and data-communication. An additional direct MS Outlook plug-in from BackStage offers business dial support, send SMS, Profiles based on Calendar appointments, like automatic diversions when in a meeting or the scheduling of calls.

## The Migration Path for Effective Communications

### Start Calling via PC

Harnessing the combined power of the PC and the telephone begins with the ability to make calls from standard applications, such as MS Outlook. With BackStage's Hotkey dialing support or plug-in this is made easy.

### Adding value for enterprise use

BackStage makes integration with other business software not only possible, but also easy. A wide range of data integration support is offered, from screen pop-ups to caller name display. With a user-friendly interface, a flexible and efficient working environment is created, from basic support to full use scenarios, expanding to the full benefits of Computer Telephony, IP and mobility applications.

### Integrating Other Software

The wide range of industry standard interfaces offered by Ericsson's Computer Telephony platforms and BackStage, enables further specialized applications to be added. This means that, no matter how specific your requirements are, you can easily complement the solution you choose by integrating with Ericsson's communication systems and its applications.

### Growing with Ericsson

The solutions for effective communications are flexible in terms of configuration scenarios, derived key functions and size. It is easy to add solutions and further benefits to the communication system as the business develops.

### Seeing is believing

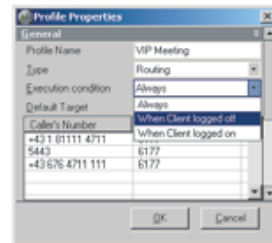
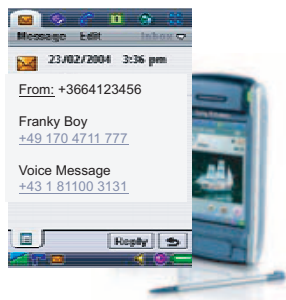
Take a look at the open trial offer and the reference user offer.

# BackStage 7.0: Functions and user scenarios.

**BackStage @ BusinessPhone**      **BackStage @ MD Evolution**  
 Computer Telephony via LAN/IP (BusinessLink or C-Link)  
 --> either with digital, analog, IP-, DECT-phones or mobile extensions  
 --> or directly as Voice over IP client

<b>Call Management</b>		
Basic single calls (Like dial, answer; to/from any type of extensions - including IP. Handsfree dialing and free speaking on system phones. Number presentation)	•	•
Multiple calls; Hold, Transfer, Conference	•	•
Diversion	•	•
Callback	•	•
Camp on	•	
Intrusion	•	
Pick up	•	•
Deflection	•	•
Tone dialing (DTMF)	•	•
Advanced prefix dialing and number treatment (including automatic handling for emergency numbers and configuration codes)	•	•
Audio signals (e.g. PC ringing)	•	•
<b>IP Telephony</b>		
Voice over IP	•	•
Video over IP (1 - 3 video windows)	•	•
<b>Speech Interaction</b>		
Text to Speech (spoken name IDs)	•	•
Voice Dialing (Speech Recognition)	•	•
<b>Integration with Voice Messaging and Unified Messaging</b>		
Oneclick mailbox settings (like personal greetings)	•	
Message Waiting Indication	•	•
Message Overview (Including status new - heard - stored. Message date and time)	•	•
Number- and Name information (from various data interfaces, like integrated directories, Outlook and company databases via LDAP)	•	•
Oneclick message retrieval on any extension phone	•	•
Oneclick message retrieval on computer	•	•
Direct click to dial the message sender	•	•
Integrated Instant Text- and Callback Messaging, Absence Info	•	
Recording	•	
<b>Mobile Messaging Services</b>		
Send SMS	•	•
Message Waiting SMS, ...for new voice messages	•	•
...including enhanced name identification	•	•
...including forwarded voice messages, call me- and instant text messages	•	
...Presence based activation	•	•
SMS Meeting Reminder (MS Outlook integration)	•	•
Synchronization of sent and received messages to Journal (--> fast direct message overview)	•	•
SMS Services via Mobile Phone-, FCT-, or smtp/web Gateway	•	•
<b>Personal Tools</b>		
Phonebook (including Search and Dial)	•	•
Journal --> unified overview on multi-media communication including call log (missed calls, last dialed), voice messages, SMS (sent and received)	•	•
...including instant text messages (sent and received)	•	
Name Dial Buttons and Function Keys	•	•
<b>Communication Profiles and Routing</b>		
Routing - based on calling number or area code	•	•
Routing - based on VIP code	•	
Function scheduling (Like diversions and info. Any function codes, like day / night switch. Call scheduling).	•	•
Time- and date based activation, presence based activation	•	•

Examples for effective communication functions: Mobile Messaging from business mailbox or based on MS Calendar appointments. Outlook integration. Easy Call Profile setting.



**BackStage @ BusinessPhone**      **BackStage @ MD Evolution**  
 Computer Telephony via LAN/IP (BusinessLink or C-Link)  
 --> either with digital, analog, IP-, DECT-phones or mobile extensions  
 --> or directly as Voice over IP client

Group Collaboration Tools. The Busy Lamp Field (Buddy Field)	BackStage @ BusinessPhone	BackStage @ MD Evolution
Online Presence status, ...info logged on / off	•	•
...absence info	•	
Online phone status	•	•
Oneclick-pickup (including notification)	•	•
Set diversions	•	•
Set absence info	•	
Oneclick-dial and fast SMS sending	•	•
Fast Instant Message sending	•	
Multi-site support	•	•
Support of Call Center services: ACD group selection, Logon / Logoff, Clerical, Pause	•	
<b>Application and data integration</b>		
Hotkey dialing from any other application	•	•
Integration window (e.g. to integrate web directory)	•	•
Name identification and pop-up from web services	•	•
Automatic name identification and presentation (from PBX directories and Phonebooks, from MS Outlook or Lotus Notes, from "any" databases)	•	•
Screen pop interfaces (MS Word, Excel, Access and "any" databases)	•	•
DDE- and Scripting interfaces	•	•
LDAP interfaces	•	•
Easy data log for Call Accounting	•	
<b>MS Outlook Integration and MS Outlook Plug In</b>		
Screen pop Contacts	•	•
Speed increased name search from MS Contacts	•	•
Direct link from Communication Journal to open email-reply and Contact (--> multi-media communication)	•	•
Mail notification on missed calls	•	•
Business Dial support (including automatic number search)	•	•
Send SMS (including automatic number search)	•	•
Appointment based profile, ... diversion	•	•
...function scheduling (like day / night switch)	•	•
...info text message (like absence info)	•	•
Automatic call scheduling	•	•

**User scenarios with special Mobility and Flexibility**

- Provision of personal user settings at any workplace of choice
- Free workplace choice with Voice over IP
- Full support for Mobile Extensions
- Full support for DECT phones

**Terminal Server / Client Support. Citrix Support**

- Special support for mobile devices, like Pocket PC's
- Access via web browser

- Supported (functions always refer to latest versions of involved products / solutions)
- Supported, but depending on setup (or part functions)

For detailed functions (including setup, explanation of part functions, detailed functions for Terminal Server environment etc.) please refer to user documentation or technical documentation.

## BackStage 7.0: Configuration requirements

	BackStage @ BusinessPhone	BackStage @ MD Evolution	Terminal Server Environment
<b>System set-up</b>	Computer Telephony via LAN/IP (BusinessLink)      Voice over IP and Computer Telephony	Computer Telephony via LAN/IP (C-Link)      Voice over IP and Computer Telephony	
Communication Platforms	BP 6.0, 7.0  IPU (optional, for direct IP connection instead of V.24)      IPU	MDE R6.0C or higher      MDE 7.0 or higher  MDE-XL: SMV or EMV MDE-M: CMV	same as Computer Telephony via LAN
Licenses	BackStage: WIBU key or BusinessPhone BackStage license  BusinessPhone: CT License UM License (optional)      BusinessPhone: IPU License CT License UM License (optional)	BackStage: WIBU key  MD Evolution: CT License	
Communication Links	BusinessLink 3.0 or higher	C-Link 1.0.8 or higher	
Telephones	Digital system phones. Cordless, analog and IP phones. Mobile Extensions. IP softclients.	PC. Micro/speaker or headset. Full duplex soundcard. Webcam (optional).	
System Capacity	according to BP (80 users per system)	according to MDE	

## PC requirements

Processor	CT Server, Clients / BS Server, Clients: 350 MHz	according to number of users
RAM	CT Server, Clients / BS Server, Clients: (128) 256 MB	typical 10 MB / user
Free harddisk space	CT Server, Clients / BS Server, Clients: 100 MB	typical 2 MB / user
Supported operating systems*	CT Server: Win 2000, 2003 BS Server: Win 2000, 2003 + .net Framework 1.1  BS Clients: Win 95, 98, NT 4.0, ME, 2000, XP      BS Clients: Win 2000, XP      BS Clients: Win 95, 98, NT 4.0, ME, 2000, XP      BS Clients: Win 2000, XP	Terminal Server: Win 2000, 2003. Citrix.  User Access Devices: various platform support (according to Terminal Server specification)
Applications	MS Office 2000, XP, 2003 including respective MS Outlook versions. MS Internet Explorer 5.0 SP2 or higher.	
Interfaces	CT Server: IP connection, 1 free serial port in case of V.24 connection to PBX BS Server: IP connection, 1 free serial or USB port when using the GSM SMS Gateway function (optional) BS Clients: IP connection	same as Computer Telephony via LAN
SMS Gateway (optional)	Any GSM mobile phone or FCT unit which supports the AT modem command set according to ETSI standard GSM 07.05 + a serial or USB connection to a PC	

\* Please check Microsoft support for earlier operating systems

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