

**AVAYA**



**Avaya MERLIN MAGIX®  
Integrated System**



**Communication without boundaries**

## How do you do business today?

If you are like most companies, you probably do business a lot differently today than ever before:

- Selling products and services over the Internet...
- Delivering customer service and support using voice, e-mail and Web enabled call centers...
- Using the Internet to link with partners, suppliers and customers...
- Providing anytime, anywhere communications access to employees, customers and vendors.

In today's Customer Economy, success more than ever before, depends on how well you take advantage of your communications networks. Companies want secure network infrastructure with increased employee accessibility.

Companies that are serious about growing and doing business differently need a communications solution that is up to the job—the MERLIN MAGIX® Integrated System from Avaya. It's the communications system for how you really work.

## The MERLIN MAGIX® Integrated System has what you need

Whether you want the best voice communications possible, or support for a new business application, the MERLIN MAGIX system is the right choice for your growing business. It's a fully integrated, scalable solution for voice and Internet communication that also supports a growing array of business applications for customer care, eBusiness, employee productivity, supplier transactions and more. The MERLIN MAGIX system—and the growing array of plug-and-play applications from Avaya and Independent Software Vendors (ISVs)—will give you the leading-edge communications capabilities you need to compete successfully in today's marketplace:

- Full communications capabilities via the phone, Web, video or e-mail.
- "Always on" high-speed Internet access.
- Personalized, 24-hour customer service through a call center.
- Comprehensive messaging.
- Mobile work force support through wireless phones.
- Powerful cost savings through the optimization of networks and equipment, including multi-site networking.

### Communication just got simpler

The MERLIN MAGIX System is the ideal choice for a growing business because it packs so much into one simple solution.

**Business proven today**—based on Avaya's best-selling MERLIN LEGEND® Communications System—the MERLIN MAGIX system readies your business for tomorrow, by supporting both voice and high-speed Internet access. Whether you are starting from scratch or upgrading from another system, the MERLIN MAGIX system is a proven, reliable choice that can bring you into the future.

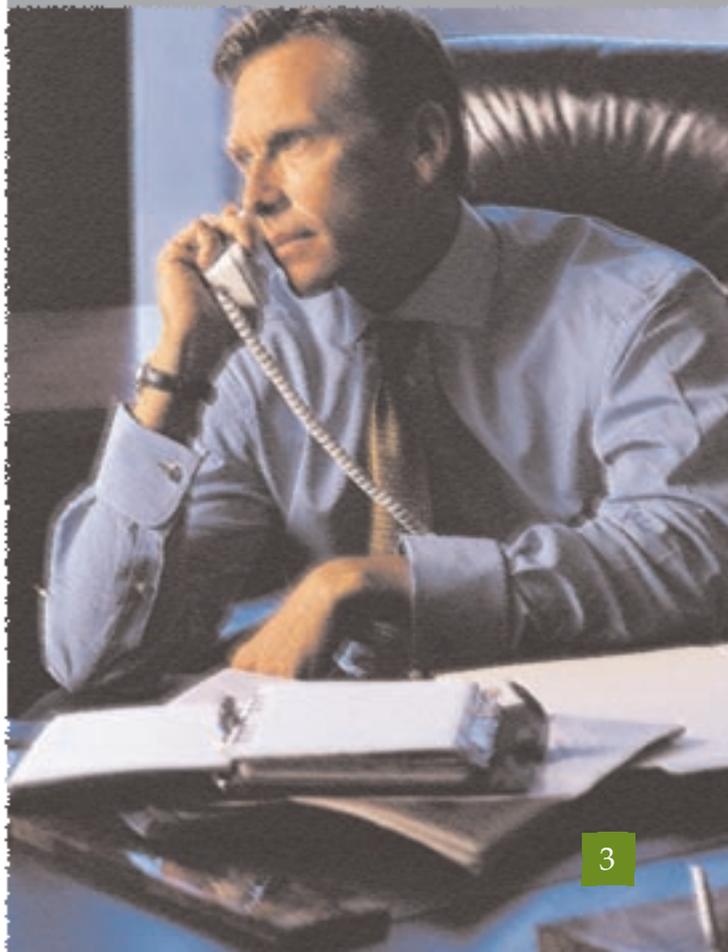
**Plug and play solutions**—both from Avaya and ISVs—deliver the simple, comprehensive, and flexible solution you are looking for.

### Simplicity and scalability

The MERLIN MAGIX system is easy to understand, simple to install and fully scalable. And it's backed by Avaya, the company born with a 130-year heritage and

## Communication for how you really work

- Communication
- Collaboration
- Internet access
- Messaging
- Customer Care
- Convergence
- Multi-site networking
- Open platform
- Mobility





quality service that today supports nearly one million businesses in 90 countries. With Avaya and the MERLIN MAGIX® system you gain reliability, quality and high-level functionality for all your communication needs.

The MERLIN MAGIX system breaks down the barriers that prevent people, systems and networks from working together. By providing integrated support for voice and Internet communications in one, easily managed solution, it enables businesses, their customers, suppliers, partners and employees to communicate how they want to, when they want to and in the way they want to.

### Reducing costs and complications

For example, the MERLIN MAGIX system takes the cost—and the complications—out of having always-on Internet or intranet access and sets the stage for the future convergence of voice and data communications, including Voice over IP (VoIP) telephony to help reduce long distance costs.

With the MERLIN MAGIX Integrated Network Access (INA) module you can consolidate all local and long distance voice calling and high-speed Internet access through a single T1 connection, saving money, optimizing your network, while connecting multiple sites for both voice and data communications. It combines the functionality of T1/PRI (Primary Rate Interface), a data router, DSU/CSU (Data Service Unit/Channel Service Unit), and a packet filtering firewall on a single circuit card—and does so with uncompromising quality and reliability.

The MERLIN MAGIX INA module reduces the costs and complexity of dealing with multiple network service providers, allowing you to take advantage of volume discounts for network services. And it eliminates the need for multiple hardware components, modem connections and vendors to deliver voice and data to various locations.

### Easy system administration

Programming the MERLIN MAGIX system is quick and simple with WinSPM (Windows-based System Programming and Maintenance) software, a user-friendly, graphical interface which provides on-screen icons and menu choices to help guide you through the administration process.

WinSPM software provides convenient access to current system information, giving you a full picture of key tasks and station programming instead of isolated features or function screens. With WinSPM, it is easy to perform and duplicate a variety of programming tasks system wide. Features that can be easily programmed from a PC include automatic route selection, call pickup groups, calling groups, coverage groups, speed dial and more.

With WinSPM, you can also manage multiple sites, providing easy communication management across your entire business over any TCP/IP connection. WinSPM's graphical representation of the MERLIN MAGIX, system inventory can be accessed remotely, allowing your system manager to monitor any site's system as needed.



**4400D Digital  
Telephone**

A single line model with a 2-line  
by 24-character LCD display



## No trade-offs

Unlike many other solutions, the MERLIN MAGIX® system delivers the power of converged Internet communications, without trade-offs on feature functionality, reliability or cost. You get the voice communications features you depend on—conferencing, messaging, caller ID—and the flexibility you need to stay ahead in an ever changing world.

## A solutions platform to grow with

The MERLIN MAGIX Integrated System will evolve to accommodate your communication needs over time.

**The MERLIN MAGIX system is scalable:** The MERLIN MAGIX system can grow as your business grows. A basic configuration can handle from 11 to 80 telephone lines, with capacity for up to 200 stations.

**The MERLIN MAGIX system supports many applications:** At any time, you can easily enhance the MERLIN MAGIX system by adding any of the growing number of eBusiness, Customer Service and CTI (Computer Telephone Integration) applications available both from Avaya, and our Independent Software Vendor (ISV) partners around the world.

You will benefit from a constant influx of applications—new ones become available all the time—that are easily implemented and designed to improve your productivity and customer service.

## Multimedia messaging

In a world where business and eBusiness take place around the clock, you probably need to communicate during more hours of the day than ever before. Messaging is a critical capability that every business depends on to stay in touch and exchange information, particularly across time zones. With the MERLIN MAGIX system you can choose among a wide range of proven solutions for voice, e-mail and fax messaging including Avaya MERLIN® Messaging, Avaya Octel® 100 Messaging and Avaya INTUITY™ AUDIX® VS.

### Ideal for most customers, MERLIN Messaging delivers:

- Up to 100 hours of message storage for 2 to 12 port configurations, giving you the ability to easily grow the system to accommodate up to 200 mailbox subscribers.
- Virtual messaging with a Web-based browser for a visual interface to voice messages. This allows your employees to control, prioritize and manage voice messages from a PC.
- A delayed announcement service for customers held in queue when your call center agents are busy. Create up to 99 messages, each played to the appropriate caller.
- Improved visual display of information, allowing your employees to tell at a glance how many new and old voice messages they have. They can also access Caller ID information on their PC.

## 4424LD+ Digital Telephone

A multi-line model with a 7-line by 24 character VFD display, 24 programmable feature buttons, 10 softkeys, and 4 navigation keys.



## 4424D+ Digital Telephone

A multi-line model with a 2-line by 24-character LCD display, 24 programmable feature buttons, 4 softkeys, and 4 navigation keys.



- Easier System Administration with an improved Graphical User Interface (GUI). It supports recording and playback of the Automated Attendant menu and announcement prompts, as well as configuration reports.

## MERLIN MAGIX® Customer Care

### Solutions

In the past, sophisticated call center capabilities were only available on large communication systems designed to support dozens of call center agents. With the MERLIN MAGIX system, a call center is now within reach of even the smallest enterprise. You can put your customers at the center of your business, providing them immediate answers to service or billing problems. With the MERLIN MAGIX system, a full-featured call center is affordable for as few as two to five customer service representatives yet can grow to 20 representatives with a supervisor. Combining the messaging and call center capabilities of the MERLIN MAGIX system enables you to stay in touch by phone, Web, e-mail or fax and provide your customers with a targeted message while they are waiting to speak to a representative.

With the MERLIN MAGIX system, you can choose applications from Avaya and our Independent Software Vendor partners to provide:

- All the essential tools to help you manage a highly productive call center with real-time monitoring, historical reporting, traffic analysis and administrative tools. Also includes the ability to save reports in the format you want and broadcast features to communicate with on-site and remote agents.



### A flexible, scalable solution

The MERLIN MAGIX system can grow as your business grows. A basic configuration can handle from 11 to 80 telephone lines, with capacity for up to 200 stations.

- Tools for computer-telephony integration, including a preview dialer, a call recorder and silent message to provide call notification via your local area network (LAN).
- The ability to link Caller ID information with databases to provide screen pops showing caller information for agents. It delivers the information needed to personalize the conversation and answer questions based on better customer data.

### High-speed Internet access

With the MERLIN MAGIX INA module, you can provide employees with Internet connectivity without the need for multiple modem connections. There's no need for users to dial up or log on, and connections are much faster and reliable.

This faster, easier Internet access can help boost employee productivity and enhance relationships with customers and vendors. It's also an important step toward using the Internet as a competitive advantage for your business. With the INA board, voice and data are integrated on the same T1 facility. This lowers costs for data access.

### Supporting today's dynamic business demands

High-speed Internet access is just the first step in realizing the power of the MERLIN MAGIX. The CTI Link, an option that integrates seamlessly with the MERLIN MAGIX Integrated System, can help you establish a powerful Internet and customer service presence, expanding your market reach. With the Trivium Customer Relationship Management solution, giving your company a more professional image and making contact easier for customers and others who want to reach you, is simple.

#### Trivium CRM Solution

- Seamlessly brings together information coming from all customer and partner touch points—email, web chat, web forms, PDAs, wireless devices and, of course, telephone and fax—so you can provide personalized service without the hassle of piecing information together from different applications.

## MERLIN MAGIX Integrated System: Bring your business to the next level

- Best-in-class, powerful voice system
- Open applications platform and a growing suite of business applications
- Savings through converged voice and data communications
- High performance Internet access over shared facilities
- Easy to install and maintain
- Avaya quality of service
- Investment protection...and a growth path that will bring you into the future

- Converts data...to information...to knowledge, in real-time reports that enable you to keep your finger on the pulse of your business. With up-to-the-minute, accurate business intelligence, your decision-making can be swifter, more proactive and more flexible.
- Provides easy-to-use tools to quickly create sophisticated business process flows so you can adapt to—even anticipate—changes in your business environment, customer preferences or competitors' strategies without the need for programming.

### Multisite networking

It's the rare business today that has only one location. Even smaller businesses have departments and employees working in geographically dispersed or remote offices. In order for your employees to work together smoothly, networking is critical.

The MERLIN MAGIX® system networking allows your business to create a private network, to share voice, high-speed data/video communications facilities, and a single voice messaging system across multiple locations. Your private network can consist of one or more MERLIN MAGIX systems plus MERLIN LEGEND®, Avaya DEFINITY® BCS, Avaya DEFINITY ProLogix™ and Avaya DEFINITY ECS systems.

The MERLIN MAGIX system private network can help you make maximum use of your network facilities. Dynamically allocate network resources for inbound and outbound voice and data traffic, giving you a flexible, cost-effective way of handling peak demands. You can also connect your LANs across multiple sites, sharing equipment, software, centralized Internet access and administration across locations. You have the flexibility to route calls across your network in the most cost-effective way, reducing your long distance costs.

The MERLIN MAGIX system networking gives you other important benefits. With Uniform Dial Plan routing, calls can be placed throughout your company network as if everyone worked in the same location. Caller ID and Automatic Number Identification (ANI) can be routed with calls to generate "screen pops" of caller information. And you can increase productivity by updating your applications on one server. Overall, you can benefit from reduced equipment and software costs, as well as centralized administration with MERLIN MAGIX networking.

### Mobility

With today's workers on the move all the time, businesses and employees need a way to stay in touch. The MERLIN MAGIX system is a leader in delivering mobile communications. The Avaya TransTalk® 9040 Digital Wireless System delivers the benefits and accessibility of a wireless handset with all the power and functionality of a wired desk telephone. It's an in-building wireless system that can support up to 30 users and provides up to 900 feet of coverage—perfect for such organizations as medical facilities, large retail stores, manufacturing facilities or hotels.

### The MERLIN MAGIX Integrated System: everything you need

More than a telephone system, the MERLIN MAGIX system is communication for the way your business really works.

By supporting voice and high-speed Internet access, and an array of innovative, easy to use applications, the MERLIN MAGIX system can help your business grow and prosper by communicating more effectively and serving customers better.

And it's from Avaya, a company with more than 130 years experience creating communication solutions that meet the needs of businesses worldwide.

The MERLIN MAGIX Integrated System—because communication is everything.

**Why the MERLIN MAGIX®  
Integrated System is ideal for  
your business:**

- **Comprehensive** More than just a telephone system, the MERLIN MAGIX system supports all your communications...for voice, e-mail, Internet access, videoconferencing, file transfers and more.
- **No trade-offs** The MERLIN MAGIX system delivers full communications capabilities without trade-offs in features or quality. You get an easy-to-use, full-featured voice system...with such capabilities as messaging, conferencing and Caller ID. You also get the power and cost savings of Internet communications without compromising call processing or reliability.
- **Applications** Because the MERLIN MAGIX system is an open communications platform, you can choose among many solutions—from Avaya and our Independent Software Vendors/partners—to help your business run better.
- **Messaging and customer service** Choose among a comprehensive set of options for full multimedia messaging and call centers—capabilities once available only on larger and more costly communications systems.
- **It grows with you** You can start small, with the most basic capabilities, and then easily add lines, stations and applications as your needs expand. No costly upgrades and your initial investment is protected.
- **Backed by a leader** Finally the MERLIN MAGIX system is backed by a leader you can trust...Avaya, with a 130-year heritage of reliability, great customer support and the ability to bring your business into the future.



To learn more about the MERLIN MAGIX Integrated System, talk to your Avaya BusinessPartner or view more product information at our web site.

[avaya.com](http://avaya.com)

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Printed in the U.S.A.

05/02 • MID1347-02

