

SBX IP 320™ Product Sales Guide

Revision 1.01



Vertical SBX IP 320™ Product Sales Guide

DEDICATED TEAMS

Vertical has dedicated teams to assist you in your day-to-day activities as they relate to selling and supporting the SBX IP 320 system.

The Vertical Inside Sales Department is ready to handle your SBX IP 320 system pricing and quote requirements and any day-to-day sales-related questions. Inside Sales will assist you with product features and applications, pre-sales system configuration, and other value-added services. Please contact Inside Sales at (877)-VERTICAL, Option 2.

The Vertical Customer Support Department that supports SBX IP can be reached at (877)-VERTICAL, Option 3.

Finally, Vertical's dedicated Remote Technical Support Team stands ready to address your SBX IP 320 technical related issues. Technical Support can be reached at (800)-356-7279.

AREA	USED FOR	E-MAIL ADDRESS	PHONE	FAX
Inside Sales	Pre-Sales support, configuration support	teameast@vertical.com teamwest@vertical.com	877-VERTICAL Option 2	941-554-5022
Customer Support	Order status, return authorization, training administration	csr@vertical.com	877-VERTICAL Option 3	
Remote Technical Support	Technical support issues, RMAs		800-356-7279	

SBX IP 320 SYSTEM

The SBX IP 320 Business Communications System is designed to give small to medium businesses all the sophisticated communications features of big-company digital systems in an affordable, easy to use and scalable package. The SBX IP 320 System includes desktop endpoints, a reception console, a doorbox, and a comprehensive feature set of nearly 150 functions previously available only on high-end PBXs. It also supports VoIP and analog trunking, conferencing, powerful voicemail and auto-attendant options, and remote configuration.

The base SBX IP 320 system (4000-00) is 3 analog CO line ports, 8 hybrid station ports, and easily upgrades to 12 CO line ports and 32 station ports. The hybrid station ports can be configured to support either digital or analog telephones providing installation flexibility.

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SBX IP 320 System

PART NUMBER	DESCRIPTION
STARTER KITS	
4001-10	3x8 BKSU and four 24 button telephones
4001-20	3x8 BKSU, VMIB and four 24 button telephones
4001-30	6x16 BKSU and eight 24 button telephones
4001-40	6x16 BKSU, VMIB and eight 24 button telephones
BASE SYSTEM COMPONENTS	
4000-00	Basic KSU (1) Key Service Unit with Power Supply, 3 CO line ports, 1 digital station port and 7 hybrid station ports. Includes 1 RS232 port DB9, 1-10/100 port RJ45, 1 MOH RCA, 1 external page RCA, 2 Relay contacts (1) System Software Accepts 1-4032-00, 1 - 4030-00, 1-4000-60, 1-4037-00,
4000-60	4 port 2 Hour AA/VM (1) 4 port 2 hour Voice Mail/Auto Attendant board. Installs in 4000-00 BKSU. 1 per system
4002-00	Expansion KSU (1) Key Service Unit with Power Supply, 3 CO line ports and 8 hybrid station ports. Connects to 4000-00 BKSU Accepts 1-4032-00
4030-00	Modem Unit (1) Analog modem card for remote administration. Installs in 4000-00 BKSU. 1 per system
4032-00	3x8 Expansion Board (1) 3 CO line port and 8 hybrid station port expansion card. 1 each can be installed in the 4000-00 BKSU and 4002-00 EKSU. Supports 4008-00, 4024-00, 3560-08 or standard 2500 type telephone instruments.
4037-00	4 port VoIP Board (1) VoIP Interface card providing 4 IP channels for networking, SIP trunks or IP telephone support. Installs in 4000-00 BKSU. 1 per system
4037-10	4 Port VoIP Expansion Board (1) VoIP Interface expansion card providing 4 IP channels for networking, SIP trunks or IP telephone support. Installs on 4037-00 card
ENDPOINT AND ENDPOINT ACCESSORIES	
3818-00	Nomad IP Soft Phone Microsoft Vista and XP compliant
3560-08	Door Phone Box Door Box with call button for warehouse/door/residential applications.
3807-70	Nomad IP 802.11b Telephone Color 2-line LCD display, 2.4Ghz, WEP (64 and 128 bit); 3.5 hours of battery talk time, 35 hours of battery standby time, approximate range -50M indoors
3807-80	Nomad IP charging base with out cord
3807-81	Nomad IP replacement battery
3807-82	Nomad IP replacement power cord
3807-83	Nomad IP Ear bud w/microphone

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SBX IP 320 System cont.

PART NUMBER	DESCRIPTION
ENDPOINT AND ENDPOINT ACCESSORIES cont.	
3810-71	IP7048DSS DSS console for IP7000 phones, supports PoE, second LAN port (unpowered). Not compatible with IP-24DH phone
3824-71	24 Button IP Telephone 24 flexible buttons with red/green LEDs, 3 line x 24 character backlit display (blue), 2.5mm headset jack, 2-10/100 ports, PoE 802.3af-compliant, option to power via AC adapter(3781-01), full duplex speakerphone, 7 fixed buttons
3825-71	IP7024LD 24-button large LCD with soft keys and navigation pad
3864-71	Replacement Handset for IP7000 phone
3866-71	Wall Mount for IP7024D / IP7024L No patch cord included, recommend 6-12 inch CAT5 patch cord.
3868-71	Wall Mount for IP7008D No patch cord included, recommend 6-12 inch CAT5 patch cord.
3808-71	8 Button IP Telephone 8 flexible buttons with red/green LEDs, 2 line x 24 character backlit display (blue), 2.5mm headset jack, 2-10/100 ports, PoE 802.3af-compliant, option to power via AC adapter(3781-01), full duplex speakerphone, 5 fixed buttons
4008-00	8 Button Digital Telephone 2 line x 24 character LCD, 8 Flexible Buttons with red LEDs. 5 fixed buttons, 2.5mm headset jack
4010-00	48 Button Digital DSS Console 48 flexible buttons with red/green LEDs. Operates with either 4008-00 or 4024-00
4018-00	ez Phone ez Phone is a client based Computer Telephony software application that provides value-added features to integrate the computer and telephone. Features such as phone directory, SMS messaging and Outlook contact database integration are provided with this application. ezPhone is used in conjunction with a digital or IP telephone.
4024-00	24 Button Digital Telephone 3 line x 24 character LCD, 24 Flexible Buttons with red/green LEDs, 7 fixed buttons, 3 softkeys, 2.5mm headset jack
6899-PS	IP Telephone Power Adapter
DOCUMENTATION	
3807-14	Nomad IP User Manual Hardcopy
4051-00	SBX IP 320 User Guide
4056-14	SBX IP 320 Documentation CD
4056-15	SBX IP 320 Quick Start Guide
4099-00	SBX IP 320 CO/Station Installation Cable

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SBX IP 320 WARRANTY

The SBX IP 320 features a 5-Year Standard Warranty. Part numbers that do not have individual serial numbers, such as all the DX endpoint peripherals, have no standard warranty. For complete details, please refer to Vertical's Service and Support Policies located on the Customer Care Center (CCC) at <http://www.vertical.com/cc>.

SBX IP 320 TECHNICAL TRAINING

New Web-based Technical Training has been developed for the SBX IP 320. Information on SBX IP 320 technical training will be listed in the Course Catalog at <http://university.vertical.com> (login required). To register for Vertical University please visit the CCC, and go to Training and Certification>Vertical University Registration if you have not already done so.

SBX IP 320 TECHNICAL SUPPORT

Technical Support for SBX IP 320 can be reached by dialing (800)-356-7279. For further details on Vertical's Technical Support, please refer to Vertical Service and Support Policies located on the CCC.

SBX IP 320 Configuration Table

BASE SYSTEM	TARGET CONFIGURATION		ADDITIONAL COMPONENTS REQUIRED	
	Analog Trunks	Digital/Hybrid stations	4032-00 Hybrid Board	4002-00 Expansion KSU
4000-00	3	1/7		
	6	1/15	1	
	9	1/23		1
	12	1/31	2	1
Maximum Capacity BKSU	6	16		
Maximum Capacity EKSU	6	16		
Total System Capacity	12	32		

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Features & Benefits

FEATURE	APPLICATION	BENEFIT
All Call Page	Can be utilized in almost any application but is especially useful for larger buildings where departments may be widely dispersed.	Great notification tool to reach someone within the building without knowing the exact location. It also supports "meet me paging."
Answer Machine Emulation	This feature is used to screen calls as messages are left in the owner's mailbox. Users can press a preprogrammed button if they decide to take the call.	Great tool to screen calls. Allows user flexibility to be selective about which calls they choose to answer.
Attendant Day/Night/Weekend	This can be used to specify different greetings based on the time of day. In addition, calls can be automatically routed to a different destination based on the time of day such as at lunch or break periods.	The ability to automatically change greetings based on the time of day promotes flexibility and efficiency as the attendant does not have to manually change the greeting or forwarding location.
BGM/MOH	The on-hold message can be customized with special messages for customers and can be utilized for spiffs, as well as promote products and services.	This provides another way to inform customers about promotions, new products or specials as they are waiting on hold and are essentially a captive audience
CallerID	Caller ID is standard on all CO lines at no additional charge. Users can identify the calling party by name or number as seen on the phone's LCD display.	This presents a significant cost savings as a separate caller ID box is not required, eliminating the additional expense. A record of answered and unanswered calls is kept on a per system or station basis for easy reference.
Call Coverage	Call Coverage allows users to answer calls for other stations. If a co-worker is out of the office, calls for that extension can provide audible or visual indication on another person's station. This is a great option for a back up operator or service department.	This is another important feature that helps to improve efficiency in the workplace. Calls aren't missed or unanswered simply because a co-worker is out of the office. DSS button for this application serves a dual purpose as it combines as a station and a call coverage button. In addition, the call coverage timer is now on a per station basis for greater flexibility.
Call Forward (Busy/No Answer)	In a busy work environment, this feature is very important as users can define a forwarding destination if their extensions are busy or if there is no answer.	This feature is flexible as calls can be forwarded to various destinations such as voicemail, a UCD group, Hunt group or another station. It is a great tool to help reduce the number of missed calls. Best of all, each station can determine its own forwarding destination.
Call Forward (Off Net)	This allows you to forward all calls to an external destination such as a cell phone. This is useful feature for a busy sales executive who doesn't want to miss important calls.	Calls and allows the user to be accessible even when out of the office. For the teleworker, calls can be forwarded to the home number, for the busy sales exec, calls can be forwarded to a cell phone or another branch office.
Call Park/Call Pickup	Users can park calls at one of the fourteen call park locations or a per station personal park location and retrieve from any extension on the system. The system features 20 pick-up locations. Applications for this feature are universal.	This feature shows the flexibility of the system as calls retrieved from any station within the building.

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Features & Benefits cont.

FEATURE	APPLICATION	BENEFIT
Computer Telephony Interface (CTI)	The SBX IP 320 provides a first party CTI interface that allows a software client to operate in conjunction with a digital telephone.	Allows users to power dial and complete telephony tasks in an expedient manner while still retaining a traditional desktop phone.
Do Not Disturb	This feature blocks Intercom and CO calls from ringing at a station. It also blocks the station from receiving pages. This is ideal for a boardroom environment that may prefer not to be disturbed by page announcements.	DND is an excellent feature as it allows the user to control calls presented to the station and helps to eliminate the distraction of unwanted calls. In addition, users can specify DND forwarding destination on a per station basis such as voicemail or an alternate extension.
Fax Detection	With fax detection, the system is able to automatically route fax transmissions to a pre-determined fax location without the need for a dedicated fax line. This is ideal in a home office environment or a busy real estate or title company with heavy fax usage.	Customers will recognize a cost savings by eliminating the need for a dedicated fax line.
Headset Mode	This allows for hands-free communications and is ideal in an office environment with heavy phone usage.	This presents an alternative to the user who prefers not to use the handset. The SBX IP 320 telephone will accommodate a headset inserted into the handset jack in addition to the easily accessible 2.5mm headset jack on the side of the phone. The latter presents an inexpensive and efficient option for headset capability.
Hot Desk	This feature is useful for mobile workforces or multiple shift operation. The same telephone can be used in a location and users can simply login/logout and have their unique station preferences invoked at the telephone.	Cost savings by not having to purchase additional telephones for shift or mobile workers.
Last Number Redial	This is a widely popular feature found on all SBX IP 320 telephones. Programming has been enhanced to activate this feature on a range of stations versus individually on each telephone.	
One Touch Record	This allows users to record a current conversation directly to voicemail for later reference. This is very useful in locations such as a lawyer or doctor's office. It is also a great tool for coaching/training purposes.	One Touch record is very beneficial as conversations can be recorded for later use. This is ideal in applications where liability is of great significance.
Relay Activation	This relay feature is ideal for applications such as apartment buildings, gate entrances access etc.	The relay activation feature is a convenient way to allow gate access using a flexible button on your telephone. Even better, it does not require a CO port.

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Features & Benefits cont.

FEATURE	APPLICATION	BENEFIT
Tenant Groups	The SBX IP 320 will support 5 tenant groups per system. Each tenant group will allow for six attendants per group. For some small businesses, this is an ideal solution as they may run several operations out of one location and can partition the system to function as individual companies with custom routing and day/night.	Tenant Groups present a flexible cost effective solution to the dealer as one switch takes the place of several. This feature provides flexibility as each tenant group's programming can be customized to meet the individual needs of each company.
Toll Restriction	This provides the ability to restrict access to long distance calls on a per station basis.	This is an excellent management tool for business owners as it provides them with greater control over telephone long distance usage.
UCD	Uniformed Call Distribution (UCD) can be utilized in small call centers or departments within a company where calls are automatically routed to the next available agent e.g – sales department, technical support group, etc.	UCD is a great management tool as it shows important call information such as the # of calls in queue, # of agents available to take calls and the length of the longest call holding in queue. The SBX IP 320 supports up to 16 groups each holding up to eight stations.
VoiceMail Button	This provides easy one touch access to voicemail. In addition, it will provide message wait indication for each of these buttons. Users can program a general night time mailbox or another mailbox user on their phones.	This feature provides direct mail box access for multiple mailboxes and allows a user, like an attendant to have one-button transfer directly to voicemail.
Voice Over IP (VoIP)	The SBX IP 320 can be equipped with an IP resource card to provide IP telephones, IP networking, and SIP trunk support.	Allows a small business to take advantage of teleworker applications, multi-location networking of systems via IP, and cost effective SIP trunks as an alternative to traditional phone lines.
Capacity/ Scalability	The SBX IP 320 can grow in proportion to your company business needs and size. The basic configuration is 3 CO lines, 8 digital or analog stations. The system grows to 12 CO lines, 32 digital stations.	The SBX IP 320 can grow as a small business grows providing a safe and economical growth path.
Modem	This allows remote access to program the SBX IP 320.	The ability to program the SBX IP 320 remotely reduces site visits and shortens customer response time resulting in a higher quality of service.