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AastraLink RP™ FAQ

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1 What is Aastra's Response Point solution?

AastraLink RP is a powerful, easy to use communications solution for Small Business

Aastra has leveraged many years of experience in the analog, digital and IP terminal business to develop the AastraLink RP communications solution for Small Business. Powered by Microsoft Response Point phone system software, the AastraLink RP system is specifically designed to provide the Small Business market with a simple, complete telephone solution in a compelling and affordable package.

Targeted for 50 users and under, the system is comprised of three components; an Aastra designed Base Unit, Gateway and new Aastra Response Point IP phones. With features such as auto-discovery and auto-configuration, setting up or changing the system can be done easily by an average PC user in minutes. For users, a voice-enabled user interface, advanced call routing, built-in voice mail, Automated Receptionist and contact integration with Microsoft Office Outlook® offer simplified access to advanced large scale PBX features.

2 What are the components of Aastra's RP solution?

Aastra's solution consists and number of components:

AastraLink RP 500 – The Response Point Base unit, running SP1

AastraLink RP 540 - 4 port FXO gateway to access the PSTN, stackable

Administrator – PC application to config and manage the Response Point solution

Assistant – PC application enabling users to personalize there experience

3 IP Phones

6751i RP 1 Line SIP phone

6753i RP 6 Line SIP phone

6757i CT RP 9 Line SIP phone with cordless handset

2 Expansion Modules

M670 Paper self labeling console for use with the 6757i CT RP phone

M675 LCD console for use with the 6753i RP and 6757i CT RP phones

3 When & where can I buy Aastra's solution?

AastraLink RP launch and generally availability was announced July 8th 2008.

Aastra has also announced that its first distributor for the AastraLink RP in North America will be Wesbell Technologies. With operations in both US and Canada, Wesbell Technologies is partnering with Aastra to serve and support value added re-sellers committed to selling converged solutions to their clients. Contact information for Wesbell is as follows:

Wesbell Technologies

905-624-8410

1-888-937-2355

Website Link

www.wesbell.com

If you are an end user, please contact an authorized Aastra Response Point reseller in your area. Alternatively contact Aastra for reseller information via aastralinkrp@aastra.com email address.

If you are a reseller wanting to sell Aastra's Response Point solution you will need to complete a simple agreement and are able to do so now, via contacting Aastra's Response Point sales team at 1-905-760-4165 or email aastralinkrp@aastra.com

4 How will Aastra package its Response Point Solution?

Aastra plans to offer attractively priced bundles and also the option to buy individual components to enable the most cost effective configuration.

A bundled AastraLink RP solution will consist of:

- 1 AastraLink RP 500

- 1 AastraLink RP540

- 3 Phones: 1 of each model – 6751i RP, 6753i RP, 6757i CT RP

In addition, all items can be bought individually.

5 What is the price of AastraLink RP?

List pricing for a complete starter system bundle that includes a base station, gateway and three phones is \$2,400. Additional phones will range from \$139 for the 6751i RP, \$189 for the 6753i RP and \$399 for the 6757i CT RP. Individual pricing is also available for the RP 540 Gateway at \$319 and the RP 500 Base Unit at \$1649.

6 What is Aastra's distribution strategy?

Aastra's initial distributor will be Wesbell Technologies. Eligible resellers will buy directly from Wesbell after completing a simple agreement with Aastra. Aastra believes in the value that resellers bring to end customers and that this product is best suited to that channel rather than wholesale via internet e-tailers. An additional one or two distributors will be added over the next couple of quarters.

7 Will Aastra's RP phones & Gateway work with other vendors Response Point systems?

Yes. Microsoft's auto-discovery protocol is common to all vendors and so all components should interoperate. Aastra's phones have been designed to work with SP1 and so existing customers should upgrade to SP1 before adding Aastra's phones to their system.

This allows the benefit of Aastra's mobility solution and range of phones with consoles to benefit existing RP installations.

8 What are the benefits of choosing Aastra's RP solution?

- Broad choice of enterprise grade IP phones
- 2 models of operator consoles
- Mobility option with Aastra CT cordless handsets
- Great sound quality – superior audio from any source (handset, speaker phone, headset)
- Focused on re-sellers as the prime channel (controlled environment)
- Post sale support from Aastra and Wesbell Technologies
- Easy system to sell and support
- Best RP solution to win against traditional competitors

9 How can I become an AastraLink RP Reseller?

Resellers wanting to sell Aastra's Response Point solution will need to become an Authorized AastraLink RP Reseller by completing a simple agreement. To join the program, please visit www.aastralinkrp.com and click on "How to become an AastraLink RP VAR Partner" where you can complete and submit the online application. Alternatively, you can contact Aastra's Response Point sales team at 1-905-760-4165 by email aastralinkrp@aastra.com

Once you become a registered reseller, you will be first to have notification of product availability, product updates and promotions.

10 What training is available for AastraLink RP?

Aastra plans on offering product training to its authorized resellers. Resellers are encouraged to register now for the free training being scheduled.

Please email aastralinkrp@aastra.com for more details and registration.

Useful web links:

www.aastralinkrp.com

www.wesbell.com/responsepoint