AVAYA

Avaya IP Office

The "All-in-One" Communications Solution for Small and Medium-Size Companies

Enhancing customer service ... Controlling costs ... Operating your business with optimum efficiency

Over 1 million businesses rely on Avaya solutions

Avaya helps you achieve your goals

Every small- and medium-size business needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over one hundred years of experience as a leader in communications, we know that the right solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

Get big business communications—at small business prices

Over one million businesses rely on Avaya solutions like Avaya IP Office—the award-winning business communications system that gives growing companies an "all-in-one" solution for telephony, messaging, networking, conferencing, customer management and much more.

Growing businesses know they can rely on Avaya for big-business capabilities at small-business prices—Avaya has an entire division focused on the needs of small- and medium-size businesses.

We support extensive research into new technologies and standards. And we make it easy for businesses like yours to acquire our solutions by offering an array of financing options.

See what Avaya can do for you

You need a communications system—every business does. To find one that's right for your business, start with Avaya. With solutions like IP Office, we're revolutionizing how small and medium businesses communicate. Now is the time to see what an Avaya solution can do for your business.

IP Office: Three key things to know

1 What is it?

A solution for voice and data communications, messaging and customer management. Uses IP technology to deliver more functionality at a lower cost. Get all-in-one capabilities. Enhance these built-in robust capabilities as and when needed — pay as you go.

2 How can I use it in my business?

To connect with colleagues and customers… simplify access to information… keep remote workers in touch. To save money through conferencing, networking, time/call management, Voice over IP and more.

3 What are my choices?

Does your business have one location? Multiple locations? Are you a branch office of a larger organization? A home office? With IP Office you can choose from a range of models and add capacity, applications and phones, as you need them. Whether you have 2 employees, 200, or more, IP Office is the right choice.

Avaya IP Office puts intelligent communications at the heart of your business

Get results.

With IP Office you get a solution designed to deliver greater efficiency and productivity while also saving you money. Thousands of companies like yours are benefiting from IP Office today. See page 7 for examples and to learn more go to **www.avaya.com/smb**

Reduce monthly costs. Now.

IP Office will help you lower the cost of communications, with capabilities like conferencing, making calls over a managed Internet service (Voice over IP) and the "all-in-one" benefits of a converged communications system.

Leave the office. Be accessible.

With easy, flexible options for call/message forwarding, mobile twinning and one-number reachability, IP Office keeps everyone in touch. Get the freedom to go where you want and never miss important business calls.

Serve better. Sell more.

IP Office can give you a customer sales and service center designed for your needs and your budget—with all the routing and reporting capabilities you need. Deliver the personal service that builds sales and loyalty.

Get connected.

Talk to your Avaya Authorized BusinessPartner. Discuss where you want communications to add value to your business. Learn about the different service and support options that are available. See why thousands of growing businesses rely on the innovative Avaya IP Office solution.

The right choice for you... and your business

How we communicate is a personal choice—it has to match the needs of your business. And your needs change depending on whether your employees are working in the office, at home, or on the road. That's why when you choose IP Office you can also choose from a whole range of communication tools and applications designed to boost productivity. Choose a basic phone or one with all the bells and whistles. Connect our IP phones directly to your office LAN—also use them at home and get all the features you have at the office. Avaya Phone Manager software can turn the screen of your PC into a phone. And our wireless solutions make it easier to roam the office. With all of our IP Office capabilities, our goal is to make your communications simple and cost-effective. Let your Avaya BusinessPartner put together a selection of tools and applications that's right for you.

Work from Anywhere

Measure Customer Support

Improve Customer Satisfaction

Manage Communications

What do you want Avaya IP Office to do for you?

Integrate Applications

Look More Professional

Host Conferences

Connect All Sites
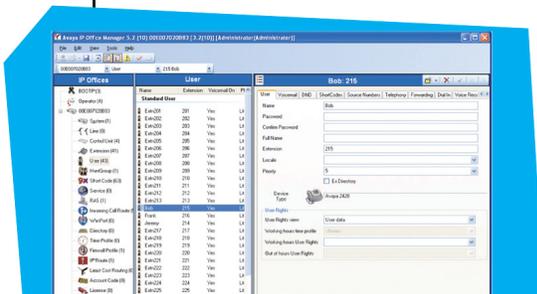
Keeping ongoing management simple

Concerned about needing extra resources to administer a system as powerful as IP Office? There's no need for worry. IP Office comes with a whole set of menu-driven tools to keep ongoing management simple.

Fine-tuning performance

How many calls are you handling an hour, a day? What are your peak calling periods? How many calls typically turn into sales? Avaya IP Office reporting capabilities can help you measure and manage your availability and response to customers.

Day-to-day administration

The IP Office menu-driven administration tool simplifies initial programming and day-to-day tasks such as updating directories and moving phone extensions.

Getting started

Is your communications network ready for IP Office? We'll make sure. Avaya has created a whole set of assessment and automated configuration tools to make sure that when your system is installed it's ready to meet your needs starting Day One.

You have questions...

Do I need to **understand** the technology? How **quickly** can I get up and running? Do I need to **spend** a lot of money? Is IP technology **reliable**?

...Avaya has answers!

Does my current phone system give my business what it needs?

If it is based on old technology, probably not. Your competitors will be faster and more professional with the latest in communications software. IP Office delivers the capabilities that allow you to keep up with or overtake the competition.

Do I need to understand the technology to implement it?

No. IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your certified Avaya BusinessPartner for support before, during and after your purchase. We'll take care of you so you don't have to worry.

Do I need to spend a lot?

Not at all. You have choices based on your budget needs. Easy leasing or financing plans not only make this affordable; they help you quickly cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

Is IP technology so new that it's not reliable?

With over 75,000 systems deployed worldwide (Avaya is #1 in IP Telephony shipments*), Avaya IP Office has the track record businesses like yours can rely on. Aside from receiving the **Product of the Year** award by *Internet Telephony* magazine and **Editor's Choice Award 2006** by *IT Week*, customers like yourself are saving money and boosting productivity. Many are managing the system themselves via menu-driven tools.

I have old systems but am adding an office. Should I consider the new technology?

Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

How quickly can I get up and running?

Just say "when"—an Avaya Authorized BusinessPartner can tailor a solution to your needs and your budget.

*Source: Synergy Research Group.

Calculate the savings IP Office can deliver to your business

By saving you money and helping you grow, IP Office repays your investment and lets you reallocate resources to other business priorities.

Lowering long distance costs

Routing phone calls over IP lines—Voice over IP—is growing in popularity. Particularly in the case of international calls, VoIP generates significant savings. If your company is already linking multiple offices using high-speed lines, the VoIP capabilities in IP Office make it possible to route voice calls over the existing infrastructure, providing another way to lower costs and leverage your investment. However you do it, the VoIP capabilities of IP Office are a way to put money back in your pocket.

Eliminating conferencing fees

For connecting with partners, suppliers and dispersed employees, conference calls keep people working together and keep travel costs down. Many companies rely on third-party teleconferencing services and pay a price for the convenience. This is particularly true—and irritating—if a call that's scheduled doesn't happen: you still pay the fee. Now there's an alternative that will save you money. With Avaya IP Office, your organization can have its own private, secure conference bridge and entirely eliminate fees to third-party providers.

Supporting multiple offices/ remote workers

When employees can't get to the office (because of storms, medical issues or other reasons) but can still work productively at home, your business benefits. IP Office Phone Manager lets you turn any PC into a phone, making it easy and productive to work anywhere. IP Office also allows an external telephone such as your mobile/cell phone to ring simultaneously as calls come into your desktop phone so you can continue to be productive when out of the office or away from your desk. And the ability to network phone systems and share messaging systems between offices reduces upfront investment and drives long-term productivity.

And keep in mind...

IP Office delivers a whole range of capabilities. Only you can put a number on the value that many of these capabilities will have for your business.

Examples:

- Having calls automatically routed to a cell phone or other location, so important customers can get through to the right person in real-time

- Being able to operate as a 24/7 business, without a 24/7 staff

- Using your communications to quickly identify when your top customers call

It's easy to calculate your savings

Find out how much IP Office can save your company with the IP Office Quick Calc Tool. Go to **avaya.com/ipofficeroi**

The easy, fill-in-the-blanks calculator lets you enter the numbers for your business and see in an instant the savings that IP Office can provide to you.

How IP Office is benefiting businesses today

More room for sales
With IP Office, a leading provider of commercial food service equipment now handles 50% more calls per day, without extra staff and without sacrificing the personal service it knows is the key to sales.

At the head of the class
By relying on IP Office to connect nearly 50 buildings, a public school system saved thousands of dollars on inter-office calls and simplified communications.

Lowering global costs
By using IP Office to hold teleconferences and make phone calls across the IP network, a strategic consulting firm is saving up to $30,000 per year.

Learn more
See how many companies like yours are using IP Office at **avaya.com/smb**

Avaya IP Office at-a-glance

The right model for your business	With several models to choose from, there's an IP Office to meet your needs.
Ready to grow	Capacities: 2-360 extensions; up to 192 lines; 96/120 T1/E1 lines.
Call handling and messaging	Get 24-hour support for callers/customers without a 24-hour staff. IP Office has a range of messaging, auto attendant and Interactive Voice Response (IVR) capabilities. Integrate messaging and advanced call handling into your customer service operations. Handle voicemail and e-mail in a single mailbox.
Communication with customers	Set up a formal or informal customer service center with voice, e-mail and Web chat. Integrate your customer database into your call handling. Manage the quality of your customer interactions.
Work anywhere	Give your employees all the communications capabilities they have at the office whether they are working from home, a hotel or a remote office.
A complete conferencing solution	Don't pay any more fees to outside conferencing service providers. Get Web- and audio-based conferencing that are easy to set up and use.
Secure, converged communications	Use IP Office as a secure router with a built-in firewall/VPN. Route voice calls over a managed Internet service (VoIP) and pocket the savings.
Simple administration	Windows-based, menu-driven tools cut the time and expense of administration.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

AVAYA

**COMMUNICATIONS
AT THE HEART OF BUSINESS**

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