

# AVAYA



## Avaya IP Office



The All-in-One Solution for Growing Businesses

IP Telephony

Contact Centers

Unified Communication

Services

2002 Convergence Product of the Year  
Communications Convergence Magazine

**S**implify your communications... lower your costs... streamline messaging... enhance customer service. It's all possible with Avaya IP Office, the all-in-one communications solution designed to grow with you into the future.

Rely on Avaya IP Office to help your business...



### **Simplify**

Get the features that simplify everyday communications - like having your calls follow you wherever you happen to be working.



### **Streamline**

Manage your voicemail and e-mail in one mailbox. Listen to your voicemail through your laptop. Set up conference calls with as many as 64 participants per conference on your own conference bridge.



### **Personalise**

Deliver the efficient, personal service that keeps customers coming back...and makes you easy to do business with.



### **Connect**

Connect your phones... PCs... offices... the Internet... remote workers... headquarters.

## Lower your costs

The communications solution that's right for your company is one that helps you achieve your business goals while also helping to control the growing cost of communication. Avaya IP Office is designed to deliver cost savings throughout your organisation:

- Networking (router, firewall, LAN ports) is built in, reducing or eliminating the additional outlay for those devices.
- Entry-level voicemail is built-in, eliminating the outlay for this essential business capability.
- Simple configuration and single point of management generate cost-savings during implementation and over the life of the system, reducing total cost of ownership.
- Built-in least-cost routing and optional Voice-over IP open the door to substantial savings in calling costs.
- The ability to route data and voice traffic over the same network reduces costs, particularly in new locations where no network investments have yet been made.

### Is Avaya IP Office right for you?

Selecting the right solution for your communications needs is one of the most important decisions your company will ever make. If any of the following questions apply to you it means IP Office may be the right solution for your business.

**Do you need a solution designed for the converged future?**

Avaya IP Office was designed to help companies benefit from the cost-savings and business advantages of Voice-over IP and voice/data convergence... and to do it when it is right for them.

**Do you need a solution that is an "applications platform"?**

What sets Avaya IP Office apart from most communications solutions is its ability to support a wide range of applications, from Avaya and other independent developers. Like a PC, you can add new applications at any time.

**Are you focused on improving customer service?**

Avaya IP Office comes with a wide range of powerful call routing and customer service capabilities right out of the box. And with the optional Compact Contact Center package you can add capabilities that until now have only been available to much larger companies: support for up to 75 agents, full management and reporting capabilities, and the ability to create a multimedia contact center for voice, e-mail and Web chat.

**Do you rely heavily on conference calls?**

A major advantage of Avaya IP Office is its built-in, private "conference bridge" that's available at a moment's notice when you need to quickly share information with a large number of people. Secure, easy to use and very cost-effective, it's ideal for team meetings, client conferences, training and more.

**Do you have more than one location?**

Avaya IP Office is an ideal solution for branch offices because you can network multiple IP Office systems through a corporate network infrastructure. This means you can benefit from the "transparent" operation of many features (transfers, Caller ID, etc.), centralised messaging, and centralised administration to enhance information sharing and collaboration, increase company-wide productivity and lower costs.

## Everything a growing business needs in a full-featured phone system. And that's not all...

Avaya IP Office delivers the powerful call handling capabilities for the busiest communications environments. And the features and flexibility that enhance the performance and productivity of everyone who uses it.

What really sets Avaya IP Office apart from communications solutions you may have used before are the innovative applications you can add that will transform the way you do business:

- Integrate your customer database with IP Office's sophisticated call routing capabilities to deliver a new level of personalised customer service.
  - Build a multimedia contact centre (up to 75 agents) to support customers via the phone, e-mail or Web chat.
- Implement innovative call accounting capabilities that track calls, allocate costs and speed investment returns.
  - Distribute information quickly to large numbers of people (training, press conferences, briefings) with easy-to-use conferencing capabilities.
  - Integrate security and office management capabilities to remotely unlock doors, access fire/burglar alarms, monitor energy settings, and more.

By "converging" voice, data and Internet technologies in one solution, Avaya IP Office is able to support all of these applications. Whether it's improving productivity, streamlining the flow of information or enhancing your customer service, the versatile Avaya IP Office is designed to support the applications that will help you achieve your most important business goals.

## Avaya IP Office... how you use it is up to you



### A Phone System

A full PBX with hundreds of features. Up to 256 extensions. Display phones. Desk- and PC-based IP phones. Paging. In-building wireless. Standards-based interoperability with other PBXs.



### A Data/Internet Solution

Integrated dual-speed LAN ports for linking computers and high-speed access to the Internet. Integrated firewall. Remote access server. VPN support.



### A Messaging Server

Voicemail. Auto attendant. Unified voicemail/e-mail. Personal Number. Call recording. Easy-to-use graphical interfaces. Full synchronisation with Microsoft® Exchange.



### A Branch Office Solution

Link your offices on one phone system with centralised administration and shared messaging. Network up to 16 offices.



### A Contact Centre

Multimedia call routing—voice, e-mail and Web chat. Queue management. Up to 75 agents. Wallboards. Management by exception. Real-time tracking and analysis.



### A Conferencing Solution

Have your own private conference bridge with up to 64 people on a call. Reduce or eliminate fees for externally managed conference services. It's secure, easy-to-use and very cost-effective.

## Why you should say "Yes" to Avaya IP Office today

There are so many reasons why Avaya IP Office should be your next communications system. With a range of different-sized models to choose from, plenty of software applications and hundreds of features, it's easy to custom-tailor a solution for your specific business goals—saving money, boosting productivity, improving customer service and more.

And you can add new capabilities and capacity to adapt IP Office as your business grows and changes. Here are just a few reasons to say "yes" today:

### Get your business ready for the "converged" future

Using Avaya IP Office as a "converged" system lets you consolidate all of your communications on one network connection and save money. You can take advantage of the ability to make calls over a managed Internet service, reducing your calling costs.

You can also reduce administration costs - IP phones can be added and moved more easily than traditional phones. If you have more than one location, you can network your communications and computer systems over a managed, IP-based infrastructure, saving money and streamlining operations.

### Get the customer service that will change your business

Your communications system is a critical part of your ability to build and maintain the strong relationships that will create customer loyalty and grow your business. Calls that go unanswered, or are not answered quickly or professionally, will cost you customers, sales and revenue. Through its sophisticated call handling capabilities - and optional applications such as Compact Business Centre and Compact Contact Centre - Avaya IP Office gives you the capabilities you need to offer quick, personalised service at any time of the day or night. Minimise hold times. Avoid bottlenecks during peak periods. Generate a "screen pop" of information about callers. Automate routine requests for support and information.

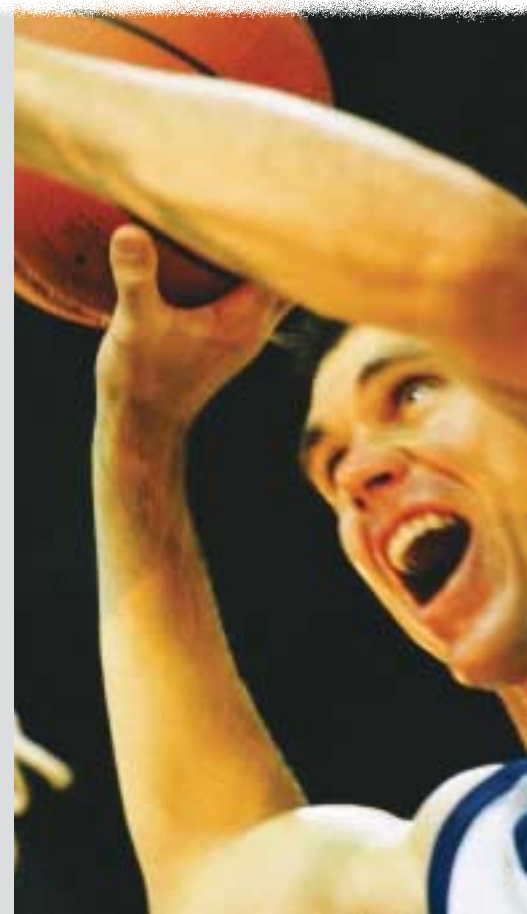


## Reason to believe

At the UK offices of his burgeoning business operations, Rod Stewart wanted a communications system in which every phone would tell a story about the future of communications—and he got it with Avaya IP Office.

Stewart's business is kept in tune by a five member team that is constantly on the move - on tour or roaming the grounds of his sprawling estate which doubles as business headquarters.

With Avaya IP Office, voice and Internet lines were merged into a single IP-based network so staff members can make phone calls while accessing e-mail and the Internet over a single broadband connection. When they are out of the office or on tour, Avaya IP Office makes it easy to set up conference calls. And because staffers are now automatically notified on their cell phone of any voice messages—everyone can stay footloose and fancy-free.



Whether you have an informal sales or service department, or a full-fledged contact centre handling customer inquiries via the phone, e-mail or the Internet, IP Office is ready to meet your needs.

And, IP Office contact centre solutions deliver the reporting and management capabilities (for historical and real-time data analysis) that allow you to carefully monitor and adjust your customer service resources.

### Streamline the flow of information

One of the biggest challenges facing every business today is getting the right information to the right people as quickly as possible, and managing and making use of it once it has arrived at its destination.

Avaya IP Office will help you on both counts with...

- Easy access to voicemail and e-mail.
- Enhanced support for cell phone users and remote workers.
- Industry-leading conference call capabilities - for up to 64 parties on a call.

Linkages to Microsoft Exchange™ and company databases will leverage your significant investments in those resources, while automated updates to company directories keep the information flowing easily in today's dynamic organisations.

Avaya IP Office delivers a full range of messaging and information capabilities, from simple voicemail-only capabilities to sophisticated implementations involving the VoiceMail Pro application with automated attendants, call forwarding, call recording, conference bridges and much more.

## Playing for keeps

When sports fans want tickets, or season ticket holders need service, the Boston Celtics organisation must be able to turn on a dime and respond quickly and efficiently. To keep their office game in shape, the Celtics rely on the Avaya IP Office solution. Avaya IP Office delivers all of the features the Celtics need in a communication system, while allowing the flexibility to use either standard digital phones or IP-enabled ones.

In the Celtics' 15-agent contact centre, the IP Office solution supports ticket sales and customer service. Now calls from season ticket holders can be routed to agents specially equipped to handle their requests. And IP Office's computer-based call tracking tool - eConsole - makes call centre management a slam dunk. The extensive reporting makes it easier to route calls appropriately, manage the call volume, and staff the centre.



## Maiden voyage

When the founders of Luxury Cruise Center, a rapidly growing travel services company, were preparing to launch their new venture, they knew they wanted to begin operations quickly and keep startup costs to a minimum. Avaya IP Office helped them meet both objectives, allowing the company to get up and running, and handle calls a full week ahead of schedule. IP Office delivers full functionality for the 20-agent contact centre, including real-time and historical contact data, incoming call identification, wallboards, and IP and CTI capability. Agent reports make it easy to track agents' strengths and weaknesses, and implement skills-based routing. And managers like the idea that they can keep tabs on operations from anywhere, as long as an Internet connection is available.

## Avaya IP Office at a Glance

- **Four Models:** 401, 403, 406, 412.
- **Capacities:** 2 to 256 extensions.
- **Incoming Lines:** Up to 120 digital (PRI/E1) and 192 analog.
- **Phones:** Traditional, IP, PC-based IP softphones and wireless phones.
- **Conference Bridge:** Maximum of 64 parties on a single conference call. Flexibility to set up multiple, simultaneous conference calls. Maximum of 2 conference calls with 64 parties.
- **Local Area Network/Internet Access:** Integral IP router, firewall, Internet access.
- **Automatic Route Selection**
- **Call Accounting:** Optional packages available.
- **Computer Telephony Integration**
- **Contact Center:** Up to 75 agents for voice, e-mail and Web chat (via Compact Contact Center).
- **Messaging:** VoiceMail Lite and VoiceMail Pro deliver a range of options including (on VoiceMail Pro) unified access to voicemail and e-mail.
- **Networking:** Link up to 16 offices with feature transparency; more offices with simpler networking needs can also be connected
- **System Administration:** Microsoft Windows-based PC-configuration tool.

### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications—and distinguished by comprehensive worldwide services—Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



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