



# Full-size collaboration for midsize companies



**AVAYA**  
The Power of We™



## How well-connected are you?

That's the challenge in today's mobile, virtual business landscape as companies strive for consistent communications between employees, business partners, and clients. Too often, a remote working world can feel splintered, disconnected, and complicated, resulting in lower productivity—and lost opportunity. Your customers, too, can feel neglected and misunderstood if they can't reach you in the way they choose.

What you need is a rich, seamless environment that instantly keeps everyone connected, effortlessly collaborating, and sacrificing nothing in the process. It's the difference between simply doing business—or doing business simply.





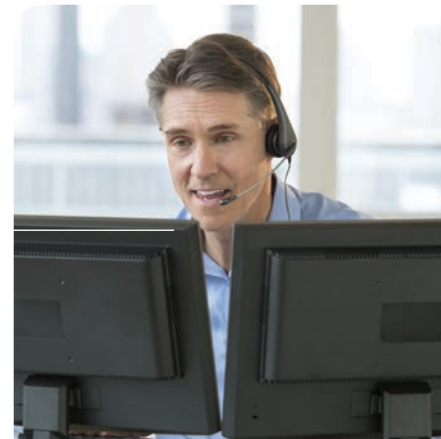


# Collaborate and interact like never before.

**Engage your workforce. Improve relationships. Make teams more cohesive.**

Avaya has a comprehensive collaboration solution for midsize companies that delivers a seamless experience for voice, video, and mobility, regardless of device. And it does it all with flexibility, simplicity, and reliability.

At the heart is the Avaya IP Office™ Platform, our proven, single software solution that easily scales up to 2,000 users, offering an enhanced user experience with easy-to-use, feature-rich options. Seamless integration with Avaya networking, security, video, multichannel contact center solutions, third-party applications, and support delivers a complete midmarket solution—all from a single source. This means less integration risk and faster return on investment. It can change the way you do business for the better.





# The **Bring Your Own Device** party is getting bigger.

Mobile devices are an integral—and expected—part of doing business. In fact, nearly three-quarters of companies allow for some sort of BYOD usage. Tablet and smartphone use continues to rise. Just ask any one of your employees. You may find they're using solutions you might prefer they weren't, while opening security holes you want to keep closed. A secure, powerful, mobile collaboration solution equips everyone with the latest capabilities and the same possibilities.



# Let's face it.

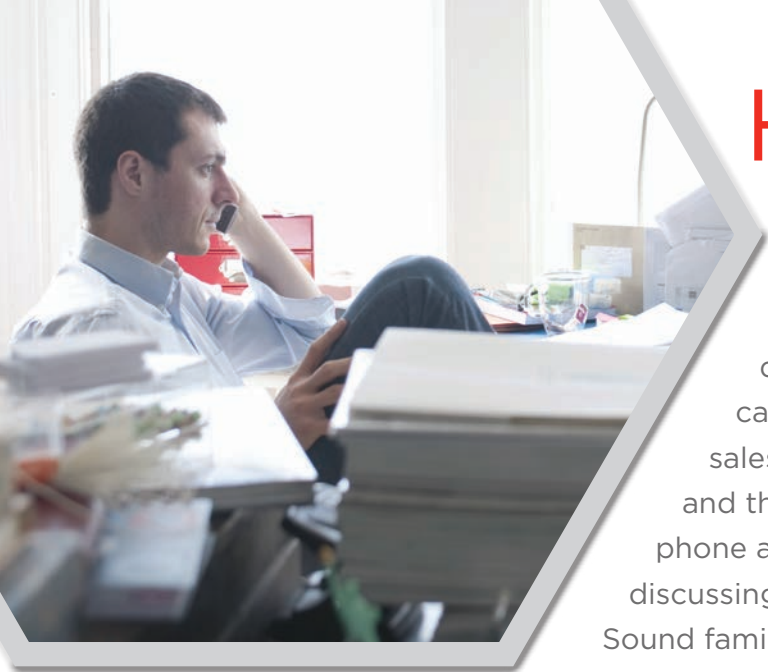
Video collaboration supports relationship-building among distributed teams, giving people the power to quickly and easily connect to anyone, anywhere, anytime, on a wide variety of devices.



# How the workforce works together.

A product manager, a sales rep, and a marketing director are all having a discussion—only in this case, the product manager is in his office, the sales rep is out in the field on his smartphone, and the marketing director is on her mobile phone and has opened the spreadsheet they're discussing on her laptop while waiting for a train. Sound familiar?

It's the freedom—and challenge—of doing business today, and it calls for a simple, seamless collaboration solution that allows employees to engage and respond like never before. Crucial decisions can be made in real time. Multiparty virtual conferences feel like they're happening around a conference table. And it can all happen on the device of their choice.



# Midsize companies **shouldn't have to compromise.**

IT Staff



As a midsize company, you have the same goals and objectives as larger enterprises—but you don't necessarily have the same resources to achieve them. You need a cost-effective, easy-to-implement-and-maintain collaboration and customer interaction solution, one that gives you the agility and flexibility that your business demands. An Avaya solution delivers all that, simply and effectively.

# The compatibility factor.



Effective collaboration begins with your network. And when it comes to your network, age does matter. Deploying unified communications and multichannel contact center solutions requires a full assessment of the underlying infrastructure to ensure that it is sufficient to support all the requirements of the new solutions.

Security takes on a new perspective, too. Securing unified communications and the contact center beyond the borders of the enterprise requires a very different approach than securing data. To be effective, it must work in real time, handle latency requirements of voice and video traffic, and reflect call states, something a firewall is not well suited for. It must also meet the needs of your staff across multiple locations.

A sound network, a secure network, and reduced integration risk bring perhaps the greatest value of all: a faster return on investment. It's a tall order—and Avaya is fully equipped to fill it.





# Make contact in a whole new way.

Customers are calling the shots—and changing the channels. Are you ready?

When it comes to communication, today's customers have more choices than ever—and they expect you to meet them more than halfway. Some may still like to use the phone ... but many more now prefer email, Web chat, and text. They also want the freedom to switch between channels without the burden of repeating their story over and over again. And when you can meet their expectations, you can keep them coming back for more.

Avaya multichannel contact center solutions for IP Office empower your agents to go beyond answering customer inquiries to *creating great customer experiences*. Each agent can access all customer data and move seamlessly between voice, email, and chat, no matter how the interaction starts and where it takes them.

Now *that's* how you enhance customer loyalty.





# Avaya IP Office.

## The heart of effective collaboration.

The Avaya IP Office™ Platform extends Avaya innovation to midsize companies, creating a seamless collaboration experience for voice, video, and mobility. It has rich unified communications, mobility, and video collaboration options for a superior experience that engages customers and colleagues—making it easier to connect, share, react, respond—and empowers productivity. Now, midsize companies can benefit from a complete solution with exceptional value, one that offers award-winning quality and low total cost of ownership. It scales easily to 2,000 users, so your solution can grow with your business. It offers simplified administration and management to reduce IT overhead. It offers all this to do one thing: Move your company forward.



A close-up photograph of a hand inserting a white Ethernet cable into a network switch. The switch has multiple ports, and the cable is being plugged into one of them. The background is slightly blurred, showing other cables and the structure of the switch.

# Let's talk networking.

Deploying a collaboration solution directly impacts your network—which is why Avaya takes an application-first approach to networking, with integrated, pretested solutions that accelerate time to service. Your network is always compliant with the applications that ride on it. On an Avaya network, for example, video—a high-bandwidth, real-time application—is given priority over non-real-time applications so that it can meet user expectations for quality. No hassles, no interruptions, no hiccups. Which means people want to use the solution, letting it deliver the business benefits it's designed for.

An all-Avaya solution is easy, too. Resilient stacking technology allows you to easily and simply add switches with a single command, while additional new phones can be ready to use in under a minute. Plus, our energy-efficient switches offer a competitive feature set for significantly less money, resulting in a low total cost of ownership.







## Safe and secure.

Also part of an Avaya solution? Peace of mind. Adding an Avaya Session Border Controller provides complete, affordable security for your unified communications and collaboration solution. It secures SIP trunks, secures remote connections without a VPN, encrypts remote connections to prevent eavesdropping, and includes intrusion detection/intrusion protection systems to help guard against denial of service attacks, call hijacking, and toll fraud.





# Easy Does It.

Too often, companies postpone unified communications and collaboration solution decisions because of the daunting task of updating networking and security to support new applications. Not here. Skilled Avaya partners make the process easy, integrating voice, video, mobility, contact center, networking, security, and support to deliver a comprehensive solution for midsize companies, all from a single source—reducing risks and headaches.

# And flexible, too.

We offer flexible deployment options to reduce your hardware footprint and the costs that go along with it. Plus, Avaya midmarket collaboration and contact center solutions support the broadest range of endpoints, including analog, digital, and IP deskphones, softphones, PCs, Macs, and Android and iOS smartphones and tablets. So you can take advantage of investment protection and new capabilities.

But don't just take our word for it: An independent analysis found that Avaya IP Office—with its lower upfront costs, simpler management, and superior user experience—can deliver lower overall total cost of ownership.

From enabling dispersed teams to work in harmony, to powerful, dynamic customer experience management capabilities, **we build solutions that fit your midsize business.** To a T.

Digital/  
Analog



Tablets



Smart-  
phones

Android  
and iOS







# A solution that moves your business forward.

Don't just meet the demands of business. Exceed them, with a comprehensive midmarket solution that lets you collaborate like never before and interact with customers exactly how and when they want—and expect.

The results can surpass your expectations and theirs: enhanced experiences across every platform and every device, for every employee, partner, client, and customer.

Find out more about why Avaya has the best full-size collaboration and contact center solutions for your midsize business. Contact an Avaya Authorized Partner or visit us at [avaya.com/midmarket](https://www.avaya.com/midmarket).





**The Power of We™**

[avaya.com/midmarket](http://avaya.com/midmarket)

© 2014 Avaya Inc. All Rights Reserved.

All trademarks identified by ®, ™, or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. or Radvision, an Avaya Company.

4/14 • SME7363