



# AT&T Synapse<sup>®</sup> business phone system

The complete communications solution for growing SMBs

No matter what your trade—you'll love the big-business features and small-business price of AT&T Synapse.

- Customizable up to 100 users and 55 lines
- Supports up to 16 PSTN/analog trunks
- Supports 1 T1/PRI (23 channels)
- Supports SIP trunking technology, up to 16 lines
- Supports 10 SIP services and/or remote sites

Perfect for... SoHos, Real Estate, Accounting, Retail, Banks, Healthcare, Warehouse, Childcare, Contractors, Manufacturing, Quick Service, Pizza, Franchises, Hotel, IT/Computing, Non-profit, Professional Services, and more...

## Simplicity without Sacrifice™



SB67030 feature deskset



SB67031 feature deskset with PoE



SB67025 basic deskset with PoE



TL7800 cordless headset



SB67040 cordless handset



SB67080 expansion module



SB67010 PSTN gateway



SB67050 ATA



SB67060 T1 gateway



SB67070 SIP gateway

- **DECT 6.0** for cordless handsets and cordless headsets, up to 500 feet range\*
- **Built-in voicemail**, 30 min per extension, voicemail to email forwarding
- **Caller ID**, line appearances, intuitive browser-based administration
- **Built-in auto attendant** schedulers; 4, up to 20 menus each
- **Day, night, and holiday modes**; dial by name or extensions
- **Powerful business functionality** + traditional PBX features
- **Large display desksets**, dual Ethernet ports & PoE
- **Simple connection** to office Local Area Network
- **Network branch offices** (maximum 10)
- **Highly scalable, integrated VoIP**
- **No hidden costs**



Financing available!





## Calculating ROI

### Hard savings

- VoIP/SIP for intra-office and long distance
  - Connect each office together using gateways (up to 10)
  - Eliminate long distance charges associated with calls (teleworkers too!)
  - Centralized call control, 2 to 12¢ per minute, save \$100 to \$300 per month

### Soft savings with voicemail

- Built-in voicemail – listen to what/when you want
  - Voicemail to Email – road warriors stay connected
  - Equates to time saved and increased productivity
- Immediate notification of missed calls including caller ID
  - Less intrusive to employees – especially when traveling
  - More availability to customers and colleagues
- Forwarding
  - Annotate voicemails with voice or text and send to others
  - Clear value in terms of better customer service
  - Improves intra-office communications

### Soft savings with forwarding

- Powerful tool – direct callers going to an extension/phone anywhere
- Changes the way you do business
- Prospects can reach you at their convenience
- Incredibly useful for sales, marketing, and customer service
- Gives customers EASY yet CONTROLLED access

### Soft savings with ring groups

- For departmental use and inbound calls; provide quicker service for customers
- Route calls to a department or group vs. person; employees can conference supervisors
- Use hands-free speakerphone or DECT 6.0 cordless handsets and headsets for mobility
- Employees spend less time re-rerouting calls and have better call information
- Employees make faster decisions, provide better service and increase productivity

Cost Item	Value	Estimated Annual Savings
Long Distance	\$100 - \$300+ per month	\$1200-\$3600+
Voicemail/Notification	Better Customer Service	\$500+
Voicemail Forwarding	Better Customer Service	\$500+
Call Forwarding	Better Customer Service	\$500+
Ring Groups	Better Service, Balanced Work	\$500+
<b>Potential Annual Savings</b>		<b>\$3200 - \$6600+</b>

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\*Open range test was performed by Wyle Laboratories, an independent commercial test facility. 'Up to 500 feet cordless headset range' refers to the maximum open field range. Actual range may vary depending on intervening obstacles. TL7600 and TL7800 cordless headsets carry a 1 year warranty.

