

Why Buy NetVanta 7000 Series and IP Phones

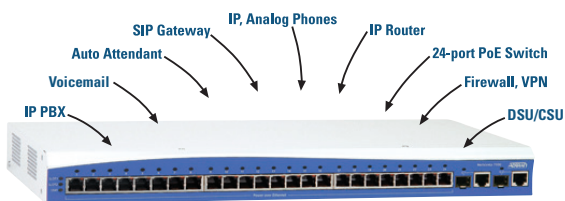
NetVanta 7000 Series and IP Phones Overview

The NetVanta® 7000 Series and IP Phones is a suite of products designed for Small, Medium, and Distributed Enterprise networks. Whether you are opening a new business or looking to update an outdated, out of warranty phone system, ADTRAN®'s NetVanta solutions are the answer for all your voice and data networking needs.

What is the NetVanta 7000 Series?

ADTRAN's NetVanta 7000 series is a true VoIP communications platform. It is a simple, affordable, and reliable solution designed for SME's to deliver maximum functionality. Fully licensed for up to 100 users, this all-in-one solution provides a "License Free" model with 5-year warranty while combining multiple network functions in a single platform:

- IP Router
- 24 Port PoE switch
- IP PBX
- Firewall and VPN
- Automatic Call Distribution
- Auto Attendants
- Voicemail



You get all this in a single piece of hardware that is easy to install, manage, and support. If your business scales beyond the 24 ports, you can simply add additional PoE switches to support up to 100 users with no additional licenses. This is a definite advantage when compared to some of ADTRAN's competitor's model of licensing additional users beyond the first few.

The NetVanta 7000 Series Delivers Lower Total Cost of Ownership

The NetVanta 7000 Series is the path to lowering the total cost of ownership SME's consider when purchasing voice and data networking solutions. ADTRAN's product line can make this decision easier by providing:

- Innovative design reducing initial hardware purchase to a single solution
- No additional licensing—one time purchase supports up to 100 users
- Simply purchasing phones when adding users

Increase Your Productivity

- **Staying Connected:** with Find Me/Follow Me functionality built-in, your staff and customers can stay connected by allowing a desk phone to automatically ring an employee's collection of phones (office, cell, home) making your customers feel valued and attended to.
- **Integrated Messaging:** allows you to receive desktop voicemail on your Smartphone and via your email inbox, with no additional licenses or client software required. This is a powerful tool that frees your employees of the arduous task of dialing into check voice messages on their desktop phone.
- **Personal Auto Attendant:** employees can implement a simple auto attendant that answers every call with caller options for finding the employee, skipping to voice mail, or forwarding to receptionist.
- **Call Queuing:** streamline incoming calls to your business with call queues. This is a great way to have a big business look and feel, while providing optimal support to your customers. They are empowered to choose what queue they need, and once in that queue you can play music on hold, or utilize the external port of the NetVanta 7000 series to play customized marketing messages.
- **Desktop Productivity:** with ADTRAN's complete line of IP phones, your employees get a valuable tool enabling them to be more efficient and fully utilize all the features included with the NetVanta 7000 Series.

ADTRAN Advantage

- **All-in-one:** Complete VoIP communication system providing voice and data networking in a single platform from one vendor.
- **Flexibility:** The NetVanta 7000 Series and IP Phones provide the flexibility to grow your customers network as their business grows. License free model supports up to 100 users at a single site, or you can multi-site SIP Network multiple NetVanta 7000 Series supporting up to 100 users per site. Simply add phones as you add users.
- **Self-Maintainable:** With an intuitive graphical user interface, customers can manage their network reducing regular service expenditures.
- **Productivity:** Utilize features such as integrated messaging, call coverage, and auto attendants to drive business and employee productivity.
- **Reduction in Residual Costs:** NetVanta 7000 Series can lower the total cost of ownership through ease of installation and ongoing management, while providing capabilities for repurposing customer-facing staff with important value-based tasks that cannot be automated.
- **Connectivity:** Configure the system as the network demands to support multiple WAN technologies.
- **Ease of Deployment:** Unlike other VoIP solutions, it only takes a few minutes to install and setup a user reducing the impact on your customers business.
- **Value-based and Affordable:** ADTRAN's VoIP solutions are designed with the same value and performance that drives our award-winning, high-performance NetVanta solutions.



Big Deal for Small Businesses

For a limited time, take advantage of these new offers at our most aggressive pricing ever:

■ NetVanta 7100 for Small Businesses

A NetVanta 7100 authorized for use up to 30 users for \$3,195 (or \$85.50 per month)

■ NetVanta 7100 and UC for Small Businesses

Includes the NetVanta 7100 with Unified Communications authorized for up to 30 users for \$3,695 (or \$98.88 per month).

For more details, visit:

www.adtran.com/bigdeal



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Networking Simplified

■ **Transition to VoIP:** The NetVanta 7000 Series greatly simplifies VoIP migration from installation and configuration to network administration. In addition to reducing the number of devices to be managed, it reduces cabling, frees up space and eliminates the interoperability issues associated with traditional multi-box VoIP implementations.

■ **Management:** SME's often do not have large IT staffs, so maintaining network equipment can be difficult. By combining voice and data functions into a single device, this burden is greatly reduced.

An intuitive Web-based Graphical User Interface for both the system and personal phone management centralizes administration. This is remote accessible adding to the flexibility with which it can be managed.

■ **Future Growth:** Business of all sizes need a cost effective path for growth. With the NetVanta 7000 series that path is easy and affordable; with no additional licensing simply add PoE ports and phones as you add users.

■ **Multi-Site:** In addition to supporting up to 100 users at a single site, easily establish a multi-site SIP Network with multiple NetVanta 7000 Series products supporting up to 100 users per site and provide:

- Least cost routing
- 3 to 4 digit dialing between sites
- Local PSTN call routing
- VPN connectivity
- Local voicemail and Auto Attendants

The extended portfolio of NetVanta products can support sites that do not require independent IP-PBX with a wide variety of options like IP Business Gateways, Multiservice Routers, and Small and Home Office (SOHO) Routers.

■ **IP Phones:** ADTRAN and Polycom® have partnered to deliver a broad range of IP phone solutions for the VoIP market, from multiple-line desktop phones, conferencing phones, phones with HD voice, operator or attendant console stations, and add-on expansion modules.



Competitive Advantages

Simple: Deploy your entire network with:

- A single piece of hardware reducing the unneeded complexity of managing multiple devices
- A truly integrated multi-function platform that is easy to manage

Affordable: License free addition of users beyond your initial purchase is a huge advantage providing a fixed cost for your business to work around and creating a quick return on the investment.

■ Deploy NetVanta 7000 Series to fit your organization today, and simply grow with the addition of PoE ports and IP phones.

Reliable: NetVanta 7000 series products are backed by:

- ADTRAN's 5-year warranty
- Award winning, high touch, problem-solving support model