

**Active Voice**

CHALLENGE	SOLUTION	BENEFIT
<p>Find reliable original equipment manufacturer (OEM) that can deliver highly scalable hardware platform for advanced messaging solutions; deploy industry-standard systems that are stable and cost-effective; team with well-established hardware provider that can quickly and dependably process large orders</p>	<p>Appoint Dell as the exclusive hardware OEM for the comprehensive line of Active Voice unified messaging products; qualify Active Voice software on Dell™ OptiPlex™ desktops and various Dell PowerEdge™ servers to optimize compatibility at Active Voice customer sites</p>	<p>Enhance availability of the Active Voice solution using Dell servers; enable smooth hardware integration with a broad range of popular telephone systems; minimize hardware acquisition costs for Active Voice solutions through exclusive purchasing agreement with Dell; promote credibility and streamline change management by basing the Active Voice solution on qualified, industry-standard Dell platforms</p>

# The message is clear

## Active Voice teams with Dell's OEM Industry Solutions group to deliver highly available, scalable unified communications systems

The breakneck pace of today's business environment and the need for employee mobility makes staying in touch—and staying competitive—increasingly difficult. Customer service is the key to competitiveness for many companies and the ability to respond to customer inquiries in a timely manner is critical to retaining customer loyalty. However, the volume of daily communication and the variety of communication types—including voice mail, e-mail, and faxes—can be difficult for workers to control, making message management painfully complex and ultimately slowing business response.

Active Voice, LLC, a subsidiary of NEC Unified Solutions, Inc., has addressed the frustration of multiple communication vehicles by consolidating multi-messaging systems into simplified, flexible solutions that help keep business communication channels open regardless of the manner in which messages are delivered. As a leading provider of unified messaging and voice messaging technology, Active Voice delivers a broad range of products designed to address the communication needs of enterprises of almost any size in virtually every industry.

Active Voice technologies provide several competitive advantages. As one of the largest switch-independent voice messaging

system providers in North America, Active Voice supports over 200 different switch integrations—allowing companies to leverage their legacy phone systems to garner advanced messaging functionality without having to abandon existing switches. In comparison, many telephone switch manufacturers provide voice messaging products that can operate only behind their proprietary telephone switches, forcing businesses to be bound to a single communication system provider.



Dell's dedicated OEM Industry Solutions group is focused on supporting the unique product-planning needs of OEM providers. The variety of telephony equipment being used by Active Voice's end users requires compatibility across a wide range of platforms, components, and operating systems. The Dell OEM Industry Solutions team supports strategic development by sharing component-level planning details that are essential to maintaining stable OEM products as the underlying technology advances. Dell's OEM experts understand the impact of product change management to OEM customers and help ensure that changes to the OEM customer's product roadmaps correspond with Dell's product roadmaps as appropriate.

### Powerful hardware platform for advanced communications products

Central to the Active Voice portfolio of products are the company's messaging applications, which enable users to make use of virtually any communication device to access and control multiple information types—including messaging, data, and real-time communications. Active Voice not only sells its messaging products as stand-alone applications—it also combines its messaging products with a hardware platform to provide its customers with turnkey systems. Because the core competency at Active Voice is the development and distribution of voice messaging software, providing a comprehensive, integrated software and hardware solution required Active Voice to choose a hardware supplier that could meet three critical criteria:

- Deliver highly scalable and dependable servers in a variety of performance classes
- Use a hardware platform that offers leading-edge, standards-based technology
- Provide purchasing flexibility to accommodate diverse customer needs

Active Voice did not need to look far before selecting Dell as its hardware provider. In the past, Active Voice had tested and installed its software on other leading platforms. However, these vendors did not provide the tight interoperability and tenacious reliability required to meet the strict standards at Active Voice. The Dell platform, on the other hand, performed consistently well across all critical requirements. A solid, long-standing relationship with Dell further convinced the messaging software company that Dell should be its hardware provider of choice.

"Dell hardware has always played a significant a role in our internal infrastructure," says Mike Ridgeway, director of marketing for Active Voice. "Time and time again, Dell has demonstrated to us that it is the main contender when it comes to providing high availability, excellent scalability, outstanding customer service, and

low price. It only made sense to choose a hardware provider with a solid reputation and with whom we have first-hand experience."

### Flexible scalability to accommodate growing needs

Offering a wide range of server choices, Dell can deliver scalable server configurations to match the assortment of Active Voice products. From small to medium businesses (SMBs) looking for feature-rich voice mail at entry-level prices to large enterprises in search of robust unified communications in a flexible, highly scalable architecture, the combination of Active Voice software and Dell hardware can scale to meet the business communications needs of virtually any organization.

"When the servers are as stable as our Dell servers have been, it makes our products virtually no-fail—an absolute imperative for managing business-critical communications."

—Mike Ridgeway  
Director of Marketing  
Active Voice, LLC

Large, multi-site customers are the focus of Kinesis, Active Voice's high-end unified communications offering. Designed for the requirements of large enterprises, Kinesis is a Microsoft Exchange-based application that delivers voice mail, unified messaging, and fax functionality in a Microsoft® BackOffice® environment. The Dell PowerEdge 2800 provides the hardware platform for the Kinesis system, which can be clustered to support thousands of users simultaneously.

Dell also accommodates Active Voice's mid-sized customers. Organizations with heavy telephone traffic are the target of Active Voice's Repartee® unified messaging products, which allow office workers and mobile employees to manage their communications conveniently over the telephone or from a networked PC. Active Voice offers two versions of Repartee—a Microsoft Windows-based version built on the Dell OptiPlex GX280 platform and a Linux-based version built on the Dell OptiPlex GX60 platform. The Repartee products are typically sold to organizations with over 100 users, but can scale to support thousands more if needed.

"Regardless of whether we deliver our product on a Dell GX60 desktop or a high-speed PowerEdge 2800 server, we are confident

that our customers will be satisfied with the consistent availability and high quality of Dell's platforms," Ridgeway says. "When the servers are as stable as our Dell servers have been, it makes our products virtually no-fail—an absolute imperative for managing business-critical communications."

#### A unified team for unified messaging

Active Voice sells its communications systems through a global network of more than 400 resellers. Actual end users of Active Voice systems can range from hotels and healthcare facilities to government institutions, banks, and universities.

One of Active Voice's Canadian resellers is TELEXPERTS, a leading private telephone supplier in Manitoba. With the help of Active Voice communications products, TELEXPERTS has penetrated the rapidly expanding market of customized unified messaging and multimedia message management. More than 1,700 Canadian companies use voice processing solutions from TELEXPERTS, including some of the largest manufacturing and professional firms in Manitoba.

"Our customers are typically large organizations whose employees need immediate access to business-critical information," says David Guberman, president of TELEXPERTS. "The Active Voice messaging systems we sell are stable and highly reliable due in large part to the solid Dell platform on which they reside. Dell servers have demonstrated extremely high uptime and our customers appreciate the low maintenance involved in administering these systems."

#### A powerful partnership for advanced telephony solutions

Because Active Voice has an exclusive arrangement to sell its software on Dell's industry-standard hardware, the Dell OEM team

### HOW IT WORKS

#### HARDWARE

- Dell OptiPlex GX60 and OptiPlex GX280 desktops
- Dell PowerEdge 2850 and PowerEdge 2800 servers

#### SOFTWARE

- Microsoft Exchange
- Microsoft Windows
- Microsoft BackOffice

provides Active Voice with highly competitive pricing models for the various servers the company employs in its turnkey messaging products. "Price was a definite factor in our decision to choose Dell as our sole server provider," Ridgeway says. "We did our homework and found Dell to have extremely competitive pricing. In addition, Dell is able to accommodate our orders at a moment's notice regardless of the server model, and that allows us to keep our inventory management costs low. The

combination of cost-effective pricing and fast, dependable order fulfillment makes Dell a highly valued supplier."

According to Ridgeway, the two companies share common business goals and values, and the frequent interaction between them has fostered a deep and mutually beneficial relationship. "Active Voice has learned to use Dell's technology and business model to provide our customers with quick service and excellent value. The Dell team has taken the time to understand Active Voice's software applications and has kept us informed about upcoming product and technology changes. This, in turn, empowers Active Voice to plan its product strategy accordingly."

Ridgeway continues, "The communication products that we develop and sell are critical to the everyday business interactions of our channel and their customers. Therefore, the platform on which we choose to deliver those products must provide exemplary quality, high availability, and performance. Dell provides exactly that—and the service and support to back them up. Dell's stellar reputation in the computer industry provides a vote of confidence for Active Voice customers who know that the powerful and advanced features of their chosen telephony solution are based on an equally powerful and advanced industry-standard hardware platform."

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