

Synapse™

AT&T Medium Business System

Simple to Install and Manage

Easily Grow to 50 Stations

Cordless-Mobility Ready



So Simple. So Easy. So Perfect.

Small businesses need a telephone system that's simple, easy and offers the right features and benefits for their needs. New from AT&T, Synapse™ can help with user-friendly displays, features and installation, you can focus on your business and staying ahead of the curve.

The Synapse Deskset from AT&T is designed for medium businesses. Synapse provides up to 50 extensions

and is scalable from 1 to 16 outside lines. By using the upgradable software, you can enhance the phone system's capabilities now and in the future, so as your business grows, your phone system can too.

Synapse doesn't require special wiring. Each phone connects to the same Ethernet jacks shared by the business' computers. A simple Gateway

box connects the Desksets to the outside phone lines. As each Deskset and Gateway is connected, other Desksets and Gateways in the system are recognized. The system instantly configures itself with the most commonly used settings.

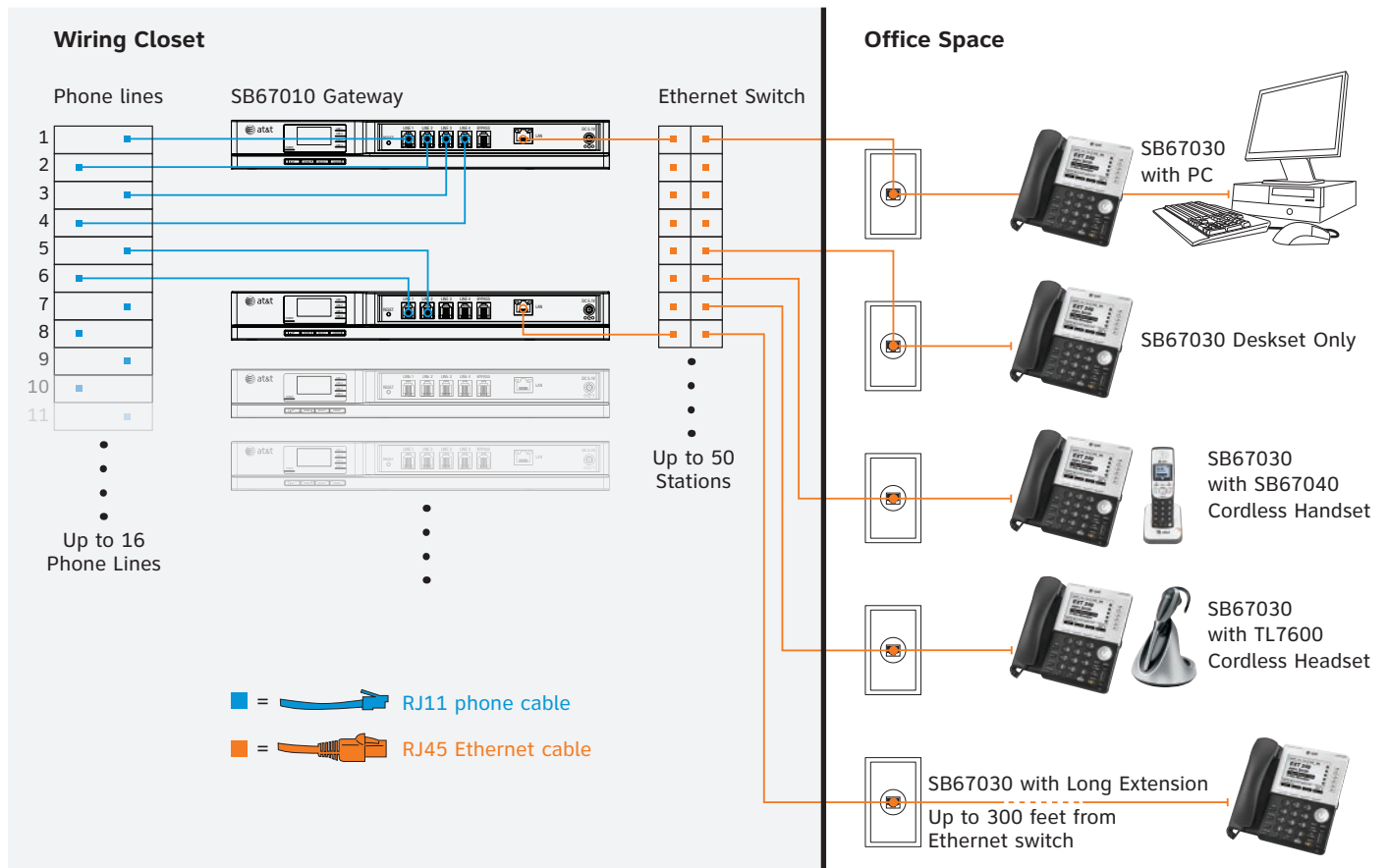
Synapse—AT&T Medium Business System

How it Works

Setting up Synapse couldn't be much easier. After plugging the system's Gateway(s) into the phone lines supplied by your phone company, you plug it into your business' Ethernet data switch. It doesn't matter which phone line is plugged into which socket on the Gateway, or which socket you use on your data switch. There's nothing to do "wrong." Next you start connecting your Synapse Desksets. If a Deskset will share its connection with a computer,

unplug the computer's network cable (the standard RJ45 Ethernet cable) from the wall and plug that end into the PC socket on the back of the Deskset. Then connect the network cable supplied with the Deskset between the LAN socket on the back of the Deskset, and the wall connection where the original cable had been plugged in. If the Deskset will not be sharing its connection with a computer it's even easier. Just connect the network cable

supplied with the Deskset between the LAN socket on the back of the Deskset, and the closest network socket. Plug in the power adaptor for the Deskset and you're connected. Synapse has been preset with all of the most common settings, so you could literally start using your system without any additional effort. But it's so easy to customize settings, you'll want to tailor the system to the needs of your business.



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Easy to Customize.

Synapse has been preset with all of the most common settings so your system is up and running without any additional effort. But with such easy customization, why not tailor the system to the specific needs of your business?

To begin, find the IP address displayed on any of the Desksets. Then enter that IP address into a web browser of any computer that is connected to the Gateway and Deskset network. Follow the instructions outlined on the web-based administration screens and you're on your way! Set up a ring group for your sales department or a multi-level, customized automated attendant with just a few clicks. It really is that easy.



Easy to Use. Easy to Understand.

Synapse includes a large feature set, but it's so simple to use you'll never miss out on any capabilities or advanced features. For example:

- The large backlit display with context sensitive help text guides you through all the feature operations.
- The display keeps you fully informed of the status of up to five calls per extension.
- "Soft keys" present different options for handling each call depending on its status—for example, an active call presents different options than a call on hold.

Each extension can store and display extensive directories and call logs. And each Deskset has a built-in DECT 6.0 base station so your office roamers can add a Synapse Accessory Cordless Handset or Headset for wide-ranging mobility.*



Phone Placement. Easy Mobility.

Synapse allows you to place Desksets anywhere you might want a phone. Easily use network extension cables to place phones away from the nearest jack.

Maybe you need to cut the cord. Every Synapse Deskset has a built-in DECT 6.0 base radio so you can add an inexpensive Synapse Cordless Handset or AT&T Headset to any extension and bring the power of the Deskset with you.*



*A maximum of 5 Desksets may be equipped with an SB67040 Cordless Accessory Handset and/or TL7600 Cordless Headset.

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General Information

DIMENSIONS

Gateway

1.8" x 13.5" x 7.9" (HxWxD)

Deskset

8.2" x 8.9" x 6.5" (HxWxD)

Cordless Handset

6.9" x 1.8" x 1.4" (HxWxD)

WEIGHT

Gateway

4lbs.

Deskset

44 oz.

Cordless Handset

5.2 oz.

System Features

- Capacity:
 - Extensions 50
 - PSTN lines 16
- Supports DHCP Servers for Automatic IP Address Assignment
- 30 Minutes of Voicemail Storage per Extension
- Upgradable Software
- System-wide Paging
- Caller ID
- Automated Attendant
- Transfer
- 3-Party Conference
- Redial Log
- Custom Recording of On-Hold Messages
- 100 Number System Phonebook
- Call Forwarding
- Call Park & Retrieve
- Do Not Disturb
- Ring Groups
- Automatic Clock Setting Using NTP
- A Maximum of 5 Desksets May Be Equipped With an SB67040 Cordless Accessory Handset and/or TL7600 Cordless Headset

Deskset Features

- 5 Inch Display
- Handles 5 Simultaneous Calls
- Speakerphone
- Context-Sensitive Feature Soft Keys
- Context-Sensitive Help Text
- 6 Quick Dial Keys
- Supports Cordless and Corded Headsets
- Wall Mountable
- Selectable Ring Tones
- 50 Number Station Phonebook

Cordless Handset Features

- DECT 6.0
- Selectable Ring Tones
- Large Lighted Display
- Speakerphone
- Headset Compatible (2.5mm jack)

Gateway Features

- RJ45 Connection to LAN
- Rack-Mountable
- 4 Phone Line Connections
- Combine 4 Gateways for up to 16 Phone Lines
- Standard Phone Connection for Power-Failure Bypass

System Requirements

- Phone Line Connections
- Ethernet LAN Connections
- Personal Computer with Web Browser
- Browsers Supported: IE6, IE7, Firefox

Synapse® 2.0: The next generation of SMB telephony



We are excited to announce the release of Synapse 2.0—a feature-rich business phone system from AT&T® that introduces enhanced software, a new deskset with Power over Ethernet (PoE) and the much-awaited SIP Gateway. When coupled with our new SMB Partner Program, you have a winning combination sure to enhance business for you and your SMB customers.



What's new? Seven great features

1 Multiple Auto Attendants

With support for up to four auto attendants, Synapse allows your customers to run multiple businesses or departments with different schedules—from one location, using one business telephone system. This way, your customers can centralize their call routing, while enabling each business or department to maintain its own identity.

- Set separate holiday schedules for each auto attendant
- Have calls route automatically or by menu selection
- Create up to 20 separate menus with voice prompts and dual-tone multi-frequency (DTMF) options
- Reuse or share menus across auto attendants
- Assign separate managers to oversee each auto attendant
- Control auto attendant mode right from the deskset

2 Busy Station Signaling

With busy station signaling, callers within the company can see right from their deskset if the party they're calling is busy. Then, they can choose how to proceed—whether to call through to the extension anyway or to route to the party's voicemail.

3 Outbound Call Restrictions

To save your customers time, Synapse comes with pre-defined outbound call rules. All they have to do is apply them to specific extensions or locations (i.e., desksets). Alternately, they can customize their own white and black lists. Override restrictions allow privileged users to bypass the call settings when necessary.

4 Enhanced Inbound Call Routing

With enhanced inbound call routing, your customers have more control over how their calls are routed—whether using analog PSTN lines or direct inward dialing (DID) numbers. When paired with the system's auto attendants, customers can customize call handling based on the day of the week and time of day. Routing destinations include:

- Auto attendant
- Extensions
- Personal or group mailboxes
- Ring groups
- Call queues
- System directory numbers

5 Voicemail-to-Email Forwarding

Synapse now allows users to have their voicemails forwarded as attachments to their email, accessible from multiple devices—PCs and smartphones. They may also set up the system to notify them with an email when they have a voicemail.

6 Remote Site

If your customers have multiple Synapse systems located at remote sites, they can use their corporate intranets to bridge them. That way, they can dial by extension to remote sites, e.g., branch locations, and share PSTN resources to eliminate long-distance charges.

7 SIP Trunking

With the addition of the Synapse SB67070 SIP Gateway, your customers can extend VoIP functionality, eliminate the need for separate voice and data connections and increase network capacity—while reducing operational costs.

Two new products

SB67070 SIP Gateway

- RFC 3261-compliant
- Up to 16 SIP trunks
- Supports site-to-site calling with other Synapse systems
- ITSP certified (See website for current list)
- Rack-mountable
- Integrates seamlessly into existing Synapse systems with analog or T1 service already in place

SB67031 Feature Deskset with PoE

- 5-inch display
- Handles 5 simultaneous calls
- Speakerphone
- Context-sensitive feature soft keys
- Context-sensitive help text
- 6 quick-dial keys
- Supports cordless and corded headsets
- Wall-mountable
- Selectable ring tones
- 50 number station phonebook
- PoE (Power over Ethernet)



SB67070 SIP Gateway



SB67031 Feature Deskset

Questions? Contact your account manager or the Partner Support Desk at (888) 916-2007.

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SMB Partner Program

As a channel partner, you add value by aligning with technology vendors who understand your business. You need products you can rely on, that are quick and easy to implement, and that are—most importantly—profitable. You'll get all this and more when you join the VTech SMB Partner Program.

Metal-Level Rewards

VTech SMB Partners receive joint marketing funds (JMF) and product discounts on AT&T Synapse®—the full-featured, scalable communications solution for SMBs with up to 100 users. Annual sales drive Partner metal-level benefits, highlighted below:

Partner Metal Level	2012 Synapse Annual Sales Requirement* <small>(Based on LIST price)</small>	Joint Marketing Funds (JMF)** <small>(Accrual – calculated from LIST price)</small>	Pricing Discount <small>(Discounts based on Metal Levels)</small>
Silver <small>(Must be Certified as described in Requirements)</small>	\$0 - \$50,000	2%	0%
Gold	\$50,001 - \$100,000	3%	2% off LIST price
Platinum	\$100,001 +	4%	4% off LIST price

* For 2012, 2011 sales will also count toward these \$50k & \$100k thresholds. (i.e., all sales in 2011 will be accumulated and will apply to 2012 sales).
 - Example – If a Partner purchases \$21k worth of Synapse products in 2011 (converted to LIST price) and then purchases \$35k worth of Synapse products in 2012 (converted to LIST price), the Partner will become a Gold Partner. This qualifies the Partner for a 2% additional price discount off LIST price for all purchases above \$50k. Thereafter, the standard program is based on a 12-month calendar from January 1st through December 31st.
 ** Partners must use JMF by the end of each calendar year (e.g. 2012, 2013, 2014, etc.)
 - Example - Accumulated funds must be used by December 31, 2012. All sales from September 1, 2011 will count towards the Partner's 2012 JMF fund. Partners have 16 months to accrue funds in the initial program year. Thereafter the standard program is based on a 12-month calendar from January 1st through December 31st. The Partner will have until March 31, 2013 to claim 2012 JMF funds.

High-Quality Products with Brand Equity

The VTech SMB Partner Program features the AT&T Synapse business phone system and AT&T cordless headsets. Backed by an industry-leading, two-year limited warranty*, Synapse comes with rich feature sets, scalability and easy maintenance. Designed to optimize telecommunications investments, they deliver adaptability for future communications needs at a lower total cost of ownership compared to competing systems. Plus, they're easy and profitable for Partners to implement.

Partner Benefits

As a VTech SMB Partner, you can count on an award-winning Program with products that will make it easy for you to succeed—no hassles, no nonsense. In fact, CRN awarded the Program a 5-Star Rating in its *2012 CRN Partner Program Guide*.

Enjoy freebies like support, web-based training, software upgrades and advance replacements. That means more profit in your pocket!

- **Partner Locator:** Once you're listed in the locator, you'll receive direct lead referrals from AT&T.
- **Profitability:** AT&T SMB phone systems are easy to implement, which means less time spent on site and higher profit margins.
- **Financing:** Access to leasing services through Marlin Business Services enables you to close more sales by offering low monthly payment options to your customers.
- **Field-Tested Service & Support:** Receive free web-based training, email/ phone support and personal sales and technical assistance.
- **Marketing Support:** Online resources for product and marketing collateral, plus earn Joint Marketing Funds (JMF) based on annual gross sales.

Join Today!

Register at http://smbtelephones.att.com/smbui/partners/dsp_partners.cfm

We'll do the rest!

For more information on the VTech SMB Partner Program and its rewards, please visit www.telephones.att.com/smb



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*AT&T cordless headsets come with a one-year warranty.

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