



Small business communication
made **easy**.

Introducing Microsoft® Response Point™, ground-breaking phone system software created specifically for small businesses with up to 50 employees. Loaded with advanced technology and delivered on intuitive hardware from D-Link, Quanta, and Aastra, Response Point is a complete, affordable phone system designed to make your life easier.

 Microsoft®
Response Point

EASY TO USE

Access phones, contacts, and features using only your voice—all with the push of a blue button. With Response Point, there's no need to memorize keystrokes and extensions. You can simply tell your phone what to do.

EASY TO MANAGE

Microsoft's familiar and intuitive visual interface guides you through the simple installation process, step by step. Average PC users can complete phone moves, additions, or changes with just a few mouse clicks.

EASY TO GROW

New users can be added in minutes, and their phones and voicemail are automatically configured. Voice-over Internet Protocol (VoIP) service lets you set up new phone lines quickly, cost effectively, and without wiring hassles.

LEADING-EDGE FEATURES

Voice recognition

Instead of memorizing Joe's extension and the correct call transfer keystrokes, simply say, "Transfer my call to Joe." In fact, after importing your contacts from Microsoft Office Outlook®, you can call any of them just by speaking their name.

Caller experience

Response Point's fully customizable Automated Receptionist smoothly routes calls and answers callers' questions about your business (such as hours and location). This feature is voice-activated, so callers can speak their desired party's name to be transferred.

Mobility

Office Outlook integration ensures one central location for all contacts and enables mobile users to receive and archive voicemail messages in e-mail. Office extensions can be forwarded to external lines, so callers are easily connected.

User setup

Step-by-step configuration wizards allow anyone with average PC skills to quickly add new users to your Response Point phone system—without reliance on expensive onsite support. The system easily accommodates up to 50 users without the purchase of additional licenses.

VoIP integration

Response Point Service Pack 1 (SP1) offers fully integrated support of VoIP service for external calls. With VoIP, you can enjoy lower long-distance rates and less reliance on outside telephony support. As a result, small businesses with 10 to 19 employees can save an average of \$8,000 in the first year alone by purchasing an IP-based phone system such as Response Point. (Source: AMI-Partners)

A COMPLETE, AFFORDABLE PACKAGE

Response Point's technologically advanced features and capabilities are served up in a simplified, streamlined system made up of just a few basic elements.

Microsoft has partnered with leading hardware manufacturers D-Link, Quanta, and Aastra to deliver Response Point phone system software on incredibly intuitive, specially designed hardware and desktop phones.

Software

Response Point Administrator

The Response Point Administrator is the central administration and monitoring program. Its job is to configure and maintain the phone system. The visual, wizard-based user interface lets you add or change a phone, monitor and back up the base unit, adjust call handling settings, and perform many other functions with ease.

Response Point Assistant

The Response Point Assistant is the interface that runs on each user's computer. It lets him or her customize their system, including how voicemail messages are received, call forwarding rules, incoming caller notifications, and more.

Hardware

Appliance base unit

The base unit is a specialized phone system appliance, a small box that functions like a PBX in a more traditional phone system. Built on solid-state architecture, the unit is designed for optimal reliability and ease of support.

Phones

It's easy to spot a Response Point phone—just look for the bright blue Response Point button. New phones can be set up with just a few mouse clicks, right out of the box, using the simple Administrator interface.

A black and white photograph of a hand with the index finger pointing upwards. A blue, wavy, digital-style line passes horizontally across the middle of the hand. The background is a blurred, dark grey.

easy to use.

*To place a call, simply press the blue Response Point button on your phone
and speak the contact's name.*

easy to manage.



*Add new users, move phones, and change settings—
all with a few mouse clicks.*

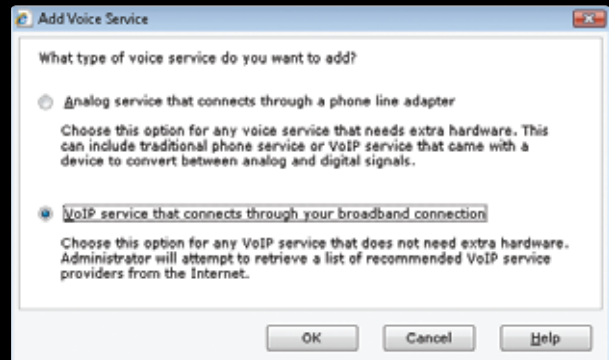
SERVICE PACK 1 ENHANCEMENTS

Available via free download, Response Point Service Pack 1 (SP1) is a full suite of upgraded features. High-quality VoIP services are included, thanks to Response Point's partnerships with multiple digital service providers.

Seamless VoIP integration

SP1's addition of SIP trunking means your business can easily use VoIP for external calls, connecting your phone system to the standard public telephone system (PSTN) through your broadband Internet connection. By using VoIP service, your small business can improve the quality of communications while reducing telephone costs.

- With VoIP, your remote or traveling employees can maintain local phone numbers, reducing long-distance and 800-number charges and allowing your business to boost local visibility through listings in the chamber of commerce and local Yellow Pages.
- VoIP makes it possible to assign Direct Inward Dialing (DID) numbers for every extension, ensuring better customer service through direct contact between your employees and customers.
- The easy-to-follow VoIP setup wizard in the Response Point Administrator lets you add new VoIP lines in minutes—without relying on pricey outside support.



Upgraded firmware

With SP1, upgraded firmware on phones and phone line adapters will be available as hardware manufacturers release the latest upgrade packages. Response Point's upgrade wizard automatically detects and provisions the relevant devices in your system, and you have the option of performing batch upgrades or upgrading specific devices only.

Call status

This improvement allows you to see call status activity via the Assistant software. At any given time, you can see who in the organization is on the phone.

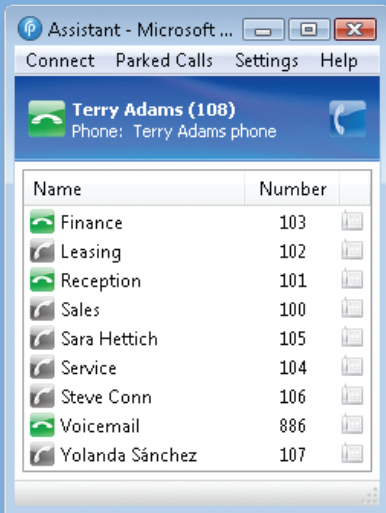
Call history

The call history function provides powerful reporting capabilities. You can monitor the details of each and every call, including the date, time, and length of a call, what number was dialed, and whether the call was placed on an analog or a VoIP line. Call history can be exported to Microsoft Office Excel® for advanced analysis and reporting.

The screenshot shows a window titled "Call History" with a table of call records. The table has columns for "Date", "Start Time", "From", "To", and "Duration". The data is as follows:

Date	Start Time	From	To	Duration
36/3/2008	15:01	Reception (103)	Finance (103)	1
36/3/2008	15:01	Reception (103)	Sara Hettich (105)	1
36/3/2008	15:00	14258828080 (14258828080)	Finance (103)	4
36/3/2008	14:59	14258828080 (14258828080)	Reception (101)	1
36/3/2008	14:59	14258828080 (14258828080)	Automated Receptionist	1
36/3/2008	14:53	Finance (100)	14258828080	2
36/3/2008	14:52	Finance (100)	14258828080	2

Below the table are filters for "Direction" (Incoming, Outgoing, Internal) and "Result" (Answered, Unanswered, Voicemail). There are also "Refresh", "View...", "Close", and "Help" buttons.

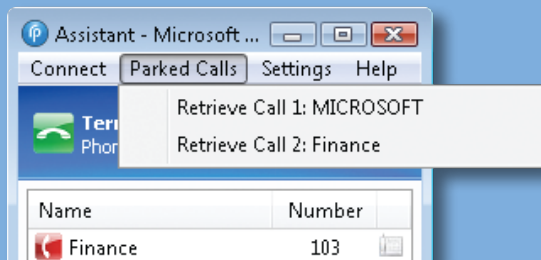


Click to call

The Assistant's simple interface makes it easy to find and connect with both internal and external contacts. To place a call, simply click the contact's name.

Parked call music selection

With SP1, you can specify the music or audio recording that callers enjoy when they're placed on hold or parked during a transfer.



Parked call notification

Response Point allows you to easily park a phone call, which temporarily places the caller on hold, until the call is answered on another phone within the organization. SP1 will feature a new flashing icon that alerts a user if they have a call parked, to encourage better responsiveness.

64-bit

SP1 is 64-bit compatible.

1-800-CALL-411

SP1 users in the U.S. will have voice-dial access to a free directory assistance service that provides business phone numbers and other helpful information.

Enhanced call transfer

SP1 allows you to transfer parked calls directly to any user's voicemail box—including your own.

HOW TO BUY

D-Link, Quanta, and Aastra each sell Response Point phone systems on their Web sites and through a wide range of distributors and small business IT specialists. Locate a Response Point specialist near you or get more information on vendors at:

<http://www.microsoft.com/responsepoint>.



D-Link phone and application base unit



Quanta phone and application base unit



Aastra phone and application base unit



easy to grow.

Set up a new user in minutes, and let their phone configure itself.

All you have to do is plug it in.

SYSTEM REQUIREMENTS

Response Point SP1 requires that your computer run one of the following system programs:

- Microsoft Windows® XP Professional or Home Edition with Service Pack 2 (SP2, 32-bit) and the latest security updates
- Windows Vista® (32- or 64-bit) with the latest security updates
- Windows Server® 2003 R2 SP2 (64-bit)
- Windows Small Business Server 2003 R2 (64-bit)

Response Point also works with the following programs for adding and importing contacts:

- Office Outlook
- Windows Address Book (Windows XP)
- Windows Contacts (Windows Vista)
- Office Outlook with Business Contact Manager

A monitor screen resolution of at least 800 x 600 is required. A resolution of 1024 x 768 is recommended.

ADDITIONAL RESOURCES

Response Point Web site:

<http://www.microsoft.com/responsepoint>

Response Point Team Blog:

<http://blogs.technet.com/rp/default.aspx>