



Product Offer at Launch

Aastra MX-ONE™ Version 3.2

Maximizing Business Communication

Aastra Telecom Sweden AB
Box 42214
SE-126 17 Stockholm
Sweden

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Aastra MX-ONE™ Version 3.2 - Maximizing Business Communication

We are proud to launch the latest enhancements to Aastra MX-ONE™ communication platform, the **Aastra MX-ONE™ Version 3.2**, which offers companies true SIP based convergence with a strong focus on mobility and is designed to maximize Business Communications with a comprehensive range of end-user applications and IT-based management tools.

Aastra MX-ONE™ V.3.2 is a full-featured communication platform with a complete suite of applications that addresses the medium and large enterprise segment.

The main features in this release are:

Enhanced Mobility *

- SIP DECT base stations connected via the IP infrastructure
- WiFi412 Wireless LAN Phone
- Dual Mode

Enhanced Unified Communications *

- Dual Forking with Microsoft® Office Communications Server (OCS).

***) SIP DECT, WiFi412 and OCS Integration (Dual Forking and RCC) will be general available after being run as First Customer Installations, supervised by the Aastra Development Team.**

If you have First Customer Installation candidates, please contact your Aastra Country Sales Unit.

***) MX-ONE's interoperability towards the Optimobile Dual Mode Solution has been verified.**

The Optimobile solution will not be commercially available from Aastra. Please contact your local Optimobile representative.

Efficient User Management

- MX-ONE Manager Provisioning to handle user and organizational data.

Hospitality Application

- The Hospitality Application offers functionality aimed especially at the hospitality industry. With MX-ONE™ V.3.2, Aastra has a very strong and competitive communication platform addressing all types of customer profiles, offering a complete solution to meet customer needs.

We are ready to take orders in e-shop from partners who have Product Business Approval and we wish you success in selling Aastra MX-ONE™ V.3.2!

Yours truly,

Edin Hadzialic
Director Product Management
Aastra

Charlotta Målargård
Director Portfolio Marketing
Aastra

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1 Introduction

With the release of MX-ONE™ V.3.2 the customer can benefit from enhanced mobility, more efficient management solution and advancement into Unified Communications.

MX-ONE™ V.3.2 offers applications for both end user and business users.

MX-ONE offers a full suite of application that helps enterprise in their daily tasks. Contact Management (CMG) user applications, Operator Workstation (NOW), Voice messaging and Unified Messaging, enables businesses to streamline costs, be more productive and better serve customers.

Solidus eCare and Hospitality business applications help industry to give a higher level of service to their customers.

By combining mobility and Unified Communications, Aastra takes mobility a step further. The employee will have full freedom as to how and where to perform his duties irrespective of device and location. MX-ONE offers mobile extension where mobile phones are integrated with the office communications system features.

MX-ONE offers Business class telephony features with the most complete telephony feature offering for medium and large enterprises. **No business has to make compromises on how to process critical customer calls.**

Different levels of features are offered, these features can be system, user, network or operator features, each of them designed to fit the enterprise needs.

From a user perspective, the MX-ONE system offers features from the successful classic circuit-switched Private Branch Exchange (PBX). Number dialing and terminal interaction is the same with the same array of services and functions and most well-known features and services are available for the user through wired IP phones and mobile phones.

The MX-ONE system provides features for the users' daily communication, including user management of activities and profile settings, as well as features for voice mail and fax mail.

The MX-ONE system provides the enterprise with a stepwise migration from a circuit-switched PBX into an IP based converged network with Unified Communications functionality.

1.1 Market Trends

“Being truly mobile is not just about being reachable by phone, but about receiving all types of messages and accessing corporate data when needed, and to decide how to be contacted depending on the situation”.

Today's competitive business environment has meant that many organizations put increased emphasis on controlling and reducing cost of operations. At the same time, enterprises realize that a competitive edge is gained by improving their business applications and processes with new communication solutions.

After a slow down, it appears that the enterprise telephony market is on the rebound, driven by the move to VoIP. Growth of communication platforms will be strong. Market analysis company Infonetics Research anticipates a 12% CAGR (2006-2010) for all communication platform line shipments and revenue. Pure communication platform gained market share in 2006, and now accounts for 20% of the world PBX extension line shipments.

1.2 *Current Market Situation*

Enterprise IP Telephony is Gaining Ground

The enterprise telephony market is undergoing a major technology transition, from circuit-switching to packet switching and to unified communications.

Businesses are increasingly adopting IP-enabled or pure IP communication platforms, as they play an important role in the overall goal of network convergence. However, the majority of large companies are building IP-enabled telephony networks, supporting a product mix of traditional analog and digital PBX extensions, as well as IP telephony. It is clear that IP Telephony can offer savings when it comes to lower recurring telecommunication costs, for example for long distance charges or consolidation of branch office sites with the main site voice system and applications. **Therefore, customers are more likely to IP-enable their existing system to get the benefits from new technology while keeping investments to a minimum.**

After the early promises of huge savings that would be realized by going for a pure IP-based voice infrastructure, market reality has shown that this is not the case. The hidden costs of implementing a pure IP communication platform solution (e.g. upgrading the data network and cost of IP handsets, etc...) make it much harder to justify the business case. Analysts agree that the migration to IP Telephony requires companies to adopt a concerted convergence strategy. In the vast majority of cases, this requires upgrading the LAN and WAN data infrastructure to enable the data network to support both voice and data simultaneously, which requires real-time communication capabilities. However, implementation of an open server-based telephony solution will definitely be considered either in the case of expansion to a new site or in a greenfield situation. **The total cost of ownership savings are much easier to prove for a new installation, compared with a replacement scenario.**

1.3 *Market Potential*

The Growing Trend is True Mobility and Unified Communications

More and more companies and organizations realize that by adopting a mobile way of working, they help employees not only to become more efficient but also perform more of their tasks closer to the customer. Being truly mobile is not just about being reachable by phone, but about receiving all types of messages and accessing corporate data when needed, and to decide how to be contacted depending on the situation. **Unified communications will further enhance enterprise productivity by facilitating the user's management of multi-media communications and the integration of communications with business processes.**

Supporting a mobile workforce is becoming a prerequisite for success in a highly competitive marketplace. In addition to mobility support, two other dimensions create a truly mobile enterprise: application integration and converged architecture.

Mobility: Mobility means having the freedom to communicate and access information using a device of your choice, be it a digital desk phone, IP phone, laptop, desktop, mobile phone, WiFi terminal or PDA. **It is about flexibility** and providing employees with the tools and applications they need to be able to work anywhere, anytime, with the same access, services and availability as if they were at their office desks.

To be really flexible and efficient the mobile worker needs mobile access to the communication tools and also have secure and simple access to office applications. These applications can be for personal use such as e-mail and Personal Information Management (PIM) applications or business applications for customer relationship management or field force automation.

Application Integration: Integrated applications also enable flexibility and efficiency for the mobile worker. Customers will adopt new IP-based communications services, such as Instant Messaging and presence services, but only if they add value to the company's business, not simply because it's new technology. These services interact with other applications, such as Microsoft® OCS, across different domains, using standards-based protocols, thus increasing customer satisfaction and giving better user-to-user efficiency and productivity.

Converged Architecture: It is not only about convergence of voice and data, and fixed and mobile telephony, it is also about convergence of the private and public environment to make the same services available for end-users anywhere over the available infrastructure. Converged networks are easier to manage, scale better, have better support for an increasingly remote and mobile work force and ultimately add to the bottom line by lowering the total cost of ownership for communication networks. It's also easier to implement more advanced applications, such as presence capabilities. A truly converged architecture supports the end-users wherever they are, on whichever terminal, over whatever infrastructure, under the assumption that a telephone of some kind is available and that the user has some means of getting IP connectivity to the main site applications.

Fixed Mobile Convergence (FMC) will bridge the gap between the internal telephony system and the cellular network. The driver for enterprise FMC is its potential productivity gains rather than its cost savings. In addition, Unified communications will further enhance enterprise productivity by facilitating the user's management of multi-media communications and the integration of communications with business processes.

In today's global economy, enterprises have to become increasingly flexible and responsive. Trends like all-IP based communications, outsourcing, mobility and flexible working are rapidly reshaping the telecoms market.

There is a continuous change of user behavior in the business environment. Employees will gradually spend less time at their desktop working on individual tasks and assignments, and gradually spend more time working and collaborating with other people in different locations and/or in different time zones. Business users need to be equipped with efficient and user friendly communication solutions for anytime anywhere access, making it easy to perform their job in the business workflows and processes. The business process manager, e.g. sales or supply manager, wants integrated solutions and ability to further develop and innovate his/her business, while the business operations manager, e.g. IT manager, wants efficient IT management and secure communications with sufficient capacity and business class quality.

Customers, consultants, suppliers and other external parties want to interact with the enterprise through multiple channels. So they seek smarter, more integrated ways of using their information and communications infrastructure and services. Communication services are still largely about voice, but mobile data services are increasingly important, and the service offerings are expected to evolve towards multimedia communication and collaboration.

Mobility and multimedia solutions will play an important role in solving these needs and getting the benefits expected. The enterprise mobility area has entered a true market window, where enterprises have moved from the interest stage to actually investigating in these kind of solutions.

Even though the need for better cost control is on the top of IT managers' priority list, there are other long term benefits enterprises expect when they define and implement a mobility strategy. The main driver for a mobility strategy is the ability to respond more quickly to customer needs, followed by reduction of employee "down-time" and to drive continuous collaboration for team efficiency.

Enterprises prioritize mobility projects to take control over cost, security, and integration with business applications, and smart phone penetration among business users will grow significantly. The most important way to measure a successful IT project within enterprise mobility is by far the end-user satisfaction, followed by percent of IT spend, that is spent on wireless, and up-time of mobile solutions. It is important to understand and develop services based on true user knowledge and intuitive usability.

To support new ways of working, an increased interest in unified communications is emerging. Applications such as voice, video, messaging, PIM, collaboration and conferencing are being used at a greater extent to increase personal and business efficiency. The applications are bundled in unified communications packages, glued together by common presence and contact management functions, providing ease-of-use, flexibility and seamless usage between devices.

Unified communications (UC) is the glue that holds these needs together, allowing operational control and providing flexible, state-of-the-art, cost efficient communications for the entire enterprise and integrate communications with business workflows and business process.

A fundamental cornerstone to Aastra's product strategy is our commitment to support our existing and new customers evolve into the multi-convergence and unified communications world at their own pace, as smoothly and cost efficiently as possible. We believe that companies will choose a step-wise approach based on their business needs to reduce costs, increase productivity, drive growth while enhancing customer satisfaction.

1.4 **Functionality Overview**

Aastra MX-ONE V.3.2 enhances our mobility offering with SIP based IP DECT base stations and Single Mode Wi-Fi phone.

The integration with Microsoft® OCS using the Dual Forking standard enhances the Unified Communication message.

MX-ONE Manager Provisioning will make user handling more efficient and makes our management suite complete.

The Hospitality Application offers functionality that is specifically aimed at the hospitality industry. As an example functions are provided within the following areas: guest check-in, guest rooms, and service quarters.

- **SIP DECT * base stations connected via the IP infrastructure**
The SIP DECT base station is connected via the IP network. It offers customers that focus on the IP infrastructure to continue to benefit from the qualities of the DECT standard and our established portfolio of DECT terminals (DT690, DT590, DT390, DT292, DT4X2) and accessories.
- **WiFi412 * Wireless LAN Phone**
The WiFi412 phone targets those users who need a phone that can withstand some tough usage or usage in harsh environments.
- **Dual Forking * with Microsoft® Office Communications Server (OCS)**
Enable MX-ONE users to benefit from Unified Communications through the combined value of MX-ONE application ecosystem and Microsoft® OCS environment.
- **Dual Mode ***

***) SIP DECT, WiFi412 and OCS Integration (Dual Forking and RCC) will be general available after being run as First Customer Installations, supervised by the Aastra Development Team.**

If you have First Customer Installation candidates, please contact your Aastra Country Sales Unit.

***) MX-ONE's interoperability towards the Optimobile Dual Mode Solution has been verified.**

The Optimobile solution will not be commercially available from Aastra. Please contact your local Optimobile representative.

- **MX-ONE Manager Provisioning to handle user and organizational data**
MX-ONE Manager Provisioning makes MX-ONE management more efficient. Users are provisioned using a web-based interface.

1.4.1 Miscellaneous

TLU83

A new consolidated analog trunk board, for loop and ground start signaling, with 12 individuals. The new TLU83 replaces TLU75 and TLU82.

20 Character Name Display Field

MX-ONE now supports the display of up to 20 characters in the name display of the Dialog IP telephones. This is applicable for the Dialog IP telephones only.

Unified Log-on procedures

Both H.323 and SIP phones password disappears and the RAC (Regional Authorization Code) is used instead. During the log-on, the same PIN code as used for all other end-user validations, e.g. Free Seating, R2 access, locking of phone etc., will be used. The PIN code can be a maximum 7 digits and can be changed via a procedure or the menu. This enhancement significantly reduces the management effort.

Migration of MD110/TSW with duplicated control system

The migration from TSW and MD110 with a duplicated control system to MX-ONE V.3.2 is documented in ALEX and is a part of Pocket SolveIT. It is now possible to migrate both LBP23 and older systems with duplicated control. The duplicated control functionality is in MX-ONE obtained by the usage of redundant server.

Parallel Ringing: Transfer from Secondary Phone

Transfer of a call can now be made from any of the phones in the parallel ring list to any free phone in the list. The procedure is simple. Simply put the call on hold, call the main number, and then the free phones in the list will ring.

Parallel Ringing: Programming from Secondary Phone

Programming any of the features below from the main OR secondary phone will reprogram the main number:

- Message Diversion
- Call Diversion
- Follow-me
- External Follow-me
- Do Not Disturb
- Individual Repeated Distribution or Personal Number
- General Cancellation

Follow-me to the main number will deactivate a parallel ring for the used terminal.

VSU for migrating customer

The MD110/TSW capability of borrowing VSU resources in another Classic/Legacy LIM is re-introduced with MX-ONE V.3.2. This means that an upgrading customer can continue with the existing RVA configuration.

Please note that RVA resources cannot be borrowed from an EMG LIM.

Increased Hunt Group Capacity

The number of Hunt Groups per system has been increased to 2000. The limitation of 100 groups per LIM still exists.

Last Number Redial

There are now three options related to the last number redial:

- Public numbers only
- Public and private numbers
- All numbers stored as LNR

Up to now, MX-ONE only had LNR to Public Networks. News in MX-ONE V.3.2 is that it will be possible to include a Private Network in LNR. This option should be selected by the system command.

Malicious Call Trace

The Malicious Call Trace (MCT) procedure, (*39#), primarily sent as ISDN signals, can as an alternative be sent as DTMF tones.

Full Ring on ODN2

When free on second line is used on DTS and the first line is busy, it is an option to either have one ring plus an LED indication or continuous ringing and LED indication.

Inhibit Automatic Answer on DTS

Automatic answer can be inhibited for DTS. This feature is introduced to avoid automatic answer mistakes. The system administrator can choose if the DTS can or cannot have an automatic answer.

Compact Classic System

The Compact Classic System, CCS, is a standard MX-ONE Media Gateway Classic System packaged as a one LIM stand alone system.

It contains one or two subracks, an optional MX-ONE Server for applications, power, cabinet, and in the one subrack alternative, there is also room for batteries.

The power supply and the cabinet are new, specially designed for the small one LIM system.

The main objectives with the CCS is to offer a small, cost efficient, attractive looking system, for the small office where the PBX is primarily placed in a visible spot.



Figure – Compact Classic System cabinet

Clear Channel (Data collection, e.g. point of sales terminals, credit card readers)

Data collection, e.g. point of sales terminals, credit card readers where digital data needs to be transferred 100 percent bit transparent to the host application even though the transport network is IP.

T.38 Fax *

The T.38 functionality is supported for analogue faxes connected to MX-ONE via DRG22 as well as off-premises (public) faxes connected to PSTN.

RFC2833, DTMF Handling *

RTP Payload for DTMF Digits, Telephony Tones and Telephony Signals.

*) **Note:** T.38 Fax and RFC2833 are aimed to be released in Service Pack 1 to MX-ONE V.3.2 and announced separately.

Additional information related to functionalities and more detailed technical information can be found in the MX-ONE™ Commercial Product description, available on the Aastra Info Channel <http://infochannel.aastra.com/>

2 Strategy and Policy

New ways of mixing communication methods is already today in use, however using disparate technologies. There is a significant level of improved efficiency in moving to a collaborative multimedia services offering. New standards and technologies (SIP, IMS) will homogenize and simplify the deployment of enterprise real time collaboration.

2.1 *Product Strategy and Vision*

Aastra is focusing on bringing these emerging technologies to the market to meet future demand, while adding the Aastra trademark of local and global mobility. This means we will provide support for 3rd party applications, such as Microsoft® OCS as well as provide integration with other major vendors business applications and future IMS based operator services.

MX-ONE™ plays an important role in this context. Aastra MX-ONE is a communication platform that offers high end business-class telephony to all users, with functions and features such as Personal Number and Free Seating to offer true mobility, on a mobile extension but also with and in combination with any other extension type. IP and the integrated application support helps users to handle communication tasks more easily, as well as leverage the end user experience, therefore making them more efficient.

MX-ONE™ runs on an open standards server, integrating with a suite of real-time communication tools and applications providing users increased productivity and efficiency in their day-to-day work. **High level of investment protection and reduced total cost of ownership are tangible benefits of this future proof solution.**

A key part of this strategy is also to provide coherent Operation & Maintenance characteristics and open interfaces for 3rd party applications as well as common management functionality across all MX-ONE components, therefore **achieving a lower cost of operation.**

2.2 *Positioning*

The Aastra MX-ONE™ Version 3.2 is positioned as a full-featured communication platform that addresses the medium and large segment focusing on **mobility** and **Unified Communications**.

Aastra MX-ONE™ V.3.2 enhances our positioning towards mobility due to SIP based IP DECT base stations, a Single Mode Wi-Fi phone.

The integration with Microsoft® OCS using the Dual Forking standard enhances our positioning towards Unified Communication and integration of communications with enterprise business processes.

MX-ONE™ Manager Provisioning will make user handling more efficient and makes our management suite complete and positioning our solution towards lower cost of operation.

The Hospitality Application offers functionality substantially positioning MX-ONE™ towards enterprises in the hospitality industry.

Target customers:

- New customers
- Existing Aastra MD110 / TSW customers **migrating** to MX-ONE server based architecture.
- Existing Aastra MD110 / TSW customers **expanding** by adding new sites or consolidating their PBX network (replacing other PBX brands in their private network with Aastra).
- Existing MX-ONE customers upgrading to MX-ONE Version 3.2.

By offering CMG, MX-ONE™ will have the right mix of components to provide a superior solution in a converged IT communications sales situation. CMG brings additional functionality to our Aastra offering such as: tenanting/hosted solutions, server based calendar integration and subscriber data self management.

2.3 Phase Out / Life Cycle

Phase-out plan of MX-ONE V.3.1 will be announced separately via a Phase-Out news in October 2008.

The MX-ONE V.3.1 product life cycle will follow the general guidelines of Aastra Telecom Sweden AB.

3 Marketing

3.1 Sales Arguments

General Sales Arguments MX-ONE V.3.2

Aastra MX-ONE V.3.2 enhances our mobility offering with SIP DECT and Single Mode. Furthermore, MX-ONE Manager Provisioning replaces EMG/DMG and MX-ONE Manager Identity. MX-ONE Manager Provisioning makes user handling more efficient.

SIP DECT– Connect DECT base stations via your IP network

The SIP DECT base station is connected via the IP network. It offers customers that focus on the IP infrastructure to continue to benefit from the qualities of the DECT standard and our established portfolio of DECT terminals and accessories.

SIP DECT is an ideal solution for small offices and for a branch office that is connected to the main sites via an IP link. No MX-ONE hardware is needed at the branch office. The SIP DECT is logically connected to MX-ONE via the Telephony Server, in which no special DECT board is needed (ELU31). Not only is the network implementation cost efficient, the customer can also use the same set of terminals and accessories throughout the entire organization.

Single Mode Wi-Fi Phone - For tough usage and harsh environments

The WiFi412 phone targets users that need a phone that can withstand some tough usage or usage in harsh environments. With IP Class 40, the phone can cope with water/spray and dust, and with the ruggedized construction of the phone, it is made to survive being squeezed, hit, and dropped.

Most of the accessories are common for the WiFi412 and the DT412 phone.

The phone can be operational 24 hours per day.

Central / remote management of software is provided for in the WiFi421 Phone.

MX-ONE Manager Provisioning– Efficient user management

Furthermore, MX-ONE Manager Provisioning replaces EMG/DMG in most scenarios.

Manager Provisioning is the primary choice, but D.N.A. Extension Manager can still be used in MX-ONE V.3.2.

MX-ONE Manager Provisioning contains all Extension Manager functionality except support for DND groups, ACD groups, RVA, terminals other than DBC2xx and DBC4xx. MX-ONE Manager Provisioning do not support MX-ONE TSW and is available in English only.

Customers using Extension Link should rewrite their applications to interface with MP via the web services SOAP interface.

Unified Communications integration with Microsoft® Office Communications Server (OCS)

Integrating MX-ONE and Microsoft® Office Communications Server (OCS) adds business-class telephony to Microsoft® Office users, enabling the user to check the presence of other OCS users before making a call; click to dial from the Office Communicator client, Outlook and any other Microsoft® Office Application; handle in-call services (hold/retrieve, transfer); get notification of incoming calls, and view information on missed calls in the user's inbox.

Simply put, this means that it will be easier for people to contact their colleagues and customers. For example, a user may receive a mail, read it, and call the sender instantly by clicking the name in the Outlook inbox.

UC Presence improves user friendliness by enabling users to choose the best way to contact other users and also, for users to show how they prefer to be contacted.

MX-ONE V.3.2 offers two methods to allow Microsoft® OCS to integrate with MX-ONE.

- Existing integration with Microsoft® using RCC with Aastra Collaboration Link, presently used with Microsoft® LCS. This integration is supported in MX-ONE for any terminal type. The integration provides "telephony presence" (i.e. free/busy state) but limited call control (e.g. No hold, transfer, conference) from the MS desktop application. Call control is provided by the MX-ONE.
- Integration with OCS using the Microsoft® Dual Forking standard. Note that the RCC integration cannot be used simultaneously. Call control is split between MX-ONE and OCS, depending on which terminal that is used. The functionality does not include "telephony presence" as a user's telephone in MX-ONE is not monitored. Dual forking basically works as parallel ringing in MX-ONE, a user have one telephone number and when that number is called, all the users' terminals will ring and the user can answer on any of his telephones.

Hospitality Application– A full fledged Hospitality Application

MX-ONE is now enhanced with a full fledged Hospitality Application, meaning that it is now possible to offer a complete solution for the Hotel, Hospital, Cruise ship and conference center that want a server/SIP based solution.

MX-ONE V.3.2 Hospitality Application has, in addition to all the functionality offered in MX-ONE TSW Hospitality application, support for SIP terminals in guest rooms.

The SIP interface in Diavox HMG will be certified when Diavox has completed the implementation (planned for Q4 2008)

The integration with Diavox HMG as being available in MX-ONE TSW is still supported in MX-ONE V.3.2. This means that a TSW HA installation can be easily migrated to MX-ONE V.3.2, and that new systems can also be delivered, not having to wait for the SIP version of Diavox HMG.

3.2 Marketing Communications

The MX-ONE communication plan contains a series of strategic activities to facilitate the Country Sales Units (CSUs) and Aastra sales partners to create awareness of MX-ONE V.3.2 for existing and new customers within large and medium enterprises.

This facilitates the CSUs and partners when executing the planning of the introduction and marketing activities for the product launch.

The message: **“Maximizing Business Communications”**

In evolving smartly, customers continuously strive to maximize their communication solutions.

MX-ONE Marketing Communication Material

Product Category	Content	Number	Localization												
			DA / Danish	DE / German	EN / English	ES / Spanish-European	FI / Finnish	FR / French	IT / Italian	NL / Dutch	NO / Norwegian	PB / Portuguese-Brazilian	RU / Russian	SL / Spanish-Latin American	SV / Swedish
Support material															
Aastra MX-ONE™ V.3.2 Commercial Product Description	MX-ONE™ technical information	EBC-06:002240													
Aastra MX-ONE™ Maximizing business communication, poster	MX-ONE™	EN/LZT 102 3882													
Brochures															
Aastra MX-ONE™ Maximizing business communications	MX-ONE™ Concept	EN/LZT 102 3883													
Aastra MX-ONE™ Evolution of your communication	MX-ONE™ Migration	EN/LZT 102 3873													
Datasheets															
Aastra MX-ONE™ Telephony System	MX-ONE™ Telephony System Telephony Server 3.2, Media Gateway (MG), Media Gateway Classic	EN/LZT 102 3899													
Aastra MX-ONE™ Manager	The whole management solution; Manager Telephony System, MX-ONE Manager Device, MX-ONE Manager Availability	EN/LZT 102 3884													

4 Pricing and Ordering

4.1 Sales Objects and Licensing

A detailed description of sales objects and licenses is included in the Ordering Information document is available on the Aastra Info Channel.

4.2 Software Maintenance

The Software Maintenance concept was already introduced with MX-ONE V.2 to give customers a convenient and reliable way of constantly keeping their system at its best and at the latest technological level via software Service Support, **software Updates**, and **software Upgrades**, all at a predictable cost up to three years ahead.

Software Maintenance is also applicable and available for MX-ONE V.3.2.

Note that the Software Maintenance model as such, including the terms and conditions has evolved and at this point in time it is the third version of the model that is deemed valid.

For detailed information and a description of the Software Maintenance model, please visit the Info Channel under Product Portfolio.

For the terms and conditions regarding Software Maintenance, please visit the Info Channel under Product Portfolio or look in the Enterprise Shop (e-shop) ordering tool.

For prices on Software Maintenance options, please see the Enterprise Shop (e-shop) ordering tool.

Note: Customers with a previous version of MX-ONE who want to upgrade to MX-ONE V.3.2 can only do this by having an active Software Maintenance agreement at the level of Software Assurance. See more information in the chapter **Upgrading**.

4.3 Pricing

The price structure and level are the same as in MX-ONE V.3.1.

The new features and products in MX-ONE V.3.2 that are individually priced are:

- MX-ONE Manager Provisioning
- Dual Forking
- SIP DECT Base Station
- Central Portable Device Manager (CPDM)
- Wireless LAN Phone
- Hospitality Application
- Compact Classic System
- Memory Expansion

Please contact your Aastra Channel Manager for detailed price information.

4.4 Migration & Upgrade

The Aastra MX-ONE™ system provides the enterprise with a stepwise migration from a circuit-switched PBX into a converged IP network and unified communications.

MX-ONE supports migration of existing MD110 installations. Only a limited number of hardware boards need replacing, a great portion of existing hardware can be kept. Migration can take place at a cost-efficient pace fully capitalizing on existing investments made.

Migration of TSW and MD110 with Duplicated Control System to MX-ONE™ V.3.2

The migration from TSW and MD110 with a duplicated control system to MX-ONE V.3.2 is documented in ALEX and is a part of configuration model TSW, MX-ONE Upgrading and Migration. It is now possible to migrate both LBP23 and older systems with duplicated control. The duplicated control functionality is in MX-ONE obtained by the usage of redundant server.

MD110/MX-ONE TSW can be migrated to the hybrid MX-ONE TSE version by changing the processor and the switch (2 circuit boards/LIM).

4.4.1 Upgrading

Customers with Software Maintenance at the level of Software Assurance are entitled to access the MX-ONE V.3.2 software and activate it through a new license file. The process is to first order the new software, via the e-shop; the SWM/FAB 106 0950/132. One such FAB is allowed to be ordered free of charge per individual system and customer.

This sales object SWM/FAB 106 0950/132 includes the following media kits:

Rec.DVD ESU Telephony Server

LZY203161/2

Rec.DVD HP Telephony Server

LZY203162/2

Media kit (SW only) Telephony Server

LZY203163/2

SuSE Linux SP1

LZY203167/1 (to be used together with **LZY203163/2**)

MX-ONE Manager Provisioning

LZY 203 184/1

MX-ONE Manager Device

LZY203166/1

MX-ONE Manager Availability

LZY203169/1

MX-ONE Messaging 4.2

LZY601315/42

MX-ONE Messaging 4.2 Fax mail

LZY601 320/42

After ordering the above FAB 106 0950/132, you as the Partner need to contact the Aastra Partner interface in Sweden with a request for a new license file for the activation of the new software. When contacting the Partner interface we need information about the systems IPA number.

Aastra will verify that the system is on Software Assurance, which is the prerequisite for being eligible for an Upgrade, before issuing a new license file.

(The above is in fact the same procedure that has been applied for upgrades to MX-ONE V.3.1).

4.5 Forecast Model

Sales Partners should submit a monthly forecast to the Channel Manager in the Country Sales Unit in accordance with instructions provided by each Market Unit.

Rolling 12-month forecasts covering object level units are to be collected every month. Today, there are about 25 forecast objects representing the majority of the Enterprise portfolio. The forecast object list is continuously updated in such a way as to cover most Enterprise sales whilst keeping the number of forecast objects at a minimum in order to reduce the administrative burden.

The forecast is to be submitted to the Country Sales Unit on a predefined Excel spreadsheet.

For further information/instructions please contact your Channel Manager.

4.6 Ordering Routine

Please refer to the ordering handbook, which describes the order process, associated key activities, and requirements between Aastra and its partners.

The Ordering Handbook is available via the Supply section on the Aastra Info Channel.

Sales Tool

Aastra MX-ONE V.3.2 commercial systems can be configured in Pocket SolveIT from September 29 and ordered in the Enterprise shop from General Availability October 6, 2008.

Delivery Time

The delivery time is estimated as 1 to 3 weeks from General Availability. The actual delivery time will be communicated via the order acknowledgement license distribution.

4.7 Ordering Information

The Ordering Information document for Aastra MX-ONE is available on the Aastra Info Channel.

4.8 Ordering Information –Reference and Demo Systems

For information about the content of the reference system, please refer to the Aastra MX-ONE V.3.2 Ordering Information document. The MX-ONE V.3.2 reference system consists of two different packaging options:

- Turnkey solution with ESU based servers (ESU, MX-ONE Compact SM and/or MX-ONE Server)
- Media kit (software only)

Note: Software Assurance (3 years) is included in the MX-ONE V.3.2 reference system and demo systems.

5 Field Trial

Field Trials have been carried out to validate the functionality against the documented statement of requirements for the product and to ensure that the quality of the Aastra MX-ONE™ meets the specified product quality criteria.

MX-ONE™ V.3.2 Field Trial covered 10 458 extensions / 9 798 users at 13 sites in 8 countries.

6 Market Introduction

6.1 Aastra MX-ONE™ Version 3.2 Roll-Out

MX-ONE V.3.2 is planned to be introduced in all markets that currently sell MX-ONE.

SIP DECT and WiFi412 will be exposed to an extended Field Trial and will thus be released in a later stage and announced separately.

Please contact your Aastra Channel Manager for further information on product introduction.

6.2 Aastra MX-ONE™ Version 3.2 Schedule

MX-ONE V.3.2	Release schedule
<i>Product Offer at Launch</i>	October 2, 2008.
<i>General Availability</i>	October 6, 2008.
<i>Service Pack 1</i>	Q4, 2008

6.3 Product Approval

Aastra will secure that the products are to be verified and compliant with most EMC and Safety standards in force worldwide.

Product Approval documentation will be available for the submission of Local Type Approval, where needed.

For national approvals, please contact your appropriate Aastra Channel Manager.

Please notice that the Central Portable Device Manager (CPDM) is subject to export control and may only be shipped to markets within the EU, Australia, New Zealand, USA, Switzerland and Norway until further notice.

6.4 Product Business Approval

Sales partners are required to fulfill the sales and service-oriented PBA requirements for the Aastra MX-ONE V.3.2. The PBAs enable partners to receive regular deliveries. Partners providing service are required to fulfill the service approval requirements as outlined in the Product Business Approval form and the service readiness plan.

Product Business Approvals (PBAs) need to be requested via the Enterprise Partner Interface (EPI).

Please, use the MX-ONE V.3.2 Product Business Approval submission form and fill in the name and e-mail address. **Important!** Attach the PBA submission form with your PBA request via EPI.

Select your product/application (this is not market as mandatory).

As soon as a partner is product business approved, an e-mail will be sent to the Partner confirming that orders can be executed.

No conditional PBAs will be granted.

Aastra MX-ONE™ PBA Sales and Service Criterias:

1. **Existing MX-ONE V.3.1 partners** will achieve MX-ONE V.3.2 (Telephony Server 3.2) Product Business Approval automatically. Aastra however recommend the partners to update themselves on:
 - Update on the news in MX-ONE V.3.2 sales and pre-sales web based training (LZU 102 1765) and the related test (EEPT-23006).
 - MX-ONE V.3.2 Telephony Server I&M News (LZU 102 1767) and the technical test (EETT-23021).
2. **New partners** *) are needed to complement with MX-ONE V.3.2 sales, pre-sales and technical tests listed below to obtain PBA for MX-ONE V.3.2.
 - MX-ONE V.3.2 Sales. Test no. **EEST-23005**
 - MX-ONE V.3.2 Pre-sales. Test no. **EEPT-23005**
 - MX-ONE V.3.2 Telephony Server I&M. Test no. **EETT-23021**
 - MX-ONE Basics V.3.1. Test no. **EETT-23018**. Pre-requisite to EETT-23021 (see section MX-ONE Courses and Tests) in this product offer document.

*) Partners without any PBA related to MX-ONE.

3. **Optional Features**

SIP DECT Base Station **, *WiFi412 WLAN Phone* **, *Hospitality Application*, *Manager Device* and *Manager Availability* are optional features and have separate PBAs. However, at the sales and pre-sales level (course and tests) they are all included (except Hospitality Application). The optional feature *Hospitality Application* have a separate PBA but at the sales level only.

Note that the version number for MX-ONE Manager Availability 3.1 and MX-ONE Manager Device 1.1 did not change with the introduction of MX-ONE V.3.2.

**) SIP DECT and WiFi412 will be general available after being run as First Customer Installations, supervised by the Aastra Development Team.

If you have First Customer Installation candidates, please contact your Aastra Country Sales Unit.

SIP DECT and WiFi412 will be exposed to an extended Field Trial and will thus be released in a later stage and announced separately.

Product Business Approvals will be given when the First Customer Installations are up and running with a positive result.

MX-ONE V.3.2 Product Business Approval structure				
	Sales test	Pre-sales test	Technical tests	MX-ONE V.3.2 Product Business Approvals
MX-ONE V.3.2	Yes	Yes	Yes	Required for new partners.
MX-ONE Manager Device 1.1	Yes*	Yes*	Yes	Optional: Separate PBA
SIP DECT	Yes*	Yes*	Yes	Optional: Separate PBA No Product Business Approvals will be given until the extended Field Trial is completed.
MX-ONE Hospitality Application	Yes	N/A	N/A	Optional: Separate PBA
WiFi412 WLAN	Yes*	Yes*	Yes	Optional: Separate PBA No Product Business Approvals will be given until the extended Field Trial is completed.
MX-ONE Manager Availability 3.1	Yes*	Yes*	Yes	Optional: Separate PBA

*) Included in the sales and pre-sales test related to the news in MX-ONE V.3.2. Test no. EEPT-23006.

6.4.1 Reference and Demo Systems

All service partners should have a reference system to be able to handle support for their customers.

The hardware used in the MX-ONE Telephony System – Telephony Switch, MX-ONE Telephony System 1.0, MX-ONE V.2, MX-ONE V.3 and MX-ONE V.3.1 Reference Systems can be re-used and upgraded to the MX-ONE V.3.2 Reference System. For prices, please see the Configuration Model Release 83 (CoMo R83) price notification.

Reference and Demo Systems are orderable via the Aastra Enterprise Shop.

Please note that each partner is allowed to order a maximum of two (2) Reference Systems and Demo Systems.

Please refer to the separate Ordering Information document available on the Aastra Info Channel for information about the Aastra MX-ONE V.3.2 Reference and Demo Systems.

6.5 Education

6.5.1 Educational Overview

Aastra would like its partners to possess excellent product knowledge. Training for our partners is considered to be fundamental for the customers' perception of the quality and for us and our partners to be aware of the products' intended uses.

6.5.2 Education Structure for MX-ONE V.3.2

Information on courses, tests, and schedules are available on WebLearn;

<http://aastra.tripnet.se/> For additional information, please contact any of our Training Providers.

Competence Tracks

Competence tracks are available on WebLearn. The tracks are based on a combination of courses and tests. Depending on your earlier competence and knowledge, the tracks can vary. The purpose of the competence tracks is to guide you towards Product Business Approval.

Certification Program

The Certification Program is developed to secure the brand and quality in sales, pre-sales, and services by certification tests. The tests are available on the WebLearn website

<http://aastra.tripnet.se/> free of charge.

6.5.3 MX-ONE™ V.3.2 Sales Courses and Tests

Course name	Course number	Duration	Course Description	Corresponding test
MX-ONE™ Telephony Server V.3.2 Sales (Web based)	LZU 102 1763	40 min.	This web sales course provides the participants with the skill and knowledge to market and sell MX-ONE™, including SIP DECT and WiFi.	EEST-23005
MX-ONE™ Telephony Server V 3.2 Sales/Pre-Sales News (Web based) Note! This is the same News course, for sales and the pre-sales target groups.	LZU 102 1765	20 min.	This web-based training gives an update on the news in the MX-ONE™ V 3.2 release, including SIP DECT and WiFi.	EEPT-23006 Note! This is the same News test, for sales and the pre-sales target groups.

6.5.4 MX-ONE™ Hospitality Application Sales Course and Test

Course name	Course number	Duration	Course Description	Corresponding test
MX-ONE™ Hospitality Application Sales (Web based)	LZU 102 1774	30 min.	This web sales course provides the participants with the skill and knowledge to market and sell MX-ONE™ Hospitality Application. This sales course also addresses the pre-sales persons.	EEST-23006

6.5.5 MX-ONE™ V.3.2 Pre-Sales Courses and Tests

Course name	Course number	Duration	Course Description	Corresponding test
MX-ONE™ Telephony Server V.3.2 Pre- Sales (Web based)	LZU 102 1764	40 min.	With the aid of the Pre-Sales training, pre-sales personnel will be able to support sales with deeper explanations for the technical information of MX-ONE™ and configuration etc. including SIP DECT and WiFi.	EEPT-23005
MX-ONE™ Telephony Server V.3.2 Sale/Pre- Sales News (Web based) Note! This is the same News course, for sales and the pre-sales target groups.	LZU 102 1765	20 min.	This web-based training gives an update on the news in the MX-ONE™ V.3.2 release, including SIP DECT and WiFi.	EEPT-23006 Note! This is the same News test, for sales and the pre-sales target groups.

6.5.6 MX-ONE™ V.3.2 Technical Courses and Tests

Course name	Course number	Duration	Course Description	Corresponding test
MX-ONE™ Basics (Web based)	LZU 102 1703 Note: course addressed to new partners and partners with PBA for MX-ONE V.2.	1 hour	Many aspects that will not be covered in the MX-ONE™ regular courses but could need extra attention for those who are not (yet) familiar with the telephony system are included in this course. The modular, web-based setup allows attendees to focus on those topics that they don't feel too familiar with, then gaining as much needed competence in as short a time as possible.	EETT-23018 Note: The students must pass this test prior to the course LZU 102 1766 and the test EETT-23021
MX-ONE™ V.3.2 Telephony Server I&M	LZU 102 1766 Note: course addressed to partners with PBA for MX-ONE V.3.0.	5 days	The course covers the manual installation of the hardware and software in the Telephony Server and configuration and maintenance specific to the Telephony Server. The course includes a short assessment of elements presented in MX-ONE™ V.3.2 Basics. <i>Note!</i> The course does not include the installation or configuration of the Linux operating system.	EETT-23021
MX-ONE™ Manager Device 1.1	LZU 102 1718	1 day	Note that the version number for MX-ONE Manager Device 1.1 did not change with the introduction of MX-ONE V.3.2. This course covers the basic Radia concepts and Aastra specific Radia deployment. Included is also hands-on training as to how to maintain software using MX-ONE™ Manager Device.	EETT-23023

MX-ONE™ V.3.2 Telephony Server I&M News	LZU 102 1767	1 day	Engineers who have already passed the tests EETT-23019 can take this news course and test, covering the news between MX-ONE™ V.3.1 and V.3.2.	EETT-23021
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SIP DECT Base Station Technical Course and Test

Course name	Course number	Duration	Course Description	Corresponding test
IP DECT Installation & Configuration (web based)	LZU 102 1772	2 hours	This course will give you the difference between the traditional DECT system and the SIP DECT system. It will also address installation, configuration and maintenance of the SIP DECT Base Station.	EETT-05001

Note: IP DECT also called SIP DECT in this product offer document.

MX-ONE™ Wi-Fi Technical Course and Test

Course name	Course number	Duration	Course Description	Corresponding test
WiFi412 WLAN Installation & Configuration (web based)	LZU 102 1775	1 hour	This course will give a basic understanding of the unique aspects and demands that are connected to Wi-Fi for voice and telephony. The course will also give detailed information of how the phone is installed/initiated and how management and alarm/messaging functions can be set-up.	EETT-23025

MX-ONE™ Manager Availability Course and Test

Course name	Course number	Duration	Course Description	Corresponding test
MX-ONE™ Manager Availability 3.1	LZU 102 1717	1 day	Note: that the version number for MX-ONE Manager Availability 3.1 did not change with the introduction of MX-ONE V.3.2. This course consists of general Patrol parts used by Aastra and Aastra specific issues. Maintenance is also a part of this course.	EETT-23022

6.6 Service

The new server-based communication system will require services beyond those required for circuit switched network solutions. This is because in a LAN/WAN environment, parameters such as delay, loss, and jitter have a serious impact on the quality of voice applications if they exceed certain threshold values. Bandwidth verification and assessment of the network is, therefore, needed prior to any decision concerning a VoIP networking solution.

Additionally, data networks are managed by a third party vendor or in-house IT department who are not always familiar with voice applications or the quality of service issues. Assistance will also be needed to integrate voice into the data infrastructure and secure end-to-end quality.

6.6.1 Service Readiness Plan

The Service Readiness Plan (SRP) describes the services and indicates the documents describing the detailed activities. The competence and tools required for performing customer service, the average time and delivery methods per service are described. In addition, required training, reference systems, and spare parts are specified.

The service preparation information for the MX-ONE is divided into two SRP documents. There is one main SRP covering all MX-ONE applications except for MX-ONE Messaging.

The information for the preparation of the Messaging application is described in one SRP, which is common to both the MX-ONE and MD110 platform.

- Service Readiness plan for MX-ONE document no. EAB-08:038942
- Service Readiness plan for MX-ONE Messaging document no. EBC-05:001806

The SRPs are available on the Aastra Info Channel as a part of the launch documentation for the MX-ONE V.3.2.

7 Pre-Sales Business Support

We facilitate smooth and efficient operations for new and established partners.

In a complex, fast-paced world, we want to make things simple for you – simple and profitable. Aastra provides both technical and commercial pre-sales and sales support. Our goal is to help you grow your business by offering you the support you need to successfully sell Aastra solutions. Your channel manager can provide you with additional information about the support that we offer in your region.

7.1 Tools and services

Aastra Info Channel

Your first choice for support is Info Channel where you can find most of the pre-sales information you need.

Enterprise Partner Interface

Enterprise Partner Interface (EPI) is a service we offer to all our certified partners and resellers. Please note that resellers only can use the EPI for questions regarding passwords and the tool Aastra Info Channel. For any other question, please turn to your distributor/partner.

EPI is the interface for all questions you may have regarding: bid support, product questions, order processing and status, warranty and repair handling or access to our sales applications (Enterprise Shop and Pocket SolveIT).

You reach the service via the Enterprise Partner Interface link on Info Channel top toolbar.

Pocket SolveIT and Enterprise-shop

Aastra MX-ONE™ is available in Pocket SolveIT September 29 and will be available in Enterprise-shop (e-shop) October 6.

8 Contact Information and Support

For more information about this product offer document or for specific questions related to the Aastra MX-ONE V.3.2, please contact your Aastra Channel Manager.

9 Abbreviations

ALEX	Active Library Explorer
CMG	Contact Management
Compact SM	Compact SM Compact Server Media Gateway
CPDM	Central Portable Device Manager
DECT	Digital Enhanced Cordless Telephony
D.N.A.	Dynamic Network Administration
DTS	Digital Telephone Set
ESU	Embedded Server Unit
FW	Firmware
GA	General Availability
IMS	IP Multimedia Subsystem
IP	Internet Protocol
IPLU	Internet Protocol Line Unit
ISDN	Integrated Services Digital Network
LAN	Local Area Network
LIM	Line Interface Module
MG	Media Gateway
NOW	Operator Workstation
OCS	Microsoft® Office Communications Service®
O&M	Operation & Maintenance
PBA	Product Business Approval

PIM	Personal Information Management
PBX	Private Branch eXchange
RAC	Regional Authorization Code
SIP	Session Initiated Protocol
SRP	Service Readiness Plan
TSW	Telephony Switch
WAN	Wide Area Network
WLAN	Wireless LAN
VoIP	Voice over Internet Protocol

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Aastra Technologies Limited
Concord, Ontario, Canada.