

VPCS ENHANCE VOICE PROCESSING SALES EFFORTS

Three national companies recently announced agreements with BCSystems as part of its ongoing program to expand sales of its premise-based voice processing equipment, including the CONVERSANT[®] Voice Information System (VIS), AUDIX[™] Voice Power, and the AT&T Fax Attendant[™] System.

Arrow Electronics, Melville, N.Y.; MicroAge Computer Centers, Inc., Tempe, Ariz.; and Strategic Products and Services, Inc., Omaha, Neb., have signed on as Master Voice Processing Co-marketers (MVPCs).

"We use co-marketers to complement our direct sales force," explains Dave Laughland, Distributor Sales vice president. "They have the kind of customized applications experience customers need to take full advantage of voice processing technologies."

Voice Processing Co-marketers

(VPCs) buy voice processing products from BCSystems and resell them, particularly to customers that require additional applications support. Today there are 25 VPCs selling AUDIX Voice Power and 10 VPCs selling CONVERSANT VIS, with efforts underway to double those numbers by second quarter next year.

"Many of our VPCs possess expertise in providing applications solutions to market niches," says Jim Allan, with BCSystems' Indirect Channel Management group. "This gives them the advantage of having insight to a company's operating requirements."

The three "Master" VPCs—which have several hundred affiliates and locations worldwide—will buy BCSystems' voice processing products and distribute them to VPCs, with MicroAge and Strategic Products and Services selling directly to customers as well. All have the added responsibility

of managing the business unit's growing number of VPC distributor relationships and providing VPCs with technical training and product line support.

"Our Master VPCs will also recruit and develop VPCs for us—a time- and resource-intensive task," says Laughland. "This helps us 'grow' the program cost-effectively."

When should a VPC handle a sale? "Working together, Sales and VPCs decide which one would provide the best—and most cost-effective—solution to the particular customer's business needs," says Allan.

The recent sale to Harrah's Hotels & Casinos by AE Allan Pedersen in the Reno, Nev., office, is an example of the kind of close working relationship that Allan describes. Pedersen says the responsiveness of Call Response Automation (CRA), a VPC with a strong focus on the hospitality market,

clinched the sale.

Harrah's was interested in an on-premises call-routing system, which required hospitality expertise...and the time and labor to tailor the software to Harrah's specific application. Pedersen brought CRA in to meet with Harrah's management. "CRA provided Harrah's with a turnkey system—based on the CONVERSANT VIS—for the customer's call routing needs," says Pedersen. "With it, callers requesting general information, such as for show schedules, are routed to the system for response, keeping the lines to live operators open for more revenue-generating calls, such as for room and show reservations."

Pedersen adds that once he got CRA and Harrah's together, all that was required on his part was some minor coordination...and he received full credit for the sale.

FIGHTING FRAUD

At a recent AT&T customer seminar held in Dallas, Manager Charlie Pedersen, AT&T Corporate Security, demonstrated one of many electronic devices used by "hackers" to gain illegal access to AT&T's network. A presentation of ways to thwart hackers from accessing the network through PBXs was a highlight of the seminar.



DEFINITY SYSTEM G3 DEBUTS AT USERS MEETING *continued from page 1*

and say that the educational content was far superior to any other event they've ever gone to. That's very rewarding feedback for the organizers."

"Folks' biggest complaint was that there were too many good sessions, and they didn't know which ones to attend," says Tony Loeb, president of the System 85/DEFINITY System Users Group. "But I can live with that."

Worth noting: While customers were learning ways to prevent hackers from accessing their PBXs at the "Preventing Toll Fraud" breakout session, the DEFINITY System G3 in the exhibit room was busy fending off a live "hacker attack."

The DEFINITY System G3 was installed with a trunk connected to the remote administration and maintenance port ("INADS" port) to provide

a log-on capability for emergency maintenance support. The Security Violations Measurements and Notification feature was administered to establish an invalid password threshold and capture the password in such attempts. The threshold was set so that any invalid log-on attempt would signal the switch to ring the extension at the exhibit room. The phone rang.

"The G3 had detected an invalid log-on attempt, and we watched as the hacker's PC-based software continued attempts to access the switch," says DEFINITY System Product Management's Tom Munger. "We copied the internal switch report that recorded the unsuccessful attempts and made an overhead to present at the Service Panel general session. You couldn't have a better demonstration than that."

SALES

ROUNDUP

The University of South Florida, Tampa, the second largest higher-education institution in the state, recently signed a contract worth an estimated \$14.7 million for a DEFINITY[®] Communications System G2 with 18 nodes, an AUDIX[™] Voice Messaging System (VMS), Distributed Communication System, Manager IV, and Trouble Tracker software, and a campus-wide wiring system. The university had previously leased its service and

will use its new 9,000-station on-premises system for voice and data networking, linking its 5 satellite campuses back to the main campus in Tampa via T1 lines.

Levi Strauss, San Francisco, recently purchased two DEFINITY System G2s, an AUDIX VMS, Manager IV, Call Management System, and Automatic Alternate Routing software. The customer was moving its telemarketing and customer billing operations from headquarters to another facility in Walnut Creek, Calif., and will use Distributed Communication System software to link the two facilities. The sale is worth approximately \$1.3 million.

PRODUCT PARADE

CallVisor[™] ASAI, a new software enhancement to the DEFINITY[®] Communications System, offers customers the productivity gains and customer service benefits derived from PBX-to-host integration, such as faster, more efficient call routing and handling. It incorporates advanced PBX-to-host capabilities within the PBX and eliminates the need for additional components to accommodate PBX-to-computer links.

CallVisor ASAI is based on AT&T's Adjunct/Switch Applications Interface (ASAI), a published specification for open PBX-to-host interfaces.

CallVisor ASAI will be available as an option to the DEFINITY System in March 1992, at a price of \$50,000.

The new CONVERSANT[®] Intro System offers customers with small applications voice response capabilities as well as the ability to integrate voice messaging and voice response technology on the same platform. It provides basic interactive voice response functionality for entry-level applications.

CONVERSANT Intro System can also be integrated on the same 386 processor with AT&T's AUDIX[™] Voice Power System offering customers a cost-effective solution combining voice messaging and voice response capabilities.

The CONVERSANT Intro System has a maximum capacity of 24 channels and features multiple call routing options as well as internal look-up tables that provide the interactive voice response capability.

The System offers an attractive migration to the larger CONVERSANT VIS if the application grows beyond 24 ports or requires more sophisticated voice response technology, like speech recognition, text-to-speech capability, T1.5 connectivity or host interface.

Available in December 1991, a four-channel CONVERSANT Intro System is priced at \$20,000.

AT&T's CONVERSANT Voice Information System (VIS) Version 3 (V3) offers a text-to-speech option designed for voice response applications with text databases that contain large volumes of information or information that is frequently changing.

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CONVERSANT[®] VIS 'WORKS' FOR N.Y. DEPT. OF LABOR

The New York State Department of Labor recently purchased 48 CONVERSANT[®] Voice Information Systems (VIS), which not only will help the department operate more cost-effectively but will also save time and travel expenses typically incurred by the state's unemployed when collecting benefits.

Faced with an extremely tight fiscal situation, New York State government officials asked the Department of Labor to find more cost-effective ways to serve the state's unemployed who visited unemployment offices on a weekly basis to collect, or "certify," a 500,000-certifications-per-week workload statewide, however, was not going to make the effort easy.

With a \$2 million federal grant earmarked for the project, the Labor department's manager of Data Processing Services began discussing applications with AE Ed Mason, System Consultants Ben Bond and Bob Cooper, Technical Specialist David Harford, and CONVERSANT VIS Regional Consultant Mary Monroe from the Albany, N.Y., office in January.

"The department was looking for ways to automate routine procedures," says Bob Clark, manager of Data Processing Services. "We linked our main-

frame computer, which maintains all pertinent unemployment information of callers, directly with the CONVERSANT VIS. This lets clients call in to the system—if they so choose—the results of their job search and indicate if they still need benefit payments by keying in the appropriate response on the touchtone pad. This way, our clients only have to visit an unemployment office for initial application, saving time

and travel expense."

"CONVERSANT [VIS] helped drastically cut down the waiting lines at the unemployment centers," notes Mason, "a benefit welcomed by all."

In addition, by strategically dispersing the CONVERSANT VISs throughout its 10 regions, the department reduces by four the chance of a caller having to place a toll call, alleviating further financial concerns.

CONVERSANT VIS also responds to the information needs of callers with general inquiries on unemployment procedures and lets clients who are out of state seeking week call in to check the status of their benefits.

"CONVERSANT [VIS] filled our many needs with real solutions," says Clark. "It also helped address the needs of the unemployed, and made us more sensitive to their plight."



Left to right AE Ed Mason meets with the New York State Dept. of Labor's Elaine Alonso, supervising labor representative, and Bob Clark, manager of Data Processing Services at the Saratoga, N.Y., Community Service Center where the CONVERSANT VIS has drastically cut down waiting lines for unemployment benefits.

IN THE NEWS

"...When [BCSystems President] Jerome Stead made his keynote address at the DEFINITY[®] [Communications System/National System 75/System 85 User Group meeting in Miami], he said he plans to make clear his vision that AT&T can reduce the cost of running a direct sales and service unit and still expeditiously provide technical assistance...The technology he's referring to is a new service and support facility that opened in Denver earlier this year...One of the most significant questions...among users and analysts...is whether or not AT&T will replace its direct sales and service organization with a network of independent distributors. The answer, Stead said, is an unequivocal no. 'We are the only ones that have a total national network of dedicated sales, installation and service people that operate from one business to meet customer needs on a national basis,' he said. 'There is no other competitor that can do that. And we're not going to lose that edge'...Another question among analysts and users is whether or not AT&T would ever consider selling off its PBX unit. 'I would have had no interest in taking this job if it was a question of coming in and dressing it up for sale,' according to Stead."

—Communications Week (October 21)

"Although both AT&T and Northern Telecom will debut new PBX systems next year, AT&T will move faster to the RISC processor while Northern Telecom is planning to wait another generation...[Northern Telecom's]

[PBX] is likely to rely on Northern's current Motorola-based CISC processors...Meanwhile...AT&T is plunging rapidly into RISC with its DEFINITY [System] Generic Three PBX, scheduled to be unveiled at Comnet in January..."

—Electronic News (October 25)

"Whirlpool Corp...opened a new customer service center [in Knoxville, Tenn.], that, together with another center in Benton Harbor, Mich...will handle a projected nine million calls annually by 1995...The [Knoxville] service center is linked to the Benton Harbor facility via an Integrated Services Digital Network Primary Rate Interface line. AT&T DEFINITY [System] Generic 2 private branch exchanges at each site are configured as [ACDs]...Whirlpool is also one of the first companies to use the DEFINITY [System's] Look Ahead Interflow feature, which enables calls to be routed to the first available agent at networked call centers...Whirlpool [also] uses...software to support the linkage of the DEFINITY [System] to an IBM mainframe...The PBX passes the calling number to the host, which matches it with a customer profile. The data is then passed to an agent...as the call arrives from the ACD...In addition, the PBX-to-host link lets agents transfer calls and customer profiles to other agents, supervisors or technicians... 'These systems will enable us to respond to customers faster and more efficiently,' said Whirlpool's Bill Marohn..."

—Network World (October 26)

"AT&T...disclosed...plans to merge the two disparate...PBXs that make up its

DEFINITY [System] line...The merged hardware-software product, called DEFINITY [System] Generic 3, will give users the same operating software and feature sets on both platforms..."

"They kept their promise about smoothly migrating the software, and users are excited about it," said Sally York, president of the [National] System 75/DEFINITY [System] user group... They also kept their promise of not requiring a forklift... 'We're making sure as call operations and voice and data processing become more complex that we have the horsepower to provide the applications that our customers are looking for,' said AT&T's DEFINITY [System] product manager, Mark Koenig... [DEFINITY System] G3 will provide

a single platform that does not require major hardware upgrades as line requirements increase..."

—Communications Week (October 28)

"Market growth forecasts [for videoconferencing technology] range from about 25% annual growth to more than 60%, with most research firms projecting the market to hit \$1 billion by the middle of the decade... 'For multinational companies, it's going to become a way of doing business,' said Roger Pearce, vice president of International Delivery Systems for Visa... 'When we looked at the challenges we faced in the future as a global corporation, we decided videoconferencing was very important for us.'"

—ComputerWorld (October 14)

DEFINITY[®] SYSTEM AND SYSTEM 85 ARE 'BEST'

Data Comm
MAGAZINE

USER
SURVEY

At the TCA show held in September in San Diego, Calif., Rick Adams, BCSystems vice president of Marketing, accepted two awards from Data Communications magazine for the DEFINITY Communications System and System 85, which took "Best Overall" honors in the publication's PBX user survey.

"Satisfying users is of primary importance to BCSystems," Adams says. "These awards are a great honor, and represent our focus on addressing customers' PBX needs."

Among the results reported in Data Comm's June issue: "...The DEFINITY System received the best overall score and ranked first for standards compliance and support of data lines and interfaces. The System 85 posted generally strong technology ratings, including a top score for LAN gateway support, and scored second-highest in the service categories."

**PRODUCT
PARADE**

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such as newlines or electronic mail.

With the new text-to-speech feature developed by AT&T Bell Laboratories, each item number and its description is stored in a text file that can be accessed by the CONVERSANT VIS V3. A computer algorithm enables the machine to mimic human speech, so the system can "speak" the item number and description back to the caller. When information changes, the system administrator simply keys in the specific change to update the file, which is automatically registered and read by the system on the next order.

The CONVERSANT VIS V3 is configured on a new 386-based hardware platform called Multi-Application Platform/100 (MAP/100). (The current AT&T 6386 WGS configuration also supports this new release.)

The MAP/100 offers an innovative design that leads the industry in serviceability, because all the systems' components are easily accessible. It also incorporates an uninterruptible power supply and a cooling system right into the PC, making the system more reliable.

Another important new feature is the ability of AT&T's AUDIX Voice Power Release 2.1.1 to reside on the same system with the CONVERSANT VIS V3, eliminating the need for a separate 386 processor.

Available first quarter of 1992, a typical 49-line CONVERSANT VIS V3 configuration starts at \$72,000. The optional text-to-speech package starts at \$14,500.

The new AUDIX Voice Power Lodging System Release 1.1 allows hotels to broadcast pre-recorded messages to selected guests and to offer a choice of languages when assigning guests voice mailboxes.

The system's language option allows guests, upon checking into the hotel, to select the language they would like the system to use when answering calls on the guest's behalf. Then the system delivers voice mail instructions, announcements and prompts to all callers in the specified language. Initially, the

language choices offered are English, Spanish and Japanese.

Another new feature allows hotel managers to broadcast customized messages to selected guests, such as information on meeting rooms and agendas for conference attendees.

AT&T's AUDIX Voice Power Lodging Release 1.1 also can be integrated with AT&T's standard AUDIX Voice Power system to extend full voice mail functionality to hotel administrative staff.

The system will be available first quarter of 1992. A four-port system starts at \$22,500. Customers can upgrade their existing AUDIX Voice Power Lodging systems by adding a software package for as little as \$1,000. Each language software package costs \$1,000.

The upgraded version of the company's PC-based voice messaging system, called **AUDIX Voice Power System Release 2.1.1**, offers several new features, including dial-by-name addressing, multiple call greetings, and message overflow capabilities, which were previously available only on the larger AUDIX Voice Mail System (VMS). It extends sophisticated voice messaging capabilities to customers with smaller voice mail applications.

The dial by name feature lets users address messages to a person's name rather than their extension number, making the AUDIX Voice Power System easier to use.

With the multiple greeting capability, system users can create two greetings for different circumstances.

The new system's call overflow capability holds incoming messages in a general mailbox, which ensures that calls are always answered. This message can then be forwarded to the user when space in the mailbox becomes available.

The new version of the system can also reside on the same 386-based computer with AT&T's CONVERSANT VIS for interactive voice response applications, and the new CONVERSANT Intro System, providing significant cost-savings.

A typical four-port system starts at \$22,000. Customers can upgrade their existing AUDIX Voice Power systems by adding a simple software package for as little as \$1,000.

The AUDIX VMS Release 1 Version 6 (R1V6) offers customers increased flexibility and productivity improvements by allowing them for the first time to network AT&T's AUDIX VMS with other vendors' voice mail systems. It supports the recently announced Audio Messaging Interchange Specification (AMIS) standards which enable analog networking between different vendors' voice mail systems.

The new AUDIX VMS R1V6 uses the AMIS analog networking standards to offer users three distinct message delivery options: two-step addressing, one-step addressing, and message delivery. Two-step addressing is the method required for all vendors supporting the AMIS standard. However, the AUDIX System R1V6 also provides two additional delivery methods which offer customers greater flexibility and make the voice mail system easier to use. Message delivery is a new feature that lets subscribers send messages to any touch-tone telephone in the world.

The AUDIX VMS R1V6 also offers several other important enhancements, such as end-of-message warning to inform callers recording messages that they are approaching maximum capacity for the mailbox.

ity for the mailbox.

The AUDIX VMS R1V6 is available now for \$18,000 for a typical four-port configuration. Upgrades from previous releases are priced beginning at \$2,000. The AMIS software package costs \$2,000.

The 8102 Analog Voice Terminal and the 7444 Digital Voice Terminal are two new feature-rich additions to the DEFINITY System voice terminal product line that offer customers cost-effective solutions using the latest available technology.

The 8102 is the second voice terminal in AT&T's 8100 series of analog sets. It is the only analog voice terminal in the marketplace to offer twelve auto-dial buttons, as well as two adjunct jacks for speakerphone or modem access.

The other new voice terminal, the 7444, is a digital set that offers customers two new important features: an 80-character vacuum fluorescent display for clarity and a self-adjusting built-in speakerphone.

Based on the most advanced technology available, the 7444 Digital Voice Terminal's new built-in speakerphone can acoustically adjust to its surrounding environment, effectively eliminating electronic background noise.

Both the 7444 and 8102 work with the DEFINITY System Generic 1 and Generic 2, System 75, and System 85 PBXs, with the 8102 also working with DIMENSION PBXs. The 7444 replaces the 7434 in AT&T's 7400 Series Digital Voice Terminal product line. The 7444 supports up to 36 call appearances on the DEFINITY System G1 and G2 and up to 10 call appearances on the System 75 and System 85. The 8102 replaces the 7102 Plus Analog Voice Terminal in AT&T's product family.

The 8102 Analog Voice Terminal is currently available at a price of \$100. The 7444 Digital Voice Terminal is generally available at \$850.



**AUDIX VMS VIDEO
WINS TWO AWARDS**

Account teams can now boast award-winning support for AUDIX® Voice Messaging System sales. The International Television and Video Association presented AT&T with the Gold Medal for "Winds of Change," a videotape produced by BCSystems Advertising group. The award is considered the most prestigious in the corporate video industry. "Winds of Change" was selected from more than 1,500 entries worldwide. Another feather in the group's cap: the videotape also won a Bronze Medal in another competition held by Quasar, a N.Y.-based corporate and industrial video association. Congratulations!

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