

OfficeLink Overview



OfficeLink grows in easy steps to provide all the communications tools your business needs

It gives you the flexibility to use low-cost phones and shared access to network resources for voice and data, email and internet applications over the public telephone network, ISDN, ADSL broadband, or a combination of all three.

Product Overview

- The OfficeLink system is a modular IP/PBX telephone system, which caters for the telecom and datacom needs of the small to medium enterprise business, the world over.
- The OfficeLink system is a complete communications solution, which is suitable for all enterprises with from 4 to 40 users.
- The OfficeLink system is first and foremost a “Transitional” system, catering for both “Legacy” and “Next Generation Networks” alike.
- The OfficeLink supports all network line types including analogue lines, ISDN Lines, T1 Lines (US), E1 Lines (RoW) and the latest VoIP technology and broadband voice lines from Internet telephony service providers.
- OfficeLink is one of the first traditional telephone systems in the world which can connect directly to Public Voice over IP Service Providers, and offers the user new and exciting choices of telephone service providers.
- In addition to traditional telephony features, the OfficeLink system incorporates a complete datacoms suite of services including:



- ❖ Integrated ADSL Modem
- ❖ Integrated Ethernet Interface
- ❖ Integrated Security and Firewall (including IDS and DoS)
- ❖ Integrated Managed Switched Hub
- ❖ Integrated 802.11b/g WLAN Access Point
- ❖ Integrated Voice over IP Gateway functionality

Building an OfficeLink Configuration

Step 1: Start with a standard phone system

Choose from 8, 16, 24, 32 or 40 extensions, all with 50+ call handling features. Call routing and queuing is also included, making OfficeLink ideal for helpdesk services such as order taking, customer care and technical support. Choose either PSTN or ISDN modules, or both, for connection to analogue or digital lines.

- ❖ Exploit powerful digital features, such as calling line identity, networked call routing and direct dialling in (DDI) for a big-company look and feel.
- ❖ Expand with additional features such as Voicemail, Auto-Attendant, Courtesy Service, Custom Call Routing, HelpDesk, and even Hospitality Services

Step 2: Expand on your system features

Upgrade from basic Voicemail to an advanced voicemail package, which includes the voicemail module. It includes simultaneous access for up-to 8 users, 20 hours message time, voice recording and dial-by-name functionality.

- ❖ Give staff the freedom to go about their business, without missing important calls. Messages can be picked up any time, using any phone. Your staff can alter greetings to reflect their daily whereabouts and how they can be reached in a hurry.
- ❖ Utilise custom call routing to provide your customers with service 24x365. Whenever lines are busy or your office is closed, callers can be invited to leave messages, or routed to alternative out-of-hours numbers and services.
- ❖ Need to provide a “directory” for incoming callers – no problem simply use the integrated directory / dial by name service on the OfficeLink system
- ❖ Need to record important phone calls – simply select the call record feature from the In Call menu while on a call



Step 3: Enjoy FREE Phone Calls over the INTERNET

Extend your reach and enjoy free inter-site phone calls with the Internet Module's powerful branch office inter-working, wireless LAN and Broadband Voice capabilities.

- ❖ Enjoy fast and easy email and Internet browsing – without exposing your organisation to cyber crime from outside or within your business. The Internet Module's state-of-the-art firewall monitors Internet activity safeguarding you against hackers and access to undesirable content.
- ❖ Deliver integrated voice and data communications to the desktop, so that your staff can work better together or remotely around the office with the Internet Module's integrated or wireless LAN.
- ❖ Create the opportunity to discuss, share and amend files and enable shared Internet access – for faster, more informed decision-making and customer service.
- ❖ Network all your OfficeLink sites, with inter-site traffic carried over broadband, and leased lines or IP virtual private networking (VPN) services.
- ❖ Make Internet calls to anywhere in the world with Internet Telephony Service Providers offering lower cost line rental, and even lower rate phone calls.
- ❖ By using broadband with the LAKE Communications Server, you can make calls between your own sites totally free, and create a Private Network of 2 to 1,000 systems across the globe.
- ❖ Provide an Extension to Extension Dial Plan for calls between all your users across any Global Enterprise, and support up to 1,000 systems and 50,000 extensions.

Step 4: Expand with exciting Feature Phones

Add your choice of LAKE's smart and practical phones. LAKE CS / ECS Series Feature Phones include many enhanced functions that people can set up easily to suit the way they work. With context-sensitive menus to guide you every step of the way, even the most occasional user will be able to get things done better and faster than before.

- ❖ ECS Feature Phone: a sophisticated phone with a large, backlit interactive display, easy-to-use menus and 16 programmable keys giving one-touch access to a range of features.
- ❖ DSS console: adds an extra 32 programmable keys to the V16 Feature Phone.
- ❖ CS Feature Phone: a great phone for everyday use, with simple menu driven feature set-up and call handling facilities with 8 programmable keys.

Step 5: Expand with FREE Calls to OFF-SITE IP Extensions

Extend your reach and enjoy free calls with Remote Teleworkers or small Branch Sites connected to the system over the Internet.

- ❖ Provide up to 12 Off-Site / Remote IP Extensions
- ❖ Allow employees to be fully functional when Off-Site
- ❖ Choose from Physical IP Phone, or PC based Softphone.

Off-Site Extensions are offered all the services of the main system extensions and may be used as standalone or tandem extensions.

The 12 IP Feature Phone extensions may be located on the LAN or anywhere on the Globe where Internet access is available, expanding the system capacity to 52 extensions.

With OfficeLink, your business can be... so much more

Start small with a basic telephone system and a few handsets – add extra features and applications as and when you need them, such as voicemail, PC networking, broadband Internet accesses, broadband voice calls, wireless capabilities and branch office networking. Upgrades are simple and affordable. Extra phones, features and applications come as 'snap-in' modules that can be installed without having to take your system off the air.

With OfficeLink you may “GROW” at your pace...

- ❖ Add new extensions
- ❖ Add more Lines
- ❖ Add more Feature phones
- ❖ Introduce Voicemail to enhance service
- ❖ Add Hospitality or ACD features
- ❖ Add Custom Call Routing

With OfficeLink you may “TRANSITION” at your pace...

- ❖ Add IP, ADSL and cable connectivity
- ❖ Add Voice over IP capabilities
- ❖ Embrace voice over broadband
- ❖ Enjoy wireless networking freedom
- ❖ All with the security of the advanced OfficeLink

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