

Response Point Features and Benefits

November 2008

What is Microsoft Response Point?

Microsoft Response Point is advanced phone-system software designed specifically for small businesses that have one to 50 employees. The user-friendly Administrator software empowers an average computer user to set up a phone or make system changes in minutes. The unique voice-activated user interface helps instantly connect employees and customers with the people or information they need. With the entire system in one affordable package and support for both traditional phone service and voice over Internet protocol (VoIP), the Response Point phone system is easy to manage and easy to use, and is a great choice for any small business.

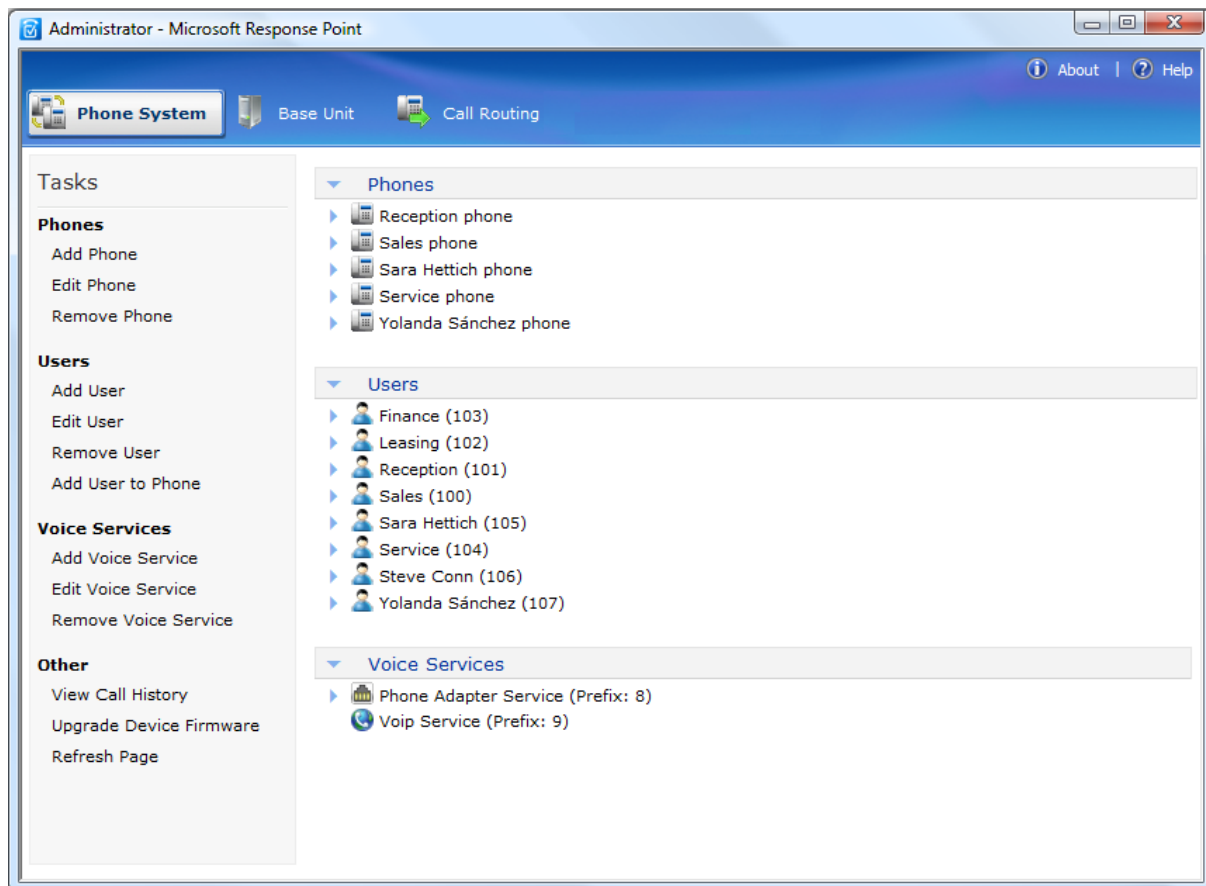
Response Point is delivered on industry-leading hardware from Aastra Technologies Ltd., D-Link Corp. and Quanta Computer Inc. to small-business customers in the U.S. and Canada.

Response Point was created from the ground up by a special team at Microsoft who recognized the need in the market for a powerful, simple and affordable phone system designed especially for small businesses.

Hardware and Software

Response Point is a simplified, streamlined phone system. Its basic elements are hardware (the base unit and phones) and software (Assistant, which runs on each user's PC, and Administrator, which runs on the system administrator's PC).

- **Appliance base unit.** The base unit is a specialized phone system appliance that functions like a PBX in a more traditional phone system. It is built on 100 percent solid-state architecture to optimize reliability and make it easy to support, while dedicated system software helps reduce the risk of a critical phone system failure.
- **Phones.** Response Point phones, easily identified by their bright blue Response Point buttons, are ready to be added via Administrator right out of the box.
- **Administrator software.** Microsoft Response Point Administrator is the central administration and monitoring program to configure and maintain the system. The simple wizard-based graphical user interface lets users add or change a phone or monitor, back up the base unit, alter call handling, and perform many other functions.
- **Assistant software.** Response Point Assistant software is the interface that runs on each user's desktop computer and lets him or her customize the system, including choosing how voicemail messages are received, setting rules for call forwarding and incoming caller notifications, and more.



Microsoft Response Point Administrator is the central administration and monitoring program to configure and maintain the system.

Response Point Key Features

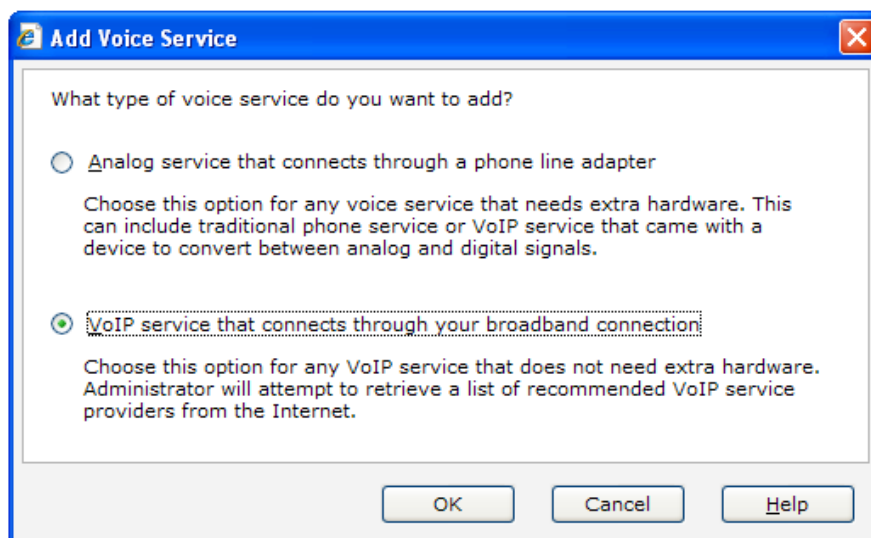
- **Top-quality voice recognition.** Response Point brings top-quality speech recognition to the phone experience, allowing users to embrace phone features that were previously cumbersome or complicated to use. For example, a caller can just say, "Transfer my call to Joe," instead of memorizing the right call transfer keystrokes and Joe's extension number. Users can call anyone in the company, or any of their existing Microsoft Office Outlook contacts, just by speaking their name.
- **Automated receptionist.** Response Point offers a helpful, automated receptionist that can be customized to suit business needs (recording the user's own voice and company message), including the ability to add frequently asked questions about the business (hours, location, fax number). Callers need only speak their desired party's name to be routed to that extension.
- **Outlook integration.** Integration with Microsoft Office Outlook allows users to receive and archive voicemail messages in e-mail, and voice-dial any contact.
- **Easy to manage.** The average PC user can easily complete phone moves, additions and changes with a few simple mouse clicks. The intuitive user interface guides the user through the simple installation process, step by step, enabling anyone in the office to manage the system, rather than requiring an expensive phone networking specialist.

- **VoIP and analog phone connection.** Response Point offers fully integrated support for VoIP service for external calls, helping small businesses improve their business communications and reduce telephone costs. Response Point also supports the use of traditional analog telephone service (PSTN or POTS).
- **Session Initiation Protocol (SIP) trunking.** The Response Point SIP trunking feature enables businesses to use VoIP for external calls, connecting the company's phone system to the ordinary telephone system (PSTN) via a broadband connection.

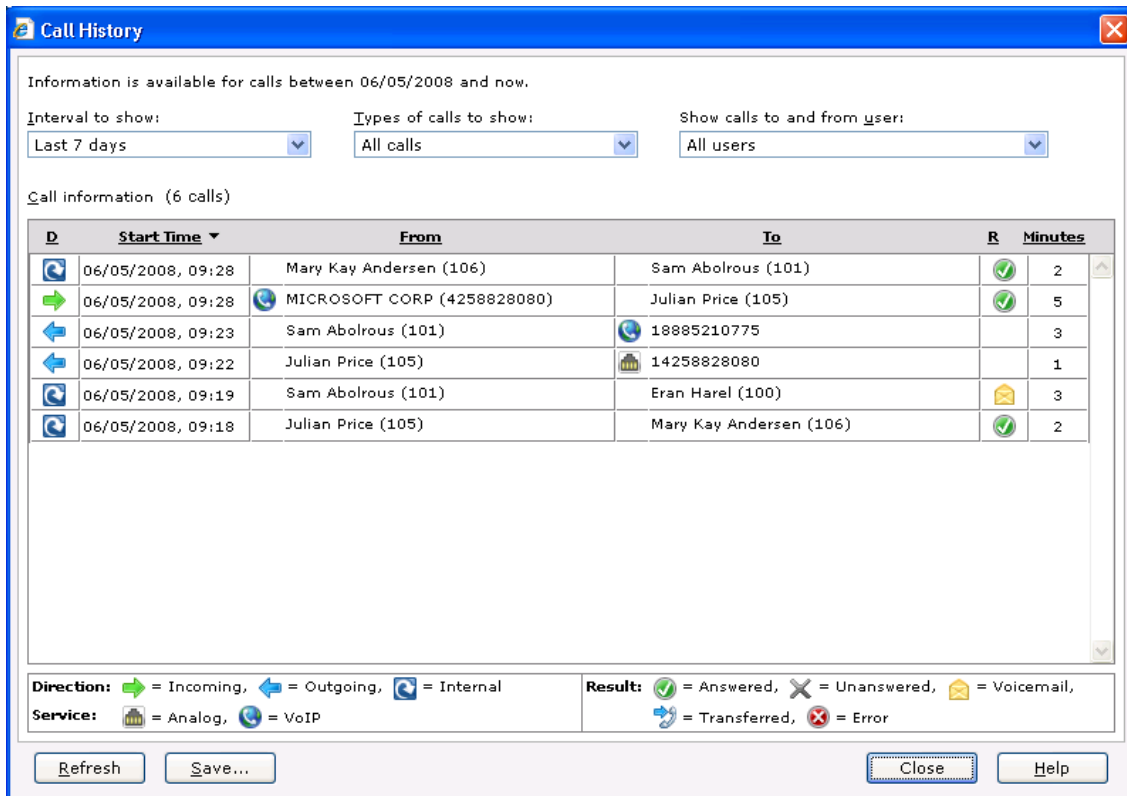
Voice over IP (VoIP) Customer Benefits

VoIP technology offers many benefits to small businesses, including the ability to improve options for business communications and reduce telephone costs.

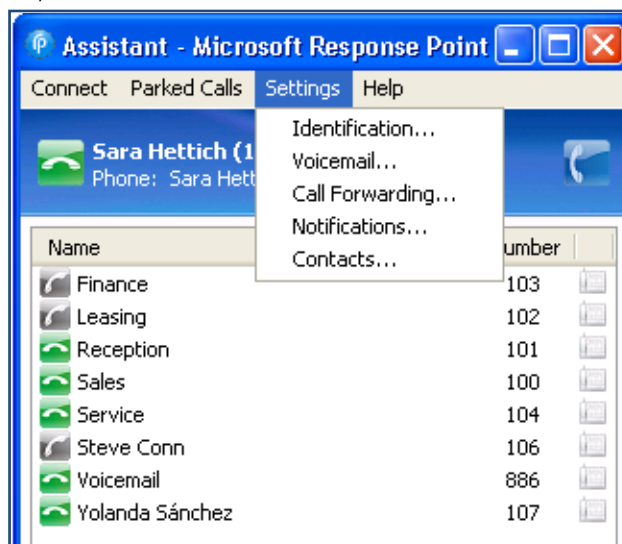
- VoIP allows small businesses to obtain local phone numbers for local marketing and sales activities from remote locations. For example, a business headquartered in Seattle that conducts business in New York can obtain a (212) phone number, which presents a local New York presence. VoIP makes it possible to assign Direct Inward Dialing (DID) numbers for every extension, allowing more direct contact and responsiveness to customers.
- Response Point fully supports advanced SIP features such as early media playback.
- Response Point's intuitive Administrator application makes it easy for the administrator to subscribe to VoIP service, obtain new lines and maintain existing ones.



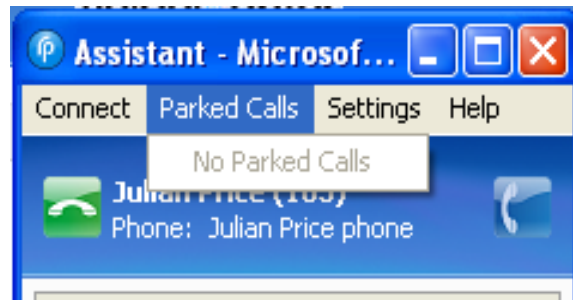
- **Call status.** See call status activity on the Assistant software, which resides on each user's computer. For example, you can view who in the organization is currently on the phone.
- **Call history.** View call history function provides powerful reporting capabilities, including the ability to monitor details of all calls: date, length of call, to what number, and whether initiated through an analog or VoIP line. Call history can be exported to Microsoft Office Excel for advanced analysis and reporting.



- **Click to call.** In Assistant, you have the ability to click on any of your contacts, whether internal or external, to initiate a call.



- **Configure parked call music.** Response Point enables you to specify the music or audio recording that plays on the phone when a call is on hold or parked during a transfer.
- **Parked call notification.** Response Point allows users to easily park phone calls, temporarily placing the caller on hold until the user retrieves the call from another phone within the organization and the convenient flashing icon alerts a user if they have a call parked, ensuring that parked calls are not forgotten.



- **1-800-CALL-411.** Gain access to a free directory assistance service that provides business phone numbers and other quick information. This service is available via voice-dial in the U.S. only.
- **Transfer parked calls directly to the voicemail box.** SP1 allows users to transfer parked calls directly to the voicemail box of any extension number, including their own.
- **64-bit.** Improved communications quality with 64-bit compatible.

Industry-Leading Partners

Microsoft partners with hardware manufacturers D-Link, Quanta and Aastra. Each has designed unique hardware as well as desktop and cordless phones for the Response Point phone system.

To support VoIP functionality in Response Point, Microsoft has aligned with digital voice leaders Cbeyond, New Global Telecom Inc. and Junction Networks, Packet 8 and Bandwidth.com.

Microsoft Response Point is part of a large and growing family of communications products designed for small businesses. You can confidently purchase Response Point certified products from a wide variety of partners, from hardware device manufacturers to phone service providers.

Microsoft works closely with its partners to ensure that they are well informed about the products and services they provide. Microsoft partners are committed to their customers, and have all the resources they need to deliver optimal business solutions, quickly and economically.

How to Buy

A small business can purchase a Response Point phone system from a wide range of distributors and small-business IT specialists or via the hardware vendor's Web site (D-Link and Quanta only). The locations of nearby Response Point-trained specialists and value-added resellers, and more information on each hardware vendor, are available at <http://www.microsoft.com/responsepoint>.

The D-Link VoiceCenter IP phone system package includes a base unit, five desktop phones and a four-phone-line analog telephone adapter for approximately \$2,500 MSRP. Additional D-Link phones are \$139 MSRP. More information is available at <http://www.dlink.com>.

The Quanta Syspine Digital Operator Advanced VoIP phone system package includes a base unit with an integrated secure gateway and eight-phone-line analog telephone adapter, both built in, and four desktop phones for about \$2,500 MSRP. Additional Quanta phones are \$159 MSRP. More information is available at <http://www.syspine.com>.

The AastraLink RP phone system package includes a base unit, a four-phone-line analog telephone adapter, and three desktop phones including an entry-level single-line phone, a full-featured six-line phone, and a full-featured nine-line phone that includes a cordless handset. The package retails for about \$2,400 MSRP. Additional phones can be selected from a choice of three different models, with prices ranging from \$139 MSRP for a single-line phone up to \$399 MSRP for the cordless model. More information is available at <http://www.aastratelecom.com>.

A typical, complete 20-phone system costs less than \$5,500.

MS Financing

You may be able to purchase a Microsoft Response Point phone system for as little as \$12 per phone per month* through [Microsoft Financing](#). Equip your team with a powerful, user-friendly phone system designed from the ground up for small businesses--for less than the cost of a business lunch! [Talk to a Microsoft Partner today.](#)

*Payment amount is based on one (1) \$7,000 telephone system loaded with Microsoft Response Point and Microsoft Office Outlook features, which includes 20 telephones, one base unit, an 8-port phone line adapter, installation, and training, and is calculated using 36 monthly payments, including interest charges, under the [Microsoft Financing](#) program. Offer subject to credit approval. Actual prices may vary. Interest rates are subject to change. Minimum transaction size of \$3,000 required. Microsoft Financing is available for this offer in the United States only.

System Requirements

Response Point SP1 requires a working LAN with a DHCP server and a computer running one of the following system programs:

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

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

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

A monitor screen resolution of at least 800x600 is required. A resolution of 1,024x768 is recommended.

Additional Response Point Resources

Response Point Web site: <http://www.microsoft.com/responsepoint>

Response Point Team Blog: <http://blogs.technet.com/rp/default.aspx>