AVAYA

Avaya MERLIN MAGIX® Integrated System

IP Telephony | Contact Centers | Unified Communication | Services

The Avaya MERLIN MAGIX® Integrated System

is the ideal choice for growing businesses because it packs so much into one simple solution—a wide range of communications capabilities you can customize to your specific needs in an affordable, easy-to-use system. Get a communications solution that's designed for the way you really work—and one that will support your needs for years to come.

Look at what the MERLIN MAGIX System can do for your business

Simplify communications

With over 150 features built-in, the MERLIN MAGIX system will simplify and streamline your communications.

Enhance customer service

Get the ability to handle every call personally and promptly. You can even set up a full-fledged call center with the entire gamut of features and functionality for up to 20 agents.

Work smarter

Would you like to manage your voice mail and e-mail in one mailbox? Have calls to your office phone ring simultaneously on your cell phone? It's all part of what the MERLIN MAGIX can do to help you work better right now.

Internet access

With a built-in router and firewall, and the ability to link to frame relay and T1 lines, MERLIN MAGIX is ready to manage your Internet access.

Network your offices

Companies with more than one office can rely on MERLIN MAGIX to streamline communications, simplify administration and lower their overall costs.

It's a "business-proven" solution...that's also leading edge

Based on Avaya's best-selling MERLIN LEGEND® system—the MERLIN MAGIX system is market-tested for performance and reliability. But no one is resting on their laurels—Avaya continually updates MERLIN MAGIX with leading-edge capabilities such as unified messaging, Cell Phone Connect, Internet support and much more.

Get hundreds of built-in features...add new ones of your own

The MERLIN MAGIX system gives you hundreds of built-in features and supports new applications available from both Avaya and Independent Software Vendors — for messaging, customer service, call accounting, security, IP telephony and much more.

Grow your business...without outgrowing your communications

With support for up to 200 extensions, MERLIN MAGIX is the perfect choice for businesses that want to grow big, without outgrowing their communications systems. It is easy and cost-effective to increase functionality, add applications and network locations as your needs change.

A sophisticated system...that's surprisingly simple

The MERLIN MAGIX system is designed for growing businesses who are as serious about communications as they are about keeping things simple. Dual red and green LED indicator lights on MERLIN MAGIX phones make it easy to handle incoming calls even during the busiest times (e.g., identifying whose call is on hold). Backlit display sets allow you to make full use of incoming Caller ID (no need to invest in separate Caller ID display units). Adding more lines or stations is easy—just add more plug-in cards, and connect the new lines and stations. And many applications are also supported with integrated plug-in cards. Virtually no programming is required. The entire MERLIN MAGIX system can be configured or reconfigured remotely.

The best of both worlds—PBX and Key System capabilities

When it comes to choosing a communications system, most growing businesses want the simplicity of a key system. The basic key system design—in which lines "appear" on phones throughout your business—makes it easy to handle a wide range of incoming calls and "cover" when someone is not available. As businesses grow, they typically want the added security, capacity and functionality of a PBX. That's why MERLIN MAGIX gives you the best of both worlds. It can operate as both a PBX and a key system, and it can emulate both simultaneously for the same company (i.e., you can set up the phones in one department to operate in key system mode, but have the phones everywhere else function as if they were part of a PBX). Your Avaya BusinessPartner can help you determine which mode of operation can best meet your needs.

Deliver the customer service that helps your business grow

Today, companies who want the best customer service are relying on communications to help them deliver it. Call centers, wireless communications, computer-telephone integration, Caller ID, direct dialing —these are the customer service tools that deliver the enhanced service that builds customer loyalty, repeat business and higher profitability for your business.

MERLIN MAGIX has a powerful set of capabilities for creating the kind of customer service that will set your business apart from and ahead of your competition.

Calls from existing customers

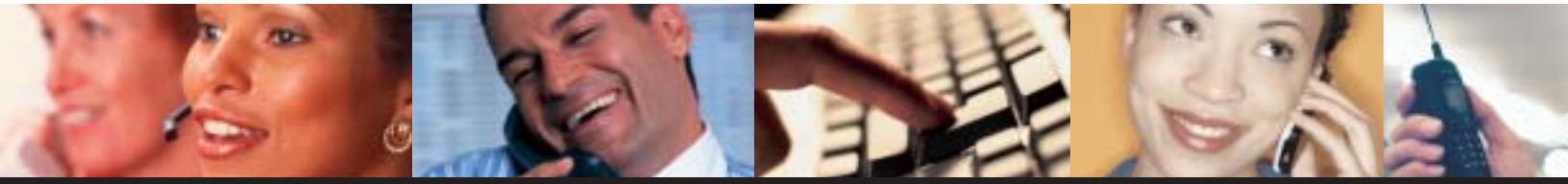
All customers like to be recognized. This is especially true of customers who have previously called or done business with you. Recognizing the caller is the first step to delivering the personal service and attention that helps build a loyal customer. Caller ID and computer-telephone integration on the MERLIN MAGIX system can play a big role in helping you identify your existing customers.

With the built-in Caller ID on the MERLIN MAGIX system, caller name and number appear simultaneously during ringing—there is no need to obtain any additional hardware.* This feature is fully functional on the optional Avaya 3810 digital wireless handsets which allow you to stay in contact with customers—even while on the move. Optional packages for computer-telephone integration allow you to link your MERLIN MAGIX system to your customer database and get a "screen pop" of information about the caller.

Handling every call the right way

Many customers' first impression of your business is going to be formed during their initial sales call. How well you handle that call is very important. Do you have a routing system that quickly gets calls to the right person? Can anyone in your organization answer their calls anywhere on your premises, regardless of whether they are down the hall, in the warehouse or driving home in their car? When no one is available, is your messaging system designed to take messages quickly and professionally,

*Note: subscription to Incoming Caller ID service from a local telephone company is required.



Create a call center to build sales and service

One of the most powerful ways to build sales and enhance customer service is to create a call center inside your business—formal or informal groups of employees providing customer service and/or making sales calls.

Having a call center was once only possible for the largest companies. Now with the MERLIN MAGIX system, a fully functional call center is an affordable option for small and growing companies.

With the MERLN MAGIX system you can support call centers of up to 30 total agents. Set up multiple calling groups for sales, service and other departments. Route callers based on pre-set parameters designed to provide the most efficient use of resources. Provide announcements and music-on-hold for queued callers. Integrate the call center with MERLIN Messaging to make sure calls never go unanswered or to give customers an easy escape-from-queue option. Take advantage of MERLIN MAGIX Caller ID support—in conjunction with CTI software—to give agents automatic screen pops of information about the calling party. Add capabilities for Interactive Voice Response to give callers touch-tone or speech-activated access to self-service options.

The MERLIN MAGIX system also gives you a wide range of options to manage your call center costs. Take advantage of Automatic Route Selection (ARS) capabilities to choose low cost long-distance carriers. ISDN PRI Support on the MERLN MAGIX system reduces line costs and supports Dialed Number Identification Service (important for sales or service efforts involving specific numbers) and DID capabilities used in routing incoming calls. ISDN PRI also provides Automatic Number Identification (ANI), which is useful for activating database records and keeping track of callers.

notify the person being called that a message is waiting and even try to contact that person directly?

The MERLIN MAGIX system is specifically intended to address all of these needs and more, because it is designed as an integrated system with extensive call routing, messaging and wireless capabilities that can be customized to meet your unique customer service needs. Remember, sales and service calls that go unanswered, or are not answered quickly or professionally, will eventually cost you customers and, ultimately, revenue. The MERLIN MAGIX system will help you eliminate these losses.

Supporting your receptionist

Many businesses and organizations rely heavily on their receptionist to handle and route incoming calls. This ensures a personal touch to each caller, but during heavy calling periods it can also lead to a bottleneck causing long hold times, multiple transfers and abandoned calls—service inevitably suffers.

Good customer service is all about keeping the personal touch—while still getting calls quickly to the right person, with a minimum number of transfers. One solution is the Direct Inward Dial (DID) capability on the MERLIN MAGIX system that allows frequent callers (suppliers, wholesale buyers, etc.) to go directly to a specific person, or department. This can offload a large percentage of all calls to the receptionist.

Outbound sales calls

Today it is easier than ever to create calling campaigns for prospects and existing customers around sales and service promotions (e.g., lease renewals). It's an efficient way to build business and effectively leverage your investment in a communications system. By taking advantage of features that enable you to easily reach out to customers, dial automatically from existing customer lists and track your results, you can really make the most of your selling potential.

In addition, the following MERLIN MAGIX system features are commonly used in call center applications:

Call Screening—lets agents listen in on a call after it has gone to voice mail coverage and, if they choose, bridge back onto the call.

Coverage—flexible coverage options ensure that agents in a Calling Group can receive backup if they are overloaded.

Wallboards—works with a wide array of industry-standard wallboards.

External Alerts—visually or audibly alerts incoming calls, or when a queue threshold is exceeded.

Hot Dialpad—allows agents to start dialing via speakerphone or handset without going off hook first. The system takes the user off hook automatically when the first digit is dialed.

Multiple Agent Log-in—agents can be members of more than one calling group and receive calls that are labeled by group.

Reporting/Monitoring—reporter software applications and management information system applications allow group and/or supervisor monitoring and analysis of call center performance.

Record-A-Call—at the touch of a button, calls can be recorded for quality control and reliable documentation.

Enhancing your communications, lowering your costs

Powerful messaging capabilities

In today's 24-hour business world, just about every business, from the largest to the smallest, depends on messaging to stay in touch and exchange information. But today, messaging is much more than a convenient way to answer calls when you are not there. Callers expect easy-to-use options when they reach your messaging system. Also, because voice, fax and e-mail messaging are all part of your communications, it can be a real convenience to be able to check your voice mail on your PC.

With the options available on the MERLIN MAGIX system, you can have the most up-to-date and comprehensive messaging features that deliver savings in time and money.

Flexible call handling

A MERLIN MAGIX messaging solution will free your receptionist from answering and manually transferring every incoming call. Each caller is greeted and prompted to dial the extension they want or choose from a recorded menu of options. You can customize your messaging solution to handle calls in different ways at different times, and to have its own unique menu structure and greetings for separate departments or businesses.

Dial by name directory

With the directory feature, callers can be prompted to enter the first four letters of the called party's name. They can then choose from a list of contacts that match the letters in either the first or last name and call them directly, without ever entering their number.

Accurate, timely messages

Your employees can take advantage of a wide range of call answering options. They can create their own personal greetings and give callers the option to mark a message as private or priority (private messages cannot be forwarded to other mailboxes and priority calls are delivered first), or transfer to another extension or the receptionist. You can Auto Copy voicemail from one inbox to multiple mailboxes (e.g., to everyone on a specific account team), or vice versa, to further ensure that all messages are handled with speed and efficiency. You can also adapt a MERLIN MAGIX messaging solution to play recorded announcements to callers at designated mailboxes, without the ability to leave a message.

Superior message management

The messaging options available with the MERLIN MAGIX system will streamline your internal communications. For example, you can use the system to send/ forward messages to one or more mailboxes, address messages by name or extension, or you can use the system's built-in directory.

You can easily set up the messaging system to automatically call or page you when a new message (or priority message only) has arrived. When you are out of the office, the system can dial up to five phone numbers in turn to "find" you and let you know you have a new message.

Centralized messaging for multiple offices

With MERLIN MAGIX, you have the option to have one centralized messaging system serving multiple locations. This gives you the ability to forward important voice messages and broadcast information across an organization, simplifying the flow of information. Eliminating separate voice messaging systems at remote locations reduces both capital outlays and ongoing management and administration costs.

See your voicemail and e-mail together

The MERLIN MAGIX system makes it easy to manage your voice mail and e-mail in one mailbox. See all your messages all together. Access your voice mail without having to dial in. Save and forward voice messages the same way you do e-mail.

MERLIN MAGIX voice messaging will deliver messages directly to your existing e-mail server in an e-mail compatible format. Voice mail will appear in the listing of e-mails with the voice portion attached as a WAV file.

Two messaging options… plenty of extra features

Messaging is a critical part of any communications solution. Wherever you are working, messaging helps everyone share information and stay connected to customers, colleagues and suppliers with 24-hour availability. And messaging delivers on its investment—automated call routing and message-taking alleviates the pressure on support staff and helps everyone to be more productive.

To meet the needs and budgets of growing companies, Avaya offers different messaging systems for the MERLIN MAGIX system:

MERLIN® Messaging is the most cost-effective solution for stand-alone MERLIN MAGIX systems. It offers capacity for up to 12 ports, 100 hours of storage and 200 mailboxes—enough to meet the needs of most small or mid-size businesses, even those who require centralized messaging.

INTUITY™ AUDIX® LX is ideal for customers with more robust messaging needs, or for those who are networking multiple locations and want a centralized messaging solution.

Your Avaya BusinessPartner will help you decide which is the right solution for you. Whichever you choose, it's easy to add capacity and take advantage of unified messaging and other powerful features that make your messaging solution work even harder for you, such as:

Auto copy—If you choose, messages can be automatically left in multiple mailboxes, or copied from multiple mailboxes to a single mailbox.

Record-A-Call—Record calls and conferences into voicemail at the touch of a button. Combine this feature with unified messaging and share recorded interactions with colleagues via e-mail.

Phantom mailbox—Callers can leave messages in "phantom" mailboxes but the message is actually delivered to a different mailbox. This is ideal for handling large volumes of messages in customer service or sales efforts.

Easy message previews—Change the order in which messages are played, easily back-up and replay, speed up or slow down.

Special capabilities for cell phone users—MERLIN MAGIX has special features that allow you to scan the content of the new messages in your mailbox with minimal keystrokes (and without changing the status of those messages) and also return automatically to the last message heard if your connection is dropped.

MERLIN MAGIX makes communications simple

Dozens of easy-to-use features

Today's business environment makes it imperative for businesses of all kinds to be more competitive and efficient—increasing sales and speeding time to market while lowering costs, improving margins and serving customers better and faster.

Communications technology has always played an essential role in business performance, from supporting daily operations to reaching out to new markets. Today the right communications solutions can bring benefits straight to your bottom line: helping you save time and gain efficiency where and when you need it most.

With over 150 call processing features, MERLIN MAGIX is one of the most feature-rich telephony systems on the market today. Your Avaya BusinessPartner will work with you to take advantage of these capabilities and build a customized solution specifically for your needs:

- How do you want calls routed in your business?
- What kind of call coverage options do you need to make sure every call is handled promptly?
- How do you want basic capabilities like hold, conference and transfer to work in your organization?

Ease of use

"Ease of use" is a must in a small-business communications system. MERLIN MAGIX is simple to use—and stays simple to use. For example, you can program your most frequently used features—such as Speed Dial, Send All Calls, or Call Forwarding—for easy, one-touch activation.

A selection of telephones

MERLIN MAGIX offers a complete and versatile portfolio of telephones, with:

- Built-in speakerphone and intercom
- Backlit display telephones
- Message waiting notification and retrieval on your telephone or PC
- Call status indication via LEDs
- Caller name and number display

Network your offices

If your business has multiple departments, or employees working in remote offices, you will want to take advantage of the MERLIN MAGIX system's networking capabilities.

Networking through MERLIN MAGIX is more cost-effective than Centrex and greatly improves efficiency.

Choice of telephones

Today's business environment makes it imperative for businesses of all kinds to be more competitive and efficient.

All MERLIN MAGIX phones are designed with the latest digital communications interfaces, providing clear, high-quality voice transmission. These phones can help make your everyday business communications easy, cost-effective and productive.

4406D 6-Button Digital Telephone

DSS 4450 Direct Station Selector

You get a uniform dial plan that lets you place calls anywhere on the network without dialing special access codes—it's as if everyone is in the same location. It also increases the number of coverage points and allows the sharing of personnel and resources between systems.

Centralizing voice mail and the automated attendant provides savings by eliminating the need for separate systems at each location. You can forward calls or broadcast messages to co-workers regardless of location, and retrieve messages from anywhere in the system, giving you greater mobility.

Internet access

MERLIN MAGIX networking also opens a whole new array of voice and data networking applications for you by letting you "converge" your voice access and dedicated, "always on" Internet access over the same facility. An integrated router and firewall mean it's not necessary to acquire those items separately. This will help you prepare for the world of Web-based applications. It will open your business to applications including, but not limited to, Web-based e-mail, order taking and fulfillment, catalog publication, and much more.

Mobility

When you are away from your phone—in the warehouse, down the hall, or in an adjacent building—important decisions get delayed and calls go unanswered. With a wireless phone no one ever has to be out of touch. The MERLIN MAGIX system provides cost-effective, Avaya-designed wireless solutions to meet your mobility needs.

Many businesses require mobility on premises, and with Avaya 3810 Digital Wireless Telephones, employees can move freely without missing calls. The Avaya 3810 allows you to handle important calls while away from your desk—whether on the shop floor, in the back room, the loading dock, the warehouse, or the exam room.

The MERLIN MAGIX system helps control costs

Cost-effective connectivity

MERLIN MAGIX delivers tip/ring connectivity, which eliminates the need for separate, dedicated lines when using accessory devices, such as:

- Single-line rotary or touch-tone telephones
- Fax machines
- Answering machines
- Modems
- Credit card scanners
- Other industry-standard devices

Any tip/ring telephone or device can be attached directly to the MERLIN MAGIX system by means of an 016 T/R module. In addition, MLX telephone users can attach tip/ring phones or devices using a Multi-Function Module (MFM).

Call accounting

Call accounting options provide you with a powerful tool for measuring and controlling telephone expenses. Call accounting systems allow you to set up account codes and generate a variety of printed reports that pinpoint the specific calling patterns of your business. This will help you monitor facility use, allocate phone charges, and detect toll fraud from outside parties. Call accounting software offerings that work with MERLIN MAGIX include eCAS and eCAS Lite.

4424LD 24-Button
Digital Telephone

The MERLIN MAGIX system: communication for how you really work

More than a telephone system, the MERLIN MAGIX system is communication for the way businesses really work. By supporting voice communications, high-speed Internet access, and an array of innovative, easy-to-use applications, the MERLIN MAGIX system will help your business grow and prosper by helping you communicate more effectively and serve customers better.

Because it's an integrated system that meets a wide range of communications needs, the MERLIN MAGIX system is ideal for a wide range of customers. Whether your business is financial services, real estate, or manufacturing…whether you are a school, a retailer, or a government agency…you can count on the MERLIN MAGIX system for the capabilities that will help you:

- Support personalized customer service
- Reach out to new markets with new products and services
- Streamline the flow of information and make your organization more efficient
- Lower communications costs and enhance security

The MERLIN MAGIX system at a glance

- Best-in-class, powerful voice system
- High-performance Internet access over shared facilities
- So much built in: call center, firewall and router, CSU/DSU
- Open applications platform and a growing suite of business applications
- Savings through converged voice and data communications
- Easy to install and maintain—no PC or LAN needed
- Easy and practical to take advantage of ISDN and T1—both are on the same card
- Avaya quality of service
- Investment protection...and a growth path that will bring you into the future

Capacities

Stations/endpoints — Max: 200

Trunks — Max: 80

Supported —

Voice only: Ground start, loop start, DID and E&M Tie Line

Voice and data: PRI/BRI, T1, Frame Relay and Integrated CSU/DSU for T1/PRI management

Who needs the MERLIN MAGIX system?

Any small or mid-sized business, or branch office of a larger enterprise that...

- Needs 20-200 extensions
- Wants a feature-rich voice communications system
- Wants a system that is easy to use and administer
- Does not want to be required to use a PC to administer the system
- Wants the flexibility to customize the system with applications
- Wants capabilities for both a key system and PBX
- Wants full T1 support (24 channels, PRI)
- Wants a basic call center
- Needs Internet access

MERLIN MAGIX >

Ready to help meet your business needs

Improve productivity >

MERLIN MAGIX messaging, call center and advanced call handling capabilities allow staff to work more efficiently and effectively.

Keep everyone in touch >

In-house wireless solutions provide access to employees wherever they are located. Cell Phone Connect sends calls to your cell phone, and sends messages back to your central messaging system.

Keep it simple >

MERLIN MAGIX is designed to be simple and intuitive, reducing staff training time. Neither a separate personal computer nor a LAN is needed for full system functionality.

Connect to your customers >

Call center, call routing, messaging and capabilities such as Interactive Voice Response (IVR) provide the tools to increase sales and improve customer response time.

Lower your costs >

MERLIN MAGIX delivers a low total cost of ownership that matches or beats the competition, along with a wide array of features (e.g., least cost routing) designed to reduce communications costs.

Connect your office >

MERLIN MAGIX makes it easy to link multiple phone systems in different locations to simplify communications and information sharing, and also lower costs.

Be there >

MERLIN MAGIX is backed by the Avaya warranty and maintenance agreement and years of proven performance for thousands of companies.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

reach AVAYA

a higher plane of communication

IP Telephony | **Contact Centers** | **Unified Communication** | **Services**

© 2004 Avaya Inc.
All Rights Reserved. Avaya and the Avaya logo are trademarks of Avaya Inc. and may be registered in certain jurisdictions.
All trademarks identified by ®, ℠ and ™ are registered trademarks, service marks or trademarks respectively.
All other trademarks are properties of their respective owners. FORTUNE 500 is a registered trademark of Time, Inc.
Printed in the U.S.A. 04/04 • MID2122