

# Esi-Link

*Multi-site connectivity for ESI communications systems*



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We Make It Easy To Communicate

# Across the street or across town, multiple ESI phone systems work as one.



*Voice over IP (VoIP), the compelling technology that allows voice to travel over data lines, can help your business grow. By combining the reliability of traditional telephone systems with the flexibility of network connections, **Esi-Link** will improve the communications that drive your business, delivering enhanced customer satisfaction, increased productivity and an improved bottom line.*

*Since 1987, ESI has developed powerful telecommunications products for companies like yours. Our award-winning, fully featured phone systems provide your offices exceptional functionality without expensive add-ons. Our continued drive to deliver advanced products brings you Esi-Link, the ability to connect multiple ESI phone systems together — whether they're across the street, across town or across the country.*

## How Esi-Link works

Esi-Link joins your ESI phone systems together across your wide area network (WAN) or the Internet, so they operate seamlessly as one system. Normal telephone traffic between locations is converted to data packets that are transmitted over your high-speed data connection. Additionally, your phone systems are constantly sharing data and instantly updating user status information about employees in each of your locations.

With Esi-Link, just one glance at your phone tells you if a co-worker at any location is on his phone or available. With one touch of a programmable key, you're connected to him — no matter where he's located. That's the real power that Esi-Link delivers.

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## How Esi-Link benefits you

Esi-Link lets you take full advantage of the capabilities of VoIP. You can expand to where new business is, elevate the satisfaction of your existing customers — or both. Your staff will work more efficiently, and your managers will manage more effectively. You'll have gained a critical competitive advantage.



## Increased productivity

Esi-Link brings your team together. All your employees become part of all of your offices. Users can intercom or transfer a call to anyone else in the network. They can initiate a page to any system in the network. They can also retrieve parked calls and even access their own voice mail — from any system in the network — no matter where they are. Esi-Link's built-in directory of network-wide users makes it even easier to use these functions.

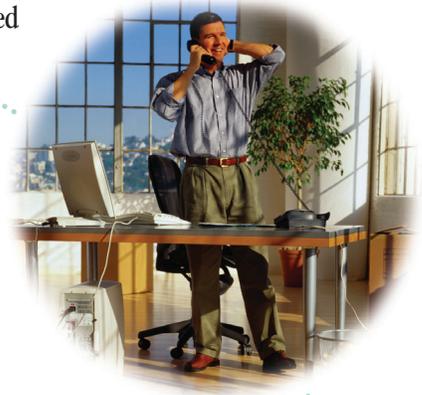
Each ESI phone system has its own built-in voice mail, and the power of our patented voice mail technology reaches new heights when Esi-Link is enabled. Through ESI's advanced voice mail features, users in remote locations have instant access to valuable information — in the voice of the person conveying the message. Quick Move™ allows you to copy a message or recorded conversation to a voice mailbox anywhere in the system with just one touch of a key. Quick Groups™ gives you the ability to easily leave a message for any combination of users — either on your local phone system or in multiple locations.

Quite simply, ESI phone systems enabled with Esi-Link give you more advanced capabilities among your multiple locations. Effortless communication, at-a-glance knowledge of your co-workers' availability, and one-touch access to advanced features increase productivity.



## Greater customer service

Whether on a local, regional or national level, Esi-Link gives your employees the tools to work together more efficiently to increase your customers' satisfaction. Callers are easily routed to the personnel who can best help them — no matter where the callers or the employees might be. ESI's patented enhancement of Caller ID<sup>1</sup> keeps the name and phone number attached to an inbound call the entire time it's active in any of the connected systems. It stays with the call if it's transferred locally or remotely, as well as if the call becomes a recorded conversation or a voice mail message. Further, if that message or conversation is transferred, the Caller ID information remains, helping you to respond to your customers.



## Improved bottom line

Esi-Link can result in significant cost savings.<sup>2</sup> Day-to-day intra-office communications between your locations travel over your data network, eliminating long-distance charges and helping you reduce the number of local lines — providing significant cost savings on monthly charges. Finally, you can use the phone systems in different cities to make "local" outbound calls in those cities, just as if you were there. By lowering your expenses, Esi-Link improves your bottom line.



At ESI, we believe there is only one right way to connect multiple offices together.

Originally, offices could only use telephone tie lines to connect to each other. This was an expensive and limited solution. Less robust standards, like H.323, are employed by ESI's competition and, while these standards do a better job than tie lines, in general, they are limited to the transfer of voice over data connections.

**Esi-Link goes further.** ESI embraces the latest IEEE standards, such as DiffServ and VLAN support protocols, established specifically for remote VoIP applications. This ensures that voice packets are prioritized and delivered first, resulting in the highest possible voice quality and network stability.

You now function more efficiently because your phone systems share valuable user information: who's on the phone, who's available in any location, and who's calling you are just the beginning.

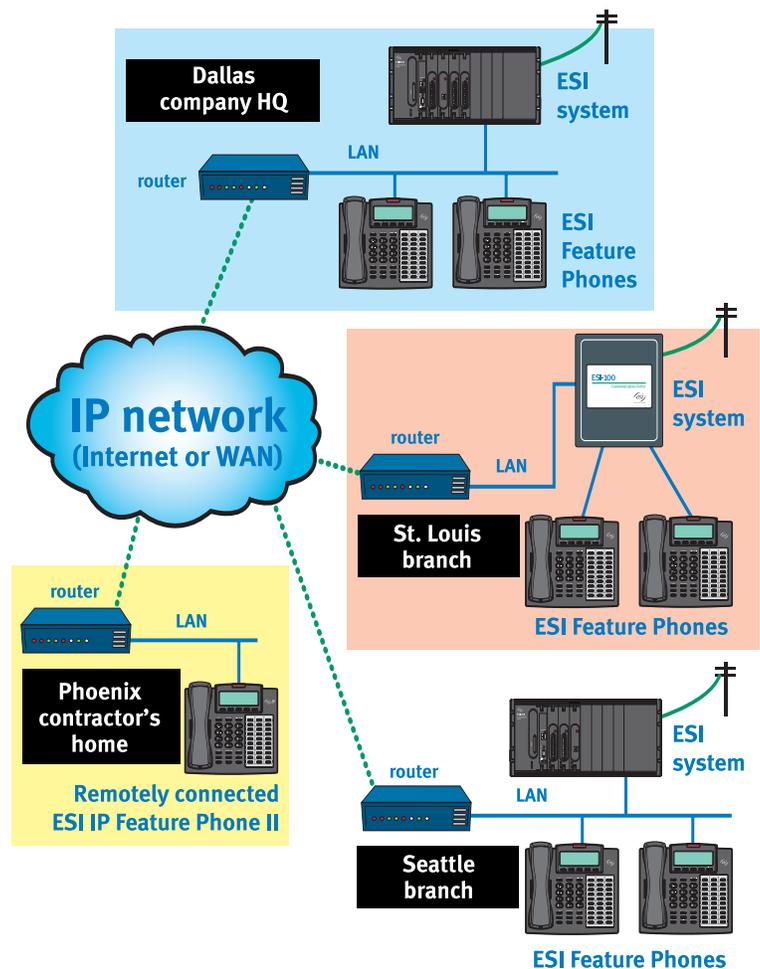
Esi-Link was designed specifically to maximize the features, functionality, and power of our award-winning phone systems across multiple locations. That means you get considerably more communications capability for a significantly lower investment.

## Multiple offices communicate as one

Gone are the days when branch offices were limited in their ability to work together. With Esi-Link, businesses with multiple offices can operate more efficiently and productively to remain competitive and maximize profitability. The advantages of Esi-Link aren't limited to small and medium-sized businesses. A larger enterprise can take advantage of all the features and functionality Esi-Link provides between satellite locations.

## Sample configuration

A business headquartered in Dallas has branch offices in St. Louis and Seattle, as well as an independent contractor working out of his home in Phoenix.



For more details about this ESI product, visit [www.esicomservers.com/Esi-Link](http://www.esicomservers.com/Esi-Link).

1. Caller ID service must be provided by the telephone company. 2. Individual savings will vary, based on the existing tariffs for each location. Please consult your Certified ESI Reseller to determine specific savings for your particular scenario.

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