

Empowered by Innovation

NEC

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**Product Overview**

NEC's UNIVERGE® IP communications platforms help companies of all sizes effectively respond to their unique business challenges. For almost two years, our UNIVERGE SV8100 and SV8300 servers offer market-leading capabilities to small- and medium-sized businesses (SMBs).

Last year's economic downturn presented several challenges within the market. NEC, however, grew our share because we concentrated our efforts on unified communications (UC) within both the enterprise and the SMB arenas. For the SMB, NEC's Unified Communications for Business (UCB) solution provides efficiencies that sell in good or bad economic times. UC improves productivity, particularly when it is integrated with business processes. As a single-server solution, UCB eliminates the need to bolt on many different parts and simplifies implementation for our channel partners.

Where most companies focus on either hardware-based or software-based solutions, NEC specializes in both. UNIVERGE Sphericall® is NEC's premiere software-based communications platform for the enterprise. Because the software-based segment will continue to grow, NEC now offers UNIVERGE Sphericall for IBM Lotus® Foundations, a pure, software-based solution to SMBs.

UNIVERGE Sphericall for IBM Lotus Foundations connects IBM Lotus Sametime's™ unified communications and collaboration (UC2) tools to teleph-

ony. Rather than being simply bolted onto an existing Foundations platform, UNIVERGE Sphericall is actually tightly integrated, embedded and running within the IBM Lotus Foundation appliance. As SMBs install IBM Foundations to populate the network web addresses, etc., the communications system also populates as part of the package. UNIVERGE Sphericall for IBM Lotus Foundations allows SMBs to install and configure their entire UC environment in a single solution. Its autonomic, easy-to-manage technology makes it one of the most cost-effective, complete business solutions available.

NEC's channel strategy fosters mutual, long-term success; and, we offer several avenues of support to demonstrate our commitment to a win-win partnership.

■ **Vertical-market expertise.** Solutions geared specifically to the healthcare, education, hospitality, and government segments create unique opportunities for channel partners to create presence and expand market share in targeted verticals.

■ **Training education & support.** Sales and technical training enhances channel partners' ability to offer more comprehensive customer solutions, which increases competitive advantage and the bottom line.

■ **Direct financing.** As one of the only telecommunications providers to offer financing directly to the channel, NEC offers creative purchase and lease options to help our partners and their customers implement and deploy new technology faster.

■ **Cooperative marketing.** Through cobranded collateral, campaigns, press releases, event collaboration, and other joint marketing efforts, channel partners can leverage the credibility and extended reach of the NEC global brand to increase visibility within the market, generate qualified leads, and maximize exposure for their own organization, as well as their customers.

NEC makes it easier for our channel partners to get what they want for their business: more revenues, higher margins; and consistent, high-quality customer relationships. When you team with NEC, those can be more than benefits — they can be business as usual.

**About NEC Corporation of America**

Headquartered in Irving, Texas, NEC Corporation of America is a leading provider of innovative IT, network and communications products and solutions for service carriers, Fortune 1000, and SMB businesses across multiple vertical industries, including healthcare, government, education, and hospitality. NEC Corporation of America delivers one of the industry's broadest portfolios of technology solutions and professional services, including unified communications, wireless, voice and data, managed services, server and storage infrastructure, optical network systems, microwave radio communications, and biometric security. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with operations in 30 countries and more than \$42 billion in revenues. For more information, please visit [www.necam.com](http://www.necam.com).



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