

Custom-designed  
office telecommunications  
into the eighties



the  
multicom  
concept

Multicom is not just a new suite of office telephones. Neither is it a single communications idea. Rather it is a series of "building blocks" from which your customer designed office telecommunication system is assembled.

The development of Multicom is based on detailed research and incorporates all we've learnt from manufacturing and marketing similar but less sophisticated systems over twenty-five years.

Briefly, Multicom embraces a number of specialised plinth telephones and desk consoles of six, twenty, twenty four and thirty line capacities. All feature touchpads for easy, accurate push-button use. Multicom offers a wide variety of multiple calling and

answering facilities by way of plug-in modular circuit boards. In this way, various functions can be custom tailored into an installation as required, so providing the services your company will find valuable today and well may demand in the future.

Multicom systems may be integrated with all types of switchboards (PBX's) to provide promptness of answer and capacity for high volume traffic, combined with time for courteous customer handling. With these qualities, your company will be seen to be progressive, alert and responsive to customer needs.

Multicom is a business investment in good communications, office efficiency and company goodwill.



the  
multicom  
concept





The Concept  
of Custom design

Daily the tempo of business increases so that only an office telecommunications system such as Multicom can deliver the promptness of answer your customers or clients now see as their right.

New demands are constantly made on your time so that only a custom designed system such as Multicom can channel and expedite the internal flow of communications inside your particular organisation.

With a Multicom desk console you can choose a configuration of switchboard lines, exchange lines and intercom lines to suit your needs. By speeding the system of making calls and cutting frustrating waiting time to the minimum, your staff have

the time to be courteous, obliging, and more efficient in dealing with customers.

With Multicom's inbuilt switching facilities, unattended phones need no longer ring and ring, often causing customer frustration at the expense of company goodwill.

In many instances, depending on the type of equipment in use, the same staff may easily handle double the number of calls while at the same time improving the quality and efficiency of their work.

With its unprecedented custom-designed flexibility, Multicom can play a major part in the future success of your company.



Benefits  
by design

the  
multicom  
concept





# Multicom. How many systems?

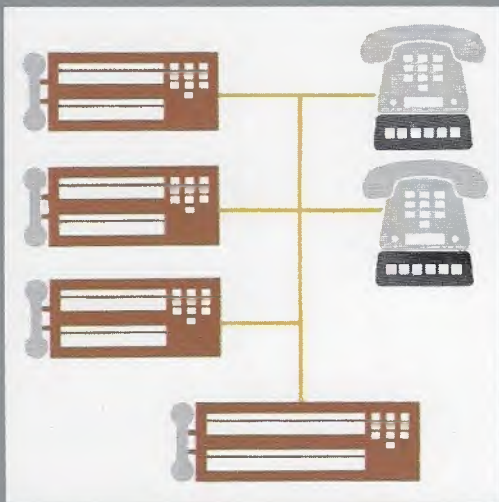
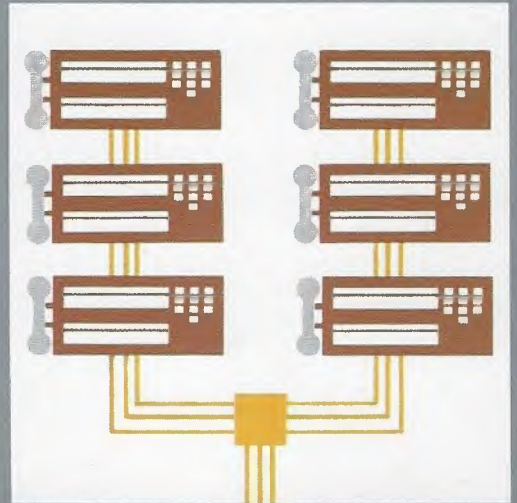
## 1. Executive-Secretarial

A Multicom 6-line plinth console for secretarial control teamed with the executive telephone equipped with an extra key and lamp.



## 2. Multiple Answering

A possible installation in an insurance claim department. A bank of twenty-line Multicom consoles all connected to the same lines. A call answered on any one console is indicated on the rest.



## 3. Centralised Answering (expanded)

Where management not only needs to control promptness of answer in the interests of customer telephone relations, but needs additional facilities and data, such as number of calls answered.



## 4. Centralised Answering

A basic centralised system where calls not answered within a specified time are automatically switched to a central position.



The flexibility of the system is such that we can custom-design it to fit the needs of most installations. So there are as many Multicom systems as Australian businesses have need of. The schematic diagrams on the left below show you four configurations from the dozens possible, all built up from the console units and executive telephone illustrated.

# the multicom concept



You manage your own company or head up a large department. As with many other busy executives, you have an increasing need to make rapid direct contact with important clients, and they with you. You may need more capacity through your company switchboard for incoming calls, and you must have an 'open line' to fellow directors or other department heads, often during outside calls.

Your needs are clear and they all add up to Multicom. You can choose the Multicom executive telephone and have your secretary control your communications through the 6-line plinth console. Or you may prefer a custom-designed 20 or 30-line desk console with your secretary similarly equipped. That way you can keep your fingers well and truly on the communications pulse of your company.



*"Jill has always screened my calls but now I can 'see' them waiting."*



*"Often I need to talk with business associates outside during a call, so I 'hold' here and dial out direct."*



*"As M.D., I've got direct intercom lines to my Execs. and I can transfer outside calls to them."*



*"Now Jill can set up my calls for me. It's a real time saver."*



*"I couldn't be bothered 'dialling' a number for myself, at least, not until this touchpad came along."*



*"My main clients call me direct. They like the speed, and the service!"*





Custom-designed  
control centre for the  
modern business executive



A top flight secretary's job is never easy. She has to manage her executive's day, without appearing to. To maximise the use of his time, often from the sidelines. To screen him from the petty, but never at the expense of necessary detail. To do a first class job, a secretary needs a first class telecommunications system, and that without doubt is Multicom, custom built to her needs. Choose the Multicom Executive/Secretarial system. A Multicom Touchfone for executive use linked with a six-line plinth Touchfone console. Because Multicom is tailored for your specific needs, you decide how you want the six keys split between switchboard and direct exchange lines, plus

intercom lines if required. With Multicom, incoming calls may be screened by the secretary. Exchange line calls can be held while an intercom call is completed. Outgoing calls can be 'keyed in' by the secretary then put through. A secrecy facility may also be provided to guarantee absolute privacy if called for. An even more advanced executive/secretarial system can be tailored to your special needs using the larger twenty-line or thirty-line Multicom consoles. Additional features are then available including a 'do not disturb' button on the executive unit which activates a visual display on the secretarial unit.



*"Now I know exactly who he's talking with, who's waiting and whether I can interrupt."*



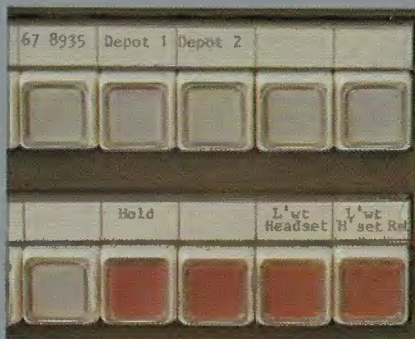
*"The Touchpad is so easy to use, accurate too, especially when you're making calls all day."*



*"I can intercept all these calls and only let through the important ones."*



*"With secrecy on I've got six seconds after I put a call through before it becomes completely private."*



*"Without our intercom lines to our two depots, I'd never be able to provide the answers."*



*"I get a different signal for calls on hold and those coming in — you can't always remember."*





A secretarial dream  
come true



Phone order companies. Service organisations. Insurance claim departments. Phone enquiry sections. Where the traffic is heaviest, there you will find the greatest need for the multiple-answering abilities of a custom-built Multicom system.

When staff costs weren't as important a factor as they are today, you could afford to have one phone per desk and people wandering around to answer them. But not any more. With a Multicom twenty or thirty-line console per desk, your people remain seated for maximum efficiency and

the calls are directed around. With 'multiple-answer' a set number or mix of switchboard (PBX) and direct exchange lines are multiplied across (or all connected to) the number of Multicom consoles in service. Your operators know which calls have already been picked up and which ones are waiting. In addition, to guarantee promptness of answer, the lamps on incoming calls will flash at an accelerated frequency if not answered inside a set period, enabling you to provide a priority of call answering.



*"I supervise all consoles from here, and I know by this how many calls have been received."*



*"If a customer waits more than 20 seconds, the incoming call lights start flashing."*



*"It's like when you drive from a busy road on to a freeway, the traffic becomes much easier to handle."*



*"Before this place was really hectic, but now it's quietly efficient — that's Multicom."*




*"People are much more co-operative if they haven't been kept waiting too long."*



*"There's no waste time. The minute you finish with one call, it's on to another."*



A photograph of a modern office environment. Several women are seated at white desks, working on computers and talking on telephones. The office is brightly lit, with large windows in the background. The desks are arranged in a row, and the women are dressed in professional attire. The overall atmosphere is one of a busy, organized workspace.

Multiple-answering,  
where the traffic is heaviest

These days, more of your customers would rather phone than write. So increasingly, a large number of organisations are finding that the volume of incoming calls to many departments is outstripping their ability to provide prompt, efficient service.

Custom-designed Multicom offers you a choice of configurations to help solve your problems.

Multicom 24C can centralise the incoming calls of up to 12 or 24 telephone lines. If any call isn't answered within an adjustable six to twenty seconds, it is automatically

switched to the Multicom 24C where a static visual display indicates the identity of the called telephone.

With the Multicom 20-line and 30-line consoles, you can not only centralise control of incoming calls, but provide other facilities as well. For example, the call status of every telephone connected can be read at a glance.

With Multicom centralised answering, you can keep your finger on the pulse like never before. Any combination of switchboard (PBX), direct exchange, or intercom lines up to a total of twenty-six may be concentrated through the one Multicom unit.



Centralised answering  
keeps your finger  
on the pulse.





# the multicom concept



*“And if there’s another call waiting behind this, the number here starts to flash.”*



*“Without this centralised answering phone, we’d occasionally keep somebody waiting, then look out!”*



*“When I think of the way we used to have people waiting, until Multicom came along.”*



*“It’s my job to pick up any calls that the girls can’t answer inside twenty seconds.”*



*“In busy spells, I can hold up to a dozen incoming calls here, not to mention intercom enquiries.”*



*“This head-set is light in weight — keeps both my hands free when I’m busy.”*

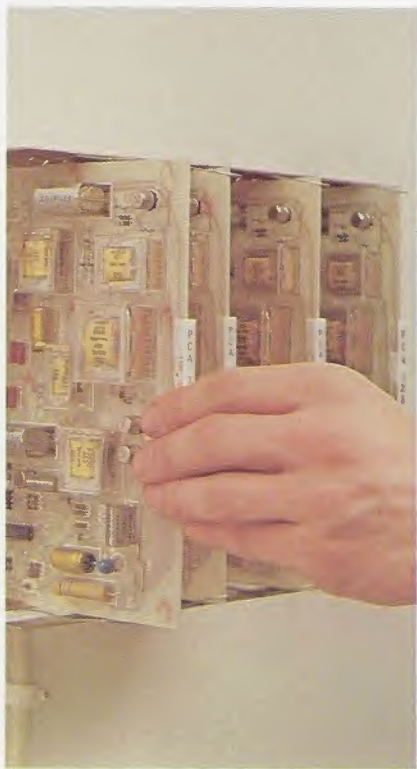


The outstanding flexibility of the Multicom concept is due almost totally to modular printed circuit cards which control the great variety of electronic functions. In this way, Multicom can be custom-designed to provide the exact range of facilities required by your organisation. This in turn means that as your business grows, your Multicom system can grow too — with the addition of more modular circuit cards.

Design modularity also spells important maintenance benefits. This is a vital consideration in this age of growing design sophistication, allowing maintenance work to be carried out on a routine basis without affecting the efficiency of your business.

#### **Further Flexibility**

Multicom may be connected with switchboard lines (PBX's), direct exchange lines, intercom lines and private lines, including outdoor lines — in any combination.



#### **Allow for ancillary equipment racks**

In common with most electronic equipment, what you see on display is rarely the full story. Teamed with Multicom's sturdy desk consoles and telephones are out-of-sight items such as the equipment rack,

distributing rack and power supply. These can be located on nearby walls where they are generally out of the way. It is these boxes which contain the modular circuitry, heart of the system's custom-designed flexibility.

**Behind Multicom's  
flexibility-  
plug-in modular circuitry**

For complete information on Multicom office telecommunications systems and how they can be tailored to fit your needs, call now at your nearest Telecom Business Office — address details in the information pages of your phone book.

**Free consultancy service:**

A highly-trained Telecom consultant will be happy to participate in no-obligation discussions with you and your executives to assist in evaluating your needs. He can then explain the

benefits of the custom-built Multicom concept in detail, including further developments now in the planning stages.

**Additional features:**

Provision has been made for the connection of additional external facilities such as recorder connectors, speech privacy units, loud-speaking telephones, and other permitted attachments. Your Telecom Consultant can also help with advice on these facilities.



Free  
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## Custom-designed purchasing options

You'd expect a custom-designed telecommunications system such as Multicom to offer you a choice of purchasing options.

### **Purchase:**

Your Multicom system may be designed and purchased directly from Telecom at a price to suit your budget. Ownership of the system then passes fully to your company. The only other charges that then apply are for the Telecom annual service fee.

### **Term Rental:**

If a direct capital outlay does not suit your business needs, Multicom can be provided under the Term Rental scheme. With this arrangement you agree to pay a fixed rental for a period of 3 years followed by a further period of 3 years in which you pay a reduced annual rental. Ownership of the equipment remains with Telecom. After the six year term, rental payments are completely discontinued.

The only other charges that then apply are for the Telecom annual service fee.

### **Leasing:**

Maybe your business is geared to leasing. Should you wish to arrange financing of your Multicom system through a leasing company, Telecom would be pleased to assist by arranging for the direct sales of your Multicom system to the leasing company of your choice.

Ownership of the system would then rest with the leasing company. The terms of the lease would be a private arrangement between your business and the leasing company of your choice.

The only other charges that then apply are for the Telecom annual service fee.

The system  
is the solution



**Telecom Australia**

Helping you keep in touch