



**Nortel Networks**

# **Norstar system gives “reliability” new meaning**

Norstar\* has always been recognized as having one of the highest reliability ratings in the industry. Outstanding quality makes Norstar one of the most durable and reliable solutions available. The Norstar Integrated Communications System continuously undergoes rigorous testing to ensure its availability when mission-critical communications need to go through. Certainly, these types of tests are under normal, everyday conditions.

A Norstar system underwent another type of “test” and, remarkably, passed. A fire occurred at the Olson Power and Equipment business—a seller of tractors and other agricultural equipment—in North Branch, Minnesota. The building was gutted, but no one was injured.

Injured perhaps least of all was the Norstar system.

Gary Goll, CEO of Diversified Networks, a Minneapolis-based Nortel Networks Premium Partner selling Enterprise systems, calls Norstar “the Sherman tank of telephone systems.” The Norstar system was pulled from the rubble, and Goll says, “We tested it in our lab just for kicks, and all 16 ports were still working. Several of the handsets were also still working.”

No wonder Norstar is the number one voice system in the world.

As for Olson Power? They are back in business with a new Nortel Networks Norstar Compact Integrated Communications System.

**NORTEL  
NETWORKS™**

## Norstar Integrated Communications Systems

Every Norstar solution begins with an Integrated Communications System (ICS). This fully-digital platform brings together all your communications—fax, e-mail, computer, and telephone—right at your desktop. The size and communication needs of your business will help determine which system—the 3x8, Compact ICS, or Modular ICS—is best for you.

Whatever system you choose, every Norstar ICS offers these important advantages:

### *Drives business profitability*

- Reduces time spent on repetitive communications
- Eliminates employee training with easy-to-use LCD on every telephone
- Protects your investment with scalable, reliable systems that grow with you as your business grows
- Delivers information via cost-effective new media
- Provides management reports to optimize your resources
- Protects your investment as you upgrade from one Norstar system to another

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### *Improves customer service*

- Projects a professional business image through efficient, state-of-the-art communications
- Allows you to stay in touch with your customers 24x7
- Lets you know who's calling before the call is answered
- Levels the playing field—makes a small business seem like a large business
- Provides constant communication for employees on the move

### *Enhances productivity*

- Simple and easy to use
- Protects your business against recurring equipment failures with the highest reliability ratings in the industry
- Offers business-building applications like call processing, call centers, and desktop messaging

## The Power of Norstar

**When you're searching for a business communications system, there's one name that appears time and time again—Norstar, from Nortel Networks.**

In fact, more people buy Norstar than any other voice solution in the world. Today, you'll find Norstar telephones on the desks of more than 14 million people, in more than 80 countries around the globe, making Norstar the #1 voice solution in the world. And in 2001, Norstar maintained the ranking of #1 phone system in North America as well.<sup>1</sup> That's because Norstar offers the advantage of sophisticated features that are easy to use and give businesses the flexibility to handle future growth and new services, too. Plus, Norstar offers outstanding quality, with one of the highest reliability ratings in the industry. Now that's value that lasts!

<sup>1</sup> Source: InfoTrack for CPE and Multimedia 2001, Phillips InfoTech Consulting, Inc.

# NORTEL NETWORKS™

*Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Metro Networks, Wireless Networks, and Optical Long Haul Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the web at:*

**[www.nortelnetworks.com/norstar](http://www.nortelnetworks.com/norstar)**

For more information on Norstar Integrated Communications Systems and other Norstar products, contact your Nortel Networks representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

GSA Schedule GS-35F-0140L  
1-888-GSA-NTEL

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