

Lucent Technologies
Bell Labs Innovations



MERLIN MAIL[®]
Voice Messaging System
Release 3

Communicating better with messaging!

SALES GUIDE

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Contents

Introduction	1
Why Sell It?	2
Sales Strategy	3
Product Line Impact	3
How to use this <i>GUIDE</i>	4
The Product	5
A Little Background	5
The “Benefit Backbone”	7
What’s New	9
Unbeatable Voice Quality	9
More Ports	9
More Storage	10
More Types of Mailboxes	10
More Automated Attendants (AAs)	11
More FAX Extensions/ FAX DGC Groups	12
Longer Message Lengths	12
More Outcalling Capability	12
More Message Information	13
More Touch-tone Gate Options	14
More Security Enhancements	15
Personal Operator	16
Customer Care-about	17
Targets & Tactics	19
Voice Messaging Need/Solution/Benefits Model	21
Killer Benefits	22
The Big Benefits of Voice Messaging	22
The Value Exercise	22

Contents (cont.)

Targets & Tactics (cont.)

Chart Your Course	23
1. Business Processes that can be Improved by a MERLIN MAIL R3 System:	23
2. Cost/Revenue Justification: Reducing Costs:	25
3. Cost/Revenue Justification: Increase Revenues:	25
4. How Voice Messaging Increases Revenues and Profits:	25
5. How Voice Messaging Cuts a Phone Bill:	26
6. Facts to Use to Increase Sales:	26
7. Examples of Strategic Business Goals in Selected Industries:	26
8. Voice Processing Solutions by Selected Industries:	27
9. Interesting Voice Processing Facts:	28
MERLIN MAIL R3 System in ACTION!	29
Competitors	31
Appendix A: Features & Benefits Finder	33
Key to Benefits	33
Selected Feature Glossary	34
Appendix B: Applications Finder	36
Appendix C: Security Primer	37
Appendix D: Technical Specs	40
System Specifications	40
Appendix E: Support Information	41
Contacts	41
Brochures	41
Reference Documents	41
Appendix F: To Order	42



Introduction

Try these two exercises:

1. Ask your prospects how they feel when they try to reach someone at *another company and they*:

- hear 10 rings before the phone is picked up...
- wait on hold for several minutes (listening to static-filled music or a repeating, unintelligible recorded announcement), while their blood pressure inches upward (especially if it's a toll call because there's no 800 service)...
- get transferred to nowhere, where no one picks up or get disconnected before they can leave a message...

It's very frustrating not to be able to communicate. It's also very unproductive and very unprofitable. Your prospects will get the message.

2. Then, ask your prospects to check their own level of service. Now they know how their customers feel. It might prove a very enlightening exercise.

And, even if your customers and prospects are comfortable with their current setup, you can still make a very strong case for adding or upgrading to an entry level voice messaging application like the new MERLIN MAIL® Voice Messaging System Release 3 (MERLIN MAIL R3):

- for new prospects, dazzle them with a future vision of improved communications. Don't let any of them buy a MERLIN LEGEND® Communications System without a MERLIN MAIL R3 system.
- for existing MERLIN LEGEND system customers without voice messaging, build on their comfort level with their phone system and explain how easy and cost effective it is to add a MERLIN MAIL R3 system.

-
- ▶ for existing MERLIN LEGEND system customers with a MERLIN MAIL Voice Messaging System Release 2 system or a MERLIN MAIL Voice Messaging System Multi-Lingual Version, demonstrate the value of upgrading to the new release—and be sure to mention how the great new features were driven by the concerns and recommendations of our customers.

Why Sell It?

Voice messaging is great to sell because: 1) its use and functionality make good business sense; 2) the learning curve for user operation is short; 3) employees, customers, and vendors will use it and come to depend on it; and 4) many companies, large or small, in most industries, can benefit from it. The MERLIN MAIL R3 system is great to sell because it's a leader in its market.

Remember, you are selling the MERLIN MAIL R3 system as a solution. Show your customers and prospects how they can become more efficient, productive, and profitable with one. Be specific. Use examples, comparisons, and success stories to demonstrate the benefits **important to them**.

Whether the goal is better customer service, better call handling, improved employee productivity, cost control, or something else, capitalize on the fact that decision makers who can understand cost/benefits will agree that voice messaging is an important basic tool for business. Don't let them go another day without the MERLIN MAIL R3 system.

Sales Strategy

The reasons for enhancements in 1995 are to:

- increase sales opportunities by adding the features our customers want
- increase sales opportunities by expanding capacities (e.g., number of ports and hours of speech storage)
- improve where customers have not been happy (e.g., DTMF detection and voice quality)
- improve customer satisfaction by correcting perceived limitations

Product Line Impact

AT&T offers these voice messaging solutions for the MERLIN LEGEND system customer, from the most basic to the most high-end in terms of functionality, capacity, and price:

- MERLIN MAIL R3 system
- ISIII AUDIX® Voice Power™ (AVP) system
- AT&T INTUITY™ Multimedia Messaging Solutions

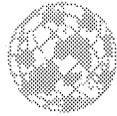
Position the MERLIN MAIL R3 system as the affordable voice mail solution for customers entering the voice mail market. It is fully integrated, feature-rich, and competitively priced.

How to use this GUIDE

This *Sales Guide* is full of information that you can use to get into the sales zone. Use it in your proposals and presentations to convince customers and prospects that you represent truth, justice, and the MERLIN MAIL R3 system. It contains:

- ▶ a brief history of the MERLIN MAIL system and its “benefit backbone” (those tried and true features and functions that are the foundation of the great solutions we offer)
- ▶ new features and benefits
- ▶ customer concerns and ways to address them
- ▶ who should you target and how
- ▶ helpful sales tips
- ▶ several innovative applications
- ▶ useful competitive information
- ▶ the new pricing policy
- ▶ a security primer
- ▶ and much more

It is designed to help you approach your customers and prospects easily and directly, so that they get *your* message.



The Product

The MERLIN MAIL R3 system is our newest small business voice messaging solution offered for sale with the MERLIN LEGEND system. It's a great upgrade from the previous version, MERLIN MAIL Voice Messaging System Multi-lingual Version. Following a brief backgrounder, is a description of the system's "benefit backbone" —those existing features/functions that our customers typically ask for. (New features/functions are covered in the next section.)

A Little Background

The system currently sells in the Americas and Canada. Today, the MERLIN MAIL R3 system boasts these basic specs:

Ports	2, 4, or 6 (port boards come in two-port increments)
Message Storage	2/4-port: 6 hours; 6-port: 10 hours
PBX Integration	MERLIN LEGEND Communications System
Active Subscribers	Up to 60 for the 6-port system
Mailboxes	Up to 100 voice mailboxes <i>or</i> bulletin boards; recommended limits for active mailboxes are 20 for the 2-port system, 40 for the 4-port system, and 60 for the 6-port system; up to 255 transfer-only

MERLIN MAIL System Release Highlights

Feature/Function/Capacity	Release Multi-lingual	Release 3.0 (5/95)
Multi-lingual Capability	Yes	Yes
Maximum Port Capacity	4	6
Maximum Storage (in hours)	Up to 4.5	6 for 2/4-port system; 10 for 6-port system
Multiple Main Automated Attendants	N/A	Yes
Bulletin Board Mailboxes	N/A	Yes
Transfer-only Mailboxes	N/A	Yes
Voice Processing Card	Analog	Digital
Encoding Algorithm	CVSD	ADPCM
Attendant Schedule Control	1 Schedule	Individual Automated Attendant
Review Automated Attendant Schedule	N/A	Yes
FAX extension /FAX Calling Group	One Per System	One Per Automated Attendant
Operator	System Operator	Call Answer Service Operator
Maximum Message Length (in minutes)	2 for all Mailboxes	Between 2, 5, or 10, depending on the Mailbox's Class of Service
Maximum Outcalling Numbers	1	5
Maximum Outcalling Cycles	5 Attempts (fixed)	9 for Entire List (administrable)
Outcalling Delay (in minutes)	30 (fixed)	Variable Between 5 and 99
Outcalling Schedule	N/A	Yes
Embedded # in Outcalling Number	N/A	Yes
Maximum Digits For Outcalling Number	29	60
Message Forwarding	Yes, Basic	Enhanced
Old and New Messages Waiting Alert	N/A	Yes
Mailbox Full Alert	Nearly Full Alert	Mailbox 80% Full Alert
Restrict Transfer to Subscribers Only	N/A	Yes
Personal Greeting, Revert to Default Greeting	N/A	Yes
Touch-tone Gate for Bilingual Mode	Must Be Active In Bilingual Mode	Optional
Personal Operator	N/A	Yes
FAX Tone Detection	Touch-tone Gate Must Be On/Requires 8 Seconds of Silence	.5 Seconds
Security Violation Notification	N/A	Yes
System Administration Password	N/A	Yes
Minimum Password Length (in digits)	0 (fixed)	Administrable Up To 15 Digits
Maximum Password Length (in digits)	4	15

The “Benefit Backbone”

Tangible benefits sell systems. They are not always the newest features, functions, and capacities. Here are several existing “backbone” features of the MERLIN MAIL system’s benefits. Become familiar with them so that you can translate them into solutions for your customers and prospects. (See new stuff in the next section.)

- **Three Essential Services:** Automated attendant, voice mail, and call answer service boost your customers’ communications capability.
- **Easy-to-use Interface:** Our research shows most customers spend 90% of their time retrieving messages. So, ease of use is a cost-effective timesaver that everyone appreciates. The MERLIN MAIL R3 system’s user interface is fast, simple, and convenient, offering many one-key commands, short prompts, and message headers.



Emphasize Ease of Use

Remember, “usability” is a critical factor in the decision to invest in a piece of technology. Stress the MERLIN MAIL R3 system’s especially friendly user interface.

- **Multilingual Capabilities:** The system operates in either one (English, Canadian French, or Latin American Spanish) or two languages (English/French or English/Spanish). When in bilingual mode, callers can choose to hear system prompts in either language.

Dual language support helps companies overcome barriers to business by enabling non-English speaking customers to communicate more easily, comfortably, and effectively.



Capture New Markets with Multilingual Support

Multilingual support means you can target new markets that need the languages we offer. English/Canadian French and English/Latin American Spanish versions break through language barriers so that your customers can offer broader access and expand services to their customers and suppliers.



What's New

More of what our customers asked for! More features. More capacity. More secure. More automated attendants. More outcalling capabilities. More usable. More administrable. More benefits. Infinitely more sellable.

Unbeatable Voice Quality

New!

DSP Voice Processing Card: The new digital signal processing (DSP) card replaces the analog one, delivering better DTMF and FAX tone detection, and super speech quality.

Up to three of these cards can be installed. Although smaller than its analog cousin, once installed, there is no difference in connections between the MERLIN LEGEND system and the MERLIN MAIL R3 system unit. Cool!



Demonstrate the Quality

New and improved voice quality leaves the competition speechless. Bottom line is, it enhances the "usability" of the system. Messages are easier to record and retrieve, so users can be more productive. Your customers will look better to their customers and vendors. You'll be the hero. Call the Voice Processing Demo Line (800-273-3366) and let your customers and prospects hear quality.

More Ports

Improved!

Two More Dynamic Ports: The system now supports up to six ports.

ABC

Dynamic Port Allocation: voice processing card ports can provide the appropriate service (e.g., call answer, automated attendant, or voice mail) without having to be dedicated.

More Storage

Improved!

More Storage Capacity: Up to six hours for two- or four-port systems; up to 10 hours for the six port system.



Show Concern About Your Prospect's Future (a.k.a. Investment Protection); Sell Growth Potential

The system your customers buy today will serve them well into the future. Emphasize how six ports and up to 10 hours of storage leave a lot of room for expansion, which is especially important for small, growing companies. Also, revisit existing customers and see if they're ready to add capacity.

More Types of Mailboxes

New!

Bulletin Board Mailboxes: Callers cannot leave a message in bulletin board mailboxes. They only hear the owner's recorded message (of up to four minutes).

The owner can also specify where the caller is transferred, to if he or she presses "0" before, during, or after hearing the bulletin board message. The Dial 0 Destination may be a mailbox, extension, or automated attendant menu.

Here are the differences between the the automated attendant announcement and a bulletin board mailbox:

Automated Attendant Announcement	Bulletin Board
Announcements are accessed via selections from an automated attendant menu.	Bulletin Boards do not have to be a choice on the automated attendant menu.
Only an administrator can change the announcement.	The mailbox owner changes the message (especially useful when information needs to be updated by more than one person).
Up to two minutes recorded message.	Up to four minutes recorded message.
Dial 0 destination for the announcement is the AA's Dial 0/timeout action.	The owner can assign a dial 0 destination unique to the bulletin board.



Show Your Customers How They Can Expand Their Services Without Adding Headcount or Using Valuable Employee Resources

Customers who receive frequent calls for repetitive information, such as hours of operation, directions, announcements, etc., will love bulletin boards. Valuable employee resources can work on more productive and profitable tasks while customers get the information they need.

More Automated Attendants (AAs)

New!

Transfer-only Mailboxes: These new mailboxes are for extensions that need to be transfer destinations, but do not need to receive messages. They do not have voice mail or call answer service privileges. Conference rooms and factory floor phones are typical applications. The system supports up to 255 transfer-only mailboxes.

This type of mailbox goes hand-in-hand with the new Transfer to Subscribers Only administrative feature (see this important new feature under More Security Enhancements, starting on page 15).



More Mailbox Choices Fit More Customers' Needs

Transfer-only mailboxes are great for businesses with employees who don't need a voice mailbox, such as factories.

Improved!

Many changes were made to AA capabilities:

- the system now supports multiple main AAs – up to three
- each AA has one general mailbox
- each AA has its own schedule controller that can be set to follow the MERLIN LEGEND system Night Service feature, the MERLIN MAIL Business Schedule, or both
- separate day/night, and holiday/temporary schedules can be configured for each AA
- the administrator can review the schedule for each AA
- each AA can be configured with its own "operator"
- a separate greeting is used only if the AA's Touch-tone Gate is on, otherwise the greeting (salutation) must be recorded as part of the AA main menu
- the greeting length for each AA is up to two minutes



Capture New Markets With Multiple Main Automated Attendants

Additional AAs allow you to go into companies needing totally different AAs for multiple departments or into environments with multiple businesses sharing one MERLIN LEGEND system.

More FAX Extensions/FAX DGC Groups



This support is up from one per system to one per AA.

Longer Message Lengths



Different size mailboxes can now hold longer messages:

Mailbox Size (in minutes)	Maximum Message Length
5	2
10	5
60	10 or 15 (depending on COS)

More Outcalling Capability



Expanded and optimized outcalling-cascading messaging make our outcalling feature better:

- the system supports up to five outcalling numbers per subscriber mailbox
- users can select up to nine outcalling cycles. The entire list is dialed up to the number of times specified unless outcalling is canceled, turned off, or the user logs in. If outcalling is scheduled to stop before the list of numbers is dialed, the full number of cycles specified will not be executed.
- the delay between outcalling attempts can be programmed for between 5 and 99 minutes
- the number of digits in the outcalling number is now up to 60 (including * and # signs)
- the system supports the ability to embed one or more # signs in an outcalling number



Outcalling Ensures Important Messages Are Delivered

Emphasize what the MERLIN MAIL R3 system delivers. Your customers' employees traveling or working off-site can be reached when and where needed, upping their productivity. Your customers' customers can be assured that messages will be delivered ASAP for prompt action, providing an important comfort level.

More Message Information



We paid a lot of attention to improving messaging capability:

- ▶ **New vs. Old Message Information:** When the user logs in, the system announces how many new messages (those that haven't been played yet) and how many old ones (those that the user has played all or a part) are waiting. New messages are presented first-in/first-out (FIFO) before old messages.
- ▶ **Message Waiting Alert for New Messages Only:** The trustworthy alert is on only if there are new messages waiting. No more wasted time checking to see if you have new messages!
- ▶ **80% Full Message:** Very, very important feature for message-dependent users. When the subscriber's mailbox is 80% full, the system plays an *uninterruptible* warning message recommending he/she delete unwanted messages. No messages can be left once a mailbox is full (no more overflow into the general mailbox.). Callers can dial "0" or transfer to another mailbox.
- ▶ **Message Lengths:** The length of individual messages that a caller can leave in mailboxes varies between five and 15 minutes, depending on the class of service of the mailbox.
- ▶ **All Appended Messages are Forwarded:** When a message is forwarded, all appended messages are sent with the original message, and played in last in, first out (LIFO) order.



Our New Messaging Capabilities Improve Productivity

These new capabilities are a great time saver, increasing productivity and user satisfaction, yielding better customer service, which translates into greater customer satisfaction and good will. And we all know that brings in valuable repeat business.

More Touch-tone Gate Options



Many touch-tone gate improvements should appeal to many customers and prospects:

- If the touch-tone gate is off, there is no automated attendant touch-tone gate greeting (except when using a temporary closure greeting). The customer records a salutation as part of the main menu.
- If the touch tone gate is on, the automated attendant touch-tone gate greeting plays before the automated attendant menu. Only callers responding to the touch-tone gate greeting will hear the automated attendant menu. Rotary callers are transferred for assistance.
- **Bilingual Mode:** Your customer can turn the touch-tone gate on or off. If it is on, the automated attendant touch-tone gate greeting prompts the caller to press "1" for the primary language or "*1" for the secondary language. If the touch-tone gate is off, the automated attendant main menu greets the caller and prompts him or her to press "1" to select the secondary language. If the caller does not select the secondary language, the system continues in the primary language.
- **Faster Fax tone detection:** Fax CNG tone is detected within 0.5 seconds of an ON tone, even if there is outgoing speech. The touch-tone gate can be on or off.

ABC

CNG: the fax Calling tone.

More Security Enhancements



Up until now, voice messaging systems have been vulnerable to hackers looking for free long distance service at your customers' expense. Toll fraud actually strikes in two places: charges incurred by long distance usage and the loss of valuable telephone resources while in use by the hacker.

Your customers are concerned about toll fraud and other unauthorized system access and use, and so are we. Assure them that, with the MERLIN MAIL R3 system's security improvements, we're taking a proactive approach to protecting them:

- ▶ **Restrict Transfer to Subscribers Only:** If call transfer is administered, callers (like hackers) only can transfer to an extension with a mailbox.
- ▶ **Security Violation Notification:** The system can be configured to:
 - 1) *lock a subscriber's mailbox* after a specified number of consecutive unsuccessful login attempts and send a message to the system administrator and subscriber.
or
 - 2) *send a warning message* to the subscriber and to the system administrator after a specified number of consecutive unsuccessful login attempts.
or
 - 3) *do nothing.* (*Don't recommend this option!*)
If 1) or 2) is administered, the caller hears an announcement stating there were too many unsuccessful attempts to login and the system administrator has been notified.

A Security Violation Threshold can be set for two to 18 consecutive unsuccessful login attempts.
- ▶ **System Administration Password:** This 15-digit-maximum password is required for access to system administration menus.
- ▶ **Unique System Administrator's Mailbox and System Administration Passwords:** These passwords must be different.

-
- **Default (Initial) Password:** The default password for each user is blank. However, since the default minimum password length is six digits, unless the system administrator changes the default to 0, users will be forced to change their password the first time they log in. (The minimum password length is a system-wide parameter set by the system administrator.)
 - **Minimum Password Length:** The system administrator can set this length between 0 and 15 digits. (Recommend a minimum of six digits.)
 - **Maximum Password Length:** The maximum is 15 digits.



We Are The Leader In Combating Toll Fraud

Assure your customers and prospects that their security is important to us and we have several security options that protect them. Only AT&T offers this level of protection against toll fraud. Our goal is to stop hackers from accessing your customers' valuable outside lines and tying up their valuable resources. See the Security Primer in Appendix C for a summary of AT&T's security philosophy and offerings.

Personal Operator

New!

Each subscriber can choose his or her own personal operator. Callers reaching the subscriber's mailbox have the option of dialing "0" and being transferred to that personal operator, rather than a system operator (e.g., receptionist or attendant).

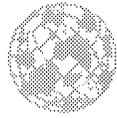


Your Customers Can Better Serve Their Customers

When your customers' customers call in, their call will always be answered by someone who can serve them.

The upgrade from a MERLIN MAIL ML system to a MERLIN MAIL R3 system requires all new hardware.

The MERLIN MAIL R3 system uses the new platform (H3) and new system software. This release is not backward-compatible with any prior system or analog voice processing cards. Watch for marketing announcements or ENEWS communications for information on upgrade promotions.



*Customer Care-about*s

If you don't care about your customers' care-about, you can bet you're not going to be successful—especially in the long run. There are certain issues that all customers are concerned with which you can address head on and early on. Do it right, and you'll gain their trust and confidence. When you speak, they'll listen, and they'll buy what you sell.

MERLIN MAIL R3 system customers want solutions that:

- help them serve customers with excellence
- improve call handling
- make employees more productive
- protect their systems from toll fraud, espionage, and unauthorized access
- enhance usability for subscribers, customers, and suppliers
- control costs
- protect their investment
- simplify system administration and maintenance

We mapped these care-about to MERLIN MAIL R3 system features in Appendix A: Features and Benefits Finder, making it easy for you to cover them in your presentations, proposals, and demos.



Targets & Tactics

Your MERLIN MAIL R3 system prospects can be segmented in several ways: size, industry, sophistication, installed applications or systems, language needs, specific needs, etc. The trick is to match the right tactic (using solutions/benefits) with the right target, and then customize the tactic to the specific needs of each individual customer.

Target customers with between five and 60 stations. The following examples illustrate thinking in terms of solutions/benefits and applications-based selling. This kind of thinking is the key to success.

Following the examples are lists of benefits, instructions for determining the value of voice messaging for each customer and prospect, and charts bursting with more data and statistics than you ever wanted to know about voice messaging which you can drop right into your presentations and proposals.

Businesses with no current voice messaging capability—but who really need it, such as businesses that receive calls day and night from customers and suppliers

You have to teach your customers and prospects about voice messaging and how it will improve their business operations. Some businesses may need only entry level voice processing, providing automated attendant service, call answering, and voice mail. More demanding customers will go for the benefits of features such as cascaded outcalling, multiple main automated attendants, bulletin boards, and more robust security features. Be sure to demonstrate any and all features that customers and prospects need to improve their operations.

Businesses that already own a MERLIN LEGEND System, but do not yet have voice messaging

Show these customers how a MERLIN MAIL R3 system would enhance their MERLIN LEGEND system functionality and improve their business operations. Capitalize on the reasons they originally bought from AT&T—stuff like technology and product leadership, service and support excellence, vision of the future, and commitment to our customers' success.

Businesses buying a new phone system

Show these customers the benefits of buying both a MERLIN LEGEND system with the MERLIN MAIL R3 system—this level of integration means they can cost-effectively exploit MERLIN MAIL R3 system's functionality to its fullest.

Businesses concerned about hackers (every business):

The MERLIN MAIL R3 system offers several critical layers of protection, including these features:

- **Restrict Transfer to Subscribers Only:** limits transfers to extensions with mailboxes only.
- **Security Violation Notification:** locks a subscriber's mailbox after a user-defined number of unsuccessful login attempts and/or alerts the subscriber and administrator.
- **System Administration Password:** This password is required for access to system administration menus.
- **Unique System Administrator's Mailbox and System Administration Passwords:** These passwords must be different.
- **No Default (Initial) Password:** There is no default password. The default minimum password length is six digits, unless the system administrator changes the default. The first time users log in, they are forced to change their password.
- **Minimum Password Length:** The system administrator can set the minimum password length to between 0-15 digits. The longer the password, the greater the system security.

Businesses that have multilingual customers

Monolingual or Bilingual Support: The MERLIN MAIL R3 system offers one-language (English, French, or Spanish) or two-language (English/French or English/Spanish) support. This feature enables your customers to offer better service to their customers. Both you and your customer can expand into new markets.

Businesses that need to provide one-way information to customers

Bulletin Board Mailboxes: This type of mailbox allows your customers' customers to call in to a mailbox and hear a message of up to four minutes long. For example, educational institutions could offer a homework hotline or announce special events, retail stores could provide business hours and locations, and manufacturers could announce employee shift schedules.

Automated Attendant Announcements: Your customers can create up to 99 announcements that can be accessed from the MERLIN MAIL R3 system's automated attendant service. Each announcement can be up to two minutes long.

Businesses that share one phone system or are in a shared tenant environment

Multiple Main Automated Attendants: The system supports up to three automated attendants which can be configured to run on separate schedules with different menu structures. The customers of each of the businesses have no idea they're using shared phone and voice equipment. The sharing is transparent to users, and these businesses benefit from cost-effective sharing of the equipment.

Businesses with employees that travel and/or work off-site

Outcalling: The system can notify mobile employees of new messages automatically by cascading through a list of telephone numbers. For example, the system could be programmed to try an employee's cellular number, then his or her beeper number, then the remote office number, and so on, so that the employee can receive the message and respond quickly.

The key to success is demonstrating the MERLIN MAIL R3 system's benefits and value to your customers and prospects *in their terms*. That means you have to relate the benefits and values specific to their business. If the customer responds to your pitch with, "so what?" you haven't made your case well enough. The following sections contain many benefits and values which you can use to tailor your pitch.

Here's the need/solution/benefits model to present to customers and prospects:

Voice Messaging Need/Solution/Benefits Model

Need

To streamline basic business operations and gain a competitive edge.

Solution

MERLIN MAIL R3 system voice messaging applications.

Benefits

Productivity Gains: Improved information flow and increased employee morale.

Cost Savings: Greater efficiency and lower communications costs (e.g., shifting calls to lower rate periods).

Better Customer Service: Improved call handling and 24-hour operation; service is matched to customer needs.

Increased Revenues: Better call answering and handling resulting in customer loyalty and repeat sales.

Examples

Fewer calls (eliminates the need for 2-way conversation to complete 1-way information transfer).

Shorter calls.

Less costly than paper-based communication.

Time Zone freedom (easier after-hours communication from employees, vendors, and customers).

Increased work group and individual productivity through time saving and improved information flow.

Support for mobile sales and home agents.

Killer Benefits

- **Employees perform better:** They are more efficient and feel more confident. They can also be more effective when traveling or working from home. Happy employees serve customers better, and that's critical to success.
- **Lower communications costs:** Costs come down as expensive paper communications are reduced or eliminated; fewer calls are made to get things accomplished (reducing long distance bills); voice communications operations are centralized and tightly controlled; and the features of MERLIN MAIL R3 system are used to their fullest.
- **Better customer service:** Customers demand good service. Better service yields more customer loyalty and more business. Your customers can expect an enormous growth in their prospective customer base as barriers to communicating drop.
- **Increased revenues:** When communications costs are under control, employees are contentedly working smarter, and customers are satisfied, what else is there?

The Big Benefits of Voice Messaging

-
- **Reduces costs** by increasing employee productivity

 - **Increases revenues** by generating new sales opportunities and supporting new services

 - **Increases margins** by reducing communications cost and increasing productivity

 - **Increases profits** by providing a cost-effective way to add value to several business processes

 - **Enhances employee job satisfaction** by giving control over work flow to the employee

 - **Enhances company morale** by enabling people to work and communicate better
-

Source: Martin F. Parker, THE PRACTICAL GUIDE TO VOICE MAIL

The Value Exercise

To get the most out of your selling time, ask your customers these simple questions about their basic business processes:

- What is their incoming call volume?
- How are incoming calls handled?
- How are messages taken?
- Is there a message desk?
- How is information communicated inside the company?
- How are memos prepared and circulated?
- How many calls are required to communicate with in-company teams?

And then show how the MERLIN MAIL R3 system can:

- reduce the cost of the process
- reduce the number of cost items in the process
- increase the number of items that promote efficiency
- reduce the amount of time involved
- reduce the number of people involved
- streamline or eliminate tasks

If you demonstrate the value in your presentation, you help a senior manager justify a MERLIN MAIL R3 system.

Chart Your Course

The following nine charts make it easy to find areas where you can demonstrate the MERLIN MAIL R3 system's benefits and quantify potential savings. Use them in your presentations, proposals, and demos. Remember, think applications.

1. Business Processes that can be Improved by a MERLIN MAIL R3 System:

Process	Cost	Number	Time	People	Tasks
Call Statistics					
➤ Call volume		x			
➤ Calls returned		x			
➤ Holding times			x		
➤ Shifting calls to lower rate periods	x				
➤ Call length			x		
➤ Call completions (telephone tag)		+			
➤ Call charges (telephone bill)	x				
Incoming Calls					
➤ Message Desks	x	x	x	x	x
➤ Help Desks	x	x	x	x	x
Clerical Processes					
➤ Preparing memos	x	x	x	x	x
➤ Preparing letters	x	x	x	x	x
➤ Transcribing	x	x	x	x	x
➤ Answering machines	x	x			
➤ Coverage hours		x			
➤ Call handling				x	x
➤ Questions	x	x	x	x	x
x = MERLIN MAIL R3 system affects this process; + = this item can be increased to improve efficiency.					

**1. Business Processes
that can be Improved
by a MERLIN MAIL
R3 System
(continued):**

Process	Cost	Number	Time	People	Tasks
Multiple Locations					
Centralization	X			X	X
System usage		+	+	+	
Administration	X		X	X	X
Call Centers					
Call volume		+			
Provide information	X		X	X	X
Complaints			X	X	X
Personal service	X		X	X	X
Agent optimization				X	
Revenue Streams					
Sales process			X	X	X
Reporting	X		X		X
Ordering	X	+	X	X	X
Collection	X		X	X	X
Credit Checks	X		X		
Work Groups					
Project management	X		X		
Team building	X	X	X		
Scheduling	X	X	X		
Types of Calls					
Repetitive		X	X	X	X
Predictable		X	X		
Known callers	X	X	X	X	X
Peak, after hours	X	X	X	X	X
Data entry	X	X	X	X	X
Transcription tasks	X	X	X	X	X
Paper Flow					
Repetitive	X	X	X	X	X
Urgent	X	X	X	X	X
Providing Information					
Technical	X	X	X	X	X
Service	X	X	X	X	X
Rates/data	X	X	X	X	X
Tracking	X	X	X	X	X
Locations	X	X	X	X	X
Schedules	X	X	X	X	X
Sales Promotion					
Contests	X	X	X	X	X
Sweepstakes	X	X	X	X	X
Sampling	X	X	X	X	X
X = MERLIN MAIL R3 system affects this process; + = this item can be increased to improve efficiency.					

**2. Cost/Revenue
Justification:
Reducing Costs:**

Voice mail typically replaces 2 out of 3 written internal memos. Here is an example of how to cost justify memo reduction. Use this model for other business processes you identify.

a) Number of memos each employee sends per week	3
b) Number of memos per week that can be replaced	2
c) Average cost per memo	\$9
d) Cost saved per employee per week (bXc)	\$18
e) Number of employees sending memos	30
Annual Savings (cost/week X number of employees X 52 weeks)	\$28,080

Source: VOICE MESSAGING TOOL KIT, AT&T 1993

**3. Cost/Revenue
Justification: Increase
Revenues:**

Voice messaging can add more selling hours to a salesperson's schedule. Here is an example of how to cost justify the ability of voice messaging to add extra revenue—in this case, \$62,500 per year. Use it as a model for other business processes that you can pinpoint to add revenue.

a) eliminating wasted telephone time adds: (voice mail helps the salesperson reach established customers without numerous callbacks)	40 minutes
b) Saving trips to the office adds: (voice mail reduces the need to visit the office for messages pickup and staff contact)	20 minutes
c) Total time saved per day	1 hour
d) Annual sales quota	\$250,000
e) Annual direct selling hours (average number of days (200) x 4 hours/day)	800 hours
f) Sales quota per direct selling hours	\$312.50
g) Additional revenue from one extra hour of direct selling time per day	\$62,500

Voice mail can also shift territory administration to non-business hours and reduce the need for meeting. If you can quantify processes such as these, the direct selling time added would be even greater.

Source: Martin F. Parker, THE PRACTICAL GUIDE TO VOICE MAIL

**4. How Voice Messaging
Increases Revenues
and Profits:**

Direct Revenue Increase	Productivity Increases
➤ More selling time	➤ Less input and time per task
➤ Improved customer loyalty	➤ More output and shorter transaction time
➤ New products and services	
Simplified Administration	Personalized Customer Services
➤ Fewer forms and reports	➤ 24 hour operation
➤ Less transaction of messages	➤ Gives caller choices of how the call is handled
➤ Less recital of information	➤ Enhances services options
➤ Speeds up tasks	
Improved Competitiveness	
➤ Enhanced service levels	
➤ Customer loyalty	
➤ Enhanced physical distribution	
➤ Price performance, customer perception of value	

Source: Martin F. Parker, THE PRACTICAL GUIDE TO VOICE MAIL

5. How Voice Messaging Cuts a Phone Bill:

You Can Count On:	The Benefit Is:
Fewer incomplete calls for information	Reduced outbound calls
Fewer attempts to reach the right person	Reduced billable inbound calls
Less chitchat	Calls shifted to lower rate periods
Less volume to handle	Reduced trunk lines and/or networking
Better information from more accurate reporting	Improved management of telephone services

Source: Martin F. Parker, *THE PRACTICAL GUIDE TO VOICE MAIL*

6. Facts to Use to Increase Sales:

Call Facts
<ul style="list-style-type: none"> ➤ 50% of all calls involve one-way transfer of information ➤ Three out of four calls are incomplete on the first attempt
Voice Messaging Facts
<ul style="list-style-type: none"> ➤ Lowest preparation cost of any form of business communication: four to six times more effective than written messages ➤ Cost of a letter compared to a voice message: Letter—\$5 to \$15; Voice Message— \$0.75 to \$2.00 ➤ One memo eliminated per employee in a company of 100 saves \$500 per month ➤ Voice messaging efficiencies can reduce telephone bills by 25% to 30%
Productivity Facts
<ul style="list-style-type: none"> ➤ Voice messaging increases selling time 25% to 50% ➤ Voice messaging saves 30% to 50% of a project's elapsed time
User Satisfaction Facts
<ul style="list-style-type: none"> ➤ 89% of voice messaging users find it very helpful ➤ Users find voice messaging more useful than fax or E-mail—everyone has a telephone number you can dial ➤ 58% of users preferred voice messaging to a secretary or message desk ➤ 76% said their jobs would be harder without voice messaging

Source: Martin F. Parker, *THE PRACTICAL GUIDE TO VOICE MAIL*

7. Examples of Strategic Business Goals in Selected Industries:

Financial	Transportation
<ul style="list-style-type: none"> ➤ 24-hour financial services ➤ Convenience image ➤ High degree of automated transactions 	<ul style="list-style-type: none"> ➤ Highest possible speed of service ➤ Enhance package-tracking information
Manufacturing	Retail
<ul style="list-style-type: none"> ➤ Number one service provider ➤ Number one provider of technical help 	<ul style="list-style-type: none"> ➤ Extended hours of service ➤ Enhance image as a service provider ➤ Store differentiation from competition
Government	Health Care
<ul style="list-style-type: none"> ➤ Services provided without staff ➤ 24-hour presence ➤ Requirement-based call routing 	<ul style="list-style-type: none"> ➤ Increases in patient census ➤ Reduce days of stay ➤ Patient satisfaction

Source: Martin F. Parker, *THE PRACTICAL GUIDE TO VOICE MAIL*

**8. Voice Processing
Solutions by
Selected Industries:**

	Financial	Manufacturing	Government/Education
Information Services	<ul style="list-style-type: none"> ➤ Interest rates ➤ Meeting updates ➤ Economic news ➤ Bank reorganization information 	<ul style="list-style-type: none"> ➤ Shift schedules/hours ➤ Loan rates ➤ Supplier information ➤ Shareholder information ➤ Benefits information for employee/service desk 	<ul style="list-style-type: none"> ➤ Regulations ➤ Class schedules ➤ Course offerings ➤ Public service announcements ➤ Legislative hotlines ➤ Crisis reporting ➤ Meeting Results ➤ Property codes ➤ Health codes ➤ Government directory ➤ Campus facilities ➤ Information for seniors ➤ Court Hours
Information Tracking	<ul style="list-style-type: none"> ➤ Loan application progress ➤ Company performance ➤ Market data ➤ Directory lookup ➤ Claim progress 	<ul style="list-style-type: none"> ➤ Order progress/shipment ➤ Employment opportunities ➤ Salesperson order tracking ➤ Inventory information ➤ Directory ➤ Contract progress 	<ul style="list-style-type: none"> ➤ Applications tracking ➤ Permit status ➤ Legislation progress ➤ Vote reporting ➤ Tax return status ➤ Problem-oriented directory ➤ Customs information ➤ Inspection (health, building, etc.) status grades ➤ Exam results ➤ Housing assignments
Customer Service	<ul style="list-style-type: none"> ➤ Account balances/inquire messages to/from reps. ➤ Credit extensions ➤ Loan applications with message for live representative ➤ Lost/stolen credit cards ➤ Mortgage applications ➤ Funds transfer 	<ul style="list-style-type: none"> ➤ Order taking ➤ Sales reporting ➤ Salesperson order/payment information ➤ Pricing 	<ul style="list-style-type: none"> ➤ Homework news for parents/teacher messages ➤ Homework hotline ➤ Parking information ➤ Fee information ➤ Student services ➤ Faculty information
Scheduling	<ul style="list-style-type: none"> ➤ Broker schedules ➤ Customer appointments with officers ➤ Staff meetings ➤ Analyst meetings ➤ Employee training ➤ Process scheduling 	<ul style="list-style-type: none"> ➤ Production meetings ➤ Worker training ➤ Conference rooms 	<ul style="list-style-type: none"> ➤ Class schedules ➤ Classroom/course meetings ➤ Form/permit deadlines ➤ Police/fire schedules ➤ Sports schedules ➤ Social events schedules ➤ Exam schedules ➤ Substitute teacher schedules

8. Voice Processing Solutions by Selected Industries (cont.):

	Transportation	Retail	Health Care
Information Services	<ul style="list-style-type: none"> ➤ Timetables ➤ Fares ➤ Crew schedules ➤ Luggage/package information ➤ System status 	<ul style="list-style-type: none"> ➤ Products available ➤ Specials ➤ Shuttle bus information 	<ul style="list-style-type: none"> ➤ Clinic information ➤ Health bulletins ➤ Status reports ➤ Professional updates for staff
Information Tracking	<ul style="list-style-type: none"> ➤ Package/letter tracking ➤ Shipment tracking ➤ Passenger tracking 	<ul style="list-style-type: none"> ➤ Supplier deliveries ➤ Credit applications ➤ Job openings ➤ Service tracking ➤ Dealer directory 	<ul style="list-style-type: none"> ➤ Patient progress ➤ Maternity progress ➤ Drug indications ➤ Hospital/doctor directory ➤ Immediate test results for doctors ➤ Routine patient test results ➤ Patient status for doctors
Customer Service	<ul style="list-style-type: none"> ➤ Ticketing ➤ Pickup arrangements ➤ Delivery Oks ➤ Reservations ➤ Equipment schedules ➤ Terminals/stops 	<ul style="list-style-type: none"> ➤ New products ➤ Service requests ➤ Collections priorities ➤ Account service by priority ➤ Credit card loss stop ➤ Product pricing 	<ul style="list-style-type: none"> ➤ Patient updates ➤ Doctor referral ➤ Fees ➤ Patient services (TV, etc.) ➤ Patient records ➤ Pre-and post surgery information ➤ Billing Information
Scheduling	<ul style="list-style-type: none"> ➤ Crew schedules ➤ Management meetings 	<ul style="list-style-type: none"> ➤ Part-time employee schedules ➤ Training sessions 	<ul style="list-style-type: none"> ➤ Operating room ➤ Therapy sessions ➤ In-service training ➤ Medical staff meetings ➤ Clinic service

9. Interesting Voice Processing Facts:

Three out of four calls are not completed on the first attempt.

91% of written phone messages are inaccurate.

50% of all calls involve a one-way transfer of information.

A voice message costs 1/4 that of a letter.

89% of users find voice processing helpful.

58% of users prefer it to a secretary or message desk.

In surveys, users prefer voice mail to FAX or E-mail.

Sources: Voice Mail Educational Committee, 1993; TELECONNECT MAGAZINE, 1989; Information Foundation Study & International Resource Development, Inc., 1989



MERLIN MAIL R3 System in ACTION!

Rev up the MERLIN MAIL R3 system into action like in these scenarios.

The Situation: ***The Action:***

Blakely High School wants to involve parents more in their children's education.

The principal wants parents to have easier and faster access to teachers and information.

Voice Mailboxes. Parents can communicate at any time with school personnel, encouraging more parent participation and facilitating quick problem resolution.

Bulletin Board Mailboxes. Blakely High now has a simple "Homework Hotline." Teachers record the week's assignments in a bulletin board mailbox which students and parents can call in to at any time.

Bilingual Capability. School administrators can set up menus in a primary and secondary language and record announcements in any language, helping remove barriers to communication. (Teachers can also record assignments in multiple languages, in multiple mailboxes.)

The Situation: ***The Action:***

Linda's Travel Agency specializes in tours to South America. Many of her contacts speak English, but some only speak Spanish. In this highly competitive business, she wants to provide a higher level of service to her customers and better communications with her contacts.

Multilingual capabilities. Linda can now offer her contacts and customers a choice of hearing English or Spanish greetings and prompts when they call in to her company's main number. Her contacts appreciate her attention to their needs and bring the best tours to her. Linda's customers appreciate her quality tours and her consideration of their language needs, all of which improves her bottom line.

The Situation: ***The Action:***

Angela is an account exec on the road five days a week visiting her clients. It's very hard to reach her directly.

Outcalling. Angela has her virtual office, beeper, and mobile phone numbers in her outcalling list. The system cycles through the numbers until she is reached. She rarely misses an important message.

The Situation: ***The Action:***

A local department store wants to reduce personnel and use a voice messaging system to handle incoming calls. The store manager is concerned about vulnerability to hackers. The store needs a toll fraud prevention solution.

Transfer to Subscribers Only. Callers can be transferred only to extensions with mailboxes. Hackers cannot access outside lines when this feature is used. (See also the More Security Enhancements under the section What's New on page 15 for more security features.)

The Situation: ***The Action:***

The law firm of Chamberlain, Nessas & Hall shares a building with another law firm, Khait, Leshner & Rosclewicz. To cut costs, both firms share a MERLIN LEGEND system and a MERLIN MAIL-ML system. However, both firms are looking to improve their image and service by customizing their greetings and making the system appear to clients as two standalone systems.

Multiple Main Automated Attendants. By upgrading to a MERLIN MAIL R3 system, these firms can activate two separate automated attendants, each with its own greeting and menus, running on independent schedules.

The Situation: ***The Action:***

Scott hardly sits at his desk. He's always up and around the factory floor. He periodically checks in at his desk for messages.

Personal Operator. Scott's mailbox is set up so that when he can't answer his phone, callers are given the option of pressing "0" and reaching his secretary. His customers like having a choice and feel confident they can reach him through his secretary in an emergency. They also appreciate the help his secretary provides.

Old and New Messages. Scott can glance across his desk and see if he has any new messages.



Competitors

You're going to be up against the same competitors as with earlier versions. You better know what the competition is up to. Don't be caught unaware. NTM developed these competitive resources for your use:

- ▶ **Techni-Fax.** This resource gives you the most current competitive product information 24 hours a day. Order a "snapshot" of a particular product for a brief overview and major limitations. Or, order a side-by-side "feature matrix" comparing the MERLIN MAIL R3 system with up to two competitors on dozens of features. The product code is 3804.
- ▶ **SCAN.** Published and mailed to you every two months, this magazine features articles on competitive products, basic telecom concepts, and hot trends in the industry. Always worth a read. See the May/June 1995 edition, authored by Vicki Kellogg (NTM) for a comparison of the MERLIN MAIL R3 system's new features and how they stack up against the competition.
- ▶ **NTM Competitive Support Group.** If Techni-Fax and SCAN haven't answered your question, call 800-222-1313, Monday through Friday 9:00 A.M. to 6:00 P.M. EST.



Appendix A: Features & Benefits Finder

Here's a handy reference for the MERLIN MAIL R3 system's many features, including:

- a Key to Benefits matrix that lists the features by their primary benefit
- a Selected Feature Glossary that describes most features and their benefits

For more detailed descriptions and additional features, refer to the documents listed on in Appendix E, Support Information.

Key to Benefits

◆ Customer Service	✦ Productivity
Announcements (Automated Attendant)	Announcements (Automated Attendant)
Automated Attendant Service	Automated Attendant Service
Bulletin Board Mailboxes	Bulletin Board Mailboxes
Directory	Directory
General Mailbox	Call Answer Service
Languages	Group Lists
Night Service	Outcalling
Personal Greeting	
Personal Operator	
✦ Security	▲ Flexibility
Passwords	Call Handling Mode
Security Violations Notification	Line Assignments
Transfer Restrictions	Schedule Controller
	Single/Multiple Main Automated Attendants
▼ Cost Control	⦿ Call Handling
Fax Extension	Announcements (Automated Attendant)
Transfer Restrictions	Automated Attendant Touch-tone Gate
	Dial 0/Timeout Action (Automated Attendant)

Selected Feature Glossary

Feature	Benefit
<p>Announcements (Automated Attendant): Part of Automated Attendant Service, these announcements are recordings of up to two minutes and are created and changed only by the system administrator. If the system is set up for bilingual mode, each announcement consists of one recording in each language. The system supports up to 99 announcements.</p>	<ul style="list-style-type: none"> ◆ Customer Service: Customers receive useful information and instructions for directing their calls. ⌚ Call Handling: Calls are handled more efficiently. ✦ Productivity: Employees are free to do other tasks rather than repeat information to callers.
<p>Automated Attendant Service: This service answers calls and presents callers with a menu of options. The system supports up to three automated attendants. Each can be programmed to handle calls that come in to designated lines. They can operate in monlingual mode (one language) or bilingual mode (two languages). Each can be programmed with its own set of Day and Night Menus.</p>	<ul style="list-style-type: none"> ◆ Customer Service: Callers get to the right destination quickly, during the day or after hours. ✦ Productivity: Callers direct their own calls and do not require assistance by a live attendant.
<p>Automated Attendant Touch-tone Gate: A caller's reponse to the touch-tone gate tells the system whether or not he/she is calling from a touch-tone telephone. If the touch-tone gate is on and the caller does not rpsnd, he/she is assumed to have a rotary phone. If the system is in bilingual mode, the touch-tone gate also enables callers to choose the language in which they want to hear prompts.</p>	<ul style="list-style-type: none"> ⌚ Call Handling: Calls are handled more efficiently.
<p>Bulletin Board Mailboxes: Created by the system administrator only, bulletin board mailboxes allow subscribers to record messages that can be accessed by callers. In place of a personal greeting, a bulletin board mailbox owner records a bulletin board message of up to four minutes long. Callers to this type of mailbox cannot leave a message.</p>	<ul style="list-style-type: none"> ◆ Customer Service: Customers can call in at their convenience to receive information. ✦ Productivity: Employees are free to do other tasks rather than repeat information to callers.
<p>Call Answer Service: The system allows callers to leave messages or transfer to another extension when the extension called is busy or does not answer. When a message is left, Call Answer Service deposits the message in the subscriber's voice mailbox, then lights the message-waiting indicator on the the subscriber's voice terminal. If the subscriber has Outcalling turned on, the MERLIN MAIL system will also call the specified Outcalling number(s).</p>	<ul style="list-style-type: none"> ✦ Productivity: Allows subscribers to receive accurate and timely messages.
<p>Call Handling Mode: The MERLIN LEGEND system can be set up to route calls to an automated attendant immediately, only after a delay, or only when the MERLIN LEGEND system is in Night Mode.</p>	<ul style="list-style-type: none"> ▲ Flexibility: Customers can decide under what conditions automated attendant service should handle calls.
<p>Dial 0/Timeout Action (Automated Attendant): This feature determines what happens to a call when the caller doesn't respond to the Automated Attendant Touch-tone Gate Greeting or make a selection from an Automated Attendant Main Menu or Submenu, or when the caller dials "0" at any time in Automated Attendant Service.</p>	<ul style="list-style-type: none"> ⌚ Call Handling: All calls are answered quickly.
<p>Directory: Callers and subscribers can use the Directory to reach a subscriber for whom they don't know the extension. It can also be used to address messages to other subscribers.</p>	<ul style="list-style-type: none"> ◆ Customer Service: Callers can easily access the party they wish to reach. ✦ Productivity: Messages can be easily addressed and delivered.
<p>Fax Extension: The Automated Attendant Service can automatically route fax calls to a fax extension or fax calling group. The sending machine must produce industry-standard fax calling (CNG) tones to be routed correctly.</p>	<ul style="list-style-type: none"> ▼ Cost Control: No need for a special phone number for a fax. The automated attendant routes calls to the fax over a regular phone line.
<p>General Mailbox: The system provides one general mailbox for each main automated attendant (up to three). Calls are directed to this mailbox when: the automated attendant's Dial 0/Timeout Action is set to "Record a Message in the General Mailbox," and the caller doesn't respond to the Automated Attendant Touch-tone Gate Greeting or make a selection from an Automated Attendant Main Menu or Submenu, or when the caller dials "0" at any time in Automated Attendant Service.</p>	<ul style="list-style-type: none"> ◆ Customer Service: Calls are handled even if the caller does not respond to the automated attendant. Lets callers leave a message even if they don't know their party's extension.

Feature	Benefit
<p>Group Lists: Each Group List contains the voice mailbox numbers of the subscribers in the group, such as in a department. The Group List number is entered instead of individual extensions when messages are sent to group members.</p>	<p>❖ Productivity: Subscribers can send the identical message to multiple subscribers, saving time and maintaining accuracy.</p>
<p>Languages: The system can run in monolingual mode (one language) or bilingual mode (two languages). Three languages are available: North American English, Canadian French, and Latin American Spanish. If set to bilingual mode, callers can select the language in which the automated attendant plays prompts.</p>	<p>◆ Customer Service: Callers can listen to the automated attendant in the language they prefer.</p>
<p>Line Assignments: When multiple main automated attendants are used, the system administrator assigns the line numbers that should be answered by the second and/or third automated attendants.</p>	<p>▲ Flexibility: Allows customization of the voice mail system.</p>
<p>Outcalling: Outcalling can be programmed to dial up to five designated telephone numbers or pager/beeper numbers to notify a subscriber that a new message is in his/her mailbox.</p>	<p>❖ Productivity: Helps employees receive timely messages when out of the office.</p>
<p>Passwords: Every Call Answer Service and Bulletin Board mailbox has a password that must be entered to access Voice Mail Service. The system administrator selects the minimum password length between 0 and 15 digits. The system also requires a System Administrator's mailbox password and System Administration password.</p>	<p>❖ Security: Helps prevent unauthorized access to voice mail service and ensures the privacy of messages.</p>
<p>Personal Greeting: A greeting recorded by a subscriber that callers hear when they are transferred to the subscriber's mailbox.</p>	<p>◆ Customer Service: Subscriber greetings can be customized to give the right impression or provide the right information to callers.</p>
<p>Personal Operator: When set up by a subscriber, callers have the option of pressing "0" before, during, or after the mailbox greeting to be transferred to a designated extension.</p>	<p>◆ Customer Service: Subscribers can give callers the option of going to a predetermined coverage position.</p>
<p>Schedule Controller: Each automated attendant has its own Schedule Controller which determines whether the MERLIN LEGEND system (Night Service) feature, the MERLIN MAIL Business Schedule, or a combination of both control the Day and Night service operation.</p>	<p>▲ Flexibility: Allows flexible control over automated attendant greetings and menus.</p>
<p>Security Violations Notification: The system takes one of three actions when there are too many consecutive, unsuccessful attempts to log into a mailbox: Mailbox Lock and Warning Message, Warning Message Only, or No Security Violation Notification.</p>	<p>❖ Security: Protects customers against unauthorized access to voice mail service.</p>
<p>Single/Multiple Main Automated Attendant: The system offers up to three automated attendants for when incoming lines need to be answered in different ways (e.g., for two different businesses).</p>	<p>▲ Flexibility: Multiple businesses can share a single voice mail system with unique automated attendants.</p>
<p>Transfer Restrictions: The purpose of the Restrict Transfer to Registered Subscribers Only setting of the Transfer Restriction feature is to prevent subscribers and callers from committing toll fraud by transferring to an outside line or operator who could place the call for them. When programmed, the system transfers callers and subscribers only to extensions that have mailboxes.</p>	<p>❖ Security: Helps protect customers against unauthorized access to voice mail service. ▼ Cost Control: Helps protect customers against toll fraud.</p>



Appendix B: *Applications Finder*

When your customer or prospect tells you about his/her needs, listen carefully for other possible applications. Here are some opportunities:

Application	Product
Telephone System	➤ MERLIN LEGEND Communications System
Voice Response/Voice Processing	➤ CONVERSANT® Intro System ➤ CONVERSANT Voice Information System (VIS) ➤ AT&T INTUITY™ Voice Processing Solutions ➤ Fax Attendant System® ➤ ISIII AUDIX® Voice Power™
Call Center	➤ Call Management System (CMS) ➤ PassageWay® Direct Connection ➤ ISDN PRI ➤ Automatic Number Identification ➤ Caller ID
Call Accounting	➤ Call Accounting System (CAS PLUS v.3.11) ➤ CAS for Windows ➤ Call Accounting Terminal (CAT BASIC, PLUS, HOSP)
Security	➤ HackerTracker® ➤ AT&T Security Audit Service ➤ AT&T Netprotect®
ISDN/PRI	➤ Group IV FAX ➤ Video ➤ Asynchronous/Synchronous Digital Data Connectivity ➤ Automatic Number Identification
Professional Services	➤ Professional design; application integration; pre-cutover integration planning and testing; seasonal tune-ups; custom reports; Expert Agent Selection (EAS) design and implementation



Appendix C: Security Primer

Take a leadership position with your customers and prospects and address security issues fully and frankly. Tell them how toll fraud and security breaches can happen to any size business and can result in significant charges and/or loss of proprietary information—if preventative steps are not taken.

Explain that voice messaging systems are vulnerable to: 1) toll fraud when hackers “fool” the system into transferring their incoming call to an outgoing line at the PBX; 2) theft of information (e.g., industrial espionage) by unauthorized access to subscribers’ mailboxes; and 3) system tampering by unauthorized access, either through its administrative and maintenance ports.

Be sure to stress how poor use of available protections, such as passwords, and lack of vigilance over system and call activity leads to vulnerability. Tell your customers and prospects that AT&T is there to help them secure their systems and reduce risk. Emphasize the fact that we proactively attack security issues, constantly developing new solutions.

Mailbox, Voice Mail, Telephone System Security Hints:

Regularly check mailbox owner lists against an authorized list

Avoid using obvious passwords (like 1234)

Change passwords often

Delete all unused mailboxes

Set a minimum password length of at least 6 digits

Use the Security Violations Notification feature

Restrict transfer to registered subscribers only

Outward restrict all voice mail ports not used for outcalling

Use 11-digit Remote Access barrier codes

Do not allow outcalling for all mailboxes

Change default passwords for unlocked mailboxes, and then notify the mailbox owner of the new password

Manually check bills or use a Call Accounting package to detect unusual calling patterns (e.g., AT&T Hacker Tracker)

Use allowed or disallowed lists to restrict outcalling destinations

Toll Fraud Warning Signs:

800 Numbers are always busy

PBX operators complain of frequent hang-ups/touch-tone sounds when they answer

An increase in "internal" requests for operator assistance in making outbound calls, especially international calls

Heavy call volume at night, weekends, or holidays

SMDR shows heavy, short duration calls

Thresholds on trunk groups are exceeded

Unexplained increase in long distance usage

Complaints about inability to get into voice mail system

Attempts by outsiders to get information about the telecom system, perhaps posing as employees

Sudden or unexplained inability to access administrative functions within the system

Employees can't get outside lines

Unexplained changes in the system software parameters

The MERLIN MAIL R3 System's Security Offerings

Here are four ways the MERLIN MAIL R3 system defends against security breaches:

1. CALL TRANSFER CONTROL

Transfer Restriction: Allows transfer only to registered subscribers.

2. TRACKING

Security Violations Notification: The system can be configured to lock a subscriber's mailbox and/or send an alert to the system administrator after a specified number of unsuccessful login attempts.

3. PASSWORD PROTECTION

Minimum Password Length: The system supports long subscriber passwords of up to 15 digits. The system administrator sets a minimum password length for all subscribers. More digits mean it is harder for hackers to crack the code. Encourage your customers to use long passwords and to change them often. And, subscribers should be required to change default passwords ASAP.

Administration Password: Hackers may try to get into the system and disable security features. System administration is protected by two passwords—a System Administrator’s mailbox password and a System Administration password which you should encourage system administrators to change often.

4. TRAINING AND DOCUMENTATION

AT&T offers security training to system administrators. Every MERLIN MAIL R3 system comes with a book called *Toll Fraud Overview*.

Other AT&T Security Offerings

AT&T Netprotect®

This service monitors the AT&T network, Inbound 800 Service, and International Outbound Service for unusual usage patterns. Netprotect services can then intervene when such patterns are detected, helping enable customers to limit or exempt themselves from financial liability for toll fraud. Customers can choose from Basic, Plus, Advanced, and Premium levels of service.

AT&T Security Audit Service

This fee-based consulting service provides a security evaluation of a customer’s telecom system by a team of AT&T technical and security experts. It includes an on-site security audit followed by an analysis of system vulnerability and written recommendations for increasing security.

AT&T HackerTracker

This software program alerts customers to abnormal calling activities that could indicate toll fraud. It continuously monitors all incoming calls, looking for hacker activity. Customers set threshold criteria, and, if exceeded, alarms and alerts are sent to designated security administrators.



Appendix D: Technical Specs

Be sure when your customer or prospect compares technical specs that he/she compares apples to apples. Offer to help explain terms, especially those that are called something else by the competition.

System Specifications

Condition	Requirement
Relative Humidity	<90%
Temperature Range	60°F to 80°F 5.5°C to 26.6°C
Air Quality	Dust-free area (office environment preferred)
Environment	No exposure to any liquids (avoid areas near drinking fountains, coffee makers, etc.)
Dimensions	Cabinet: 12" high x 14.5" wide x 5-5/8" deep approximately 30.5 cm high x 36.8 cm wide x 14.3 cm deep Wall Mount: 10-7/8" high x 17-1/4" wide approximately 27.6 cm high x 43.8 cm wide
Voltage	115 or 230 VAC
Weight	~26 lbs approximately 11.81 kg
FCC Number	EAG USA-21253-VM-E
Ringer Equivalence Number (REN)	0.7B
TDD Compatibility	None
Maximum Number of Ports	6
Maximum Hours of Storage	2- or 4-port systems: 6; 6-port systems: 10
Speech Encoding Algorithm	ADPCM



Appendix E: Support Information

There's a ton of support information you can draw on to create the right combination of benefits that make up deal-sealer solution for each of your customers and prospects.

Contacts

GBCS Direct Response Center:	800-222-1313
National Technical Marketing:	800-222-1313
Feature Review "Techni-Fax":	800-273-3366
Voice Processing Demo Line:	908-953-7063
Mike McNamee, Dealer Inquiries:	908-953-2257
Ram Ramaprasad, Market Manager	800-222-1313

Brochures

GB-4587B

Reference Documents

These documents are packaged with each MERLIN MAIL System R3 and can be ordered from the GBCS Publications Fulfillment Center at 800-457-1235 (voice), 800-457-1764 (fax):

Planning, Installation and Use Guide	585-320-142
User's Guide (package of five)	585-320-744

This document is not packaged with the system and can be ordered from the GBCS Publications Fulfillment Center at 800-457-1235 (voice), 800-457-1764 (fax):

Planning Forms	585-320-544
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These documents are available for Canada and South America and can be ordered from the GBCS Publications Fulfillment Center at 800-457-1235 (voice), 800-457-1764 (fax):

User's Guide (Canadian French)	585-320-744FRCA
User's Guide (Latin American Spanish)	585-320-744ES



Appendix F: To Order

NATIONAL PRICE LIST (U.S. Only): Use the following pricing matrix for estimating purposes only. Use DOSS for customer quotes.

PEC	DESCRIPTION	PURCHASE	INSTALLATION	POST WARRANTY MAINTENANCE
6107-400	2-port/6-hour	\$ 5,750.00	\$ 1,100.00	\$ 65.00
6107-400A	aftermarket	\$ 6,900.00	\$ 1,320.00	\$ 65.00
6107-401	4-port/6-hour	\$ 7,750.00	\$ 1,350.00	\$ 75.00
6107-401A	aftermarket	\$ 9,300.00	\$ 1,620.00	\$ 75.00
6107-402	6-port/10-hour	\$ 10,975.00	\$ 1,650.00	\$ 100.00
6107-402A	aftermarket	\$ 13,170.00	\$ 1,980.00	\$ 100.00
6107-403A	2-port expansion card	\$ 4,000.00	\$ 475.00	\$ 25.00

Upgrades:

PEC	DESCRIPTION	PURCHASE	INSTALLATION	POST WARRANTY MAINTENANCE
6107-404A	2-port to 4-port	\$ 5,000.00	\$ 1,350.00	\$ 75.00
6107-405A	2-port to 6-port	\$ 7,000.00	\$ 1,650.00	\$ 100.00
6107-406A	4-port to 6-port	\$ 5,000.00	\$ 1,650.00	\$ 100.00

