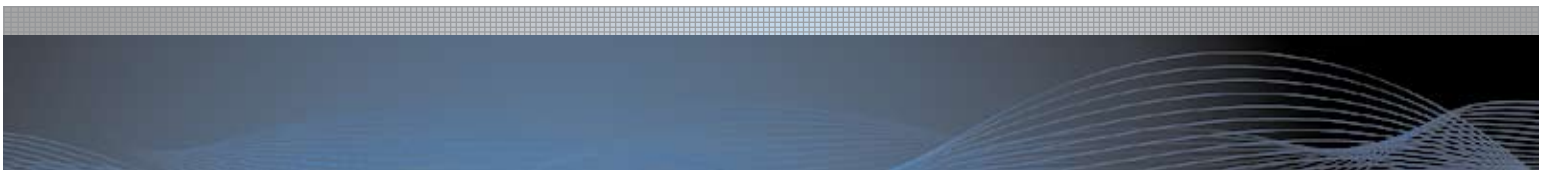




Microsoft Response Point Business Case

See how easy small business phone system software can be.

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Make the Call: Is Microsoft Response Point Right for Your Business?

Easy to use and manage, Microsoft® Response Point™ is revolutionary phone system software designed specifically for small businesses with one to 50 employees. The user-friendly Response Point Administrator empowers an average PC user to set up a phone or make system changes in minutes, with just a few mouse clicks. The unique voice-enabled user interface instantly connects employees and customers with the people or information they need, helping your business project a professional image while still maintaining its personal touch.

Response Point requires only a wired local area network (LAN) and one Microsoft Windows® XP SP2 or Windows Vista® PC. And with flexible configuration options, your customized phone system will meet your small business's needs, now and in the future, as your company grows. Delivered on intuitive hardware, with support for both traditional phone service and Voice-over Internet Protocol (VoIP), Response Point offers a complete phone system in one affordable package—a smart choice for any small business.

10 important questions to answer before making the switch

Installing a new phone system can be an intimidating task. With all of the information to review, much of it technical and complex, it's difficult to know where to start. That's why we've compiled a list of questions to help you in your decision-making process. To begin analyzing how Response Point can help your business, answer the following questions and consider the facts.

1. Have you had trouble finding an affordable phone system for your small business?
Fact: Response Point is affordable. The purchasing process is virtually painless.
2. Does your business have multiple sites with different phone numbers?
Fact: Response Point gives you one access point, streamlining the employee experience.
3. Does your business have call-flow issues?
Fact: Response Point can handle a high call volume.
4. Do you want customers to have one access point for your business?
Fact: Response Point gives you one access point, streamlining the customer experience.
5. Do you want improved productivity with e-mail and voicemail options?
Fact: Response Point comes with built-in message retrieval and voicemail options.
6. Are you frustrated with your current phone carrier?
Fact: Response Point supports a variety of carriers so that you can switch.
7. Is there less than one year remaining on your current voice or data contract?
Fact: Response Point supports your current carrier.
8. Do you have three or more telephones? Would you like to add more?
Fact: Response Point supports up to 50 phones.
9. Is your business getting ready to move or expand?
Fact: Response Point can increase or decrease according to your business needs.
10. Is your staff "mobile"?
Fact: Response Point meets the needs of team members who work in the field.

If you answered yes to three or more of these questions, Response Point phone system software may be the voice communication solution your business needs.

How does Response Point compare to other phone systems?

No phone system software has ever been this easy, from purchase and installation to maintenance and growth. Microsoft Response Point is the first advanced phone system software engineered exclusively for businesses with one to 50 employees. Ease of use and affordability make Response Point unique in today's telephony market.

D-Link and Quanta Computers will be the first Microsoft partners to offer Response Point phone system starter packages, starting at \$2,500 for a complete system that includes a minimum of four handsets. Talk to your technology specialist about how Microsoft Financing can help you meet your telecommunication needs without straining your budget.

Easy to Purchase

Experience the “no-worries” purchase process.

With Microsoft Response Point, all of the necessary elements are packaged in your starter phone system—the base unit, phones, phone line adapter, and software. This complete bundle is affordably priced—and helps you avoid additional license fees or hidden charges.

- **Low initial cost.** The exorbitant cost of PBX systems typically prevents small businesses from purchasing them. Under \$3,000 and with financing options available, the Response Point phone system is well within the reach of businesses with one to 50 employees.
- **Low total cost of ownership (TCO).** Easy installation and maintenance make Response Point manageable without the additional cost of specialized support. And once you purchase your initial system, you will only need to buy additional phones as your business grows.
- **Simple packaging.** Response Point is run by a base unit, which is the “brain” of the system. The Response Point Administrator empowers an average PC user to set up a phone or make system changes in minutes. Your employees can manage their own system preferences using the Response Point Assistant. Built into the base unit for selected models, the phone line adapter converts analog signals to digital ones, enabling the underlying VoIP technology that powers Microsoft Response Point.

“This is a brilliant system and is very competitively priced compared to the phones currently on the market for small business.”

—Neil Chasan, *Sports Reaction*

Business Profile #1: The Expansion Advantage

“My high-tech startup, Alpine Computer, is growing rapidly. Eight weeks ago, I hired seven new employees. Three of those employees transferred to another branch that opened last week. The automatic discovery of phones on the LAN, the easy-to-follow setup wizards, and the ability to position phones where I preferred made the office transfer a breeze. The workday didn’t come to a halt either. My technology specialist spent under an hour setting up the three phones, which meant my employees had access to their business lines before lunch. The bigger we get, the more calls come in. The Automated Receptionist feature provides the professional image I like, especially after-hours when many of our customers call to leave messages and get other business information.”

Easy to Install

Discover how simple setup can be.

Installing Microsoft Response Point phone system software is a straightforward process. Just plug it in, configure, and it’s done. Here’s how: Using the provided Ethernet cables and power cords, plug the Response Point hardware—the base unit, phones, and phone line adapter—into your LAN. After connecting the hardware, configure each piece from your PC using the included Response Point Administrator. Installation wizards guide you step-by-step through the configuration process.

- **A complete, standalone system.** Response Point phone system software supports itself. You don’t have to buy any other Microsoft products or services to use it.
- **No full-time IT staff required.** Though you can certainly have your technical specialist manage your phone system, Response Point is designed so that the average PC user can administer the entire phone system without having a dedicated IT staff onsite.
- **Setup wizards to guide you.** During setup, you will configure system users, phones, and phone service. The Response Point Administrator comes with interactive user-interface tools to help you accomplish all three tasks. These same on-screen wizards can also help you make changes, such as moving the phone from the lobby to the break room.
- **Position phones wherever you want.** When you connect phones to the LAN, they are automatically recognized by Response Point. The base unit immediately auto-discovers phones after you plug them in. This functionality gives you the freedom to set up telephone stations where you choose.

“No other phone system provides small businesses the ability to have a complete system up and running in a matter of hours.”

—Nathan Ware, *Rain Network*

Business Profile #2: The Mobility Advantage

"At Fabrikam Realty, our real estate agents work mostly offsite, showing property to potential buyers. Using the Assistant program, agents can configure Response Point to forward calls to their mobile phones when they're in the field. If agents want to check voicemail, they can turn on the voicemail to e-mail feature, which allows them to retrieve voice messages remotely by e-mail on their mobile devices. Our agents meet new people every day, which means new contact information needs to be organized daily. To help keep it all together, they import contact information from Microsoft Office Outlook® into Response Point and voice dial contacts instead of dialing each number from memory."

Easy to Configure

Explore the possibilities of custom configurations.

Microsoft Response Point phone system software supports many flexible configurations. You and your technical specialist can map out which system setup will work best for your business. Consult with your value-added reseller (VAR) on the following issues: whether to designate an employee or the Automated Receptionist to route incoming calls; whether to give employees voicemail retrieval by phone, e-mail, or both; whether to configure phones so that employees have access to their own phone or share with co-workers.

- **Users, phones, service.** All of the user settings, telephone stations, and phone lines are configured using the Response Point Administrator. The easy-to-follow user interface gives you a no-hassle user experience.
- **Automated Receptionist.** Configure this feature to be your full-time virtual receptionist. Or, use this feature as a backup for your designated receptionist when that employee is away from their desk, or when the office is closed. You'll never miss a message, nor will customers hear endless ringing. Every call gets a professional response.
- **Incoming call notifications.** Personalize customer greetings by using call-alert windows, which contain information about the person calling. Use the Response Point Assistant to enable incoming call notifications that display caller information on your computer screen.
- **Call-routing plans.** Let Response Point handle calls for you. Built-in call-routing plans offer you three options. Specify your optimal plan—the Automated Receptionist Plan, Receptionist Plan, and Multiple Phone Ring Plan—using the configuration screens in Response Point Administrator.

"It's a huge plus to be able to configure all devices connected to our IT infrastructure in the same manner. The Response Point Administrator makes setting up and maintaining the system a snap."

—Richard Harrison, Content Master

Easy to Use

Use basic and advanced features without any fuss.

With Microsoft Response Point phone system software, you can navigate the system quickly and easily. Designed with a voice-activated user interface (UI), Response Point eliminates the need for manual dialing and replaces it with voice dialing. Using voice commands make hard-to-remember keystrokes unnecessary. In the Response Point Administrator, the commands in the left-navigation pane on each tabbed page launch all the options you'll need, including advanced features such as External Access and Bypass Receptionist.

- **Intuitive software.** Response Point Administrator and Assistant are WYSIWYG ("what-you-see-is-what-you-get") applications at their best. Simple commands, buttons, and UI screens populate each program. You and your employees will set all system-related and individual user preferences with this software.

"The ease of deployment, fast learning curve, and world-class voice-recognition system make Response Point an exceptional phone and messaging system."

—Ed Carnes, CIO, Carnes Group, LLC

- **Voice commands.** Press the Response Point button and let the Automated Receptionist guide you through the available options. For example, say, "Service desk," to call the service department rather than dialing the phone number. Take advantage of other voice commands, such as "Transfer" and "Retrieve" and voice dial contacts after importing them from your contact store.
- **Advanced features.** External Access allows you to use Response Point remotely, just as you would from the phone on your desk. Bypass receptionist allows employees to specify which callers can ring them directly, bypassing the receptionist.
- **Flexible message retrieval.** Employees can determine how they retrieve their voicemail. Your offsite staff can set up Response Point to have their voice messages forwarded to their e-mail inboxes as attachments.

Business Profile #3: The Customer Care Advantage

"Each of our customers expects VIP treatment. Using our customers' first names is important in my home installation business. Response Point helps Alpine Builders deliver that first-name-basis service. We configure the phone system so that incoming call notification appears in the corner of our computer screens when calls come in, containing all the necessary customer information. We don't have a receptionist because we want everyone to answer the phones. The Multiple Phone Ring Plan is set up so that any employee can respond to callers instantly. Our regular customers and vendors who call frequently are directed to my extension number automatically, without having to go through the phone tree."

Easy to Manage

Administer the entire system with minimal technical expertise.

Don't have an IT staff? You don't need one with Microsoft Response Point phone system software. Small business owners can manage Response Point without adding technical personnel, but if you'd prefer not to spend time managing the technology or would like to discuss system configurations with an expert, your VAR can manage Response Point for you—remotely.

- **Remote management option.** Using Microsoft Windows Small Business Server, your VAR can administer Response Point offsite. If this sounds appealing to you, discuss remote management with your technical specialist.
- **Make system changes in no time.** Change the date and time of the base unit, add a new employee to the phone system, or move a phone from an office space to the lunch room. Easily handle all these tasks and more with Response Point.
- **Back up the system in three mouse clicks.** Saving a configuration of the phone system—its voicemail files, settings, and other data—is a best practice. Backing up Response Point is as easy as opening dialog box, choosing where to save the backup, and clicking OK.

"I was skeptical about using an unknown phone system. Communication with my customers is critical to my company's success. I took the risk and gained a phone system that meets our small business needs, is adaptable, and integrates well with other technologies."

—Stan Bovetz, Frost Engineering

Business Profile #4: The Extensibility Advantage

"Woodgrove Motors has a three departments—the Service Desk, Sales, and Cashier. Response Point helps coordinate calls between these departments so that calls don't get misdirected. Sometimes, a customer will call the Service Desk and ask a question about the final bill. The service representative can place that call on hold—or 'park' the call—walk over to the cashier, and get the necessary information. Rather than returning to the phone where the call was parked, the employee can 'retrieve' the call from the phone at the cashier's desk, answering the customer's question immediately. Specifying the Receptionist Plan, we configured our receptionist's phone to ring first; then he routes calls appropriately. If the receptionist is away from the front desk, calls are directed to the designated operator. This way, a real person always answers customer calls during business hours. When the office is closed, we let the Automated Receptionist answer calls so that we provide front-desk services at all times. Usually customers calling during off hours only want directions, our fax number, office hours, and other pertinent business information."

Easy to Grow

Take advantage of the extensible architecture.

Microsoft Response Point phone system software grows with your business. When employees join or leave your organization, you can add or remove them from the phone system with a few mouse clicks. Moreover, the same license, paid at the time of system purchase, covers every phone station.

- **Expandability.** Increase and decrease the number of phones connected to the phone system as needed. Easily reconfigure phones when employees change departments, names, or branch locations.
- **Flexible licensing.** There's one license per phone system. Use that same license to install the Response Point software on employees' computers.
- **Office Outlook integration.** Import up to 1,100 contacts from Office Outlook, Windows Address Book, and Windows Contact. When you need to clean up your address book, use the Response Point Assistant to remove them.
- **VoIP service.** If you would like the option of placing calls over the Internet, obtain an integrated access device (IAD) from your VoIP service provider, and plug it into the Response Point base unit.

"We're constantly adding new employees. It's easy to move Response Point phones around the office. 'John's phone' will work the same at any telephone station connected to the network."

—Mark McCracken, CEO, Comenity

Summary

If you have any additional questions about how Microsoft Response Point can help your small business, talk to your technical specialist. Your VAR will be happy to further explain the benefits of using Response Point phone system software and taking advantage of remote management options.

Additional Resources

Visit <http://www.microsoft.com/responsepoint/> for more information.