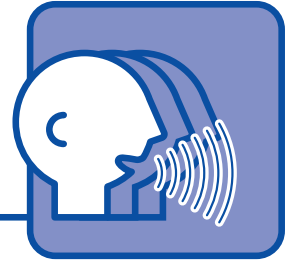


Bell ISDN PRI



A simple way to integrate voice, data and video

At Bell, we understand how important it is to maximize operational efficiencies. To provide reliable and secure high-speed access without compromising rapid call processing. That's what **Bell ISDN Primary Rate Interface (PRI)** is all about. Seamless integration of voice, data and video communications at a lower cost than other connections.

With Bell ISDN PRI, you benefit from improved productivity and cost savings. From extremely fast call setup and teardown, to virtually instantaneous credit card approvals. With ISDN PRI, one interface can often replace several single or multiple business lines. Bell ISDN PRI provides an economical back up for your networks. And you receive a flexible solution that can accommodate your dynamic traffic requirements and scale to meet your future communication needs.

Bell ISDN PRI also leverages your compatible PBX equipment, host computer devices and wiring. Making the most of investments you've already made. By integrating your communications, ISDN PRI is ideal for Automatic Call Distribution and Interactive Voice Response services. Giving you economical, high capacity, digital access to the local telephone network that simply enhances your business communications.

Choose Bell ISDN PRI for easy, customized service

Bell makes ISDN PRI easy. With simple network management, and the flexibility to choose from a variety of optional features, your ISDN PRI allows your business to run more efficiently while maintaining cost effectiveness.

Bell's ISDN PRI features make it possible for you to enhance customer service with Out of Band Channel Signalling, reduce operating expenses with dynamic allocation of B-channels, and improve your responsiveness to both your customers and your evolving business practices.

Bell ISDN PRI features

ISDN PRI features enable your business to get more work done. Your call centre agents can answer customer calls and access database information in one phone call. Your head office employees can access the Internet to download large files quickly and reliably. And you can benefit from accessing and sharing corporate files and applications. One of the many features of ISDN PRI is Release Line Trunking. This feature ensures that your customers won't be kept waiting, by dropping channels when calls are transferred and freeing those lines for incoming calls.

Bell ISDN PRI optional features

In addition to optional, productivity enhancing features such as Direct In Dial, Backup D-Channel, Additional Individual B-Channels and Calling Name Identification, Bell ISDN PRI can help you respond to the unexpected side of business.

Call Re-direct acts as disaster insurance; helping you prevent business loss by routing calls to your pre-selected emergency destination in the event of a service-affecting emergency such as fire or flood. It just takes one call, any time of the day to re-direct your calls and eliminate the concern of downtime.

Route Traffic Manager and Inward Route Labeler are instrumental features for the efficient management of traffic flow. These features simply segregate traffic by call type and call volume so you can offer VIP call handling and improve customer service. They also allow you to adjust network flow patterns when required to accommodate special promotions or seasonal fluctuations.

Bell ISDN PRI makes things simple for you

It's easy to do business with Bell. We make it simple by offering easy-to-understand pricing, and customized network configurations that meet your business needs. A reliable, fully redundant network supports your connections. And, of course, your service is backed by Bell's extensive experience and reputation for quality.

**The ability to integrate communications. For greater productivity.
And cost efficiency. That's simply good business.**