



The Power of We™

## The Mobile Collaboration Solution for Small to Midsize Businesses

Give your people the real-time collaboration tools they need to be more effective and productive, anywhere, on any device.

**Faster collaboration—** supporting employees with seamless communications and information sharing.

**Smarter decisions—** delivering the right information to the right people on the right device when it matters most.

**Better business—** providing the tools that enhance productivity and efficiency across your business.

### We Understand Your Challenges

Operating efficiently. Staying close to customers. Carefully managing scarce resources. Focusing on what really matters. These are the hallmarks of small and midsize company success stories.

What they may lack in scale, growing companies make up for with innovation, determination, and by getting the most from their resources. That's what makes them competitive and successful. That's also the reason why making smart use of the latest real-time mobile collaboration capabilities has never been more important.

Mobile collaboration - the ability to communicate and stay productive from anywhere - is reshaping every aspect of business operations today, from sales to customer service to hiring and budgeting. To remain competitive, small and midsize companies need to match their communications to the new realities of the marketplace:

#### Enabling productivity:

By every estimate, the number of employees working mobile is increasing dramatically.<sup>1</sup>

*Is your business losing productivity (and sales) because employees lack the tools they need to work effectively from anywhere?*

<sup>1</sup> <http://www.teleworkresearchnetwork.com/telecommuting-statistics>

#### Satisfying customer service demands:

The new mobile environment is driving new standards for anytime, anywhere customer service.

*Can your business deliver the response times that customers now expect?*

#### Streamlining operations and reducing costs:

With so many communications options available today, growing businesses are often spending on things they don't need or that don't work together.

*How can your business unify and manage these tools to streamline your operations and keep expenses under control?*

The Avaya Mobile Collaboration Solution for Small and Midsize Businesses is designed for the new realities of today's business environment, delivering a full range of communications capabilities—voice, data, video and more—in a single, scalable fully-integrated solution.

Let Avaya and our partners show you how we can connect your needs to our solutions.

## You Can Count On Avaya

**Market leadership:** With 30 million users, Avaya is No. 1 worldwide in communications solutions for small and midsize enterprises (SMEs). More SMEs rely on Avaya solutions than those of any other vendor. More than 85 percent of Fortune 500 companies, the world's top 20 airlines, the top ten hotel groups, 70 percent of the largest banks and thousands of manufacturers, retailers, schools and more around the world rely on Avaya.<sup>1</sup>

**Technology leadership:** Avaya stays No. 1 by focusing on state-of-the-art innovations in efficiency, collaboration, customer service and competitiveness. Open architectures, tight integration with business processes and breakthrough user interfaces—are just some of the attributes that have led leading analysts such as CRN Magazine, Frost and Sullivan and Gartner to single out Avaya as a leader in business communications solutions.<sup>2</sup>

**Cost control:** Avaya understands the realities of budgets and is an industry leader in lowering total cost of ownership (TCO) through solutions that reduce hardware requirements and support smart, cost-effective tools for ongoing management. For small and midsize companies in particular, independent analysts have declared Avaya nearly 25 percent less expensive in acquisition and ownership costs.<sup>3</sup>

<sup>1</sup> Avaya calculations for the SME market based on Dell'Oro market share reports. Figure represents Nortel and Avaya users of Traditional Key, Hybrid PBX - Small and IP-PBX systems since 2003.

<sup>2</sup> CRN Magazine, the leading publication of technology resellers, awarded IP Office its Tech Innovator 2010 Award; Gartner Magic Quadrant for Unified Communications 2011 ([www.gartner.com](http://www.gartner.com)); Frost & Sullivan selected Avaya IP Office as the 'European Enterprise Communications Product of the Year 2011'

<sup>3</sup> Tolly Test Report, #210126, August 2010



## Getting Mobile Collaboration Right

Real-time collaboration is all about bringing the right people together with the right context, delivering measurable results in every aspect of your business.

## Productivity on the go

*I can see where my colleagues are and IM or video chat with them from my smart phone.*

Full access to the right communications capabilities can deliver significant upside impact on productivity. Having Avaya Mobile Collaboration software on any device makes it easy to move from smart phone to PC, to utilize voice, video, presence or IM. Employees get the tools they need to keep the conversation going. Your business benefits from the rich, real-time and seamless communications that make you more flexible, responsive and ultimately more profitable.

## Keeping customers happy

*If a client or customer contacts us now, there's always an immediate response.*

Maximizing employee connectivity minimizes the missed or poorly-handled calls and e-mails that lead to lost sales. Something as basic as allowing a call to ring simultaneously on multiple phones at one time (such as a mobile phone and desk phone) is a key way to keep sales and service people in touch. So is Presence, which provides at-a-glance information about who in your organization is available and how to reach them quickly. Being customer focused today is all about maximizing availability. Avaya makes it happen.

## Streamlining business, lowering costs

*Avaya Mobile Collaboration gives us advanced communications capabilities and real impact to our bottom line."*

In an unpredictable business environment, real-time mobile collaboration technology gives you new options for streamlining operations and managing your bottom line. For example, smart use of video conferencing can give you new levels of flexibility in partnering, assembling teams and competing for top talent. Equipping your employees with tools to better manage workloads gives you more flexibility in staffing decisions. Avaya has worked with numerous small and midsize companies to realize direct bottom line savings in staff, call handling, travel, conferencing, hardware, system management and more, resulting in solutions with a return on investment of less than a year.

## Advertising Firm Mobilizes for Collaboration

The need for smart collaboration led Schupp Company, one of St. Louis's top advertising agencies, to the Avaya Mobile Collaboration Solution. Now Schupp employees can work from anywhere, easily integrating their mobile phones into the Avaya solution and also benefitting from a built-in conference bridge and state-of-the-art conference phones. (See the video on [avaya.com/smallbiz](http://avaya.com/smallbiz))

*"There's no comparison from what we had before to what Avaya gives us."*

— Linda Schumacher, IT Director

### Avaya Mobile Collaboration

#### User Devices

A wide choice of desk phones, conferencing phones, wireless phones and video devices.

#### Mobility and Collaboration Applications

A full range of mobility and collaboration capabilities for anytime, anywhere productivity.

#### Video Collaboration Solutions

From built-in HD video softphone and mobile solutions to advanced room-based video conferencing with Avaya Radvision Scopia®.

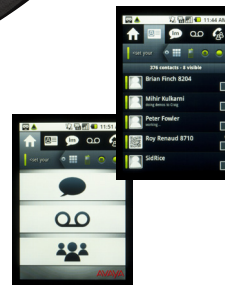
#### Infrastructure/Networking

**Server:** Avaya IP Office, a compact and highly scalable platform.

**Data:** Ethernet switches (10/100 and Gigabit), an integrated IP router, voice gateway services and wide-area networking (WAN).

**Wireless:** The Avaya 8100 Series WLAN Controller delivers a simplified wireless infrastructure designed for SMEs.

**Multisite:** Network multiple locations for speedier call handling, easy system management, resiliency/redundancy and cost savings.



### Avaya Mobile Collaboration is the right choice for your bottom line.

- **Reduced mobile device minutes:** Route calls to and from your cell phone through the office and over WiFi.
- **Conference calling:** Make everyday conference calls affordable and practical without using outside conferencing services.
- **Reduce travel:** Conduct "face-to-face" meetings with colleagues minus the high cost of travel via HD-quality video conferencing; mobile and remote associates can easily join.
- **Real estate:** Get the flexibility to have extra staff working from home or hire ideally-qualified employees without requiring a commute or additional space in your office.
- **Lower long-distance bills:** Get options for better routing of calls between office locations and over broadband links.
- **Administration:** Manage and administer all systems without the need for outside service technicians.

### Why Avaya

To realize the Power of We, you need real-time collaboration tools that are comprehensive and intuitive. Rely on Avaya to make it happen.

- **Most cost-effective solution.**  
The Avaya Mobile Collaboration

Solution grows easily with your business. Start with as few as five or 10 users and up to 1,000 users at a single site or across 32 networked locations.

- **Best comprehensive value.** Get the built-in productivity of a 128-party conference bridge and high-

definition video. Enjoy the peace-of-mind of resiliency without the expense of redundant hardware.

- **Proven commitment to investment protection.** Move up to the latest real-time collaboration capabilities while leveraging existing hardware, software and services.

## See the Difference Avaya Can Make

Avaya communications solutions are making a difference in thousands of small and midsize businesses today:

**See and hear customers tell their stories:** See Avaya solutions in action and hear directly from business owners and IT directors what made Avaya the right choice and how their decision is paying off today. See the videos on [avaya.com/sme](http://avaya.com/sme)

### Calculate your Total Cost of Ownership with IP Office:

Use an easy, fill-in-the-blanks calculator to estimate your total capital and operational costs when implementing mobile collaboration solutions with Avaya IP Office. **Calculate your TCO today.**

### See Mobile and Desktop

**Video in action:** Richer, more meaningful collaboration between associates and customers is a reality with Avaya. **Watch the video.**

**Watch a Demo:** See where an Avaya solution can take your business. Go to [avaya.com/usa/demos/avaya-ip-office/](http://avaya.com/usa/demos/avaya-ip-office/)

## Making the Right Choices in Mobile Collaboration

To evolve and accelerate your business, you need to make the right choices. With Avaya, you get flexibility and scalability you won't find elsewhere:

- Choices for all kinds of mobile, roaming, and remote users using any kind of device; integrated to help ensure the pieces work together with reliability, performance and lower cost.
- Flexible purchase and deployment choices according to your business size, budget goals and employee needs.
- The real-time mobile collaboration you need, consolidated and available for a single user fee.
- Choose from among 150+ applications, offered via the Avaya DevConnect program, to integrate with your specific business processes in sales, customer service, call accounting and much more.

## Learn More

The Avaya Mobile Collaboration Solution for Small and Midsize Businesses creates opportunities to add substantial value to your operations through smart, cost-effective communications.

To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at [avaya.com/small](http://avaya.com/small)

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

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