



Spectralink DECT solutions for Cisco SolutionsPlus

March 2016



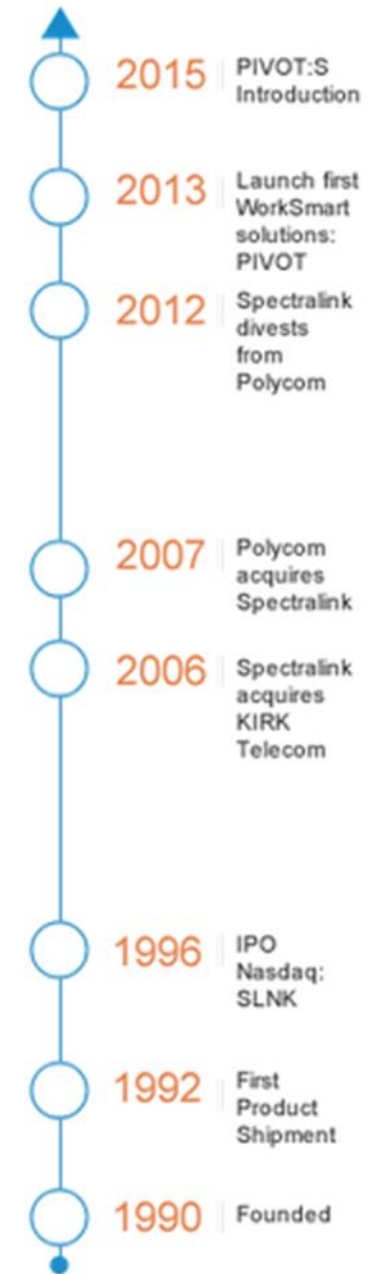


connect. reach. notify.



Who is Spectralink?

We are **The WorkSmart Company**. As the creator and expert of in-building wireless solutions, we solve everyday problems of mobile healthcare workers through communication technology, **innovation**, systems **integration** and unrivaled **durability** that enable them to do their jobs better.



Our Locations

Spectralink North American operations are located in Boulder, Colorado, while the European operations are based in London, England. Manufacturing operations are based in Shenzhen, China and additional offices are located in Horsens, Denmark.

Sales force in local offices including:

- United States (Global HQ)
- Canada
- United Kingdom (EMEA HQ)
- Germany
- Denmark
- Spain



The DECT Market

The DECT Market

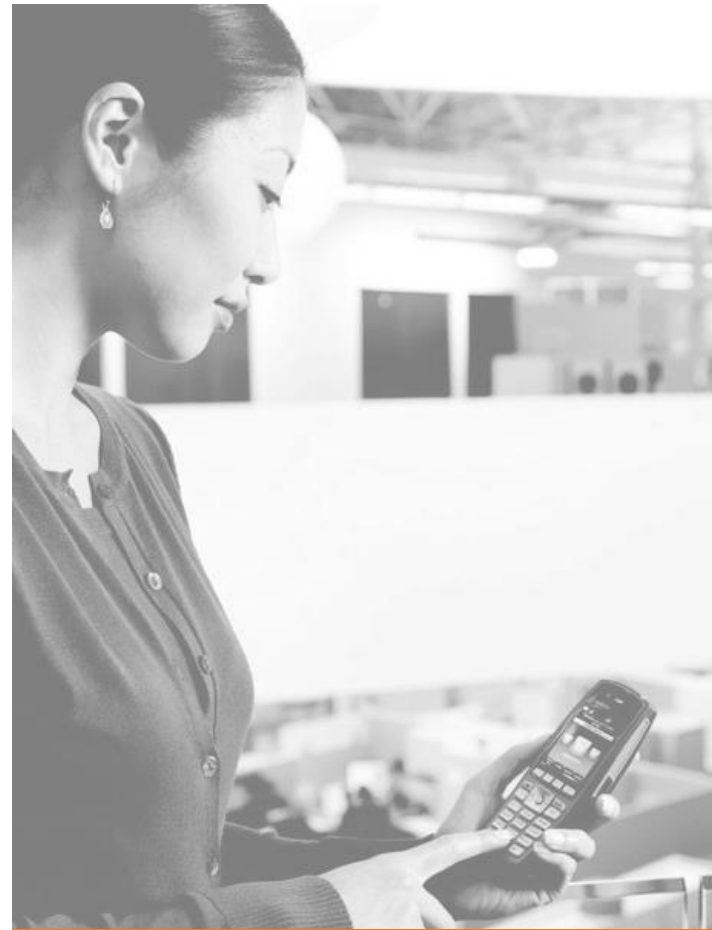
- 1.4 million Enterprise DECT handsets plus infrastructure sold each year.
 - 80% Western Europe
 - 20% split between
 - US & Canada
 - Eastern Europe & Russia
 - Middle East & Africa
 - APAC (Australia & New Zealand)
- Primary Verticals:-
 - Healthcare
 - Retail
 - Manufacturing
 - Hospitality

Others: logistics & distribution, retail banking, public sector, general office

Primary Verticals



healthcare



retail



manufacturing

Healthcare

Improved patient care and satisfaction

Absence of paging reduces noise and relieves patient stress while strengthening the patient-caregiver connection and allowing for peaceful, efficient environments that improve patient satisfaction.

Faster delivery of critical patient information

Messages are distributed to caregivers via texting, alerts and voice mail with crystal-clear call reception.

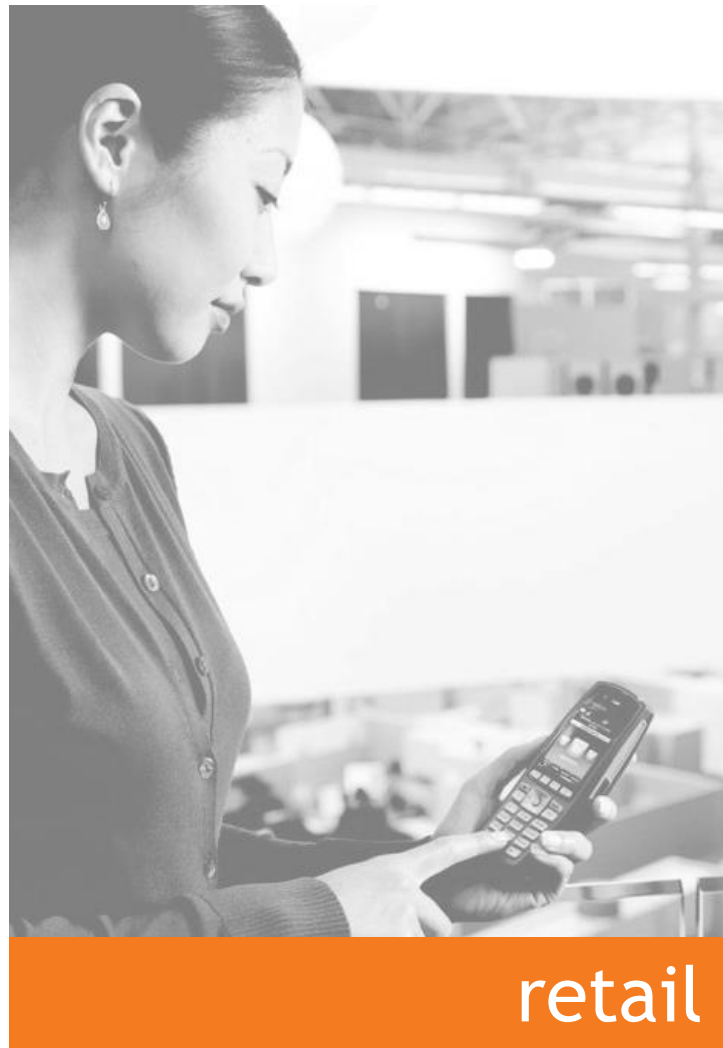
Immediate, informed decision-making

Diagnostic alerts at your fingertips that integrate with patient monitoring systems enable quick, accurate decision-making when seconds count.

Ensured staff safety

Personal security alarms protect mobile staff in all cases of duress or emergency and integrate with lone-worker security systems.





Retail

Improved customer service and satisfaction

Customers receive direct and immediate access, reducing hold times. Employees are more responsive and proactive using Spectralink wireless phones.

Better productivity storewide

Inventory control improves through direct communication with stockers and suppliers, who respond immediately to merchandise calls. Managers can remain on the sales floor to address customer requests and security issues.

Made for the retail environment

Lightweight, durable, easy-to-use handsets offer clear communication even in loud environments, plus systems leverage existing technology including the facility's PBX.

Management communicates in real time

Store managers can more readily be reached by district management and use two-way text messaging to receive information about task notification or customer call.

Manufacturing

Troubleshoot problems instantly

Maintenance personnel can be reached immediately and technicians can use headsets as they work on machinery or to give direction to other staff.

Meet production schedules

Move product through the supply chain with real-time communication around the clock for on-time delivery.

Streamline inventory movement

Forklift operators stay in touch when retrieving inventory, notifying managers when out of stock. Loading dock staff better ensures order accuracy and prompt delivery.

Increase security measures

Communicate from remote parts of the loading docks on suspicious activity, and broadcast emergency instructions at the push of a button.



Cisco SolutionsPlus program

Cisco-Spectralink DECT Handset positioning

	 Butterfly	 7202	 7522 7532	 7622	 7722 7742
Target audience	Office	Healthcare Manuf, Retail	Office Hospitality	Manufacturing Personal safety	Healthcare Personal safety
Display	Color, 8 lines	Color, 8 lines	Color, 8 lines	Color, 8 lines	Color, 8 lines
Vibrating alert	Yes	No	Yes	Yes	Yes
Hands free/ Loudspeaker	Yes	Yes	Yes	Yes	Yes
Headset	-	Wired	Wired (7522) Bluetooth (7532)	Wired (7622) Wired & Bluetooth (7642)	Wired (7722) Wired & Bluetooth (7742)
Ingress Protection Class	-	IP54	-	IP64	IP64
Alarm	-	Alarm button	-	7622 : Alarm button; 7642 : + Tear-off string supporting: no movement, man down and running detectors	7722 : Alarm button; 7742 : + Tear-off string supporting: no movement, man down and running detectors

Cisco S+ portfolio Offerings



Butterfly Black



7202



7622

Cisco-Spectralink DECT Server positioning



Spectralink DECT servers	400	2500 VoIP	6500	8000 VoIP
Markets	Small to medium businesses	Small to medium businesses	Medium to large businesses	Medium to large businesses
PBX Integration	IP (SIP)	IP (SIP)	IP (SIP)	IP (SIP)
Spectralink Digital Base Stations (twisted pair)		16		512
Spectralink IP Base Stations	3	64	1024	1024
Spectralink Repeaters	3	3 per base station	3 per base station	3 per base station
Spectralink Handsets (No. subscriptions)	30	150	4,096	4,095
Max. no. of simultaneous calls	12	32	1,024	1,024

Cisco
Portfolio



Features & Functionalities

Basic 3rd Party SIP*

- Basic Calling
- Call Hold
- Call Transfer
- Call Waiting
- Message Waiting indication
- Call Forward (DECT only)
- Directed Call Park
- SIP over UDP

Advanced **

- MusCall Pickup (Group & Directed)
- Music on Hold
- Meet-Me Conferencing
- Call forward (all endpoints)
- Shared Line
- Bulk Provisioning for CUCM
- Busy Lamp Field
- SIP over TCP
- Ad-hoc conferencing (75-, 76- and 77-series only)
- Call Completed elsewhere

SPECTRALINK 7000 PORTFOLIO: CISCO FEATURE MATRIX

CATEGORY	SUPPORTED CISCO FEATURES	7000 PORTFOLIO* [DECT]
Administration/Management	Bulk Administration	X
Administration/Management	Logging	Server Based
Administration/Management	Spectralink Device Profile in CUCM	X
Telephony	Basic Calling: Make and Receive Calls	X
Telephony	Busy Lamp Field (BLF) Presence	X
Telephony	Call History	X
Telephony	Call Hold and Resume	X
Telephony	Call Pick-Up	X
Telephony	Call Transfer: Blind and Consultative	X
Telephony	Call Waiting	X
Telephony	Caller ID	X
Telephony	Centralized Call Forward: Busy, No Answer, and All	X
Telephony	Conference: 3-Way	Participate Only
Telephony	Conference: Meet-Me	X (only with G.711)
Telephony	Contacts/Directory	X
Telephony	Group Pick-Up	X
Telephony	Message Waiting Indication (MWI)	X
Telephony	Music on Hold	X
Telephony	Simultaneous Ringing	X
Telephony	Speakerphone and Mute	X
Telephony	Speed Dial	X
Telephony	Team Dial	X
Telephony	Voicemail	X
Value Added Features	Application API	X
Value Added Features	Call Completed Elsewhere	X
Value Added Features	Paging	X
Value Added Features	Safe Worker	X
Voice Quality	Codec	G.711 / G.729

* Call Features available with std. 3rd party SIP on CUCM

** Unique call features available with Cisco COP file and Spectralink Cisco license

Spectralink DECT solutions for Cisco: Overview

DECT Overview



Spectralink
IP-DECT
Server400



Spectralink
IP-DECT
Server 6500



Spectralink
DECT
Server 2500



Spectralink
Butterfly Handset



Spectralink
72-Series



Spectralink
76-Series

Spectralink IP-DECT Server 400



- Designed for small to medium-sized businesses
- Increases business efficiency by integrating with application systems and business processes
- Advanced feature set as "Spectralink IP-DECT" device in Cisco UC Call Control platforms*
- Scalable add-on solution that supports up to 30 wireless users when connected to Lync and up to three Spectralink IP-DECT Base Station for coverage

*Cisco enablement requires the Cisco License from Spectralink and use of Cisco COP file

Spectralink IP-DECT Server 6500



- Designed for medium-sized to large businesses and enterprise environments
- Increases business efficiency by integrating with application systems and business processes
- Advanced feature set as "Spectralink IP-DECT" device in Cisco UC Call Control platforms*
- Extremely scalable add-on solution that supports up to 4,000 wireless users

*Cisco enablement requires the Cisco License from Spectralink and use of Cisco COP file

Spectralink IP-DECT Server 2500

Spectralink
IP-DECT
Server400

Spectralink
IP-DECT
Server 6500

Spectralink
DECT Server
2500

Spectralink
Butterfly Handset

Spectralink
72-Series

Spectralink
75-Series

Spectralink
76-Series

Spectralink
77-Series



- Designed for SMB businesses and enterprise environments
- Increases business efficiency by integrating with application systems and business processes
- Advanced feature set as "Spectralink IP-DECT" device in Cisco UC Call Control platforms*
- Scalable add-on solution that supports up to 150 wireless users and 16 Digital or 64 IP DECT Base stations
- Hybrid configuration with option for digital and IP based Base stations (even mix of both)

*Cisco enablement requires the Cisco License from Spectralink and use of Cisco COP file

Spectralink Butterfly Handset



- Butterfly model “black color” is available Cisco GPL
- Basic wireless handset for administrative working environments
- Combines stylish design and usability with high quality voice
- Simple charging via Micro-USB
- Available in a range of fashionable colors: white, black, green, red, and blue

Spectralink 72-series



- The model 7202 is available in Cisco GPL
- Designed as entry level device for Retails and manufacturing vertical.
- The ruggedized and IP54-compliant handsets can withstand harsh conditions
- Alarm button for increased personal safety

Spectralink 76-series



- Model 7622 is available in Cisco GPL
- Designed for the manufacturing vertical and personal safety
- The ruggedized and IP64-compliant handsets can withstand harsh conditions
- Headset jack with amplifier for industrial headsets
- The tear-off alarm, alarm button, and motion detectors improve personal safety

How big is the opportunity?

Retail

Car dealership

- Providing mobility for back-office and service personnel
 - 1 x IP DECT Server 400
 - 2 x IP DECT Base stations
 - 3 x Butterfly black
 - 4 x 7202

List price
\$ 5.840



Home Improvement store

Purpose-built handset for enabling personnel to engage with customers and provide better service.

- 1 x IP DECT Server 6500
- 15 x IP DECT Base stations
- 20 x 7202
- 25 x 7622

List price
\$ 38.671



Healthcare

Retirement home

- Typically with integration to alert server, call buttons, wander alert and pendants
 - 1 x IP DECT Server 6500
 - 20 x IP DECT Base stations
 - 30 x 7622(messaging)
 - Spectralink AIMS Partner

List price
\$ 38.427



350 bed hospital

- Purpose-built handset for enabling personnel to engage with patients and provide faster care.
 - 1 x IP DECT Server 6500
 - 2 x Media Ressource
 - 3 x 150 User Licenses
 - 250 x IP DECT Base station
 - 400 x 7722
 - 50 x Butterfly Black

List price
\$488.136



3rd Party Applications = Vertical Solutions

AIMS Program - Application partners

The screenshot shows the Spectralink website's AIMS Program page. At the top, the browser address bar shows www.spectralink.com/partners/app-developers. The navigation bar includes links for PARTNER ACCESS, CONTACT US, and a search box. The Spectralink logo is prominently displayed, with the tagline "The WorkSmart Company". A main navigation menu lists COMPANY, PRODUCTS, SERVICES, SOLUTIONS, PARTNERS, RESOURCES, and SUPPORT.

SPECTRALINK AIMS PROGRAM

Spectralink's Application Integration and Management Solutions (AIMS) Program supports application providers that deliver enhanced functionality and capabilities to Spectralink wireless devices. Spectralink's open application platforms, including PIVOT's support for Google™ Mobile Services and Android applications, enable AIMS Partners to leverage Spectralink's unique capabilities to deliver their solutions to mobile workers.

Find a Spectralink AIMS partner with a solution for your business needs.

[MORE ABOUT AIMS](#)

[REQUEST APIS FOR WI-FI DEVICES](#)

QUESTIONS?
Contact us about becoming an AIMS partner.

SELECT ANY FILTER AND CLICK ON **SEARCH** TO SEE RESULTS.

Product Portfolio:

- DECT
- 84-Series Wi-Fi
- PIVOT Wi-Fi

(Hold down cmd key on Mac or ctrl on Win for multiple selections)

Select your country: - Any -

Choose your industry: - Any -

What type of application are you looking to integrate?

- Any -
- Any -
- Custom app development
- Healthcare
- Management: EMM/MDM
- Medical
- Middleware
- Notification
- Nurse call
- Retail systems
- RTLS
- Secure text messaging
- Senior living
- Staff safety
- UC client

Enter their company name here to search for them

Search

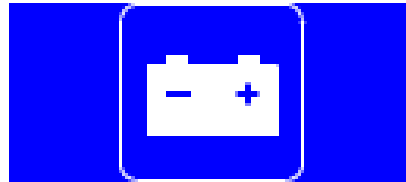
Open platforms for DECT server integration

- "Best of Breed" strategy based on our core business: on-site mobility platforms.
- Powerful SIP Stack for Call Control/PBX integration
- Full access API for alert and notification server integration with:
 - Nurse call systems
 - Patient monitoring.
 - Middleware solutions
 - Fire alarm
 - I/O connections
 - Manufacturing control systems
 - Location-based systems
 - Lone worker solutions
 - Hospitality task management for housekeeping & maintenance
 - Etc.

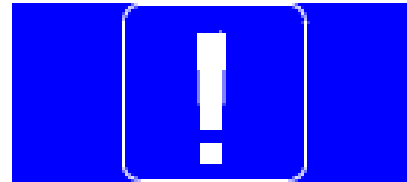
examples of manufacturing alarm icons

Service alarms

Power failure



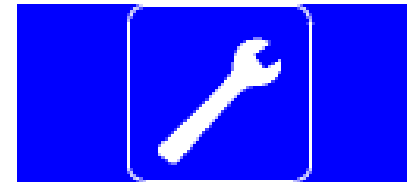
General alarm



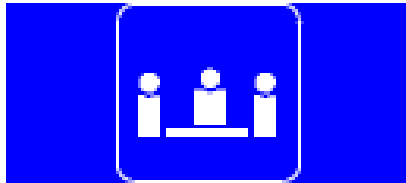
Fall



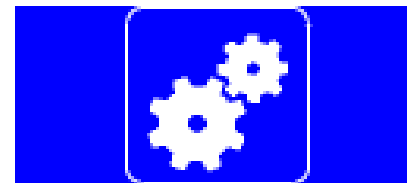
Maintenance



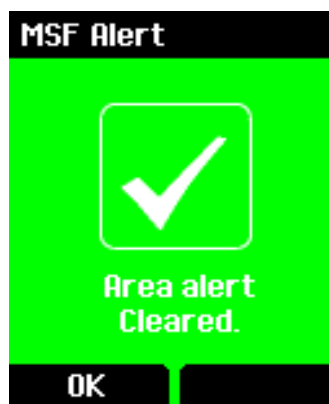
Meeting



Technical failure



Alarm cleared

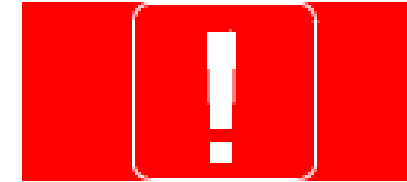


Life threatening alarms

Man down



General alarm



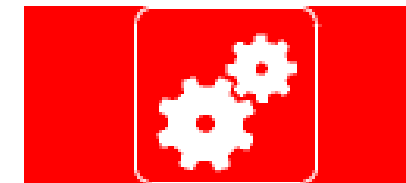
Emergency call



Assistance needed



Technical failure

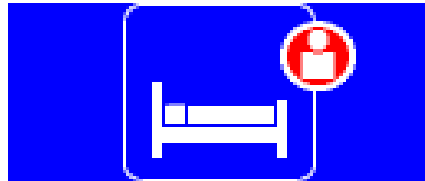


Customize up to 3 text lines for each alarm icon

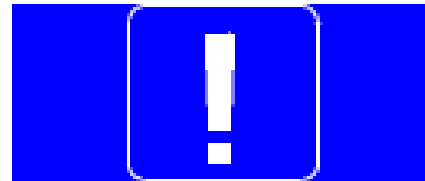
examples of healthcare alarm icons

Service alarms

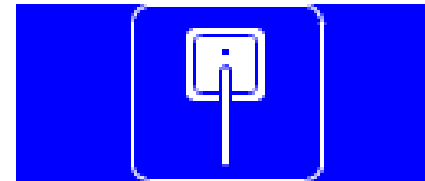
Bed alarm



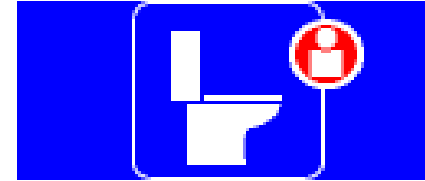
General alarm



Patient pull cord



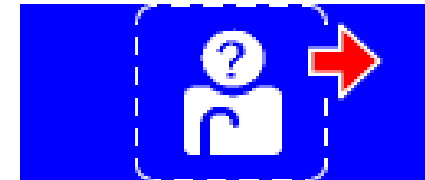
Toilet assistance call



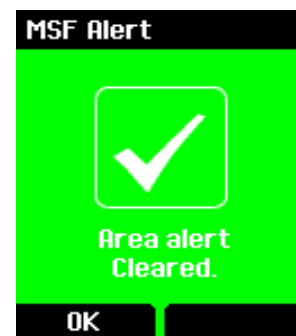
Doctor call



Dementia alarm



Alarm cleared



Life threatening alarms

Heart stop



Emergency call



Fire



Epileptic attack



Assault

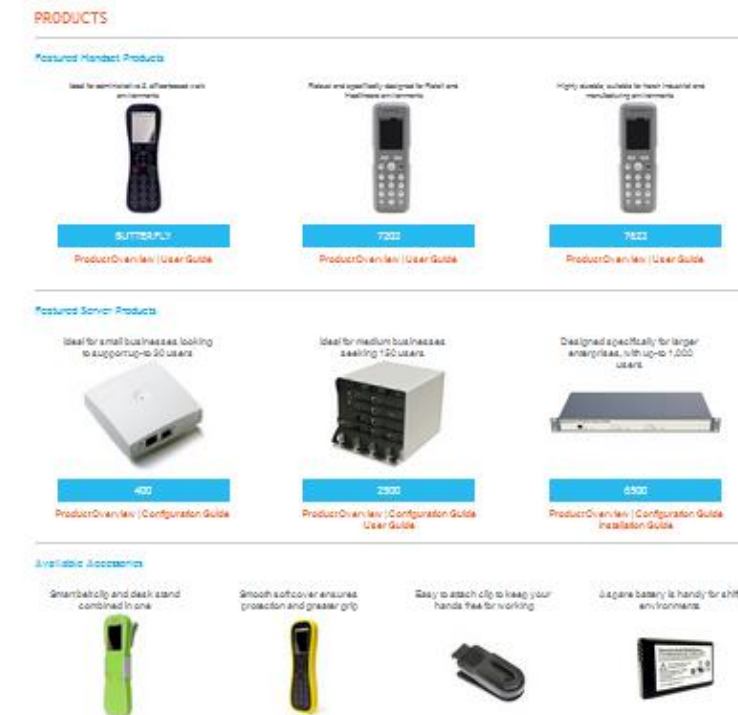


Customize up to 3 text lines for each alarm icon

Spectralink Solutions Plus+ Microsite

Next Steps:-

- Make contact with us: spectralinkplus@Spectralink.com
 - Local/Regional sales interfaces
 - Support in Cisco channel engagement
 - Pre-sales advice for client projects: configure a solution/applications
 - Joint planning and pipeline management: low-hanging fruit & strategic
- Review the microsite: www.spectralinkplus.com
 - Information for Cisco internal, Channel & End-users
 - Guidelines for choice of solutions
 - Cisco SKU's
 - Site Surveys, Deployment, Maintenance Support & Professional Services
 - Success stories : Customers using Spectralink & Cisco





Thank You!

www.spectralinkplus.com

spectralinkplus@spectralink.com

SKUs & Pricing

Cisco SKU's and Pricing

Cisco SKU#	Description	Cisco List
SP-SLNK-BFY-EU	Butterfly Black 1G8 Europe	\$ 250
SP-SLNK-BFY-AU	Butterfly Black 1G8 Australia	\$ 250
SP-SLNK-BFY-NZ	Butterfly Black 1G8 New Zealand	\$ 250
SP-SLNK-BFY-NA	Butterfly Black 1G9 North America / Canada	\$ 250
SP-SLNK-7202-EU	Spectralink 7202 1G8 Europe	\$ 329
SP-SLNK-7202-AU	Spectralink 7202 1G8 Australia	\$ 329
SP-SLNK-7202-NZ	Spectralink 7202 1G8 New Zealand	\$ 329
SP-SLNK-7202-NA	Spectralink 7202 1G8 North America / Canada	\$ 329
SP-SLNK-7622-EU	Spectralink 7622 1G8 Europe	\$ 501
SP-SLNK-7622-AU	Spectralink 7622 1G8 Australia	\$ 501
SP-SLNK-7622-NZ	Spectralink 7622 1G8 New Zealand	\$ 501
SP-SLNK-7622-NA	Spectralink 7622 1G9 North America / Canada	\$ 501
SP-SLNK-BFY-CLIP	Butterfly Belt Clip/Desk Stand. Bundle of 10	\$ 189
SP-SLNK-BFY-CASE	Butterfly Soft Cover with Belt Clip Connector, Black. Bundle of 10 covers	\$ 298
SP-SLNK-CLIP	Belt Clip with Connector for 72- & 76-Series	\$ 33
SP-SLNK-BATT	Battery 72- & 76-series	\$ 65

Cisco SKU's and Pricing

Cisco SKU#	Description	Cisco List
SP-SLNK-400-SR	IP-DECT Server 400 1.8 Ghz (EMEA, Australia & New Zealand) incl Cisco SIP License, 30 users, single & multi cell	\$ 1.758
SP-SLNK-400-SR-NA	IP-DECT Server 400 1.9 GHz (North America) incl Cisco SIP License, 30 users, single & multi cell	\$ 1.758
SP-SLNK-2500-SR	DECT Server 2500 incl Cisco SIP License and, Media Resources (VOIP) card,30 user license, 30 simultaneous calls	\$ 5.317
SP-SLNK-2500-IC	Digital Base station Interface card (per 8 Base stations per card - max 2 cards per DECT server 2500)	\$ 974
SP-SLNK-2500-LIC	User License for Spectralink DECT Server 2500, 150 users	\$ 1.209
SP-SLNK-6500-SR	IP-DECT Server 6500 incl Cisco SIP License and 30 user license, 30 simult. calls	\$ 3.237
SP-SLNK-6500-MR	Media Ressource IP-DECT Server 6500 (30 extra simultaneous calls - bulk to be inserted in IP DECT Server 6500 – max 2 extra)	\$ 1.976
SP-SLNK-6500-LIC	User License for Spectralink IP-DECT Server 6500, 150 users	\$ 1.209
SP-SLNK-IPBASE	IP-DECT Base Station 1.8Ghz - EMEA, Australia & New Zealand)	\$ 1.008
SP-SLNK-IPBASE-NA	IP-DECT Base Station 1.9Ghz - North America) (Max 3)	\$ 1.008
SP-SLNK-DGBASE	DIGITAL DECT Base station 4ch 1.8Ghz - EMEA, Australia & New Zealand	\$ 676
SP-SLNK-DGBASE-NA	DIGITAL DECT Base station 4ch 1.9Ghz - North America	\$ 676
SP-SLNK-RPTR	DECT 4ch Repeater without antenna connector 1.8 Ghz (EMEA, Australia & New Zealand)	\$ 645
SP-SLNK-RPTR-NA	DECT 4ch Repeater without antenna connect 1.9 Ghz (North America)	\$ 645