

Strata® DK Sales Bulletin

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Announcing MCK Communications Branch Office EXTender 6000

We are very pleased to announce the MCK Branch Office EXTenderTM 6000. The MCK Office Extender represents a new telecommunications solution for your customers with remote offices. The EXTender 6000 for Branch Offices provides the power of the main location's Strata DK system to small branch offices over the customer's existing data network.

Key features of the EXTender 6000 for Branch Offices

- Supports up to eight or 12 users per stackable unit
- Branch office users get fully-featured Toshiba digital telephones with Strata DK system features, and Automatic Call Distribution (ACD).
- + Leverages existing Strata DK system and data networking resources
- Cost-effective to implement, manage and maintain
- + Choice of network protocol support and compression rates minimizes communications cost
- Corporate or remote management tools provide flexible administration
- Ease of installation and use
- Dual Wide Area Network (WAN) interfaces allow multiple network options like T1, Frame, Digital Data Systems (DDS), Integrated Services Digital Network (ISDN), Digital Subscriber Line (DSL), cable, etc.
- Uniform telephony systems features and capabilities allows direct access to all employees giving your customers better company-wide support

The EXTender 6000 for Branch Offices enables groups of remote workers to have cost-effective, digital line extensions off the main location's Strata DK system and voice mail system, providing branch office employees with transparent access to voice services. It makes the branch office a fully functional part of the main location's Strata DK system and voice mail system without the cost or administrative difficulty of installing a separate system.

Branch office employees can now use the same Toshiba digital telephones used in the main office. Features include four-digit extensions, conference calling, auto-attendant, operator backup, intra-office transfer and, most important, use of the corporate voice mail system. The EXTender 6000 for Branch Offices provides all this functionality with minimal impact on valuable network resources, the Strata DK, the System Administrator, or users. Telephones at the remote site have full functionality, including LCD features. It is as if they are sitting in the main office.

Toshiba America Information Systems, Inc.

Product Description

The EXTender 6000 for Branch Offices is a multi-user version of MCK's award-winning EXTender technology, which has been in use for over five years in call centers and corporations worldwide, enabling individuals to have seamless access to the corporate PBX from remote locations. The EXTender 6000 uses MCK's Remote Voice Protocol (RVP)TM and Remote Voice Protocol over IP (RVPoIP)TM to convert voice and signaling into packets that can be sent through a remote access connection to the corporate voice network.

The EXTender 6000 connects to the corporate network over traditional circuit-based networks including T1 (TDM), Fractional T1, ISDN, or Frame Relay through an external network device, or over packet switched networks such as IP, xDSL, and cable. Using a third-party network termination allows the Branch Office EXTender to perform in a wide variety of network environments. Network connections can include ISDN terminal adapters, Data Service Units (DSU), multiplexers, Frame Relay Access Devices (FRAD), routers, DOCSIS-compliant cable modems, etc. The EXTender 6000 connects to the Strata DK system through digital station ports.

The EXTender 6000 for Branch Offices provides a choice of voice compression algorithms to allow up to eight phones to be extended and used simultaneously over a single ISDN BRI line or two DS0s. Fractional T1 lines can also be used, providing up to four sessions per DS0, depending on the voice compression algorithm selected. By using advanced voice compression algorithms, the EXTender 6000 for Branch Offices minimizes network bandwidth requirements while ensuring high voice quality.

PBXgateway		Branch Office EXTender		
Product	Part Number	Product	Part Number	
Switch Unit (8 port)	E-6000G-STM08	Remote Unit (8 port)	E-6000-RTM08	
Switch Unit (12 port)	E-6000G-STM12	Remote Unit (8 port w/911)	E-6000Z-RTM08	
		Remote Unit (12 port w/911)	E-6000Z-RTM12	

Available Products and Part Numbers

Application

The use of synchronous data protocols allows the EXTender 6000 to connect to a wide variety of network termination equipment in order to maximize the user's connectivity options. In addition, remote administration access is provided for the Remote and Switch Units to maximize ease of use and manageability for the System Administrator.

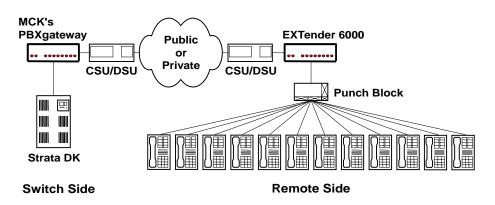


Figure 1 Basic Topology for EXTender 6000 for Branch Offices (RVP)

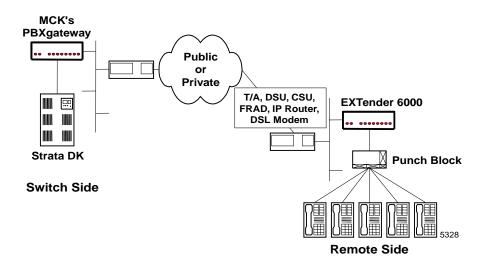


Figure 2 Packet Switched Network (RVPoIP)

Selling Advantages

- Remote employees can get the same phone system as corporate workers.
- Prior customers can leverage existing investments in Strata DK, voice mail, ACD, call accounting systems and data networks.
- Simplifies administration of the remote system.

The EXTender 6000 Sales Story

The Strata DK Is About to Branch Out

The telephone is the lifeblood of your business, and you've invested heavily in your telephone system at your corporate location. But you've settled for incompatible systems at your branch offices. It's not because you want to treat your remote employees differently. There just hasn't been a good, cost-effective alternative for small branch offices until now.

Branch office employees can now use the same fully featured, digital telephones and the same telephone numbering scheme as the central office, allowing calls to be made or transferred seamlessly between offices. They will use the same voice mail system that you have at corporate. Remote workers can now have the operator back up their calls when no one is available at the branch office. With the Branch Office EXTender, there's no need to settle for an incompatible key system, Centrex Service or Off Premise Extension (OPX) any longer. Your branch office or satellite call center will be a fully integrated part of the corporate voice system.

Leverage Your Company's Telephony Investments

When it comes to delivering reliable, feature-rich telephone service to your employees, nothing beats the Strata DK—it's the best call-processing engine available. With the Branch Office EXTender, you can leverage your company's investment in the Strata DK by providing branch employees with the same high-level of phone service you provide your corporate employees.

You can extend this remote voice capability over the data connections that already exist between your corporate office and your branch office. Simply install a PBX gateway at your Strata DK location and then choose a combination of remote client units to meet your needs. Up to 12 ports can be terminated at the

gateway, over virtually any network connection—T1, Fractional T1, Frame Relay, xDSL, Fiber, DDS, ISDN, DSL or cable. You are now ready to provide full corporate PBX capabilities over your data network, making voice and data convergence a reality.

Leverage Your Existing Data Network Investment

You can use your existing data communications equipment and save valuable network bandwidth by consolidating voice and data on one network. For example, you may have an existing data connection over T1 or Fractional T1 to the corporation through a CSU/DSU. You can simply configure a few of the DS0s for allocation to the Branch Office EXTender for full Strata DK voice access.

If you do not already have a data connection, you can use an ISDN, DSL or cable connection for branch connectivity to the corporate office. The Branch Office EXTender works with any network device that provides a synchronous, clear-channel connection. Such devices include ISDN terminal adapters, CSU/DSUs, multiplexers, FRADs, routers and DOCSIS-compliant cable modems. The Branch Office EXTender is equipped with dual WAN links, to provide redundancy and improve reliability for RVP traffic. You can use T1 as your primary connection and ISDN as a back-up on the second WAN link.

Insure Central Office Voice Quality for All Branch Locations

The Branch Office EXTender is uniquely engineered to provide high-quality voice and PBX features extended over data networks. MCK's patent-pending RVP and RVPoIP turn digital voice signals and signaling into highly efficient data packets. Sophisticated software features include a G.165-compliant echo canceller enhanced with proprietary double-talk elimination software, licensed PBX and telephone protocols, and a range of industry-standard compression options.

Voice compression options, which range from ITU G.729A (eight Kbps) to G.726 (24 or 32 Kbps) to G.711 (64 Kbps), can be selected on a system or port basis, allowing you to minimize network bandwidth requirements or maximize voice quality. MCK's innovative, dynamic, bandwidth allocation even allows you to change compression on the fly. Using the highest compression rates, it is possible to have eight calls in progress using one ISDN Basic Rate Interface (BRI) line or two DS0s. Based on statistical usage patterns and call blocking, offices may find it is even possible for eight users to share a single ISDN B channel, a DSL or a cable connection.

Designed-in Plug and Play Simplicity

Like the best distributed applications, the Branch Office EXTender has been designed for operational simplicity at the remote site, freeing branch employees from administrative tasks. All of the system's configurations, operations, administrative and diagnostic functions may be accessed through an IP connection, a modem connected to the Switch Unit's console port, or via the Branch Office EXTenders' in-band network connection. This flexibility helps optimize your company's valuable administrative resources, lowering operating costs.

When you take the Branch Office EXTender out of the box, your branch will be up and running in minutes. Simply connect your network to the WAN ports, run a cable to your phone block and power up. All of the defaults have been set to work out of the box, and all of the instructions your branch users will need fit on a two page reference guide. The PBXgateway is equally easy to install and comes with pre-sets to get you up and running quickly. A full complement of system capabilities is available to the System Administrator through the management software.

Remote Management Could Not Be Easier

Possibly, the best part of the Branch Office EXTender is its management capability. Not only is the branch office's phone system now the same phone system and voice mail system that you use at corporate, but managing the system could not be easier. System Administrators can access the interface via a direct serial connection from a PC, a Local Area Network (LAN) based Telnet interface or an in-band WAN interface.

The menu-based management interface, with Simple Nework Management Protocol (SNMP) support, provides a wide range of set-up, operational and diagnostic tools along with context sensitive help. System Administrators can manage security features, enable and disable ports, set compression algorithms, perform remote diagnostics, view network performance, access log files, download new software (via File Transfer Protocol (FTP) or serial connection) or even reboot the system, allowing you to optimize the Branch Office EXTender's performance in real time—from any location.

The Bottom Line

The Branch Office EXTender will save your customers money. They won't have to purchase incompatible key systems, voice mail, ACD, messaging or call accounting systems. They won't have to pay high recurring Centrex fees. They can save on management expenses because your System Administrators won't have to learn additional systems and can manage the Branch Office EXTender from any location.

Your customers can use existing data communications equipment and save valuable network bandwidth by consolidating voice and data. This lowers their total cost of ownership by providing an easy migration path to future network connectivity options, without expensive upgrades.

MCK is committed to protecting your customers' investment. The Branch Office EXTender has been designed for upgradability as new software or hardware features become available.

Sales Tools

Some valuable resources are available on the Toshiba FYI Internet site to assist your sales efforts as follows:

- MCK Branch Office EXTender 6000 Announcement Sales Bulletin located under Strata Systems/ Bulletins/Strata DK Sales Bulletins/SBDK-0057.
- MCK Branch Office EXTender 6000 Brochure located under Strata Systems/Product Info/MCK Branch Office EXTender 6000 Brochure
- MCK Branch Office Gateway Brochure located under Strata Systems/Product Info/MCK Branch Office Gateway Brochure
- MCK Branch Office EXTender 6000 Dealer Success Guide located under Strata Systems/Product Info/ Distributor Success Guide.
- MCK Branch Office EXTender 6000 Powerpoint Presentation located under Strata Systems/Product Info/MCK Branch Office EXTender Powerpoint Sales Presentation.

Product Line Strategy

Toshiba has formed an agreement with MCK Communications, Inc., to market the Toshiba-compatible EXTender 6000 product line with Strata DKT2000 Series Telephones and Strata DK business telephone systems through authorized Toshiba dealers. Toshiba stocks MCK products and Authorized Toshiba Dealers to buy the EXTender 6000 products directly from Toshiba. Toshiba has exclusive distribution rights for the Toshiba-compatible version of the MCK EXTender 6000.

The MCK EXTender 6000 products are intended for use by small and medium-sized organizations with geographically dispersed locations. This enables them to take advantage of lower cost, single system operations.

Compatibility

The MCK Branch Office EXTender 6000 products are compatible with all Strata 2000 Series and AirLink Telephones for use with Strata DK14, DK40i, DK280, DK424, and DK424i Telephone Systems including:

- DKT2001
- + DKT2020-SD
- + DKT2010-SD
- + DKT2010-S
- + DKT2020-S

Pricing

The MCK Branch Office EXTender 6000 products are priced to be very cost effective and show a quick return on investment for organizations with geographically dispersed locations. Pricing for the MCK products are in the new *Strata DK Authorized Toshiba Dealer Price Book* available on the FYI Internet site located under Strata Systems/Dealer Pricing/Strata DK Authorized Toshiba Dealer Price Book.

Training

Regional MCK sales and support personnel will provide sales and technical training to all Authorized Toshiba Dealers at an agreeable time and a location to be provided by the Dealer. This training is available at no cost beyond travel and lodging expenses. Contact your Toshiba Regional Sales Manager to arrange for this training.

Support

Authorized Toshiba Dealers are responsible for First Level Support and Toshiba TSD will be responsible for Second Level Support. Support is available from Toshiba TSD under standard terms and conditions.

Documentation

MCK technical documentation is included with each shipment. Other sales literature and documentation can be ordered directly from MCK Communications, Inc. See Appendix A for ordering instructions.

Availability

Toshiba will be shipping the MCK EXTender 6000 products in June. Orders will be accepted on or after May 22, 2000.

Appendix A



LITERATURE ORDER FORM

FAX TO: MCK Communications, Inc. at (617) 454-6101

Item:	Description	Part Number	Price	Quantity	Extended Price
Quick Installation Guide		G6000-M-NM	\$ 5/each		\$
System Administrator's Guide	Includes Quick Installation Guide	M6000-M-NM	\$ 25/each		\$
Distributor Success Guide	Training Manual	T6000-0399	\$ 20/each		\$

\$ Total
\$ (Shipping is additional for all orders)

Purchase Order Number:	Date Order Placed:	
Name:		
Title:		
Company Name:		
Address:		
City:		
State/Prov.:		
Telephone:	Fax:	
Email:		BLIT-1