

AVAYA

Finding your Way In the Great Migration to IP Telephony

*Maximizing Business Value
with Simple User Experience*

Geoffrey Baird, Vice President,
Communication Appliances

September 26, 2006

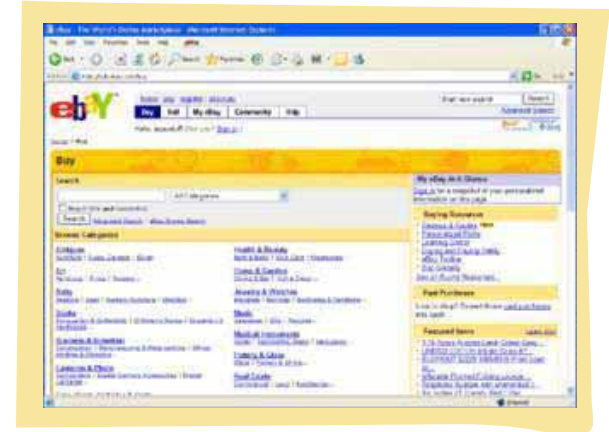
IPCOMM2006



Simple User Experience Drove Internet Explosion

Business Value

Electronic commerce
 Collaboration and transactions
 Business workflows



Internet

Network interconnect



User Experience

World wide web, portals

Simple User Experience Will Drive Intelligent Communications in the Enterprise

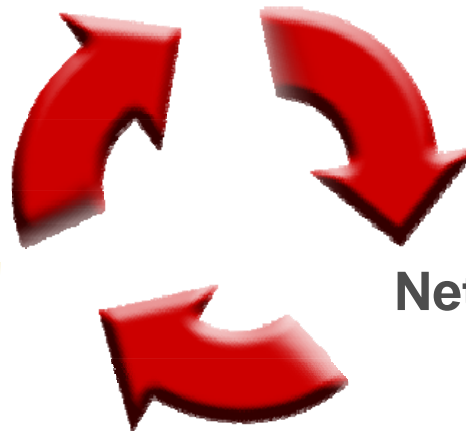
Business Value

Integration of communications with business processes
 Yielding the **right** communications at the **right** time...



User Experience

Simple access to the power of converged applications from anywhere.
 ...Communications in the **right** way



Network Convergence

IP as common infrastructure, enabling new applications.
 Ubiquity of IP enables distribution of applications **anywhere**.

Simplicity Is Needed for Efficient Communications

The More Choices We Have, the Less Connected We Become



"Thank you for calling. Please leave a message. In case I forget to check my messages, please send your message as an audio file to my e-mail, then send me a fax to remind me to check my e-mail, then call back to remind me to check my fax."

- 29% carry >2 devices, yet 39% miss important calls >4-5 times/wk (UK)

- 52% prefer to have one number that works both in the office and when mobile

Users Tell Us What Productivity Means for Them

Information and tools at fingertips



Flexibility I want to stay connected, but demands keep me on the move.

Control over work, and over life

Access I can't miss important messages.

Urgency I need voice to convey importance or confidence.

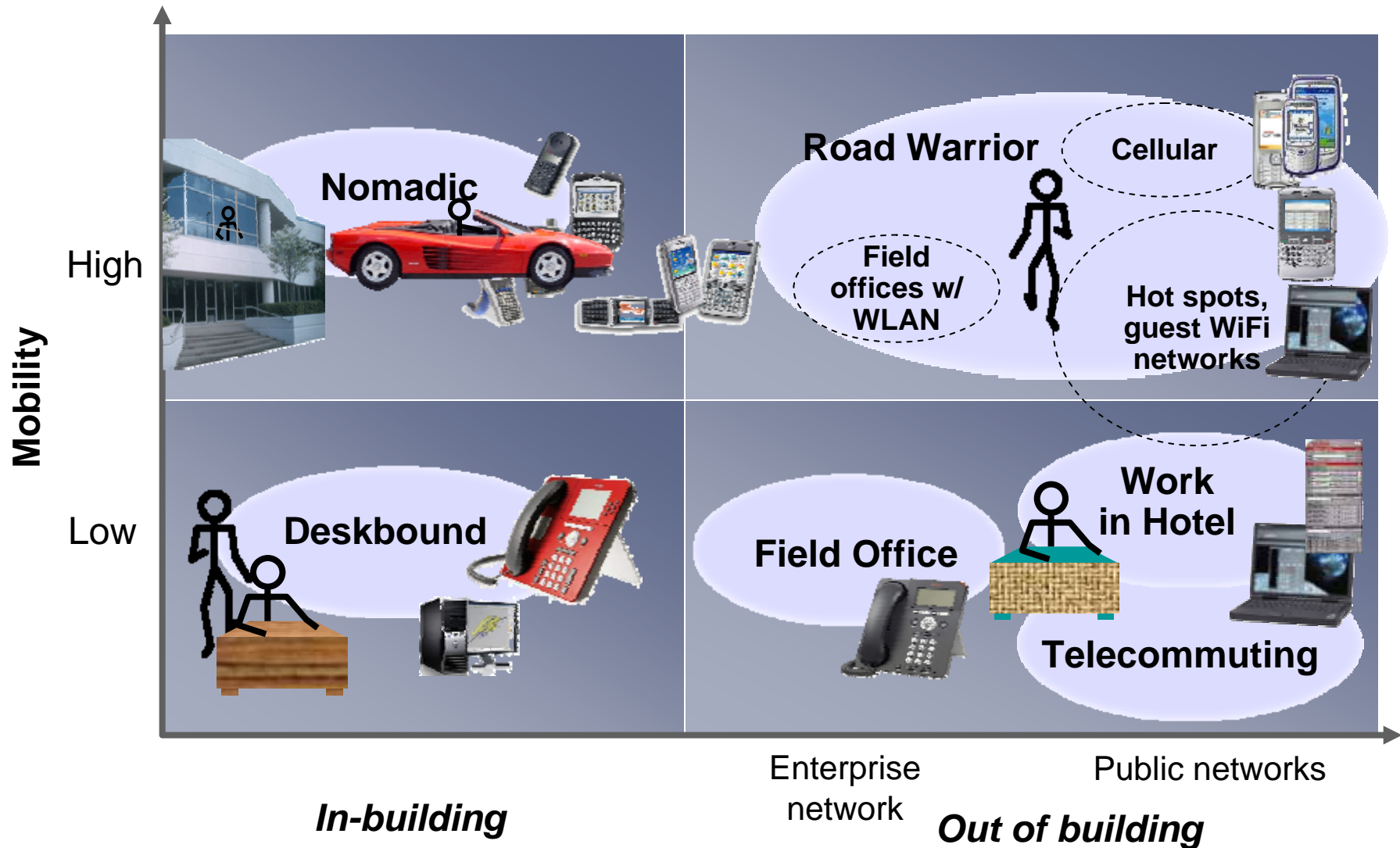


A single experience, common interfaces

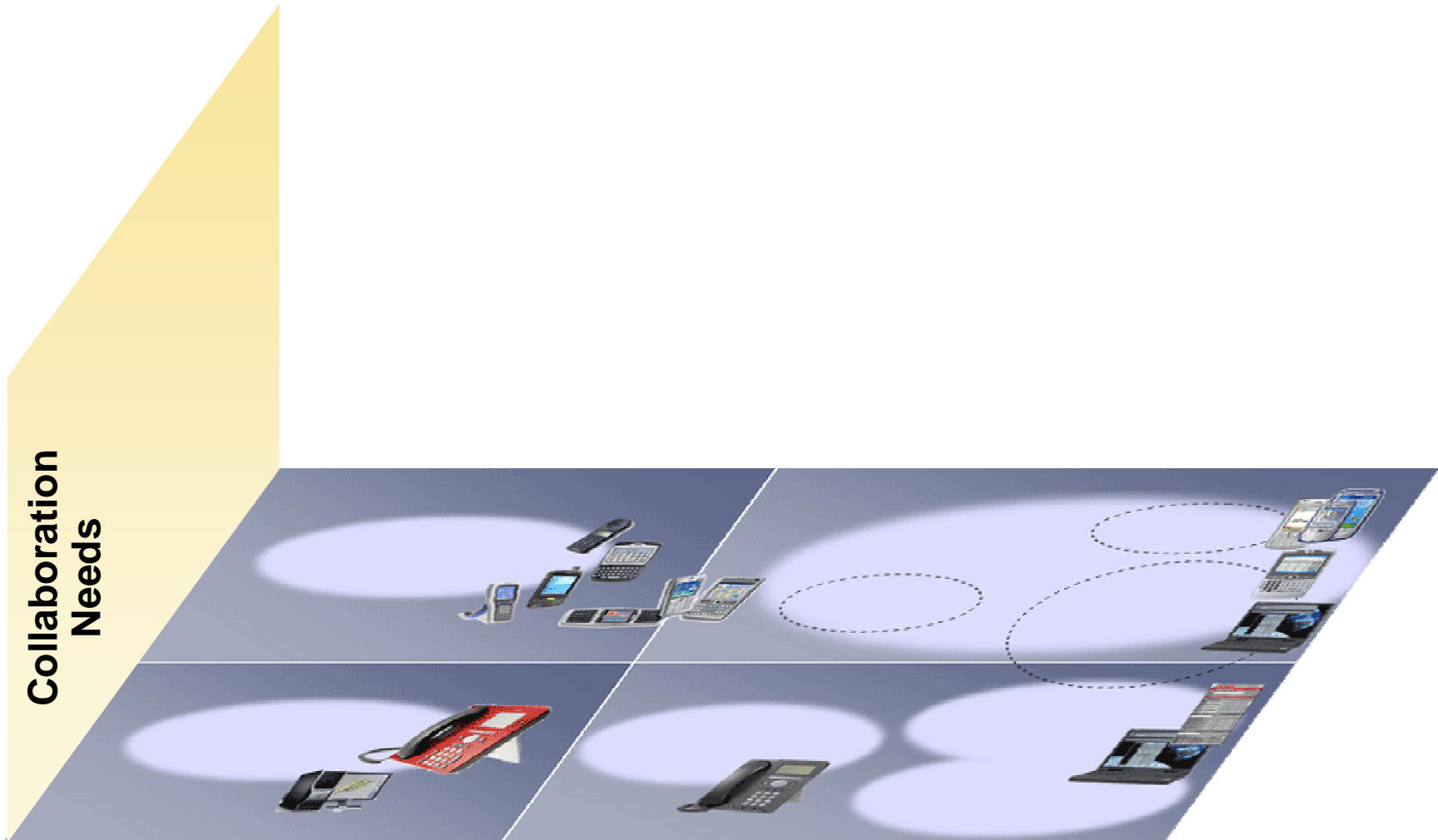
Ease of use I'm a master of multiple devices -- but juggling isn't in my job description.



Employees Work from a Variety of Locations ...



...and Have Varied Collaboration Needs



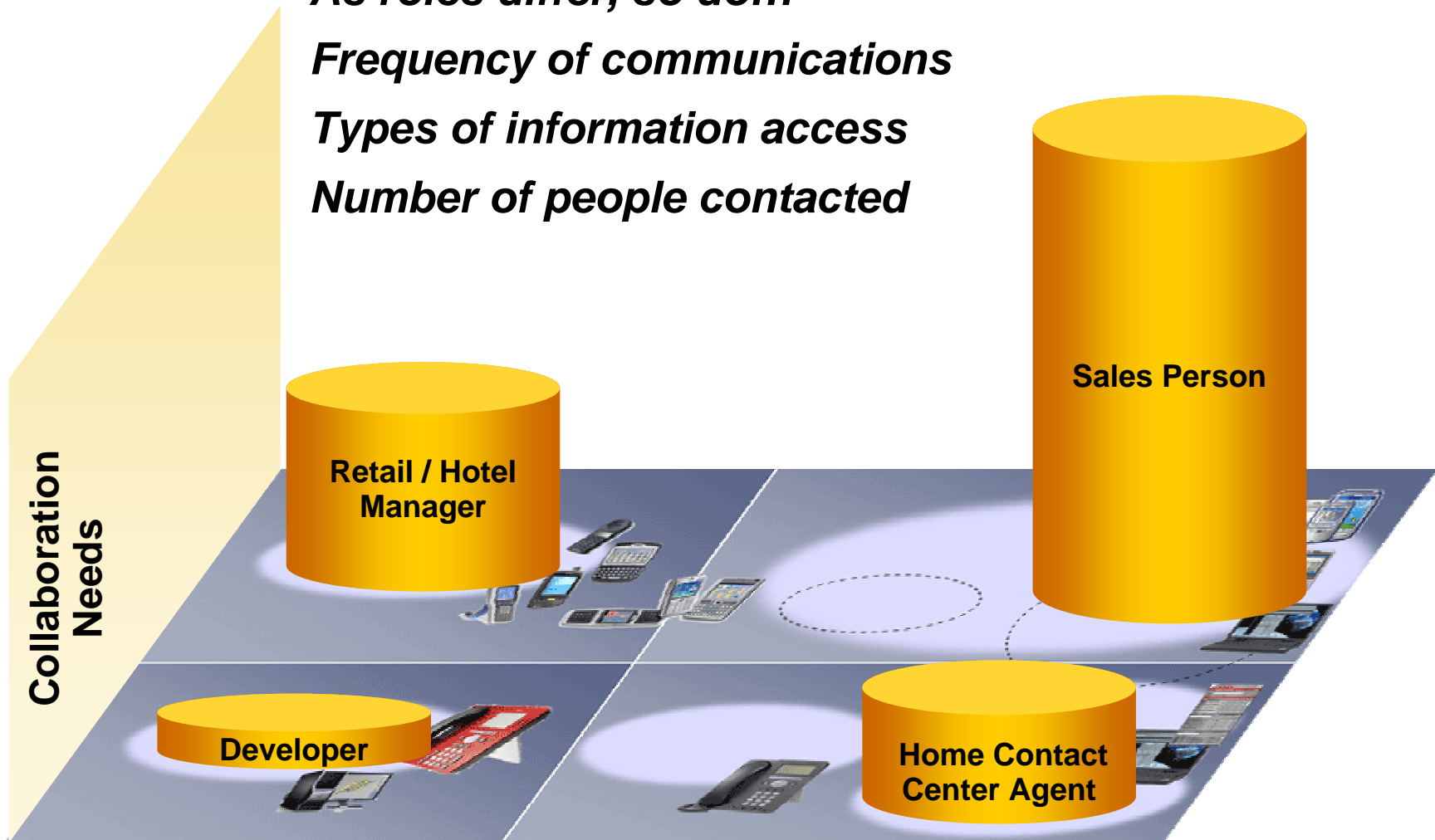
...and Have Varied Collaboration Needs

As roles differ, so do...

Frequency of communications

Types of information access

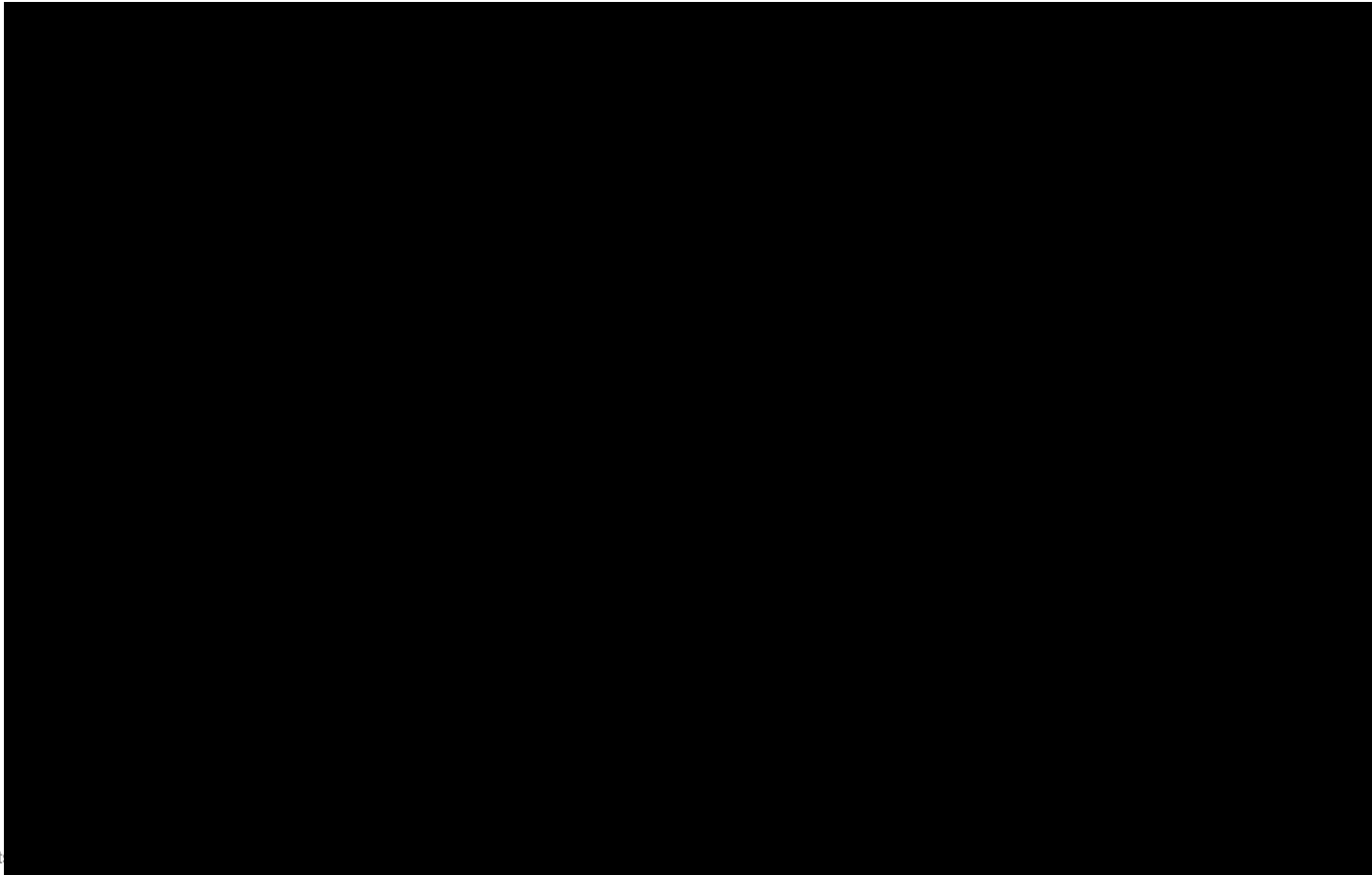
Number of people contacted





Simple Communications for Workers on the Move Today

Communications transparent of location



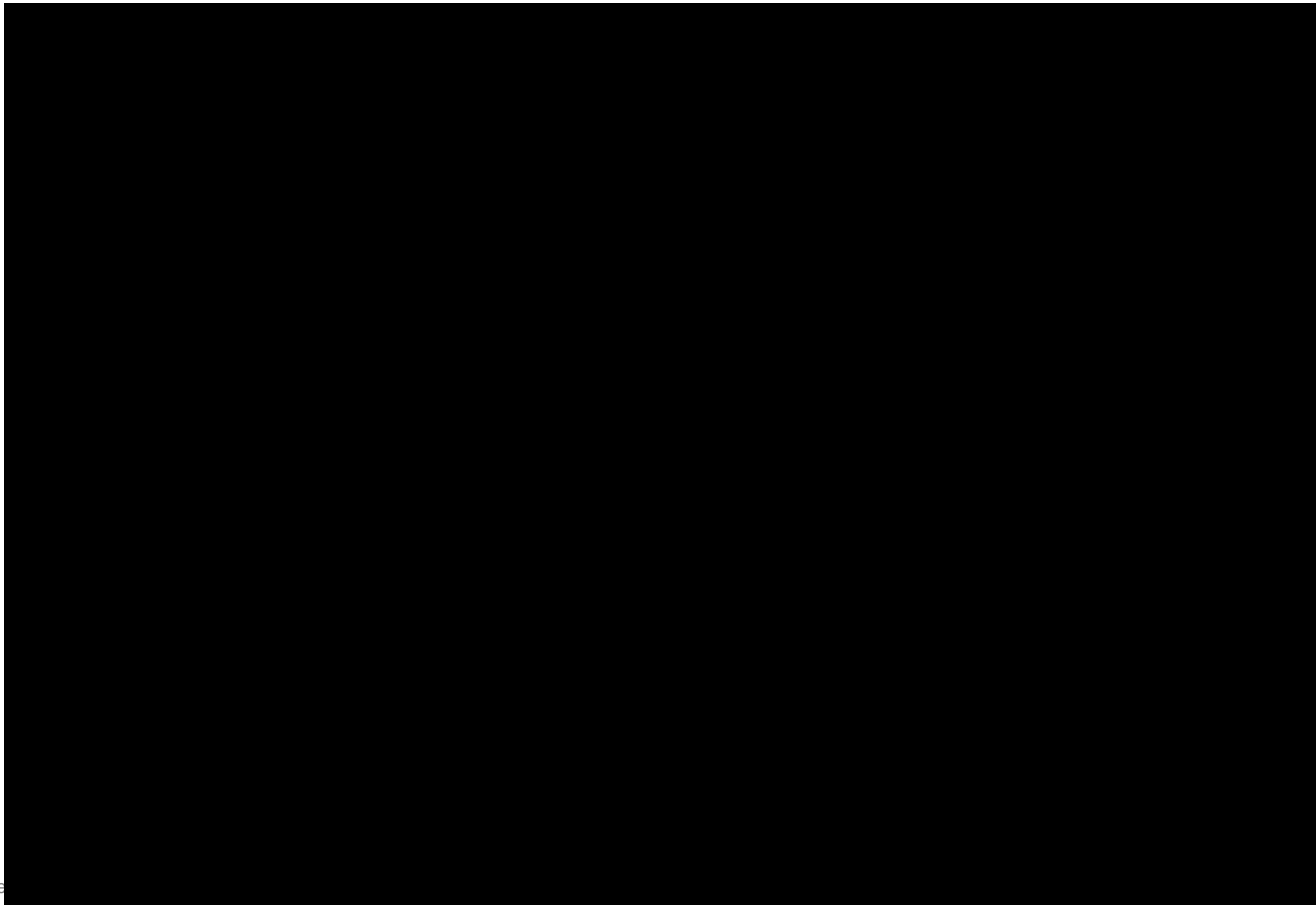
Simple Communications for Workers on the Move Today

Communications transparent of location

- One business number, one integrated experience
- Intelligent access to the right communications
- Across many different devices and interfaces

Simple Communications for Workers on the Move Today

Control communications on the road



Simple Communications for Workers on the Move Today

Control communications on the road

- One business number, one integrated experience
- Intelligent access to the right communications
- Across many different devices and interfaces

Simple Communications for Workers on the Move Today

Instant collaboration for
quick business decisions

Simple Communications for Workers on the Move Today

Instant collaboration for
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- One business number, one integrated experience
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Accelerating the Pace of Business with Improved Efficiency, Accessibility, and Cost Savings



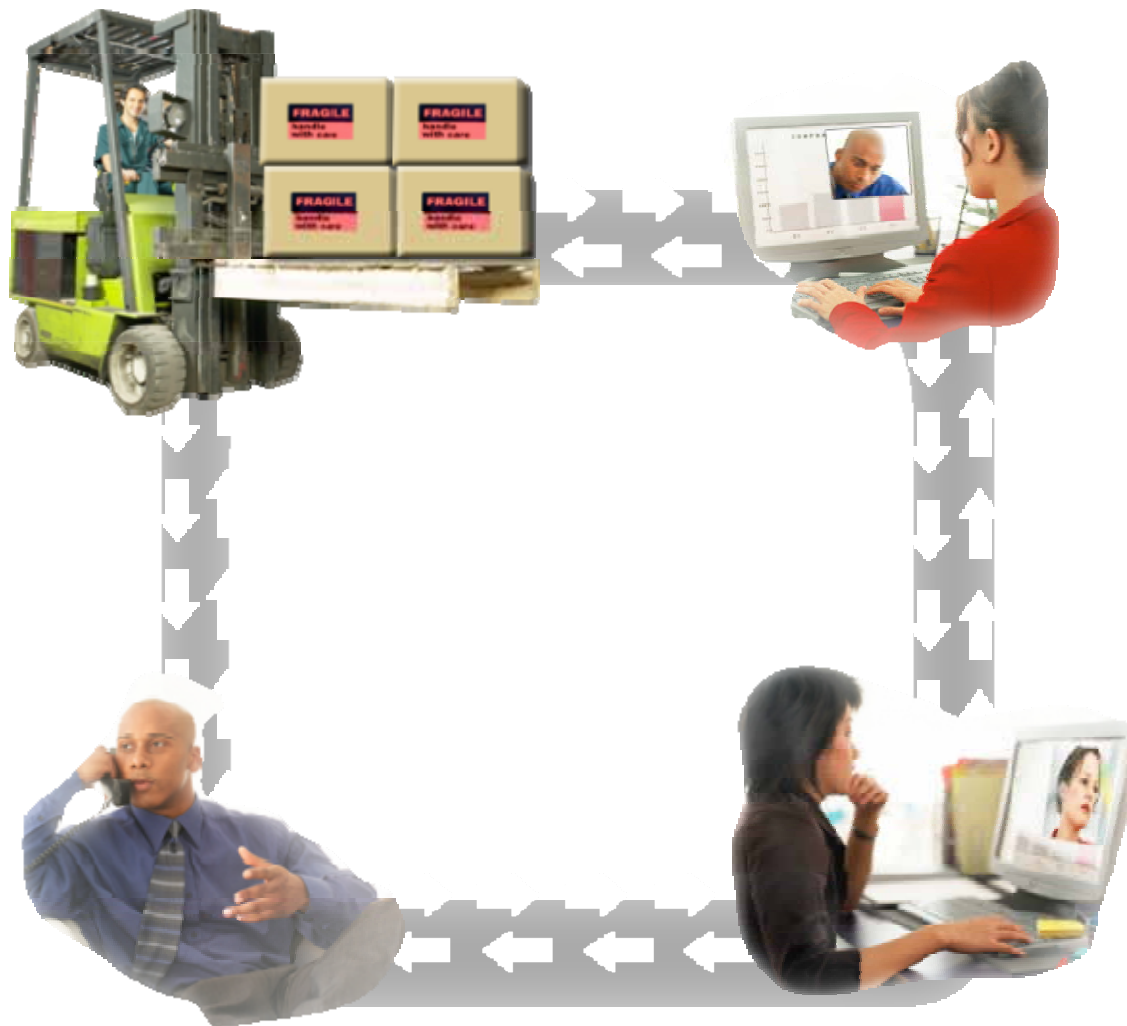
***The Right Person,
the Right Time,
the Right Device,
the Right Way***

- One number
- Simple, consistent user experience
- Ubiquitous access
- Richness of application access depends on device capabilities
- Transparent transition
- Integrated with business processes

Communications Separated from Business Processes Limits Efficiency



Integrating Intelligent Communications with Business Processes Improves Efficiency



A large, thick green arrow starts at the bottom left of the slide and curves upwards and to the right, ending at the top right. The arrow has a slight gradient from yellow-green at the bottom to a darker green at the top. It is set against a light gray grid background.

Case Studies:
***IP Telephony
for Intelligent
Communications***

IP Telephony and One-Number Access Revolutionize Television Production

Business need

Efficient and cost-effective live-TV crew communications

Solution

Avaya IP telephony

GSM gateway

Value created

Cost reduction \$140K savings in 5 weeks

Increased productivity

4.6M sec mobile talk time, 94% mobile call completion rate

Uninterrupted IP network uptime

Satisfied end users

Crew reachable on *One Number* anywhere

Higher mobile voice quality



Increased Attorney Productivity Drives Growth for Mid-Sized Firm

BRINKS
HOFFER
GILSON
& LIONE®

Business need

Differentiated customer service

Solution

Avaya IP telephony with redundancy and survivability

One-number access

Unified messaging

Value created

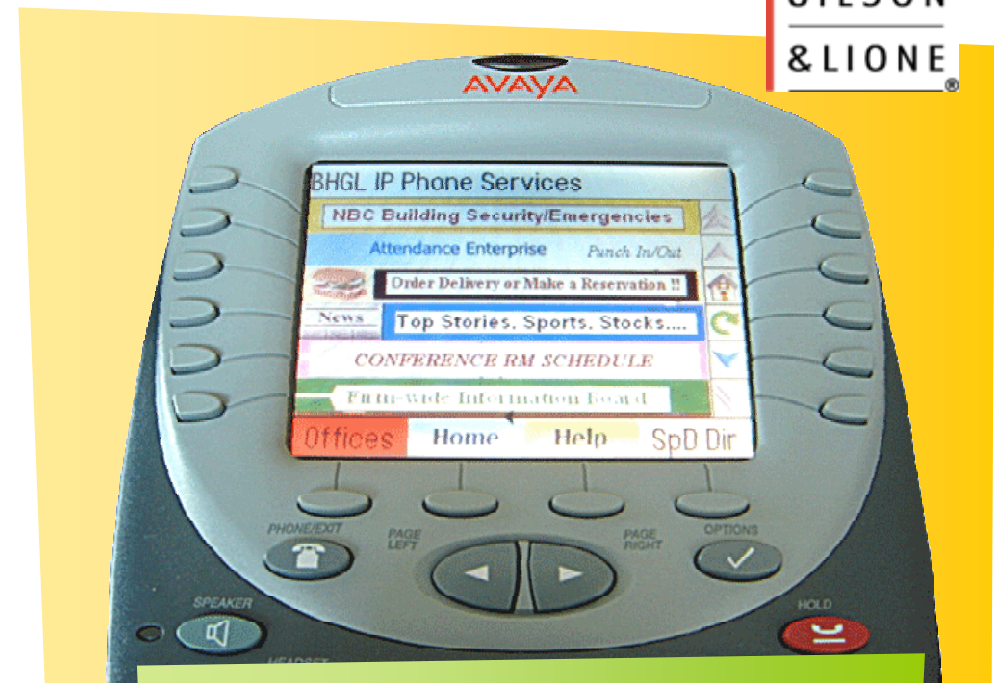
Cost reduction

\$16,000 / month call savings

ROI in 1 year

Increased productivity

50% less time spent by attorneys on call set up and control



“The field of law ... needs to be up and running 24x7, 365 days a year. It’s all about providing exceptional service.” Rod Sagarsee, CIO



Personalized Customer Experience as Key Competitive Differentiator

“The fundamental foundation for our success is delivering on a promise ... and how we communicate. Communications is the heart and soul of an enterprise.” - Steve Wynn

Market Forces

- In Las Vegas, guest services now account for 56% of resort revenue vs. 10% a decade ago

Differentiation Strategy

- **Transform the guest experience through technology**

- “Turn tourists into guests”

- Provide simple and intuitive access to Wynn staff and amenities

Communications Strategy

- Extend the brand experience beyond the hotel

Communications Solutions

- **Customer portal: IP phone in every guest room**

- **Cellular phone for every guest with one-number dialing**

- “Guest Value” code sent with every call





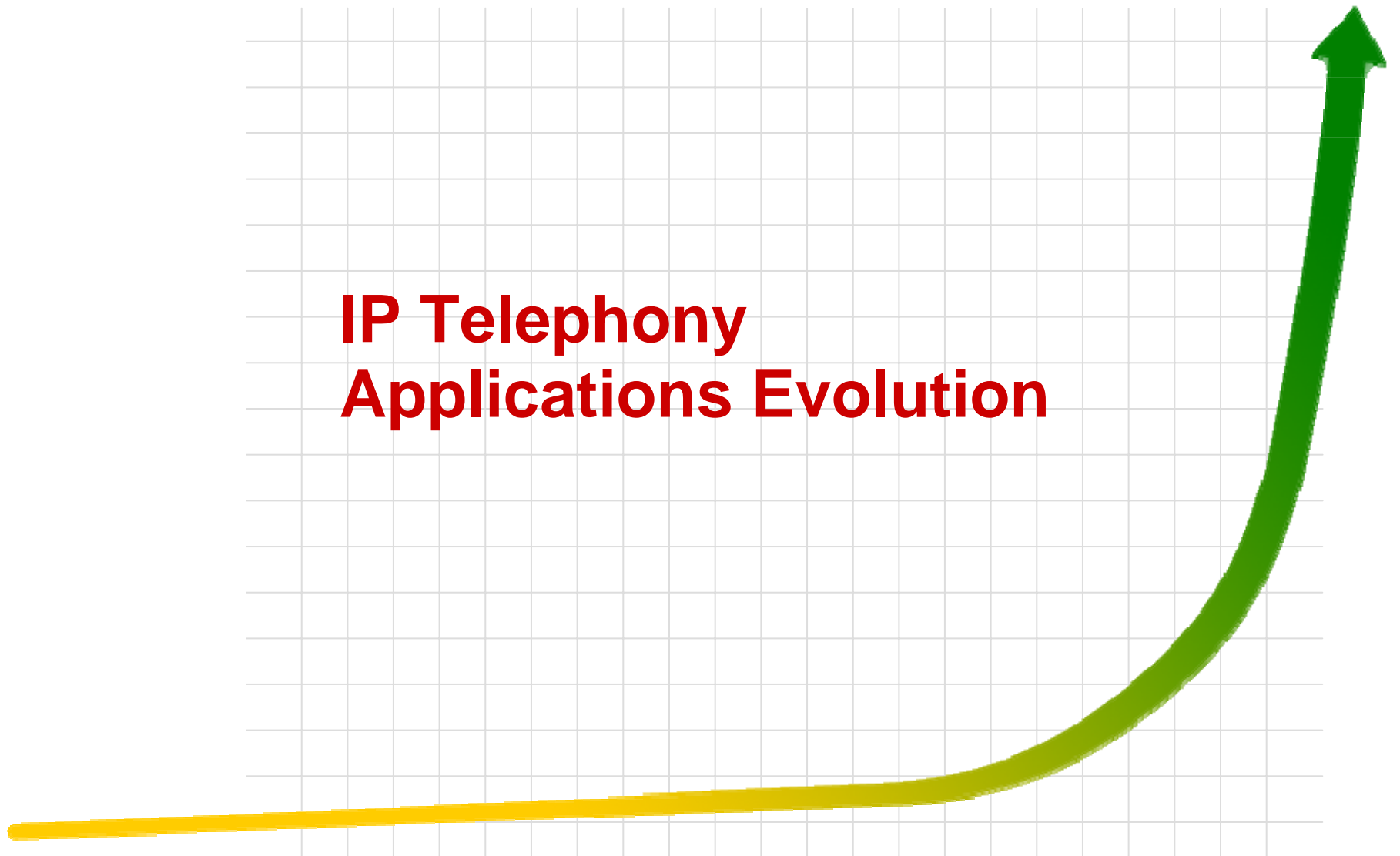
Personalized Customer Experience as Key Competitive Differentiator

Market Results

- ***Size of wallet*** – higher spending clientele
- ***Share of wallet*** – higher spending per guest
- ***User satisfaction*** – exceptional, personalized experience



IP Telephony Applications Evolution



Intelligent Communications Roadmap

Today

- *Converged communications*

Tomorrow

- *Comm-enabled business processes*

Future

- *Intelligent Enterprise*
- *Transparent experience*

Intelligent Access



- Avaya one-X™ editions
- Speech Access
- Converged desktop

- Personal productivity/collaboration: integrated presence, conferencing, email, calendar, etc.
- Enterprise apps integration
- Consistent experience across platforms

- Multimodal collaboration across networks & devices
- Rich presence integration and personalized comm services
- IMS integration

Intelligent Communications

- MultiVantage® foundation
- SIP, presence, profiles
- Mid-market and branch packaged solutions

- Highly distributed SIP architectures, SIP trunking
- Comm apps with SOA, Web Services, BPEL
- Rich presence

- Tight integration with business processes
- Interoperable personalized applications services
- Multi-vendor federated SIP
- Expanding ecosystem of SPs, ISVs, business/comm apps

Intelligent Communications for the Smallest Office

- Simple, cost effective, productive
 - Plug-and-play installation in < 2 minutes
 - “It’s all in the phone” – no servers, web browser configuration
 - No single point of failure
- Voicemail, auto attendant, call processing, teleworker, etc. all in the phone
- SIP based; SIP trunking support
- For businesses and branches <20 people

AVAYA
one-XTM
Quick Edition



Intelligent Communications for the Mid Market: MultiVantage Express All-in-One Solution



IP Telephony



Mobile extension



Follow Me

IP Telephony platform
SIP-Enablement Services
Application-Enablement Services
Continuity & security
One server, full applications



Auto Attendant



VPN phone from home



CTI & Reporting



Basic Call Centre



Softphone

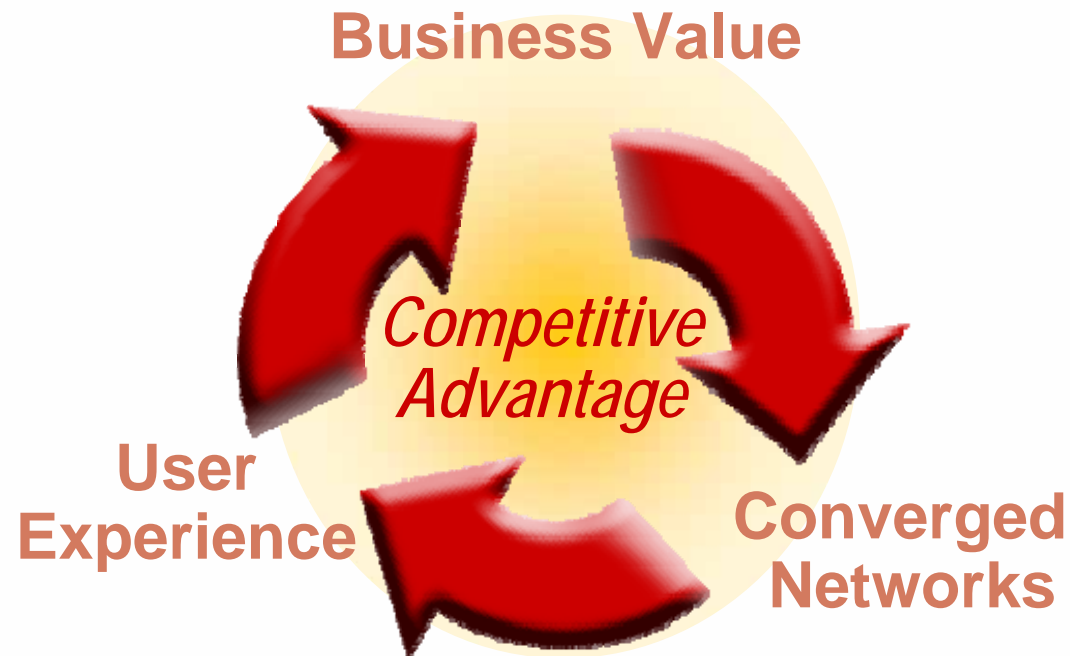


Voice Messaging



6-Party Conferencing

Simple User Experience Unleashes the Power of Intelligent Communications



Accelerating Business with IP Telephony



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**COMMUNICATIONS
AT THE HEART OF BUSINESS**