

# Synapse Simplicity without Sacrifice™

The full-featured, scalable  
communications solution for SMBs

Ideal for up to 100 users

SB67030/SB67031  
feature deskset



SB67010  
PSTN gateway



SB67080  
Expansion module



## Grow your business

Amid today's dynamic marketplace, it's critical to have a business phone system that can keep pace. One that's flexible, allowing you to be more responsive to customers. One that's reliable, meeting your day-to-day requirements. And one that's affordable, enabling you to evolve toward new technology and grow your business. AT&T Synapse® delivers the simplicity you desire with the versatility you expect in business communications.

## Shorten the learning curve

There's no need to worry about a learning curve with Synapse. It comes with all the features you're used to in a traditional phone system plus the state-of-the-art technology you need to move your business forward.

Synapse offers the most common call handling settings, so you can start using the system in no time—with minimal effort. Once you're ready to make it your own, an intuitive Web interface makes customizing your settings a snap. Whether you want to add a speed-dial button or forward your calls, it's as easy as pointing, clicking and saving.

## Shorten the learning curve *continued*

There are no licenses or activation keys to worry about either. Plus, with large backlit displays, embedded context-sensitive help and soft key call handling options, you'll find it's a cinch to learn, use and manage. Set up a ring group for your sales department or up to four multi-level, customized automated attendants with just a few clicks. It's so easy, it will feel like second nature!

### Lower your total cost of ownership

With Synapse's modular framework, all the components integrate seamlessly. And that means a lower total cost of ownership (TCO) for your business.

For example, distributed voicemail delivers thirty minutes of recording time for every extension—no expansion cards or add-on equipment required. Every time you add a phone to the system, voicemail capacity comes with it. You don't even have to think about it!

Dual Ethernet ports on every deskset ensure your infrastructure stays intact, cutting the costs associated with additional cabling, wiring and provisioning. Plus, software upgrades can be implemented remotely, so you'll always have the latest product enhancements at no additional cost—with virtually no downtime.

There's also embedded support for AT&T cordless handsets and headsets, so employees don't have to be tied to their desks when they're on the phone.

### Be proactive

Synapse is a great fit for small and medium-sized businesses (SMBs) that need to respond to their customers at all hours—like medical offices, quick-service restaurants and warehousing/fulfillment centers.

Call screening, busy station signaling and call park/retrieve features allow you to prepare for and handle calls more effectively. And, with support for up to four auto attendants, you can customize call handling to accommodate multiple businesses or departments with different schedules.

With the AT&T Synapse SB67080 expansion module (EM), you can extend call coverage and capabilities, too. Just pair it with a Synapse deskset to optimize call handling for those attendants who manage and monitor several simultaneous calls every day.

A large LCD screen and programmable feature keys for up to 24 monitored extensions help reduce lost calls, increase the accuracy of call routing and shorten transaction times for those power users.

The result: no more wasted time, no more missed calls and no more missed opportunities.

### Get up and go

Network extension cables make anywhere-connectivity possible—Synapse desksets can be placed wherever a phone is needed. When you're ready to cut the cord, simply add a sought-after AT&T Synapse cordless handset or headset to any extension for maximum mobility. That way you can bring the power of the deskset with you wherever you go—up to 500 feet away!\*\*\*\*

Telecommuters and road warriors can count on voicemail-to-email forwarding for instant message notification. There's no need to worry about dialing in to voicemail when you can check your messages right on your smartphone or laptop. That way, you can get back to your customers now—not later!

### Plan to expand

Synapse is designed specifically for SMBs, giving you plenty of room to grow. Right out of the box, it supports up to 100 extensions—each with up to 30 minutes of voicemail. Plus, with support for 16 analog trunks, 16 SIP trunks and one T1/PRI, you can implement the trunking technology that best fits your business for a seamless migration and transparent redundancy.

The system's integrated technology means you can implement leading-edge technology now or ease into it later.

There's no need to worry about upgrades, additional cards or optional components later—you have everything you need from the get go.

# AT&T Synapse—small & medium business system

## Synapse Grow your business

AT&T Synapse is the ideal communications solution for your growing business. Reliable and comfortable, it makes it easy for you to support your own customers. Features such as voicemail-to-email forwarding, call queuing, ring groups, remote access, least cost routing, group mailboxes, music on hold, FXS ports and busy line signaling keep everyone plugged in and productive. It's all backed by a two-year warranty from a trusted brand that's committed to helping SMBs stay ahead of the curve.<sup>1</sup> The simplicity you want to get up and running quickly with the flexibility, mobility and affordability you need to outpace the market—that's AT&T Synapse.

### SB67030/SB67031 feature deskset

Supports corded/cordless headset pairs with cordless handset

Built-in PoE\*\*\*

Dual Ethernet ports

Handles 5 simultaneous calls

50 number station phonebook



SB67080 expansion module



SB67040 cordless handset



SB67050 ATA



SB67010 PSTN gateway



SB67060 T1 gateway



SB67070 SIP gateway



SB67025 entry level deskset



TL7600/TL7800 cordless headset

<sup>1</sup>Optional three-year extended warranty available on all Synapse products, excluding the TL7600 and TL7800. The TL7600 and TL7800 warranty remains at one year.

## System features

Capacity: 100 extensions, 16 PSTN lines, 16 SIP trunks and PRI	Caller ID*, do not disturb (DND)
Supports multi-line appearances (MLA) or multi-call appearances (MCA)	System-wide and zone paging
Supports DHCP servers for automatic IP address assignment	Voicemail-to-email forwarding
Call forwarding, transfer, 3-party conference, redial log	100 number system phonebook
30 minutes of voicemail storage per extension**	Automatic clock setting using NTP
Automated attendant (up to 4; 20 menus)	English/French setup menus (CAN)
Custom recording of on-hold messages	Upgradable software, backup and restore

## System features available in call appearance mode only

Call screening, call queuing, call park/retrieve	Trunk reservation and trunk routing
Auto answer (intercom auto answer available in line appearance mode only)	Ring groups, hunt group, audible ring delay
Busy lamp field/direct station select (BLF/DSS)	Group mailbox
Toll restriction	Configurable dial plan

## SB67030/SB67031 feature deskset features

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

## SB67025 entry level deskset features

DECT 6.0 technology for accessory cordless headset	Speakerphone
2.75-inch backlit display	50 number station phonebook
Handles up to 10 simultaneous calls	Wall-mountable
9 programmable feature keys	Selectable ring tones
Context-sensitive feature soft keys	PoE (Power over Ethernet)

## SB67040 cordless handset features

DECT 6.0	Speakerphone
Selectable ring tones	Headset compatible (2.5mm jack)
Large lighted display	Links only with SB67030 and SB67031 feature deskset

## SB67010 PSTN gateway features

Rack-mountable	Power-fail bypass jack
4 phone line connections	Use with SIP and T1 gateways to maximize system call handling capacity
Combine 4 gateways for up to 16 phone lines	

## SB67050 analog terminal adaptor (ATA) features

Rack-mountable	External music on hold (MoH)
Combine 4 ATAs for up to 8 analog devices (i.e. fax, MoH, group mailboxes)	Overhead paging connection
General/group/guest mailboxes (up to 3 hours recording storage)	Fax and analog phone support

## SB67060 T1 gateway features

T1/PRI connection	Supports all common PRI settings
Rack-mountable	Supports direct inward dial (DID)
Use with SIP and analog gateways to maximize system call handling capacity	Up to 23 voice channels

## SB67070 SIP gateway features

RFC 3261-compliant	ITSP certified (see website for current list)
Up to 16 SIP trunks	Rack-mountable
Supports site-to-site calling with other Synapse systems	Supports up to 10 accounts – ITSPs and/or remote sites

## SB67080 expansion module features

Pairs with all Synapse desksets (up to 2 per deskset; maximum 10 per system)	Extension monitoring***** and quick dial
12 programmable feature keys - up to 24 feature key assignments per module (each set of 12 is accessible via the shift key)	Deskset or wall mounting

## System requirements

Phone line connections	Personal computer with Web browser
Ethernet LAN connections	LAN or DHCP enabled router and internet connection

\*Use of caller ID features require a subscription available through your local telephone company.

\*\*Actual recording time depends on individual message characteristics.

\*\*\*PoE not supported by SB67030

\*\*\*\*Open range test was performed by Wyle Laboratories, an independent commercial test facility. 'Up to 500 feet' cordless headset and handset range refers to the maximum open field range. Actual range may vary depending on intervening obstacles.

\*\*\*\*\*Extension monitoring supported when system is configured in call appearance mode.