

Avaya IP Office Release 8.0

Mobilizing Growth for Small and Medium Business

Today's Session:

- Review of Strategic Priorities and Roadmap Status
- ▶ IP Office 8.0
 - What's New Overview
 - Detailed Breakdown
- What it Means
 - To Your SME Prospects and Customers
 - − To <u>You</u>
- Summary



Avaya strategic priorities

For SME markets







Customer Benefit

Easy to understand, buy and finance

Solutions that help SMEs deliver better customer service and retention

Applications that are intuitive to use

Channel Benefit

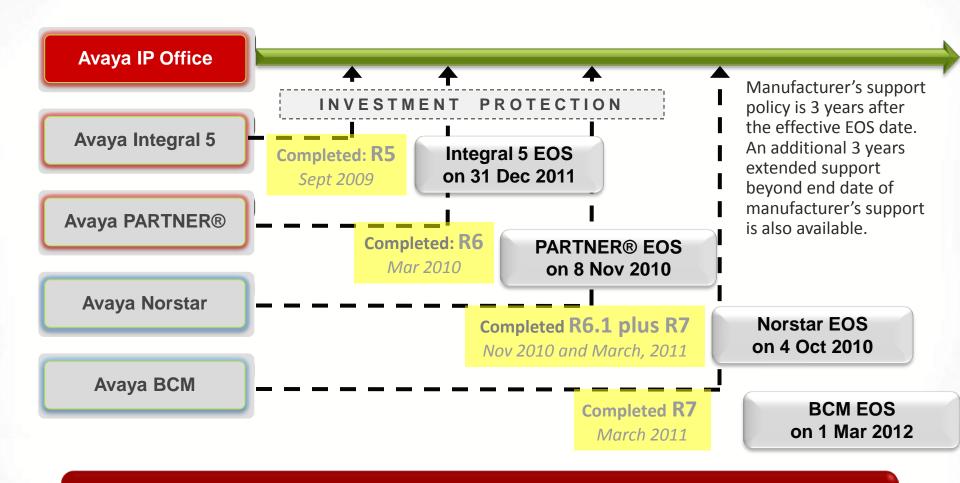
Seamless and profitable for channels to learn, sell, install and support

Products that sell and services that save time

Easy deployment and ability to support for channels

SME Communications: It's All About Innovation

The Convergence Roadmap is now complete



✓ Accelerates innovation with IP Office, our flagship solution for SME markets

Avaya IP Office R8.0

The Power of We™ for Small and Medium Enterprise





n/a with Basic

Basic







(Preferred)





Agent





Supervisor

Choose Based on the Number of User Types you Have (One Time Seat License)

GROUP COLLABORATION



One Edition License Covers All Users on the Server (I.E. Location)

VOICE, DATA, VIDEO, AND DEVICES



Communications Server



Data



Multi Media Endpoints



Multi-site Options

OTHER OPTIONS

Optional Hardware & Software

Warranty & Services

Accessories & Adjuncts

Application **Partners**

Financing

Avaya IP Office R8.0

What's new



Differentiated Mobility

- ► New "one-X® Mobile Preferred" solution extends UC to Android mobile devices
- ► Integrated presence, IM, visual voicemail, conferencing & more!





High-quality audio G722 codec support



Simplified
Installation &
Management

- ► C110 UC Module provides on-board applications support for IP500v2
- ► Bundled with Preferred Edition
- ► New browser-based Web Manager for IP Office <u>Basic</u> Edition (i.e. formerly Essential Edition Quick Mode)



Desktop
Application
Integration

- ► New Microsoft® Outlook plug-in
- ► Enhanced one-X Portal for IP Office adds federated presence with GoogleTalk and MS Exchange calendar mining
- ► Salesforce.com Integration

New! Advanced Edition Reports and Statistics

IP Office Release 8.0

Avaya IP Office Essential Edition – R8.0

Delivers right priced value across editions

BEFORE: With 7.0



Problem:

- Too much value in STD mode for \$50
- Modes are too confusing
- Too wide a gap in price to jump to Preferred

AFTER: With 8.0



- Simplify by eliminating "modes"
- Re-allocate pricing to minimize gap
- Add value to strengthen proposition

Avaya IP Office Editions

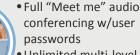
Price & value comparisons based on customer needs

+\$1,895 NPL (Total: \$2,440)

Preferred Edition

(UC with Preferred Mobility)

Adds to previous:



- Unlimited multi-level auto attendant
- Scalable, resilient voicemail
- No limit on VPN phones/system (w/Teleworker)
- Call recording
- Ability to add user solutions Desktop on mobile device, HD video conferencing, IM/presence, calendar mining, Outlook & Salesforce integration

Adds Options: Power User, Office Worker

+\$2,295 NPL (Total: \$4,735)

Advanced Edition

(UC with Call Center)

Adds to previous:

- Track, measure customer service
- Password protected call recording with search, replay, archiving
- Alarm notifications
- Detailed actionable reports
- Interactive Voice Response (IVR)
- Text To Speech
- Visual Basic Scripting
- PC Wallboard



Adds Options: Agent, Supervisor

+\$495 NPL (Total: \$545) Essential Edition (IP Telephony/Essential Mobility)

\$50 NPL

Basic Edition
(Basic telephony)



- Key System
- Single site onlyDigital/Analog
- phones only
- Auto-attendant
- 64 party ad hoc conferencing
- Voicemail & voicemail to email

N/A: User solution, multi-site options

Adds to previous:



- IP PBX functionality
- Up to 40 Auto attendants
- One-X Mobile Essential (all users)
- Basic call control on mobile devices
- 128 party ad hoc conferencing
- Up to 2 remote phones/system

Options: Receptionist, Multi-site

VOICE, DATA, VIDEO, AND DEVICES



Communications Server









Multi Media Endpoints



IMPORTANT: Existing customer sites where user solutions were implemented without Preferred Edition will need to upgrade to Preferred Edition with their 8.0 upgrade. Any 8.0 upgrades where only Essential edition is implemented will lose all user solution functionality (excluding Receptionist)

New Avaya one-X® Mobile Preferred

Extends UC to Android devices

Mobility Offer
Included with IP Office Essential Edition

one-X[®] Mobile Essential for IP Office

- Cost-effective mobility without the need for an additional server
- Mobile twinning with office desk phone
- Call control as if you are in the office



Supported on iOS 3.x, Symbian, Windows Mobile

PREMIUM Mobility Offer
For use with IP Office Preferred Edition

one-X® Mobile Preferred for IP Office

- Integrated server-based solution provides rich functionality
- Multi-modal communication IM, voice call control, conferencing



Supported on Android 2.x

Avaya one-X® Mobile Preferred for IP Office

Features users can now access on the go

- Bring the one-X® Portal for IP Office experience to the mobile workforce
 - Call control (click-to-call, click-to-conference, etc.)
 - Visual voicemail
 - IM and presence (both call and calendar)
 - Corporate directory access
 - Call screening
 - Additional features specific to mobile users
- Supported on Android 2.x smartphones and/or tablets*





✓ Simplifies and drives UC adoption for mobile workers

^{*} iPhone integration will follow in a dot release (cQ2 2012)

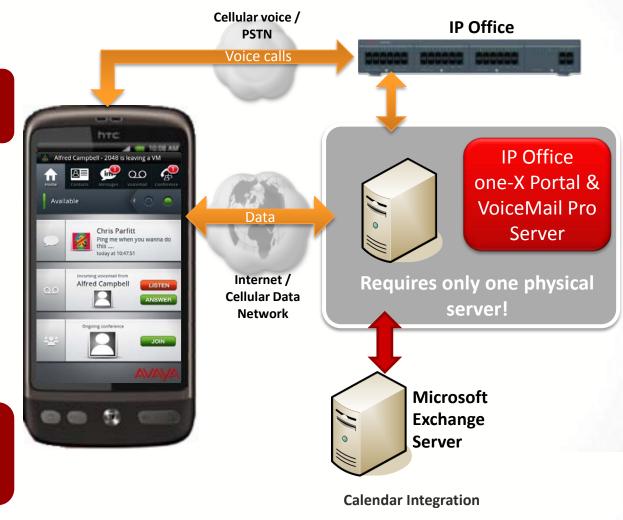
Avaya one-X® Mobile Preferred for IP Office

Easy to deploy, leverages existing server infrastructure

✓ Simplified, open architecture

- Only one physical server required (can use existing Preferred Edition / one-X Portal server)
- Calendar integration with MS Exchange
- Rich presence aggregation and federation with public networks

✓ Real-time business collaboration for the mobile workforce



© 2011 Avaya Inc. All rights reserved.

Avaya – Confidential 12

Avaya IP Office mobility portfolio

Feature comparison

	one-X Mobile Essential for IP Office	one-X Mobile Preferred for IP Office
Features & Functionalities	Voice-based communicationsMobile twinning	Data-based unified communications
	► Mobile call control (via DTMF)	► Corporate directory access
		▶ IM/Presence
		▶ Geolocation
		▶ Visual voicemail
UI	▶ Basic User Experience	▶ Rich User Experience
OS Platform	▶ iOS 3.x, Symbian, Windows Mobile	► Android 2.x
Offer Bundle	► Included with IP Office Essential Edition license for <u>all</u> users	 Included in Mobile Worker & Power User packages (Preferred Edition license required)

Avaya C110 Unified Communications Module

Reduces cost, deployment and maintenance of external servers





Integrated CPU module for IP Office*

- Linux-based module
- Support for User Productivity applications
- Single IP500 slot card

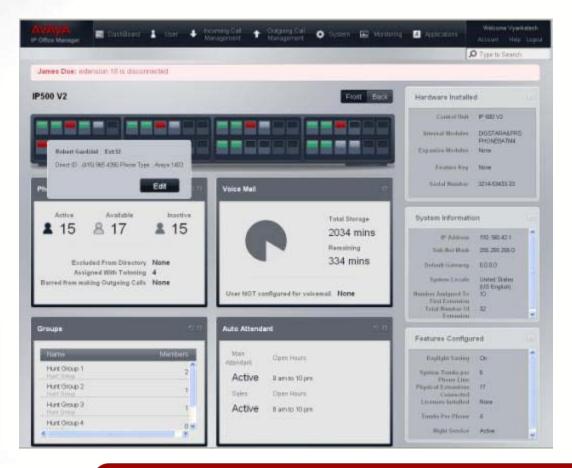
"One touch" solution

- Bundled with Preferred Edition minimizes installation time
- Single maintenance contract, reduced support cost, deployment, and server maintenance
- Not tied to Microsoft or Linux updates and licensing
- Simple to install less than 30min vs. 2-hour install with a Windows server
- ✓ Lowers an already unique TCO proposition
- ✓ Increase applications up-sell opportunity
- √ Minimize disruption to SME during install

^{*} Module will GA early 2012

Avaya IP Office Web Manager for Basic Edition

Manage IP Office from any browser capable device

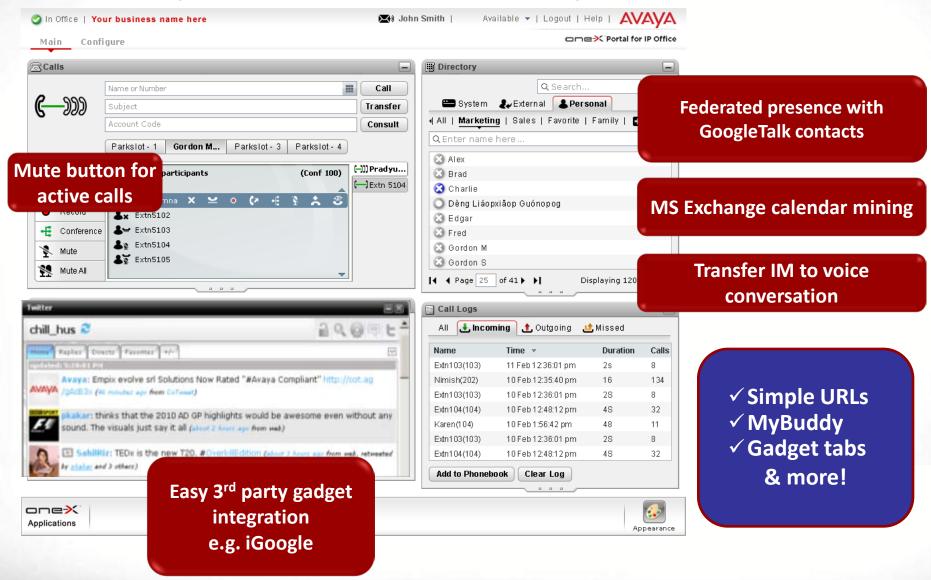


- Elegant and Intuitive User Experience
 - Dashboard and monitoring
 - Role-based administration
 - Remote maintenance
 - Registration health check and self-learning (future)
 - Backup/restore to/from local/remote servers (future)
 - SW upgrades from local/remote servers (future)

✓ Freedom of device (laptop or tablet) through broad variety of browser support to manage IP Office locally or remotely!

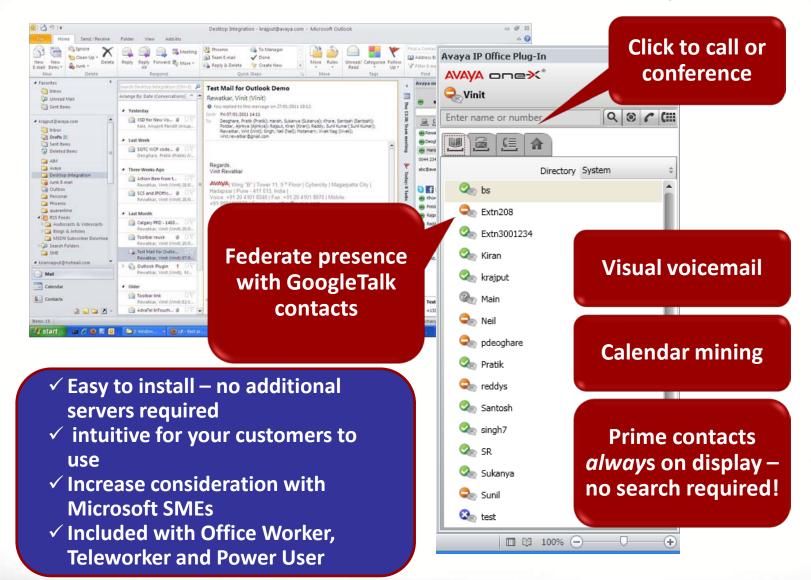
New Gadgets: one-X® Portal for IP Office

Increased personalization enhances user experience



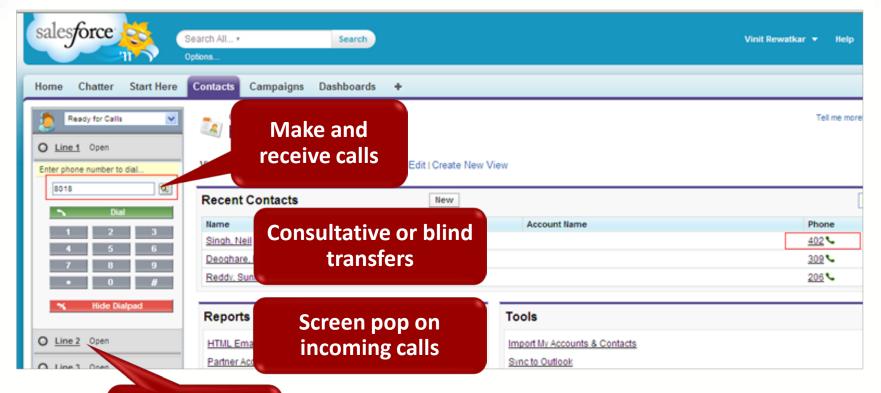
New: Avaya IP Office Plug-in for Microsoft® Outlook

Enables SMEs to embed communications into their desktop



Integration with Salesforce.com

Call control through SFDC portal



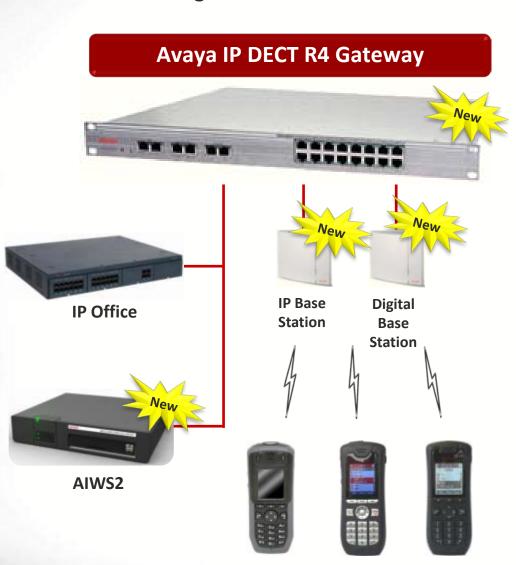
Place calls on / off hold

- "Out of the box" integration with IP Office
 - Simple plug-in appears in side bar of every SFDC page
 - Enable your customers to personalize their service
 - Instant access to customer information
 - Included with Office Worker, Teleworker and Power User

19

New IP-DECT Gateway

Combine digital and IP base stations in a single network



Modular, scalable wireless solution

- Connect IP <u>or</u> digital base stations
- Up to 16 base stations per gateway; 2 gateways per IP Office
- Seamless hand-off and roaming for users in a campus environment

Integrated applications on handset

- Avaya In-building Wireless Server (AIWS) enables messaging, central phonebook, and centralized management of handsets
- ✓ Simple centralized management eases administration
- ✓ Flexible add IP or digital base stations depending on customer need

20

IP Office Advanced Edition

New reports, features, and statistics



New reports

- ✓ Reports shown in 15 & 30 minute increments
- ✓ Agent Performance Factor in Agent Time Card Report
- **✓ Supervisor Report Template Copy**
- ✓ Custom reports with Microsoft Report Builder

New features

- ✓ Coaching / Silent Intrusion / Whisper page
- ✓ Real-time monitoring
- ✓ Enhanced system statistics
- Simple, powerful reporting with even more value for your customers
- ▶ Thin client architecture lowers speeds installation, lowers TCO

What it means

Avaya IP Office R8.0

What it means for your <u>SME prospects</u> and <u>customers</u>

Manage Your
Office from Your
Mobile Device

- ✓ Seamless integration between your office desktop and your mobile devices
- ✓ Real-time business collaboration and federated presence across multiple platforms

Integrate
Communications
& Business
Applications

✓ Integration with Salesforce.com® and Microsoft® Outlook enables SMEs to embed communications into their desktop

Lower Your TCO with a Greener Solution

- √ It's greener C110 UC Module consumes less power than external server
- ✓ Up to 5% lower TCO over 5 years than server-based installations*
- ✓ Hybrid DECT enables SME to retain infrastructure; save \$

^{*}Research was conducted independently by The Tolly Group, and The Tolly Group was compensated by Avaya for conducting the study

23

Avaya IP Office R8.0

What it means for you

Maximizes Revenue Opportunity

- ✓ Improve applications attach rate
- ✓ Pull through white label mobile services / traffic
- ✓ Expands sales opportunity through integration with Microsoft Outlook and Salesforce.com

Strengthens Selling Proposition

- ✓ Installation made easier by consolidating applications on a single "plug and play" module
- ✓ External Windows server, licenses, and skill set not required

Lowers Your Cost of Sale, Support

- ✓ Web-based management reduces overhead and maintenance costs
- ✓ Reduce installation times by more than 90 minutes over server-based installations

Avaya IP Office R8.0

Differentiated selling for SME channels



One Product.
One Model.

- Single, modular platform from 5 to 1,000 users
- Serves entire SME segment, as they grow

- Enriched mobility with desktop experience on cellular
- Includes 128 party audio conference bridge
- Video Conferencing

Rich Collaboration.



It's a Hybrid.

- IP, digital, analog or SIP or mix
- Greener on IP than the rest
- Variety of digital options consume far less energy

- No fans, No moving parts.
- Software-driven resiliency (no idle hardware)

Uniquely reliable & resilient.

Easy to Customize, Personalize.

- Browser based user solutions
- 170+ compliant applications via Avaya DevConnect

Industry Selling With SMEC Premier Partners

Innovative solutions to penetrate new markets, boost deal size

- ☑ Close relationships developed with select DevConnect Partners
- ☑ Pre-certified with IPO R8.0
- High value applications to drive high margin sales
- ☑ Orderable with Avaya Part number (CQ1 2012)
- ☑ Opportunities for new markets not currently accessible with IP Office

What this means for Partners

- ✓ Increased revenue opportunity
- √ Improved margins from software
- √ Repeatable business (verticals)
- √ Take share from competition











Avaya IP Office R8.0 - Premier Partner Solutions

Integrating Professional Services solutions for SMEs

Key Verticals Targeted by IP Office release 8.0		Services Vertical - Legal	Services Vertical - Finance		
Customer Profile		 Highly mobile workforce Require high degree of collaboration with colleagues and clients Need to have accurate and efficient billing management Need to hire temp workers Call recording integral to business 	 Need sales/service staff to be easily accessible Must provide a high degree of customer service Need to manage costs Often operate across multiple sites 		
Key Value Propositions		 Anytime, anywhere access Improved AR turnover Attract and hire workers regardless of location 	 Anytime, anywhere access Prompt, personalized customer service Seamless collaboration across multiple sites 		
Core Solution		✓ IP Office Preferred Edition ✓ Power User / one-X® Mobile Preferred for IP Office ✓ CTI Integration			
Solutions	Efficient Office	 ✓ IP Office Advanced Edition ✓ Power User / one-X® Portal for IP Office 			
	Premier Partner Solutions	 ✓ Computer Instruments (Enhanced IVR/Paging/Messaging) ✓ AMC (CRM Integration) ✓ RSI , Tiger (Call Accounting) ✓ Datel (Call Reporting), NMS Adaptive (Call Recording, 3rd party app integration) 			

Avaya IP Office R8.0 - Premier Partner Solutions

Improve customer interaction and satisfaction

- ▶ IP Office with Premier Partners Solutions deliver applications to:
 - Provide better cash flow through faster collections
 - Implement Work Force Automation
 - Speak the customer's language IM/Video/Web/Phone
 - Increase revenue with sales force knowledge and flexibility
 - Get paid sooner and more accurately with advanced billing
 - Enable customer self-service with enhanced IVR
 - Get your experts connected to your customers
 - Reduce staff workload and customer frustration with full call history
 - Improve customer satisfaction by linking call reporting and call recording

✓ Avaya IP Office together with Premier Partner Solutions improve customer service for your clients!



New Tools!

Sales Tool Kit for R8.0

- ► EZ Demo gets a makeover
- ► Also available on iPad
- ► Available soon in French, German & Russian
- ► Updated ROI Calculator
- ► Updated Collateral and tools
- ▶ New Posters & Screensaver



Download IP Office EZ Demo: Go to Safari on iPad (must be running latest OS on iPad)

http://avayaezdemo.level0help.com

Don't forget the full arsenal!

Complete set of tools to help you win



Reminder ...

Industry Toolkits

TCO paper

Competitive Sheets

BCM Feature Matrix

EC Tool

Case Studies

Roadmaps

Positioning Tools

White Papers

Avaya IP Office recognition

Frost & Sullivan Product of the Year Award - 2011

Avaya IP Office was evaluated on 4 criteria:

- 1. Value for money
- Product features & benefits
- 3. Go-to-market strategy
- 4. Market potential & customer adoption



"In recent years, the small and medium business segment has grown in importance, becoming the target for a wave of enterprise communications products catering to their specific needs. As a result, capabilities that were once reserved for large enterprises have now made their way into the small business segment. With over 200 thousand platforms installed and over 6 million users worldwide IP Office from Avaya successfully presents SMBs with easy IP and unified communications migration path."

-- Dorota Oviedo, Industry Analyst, Frost & Sullivan

Avaya IP Office R8.0

- Download the EZ Demo Sales tool
 - Laptop: http://partner.avaya.com/ptlWeb/spCP/CS2011121135038381009
 - iPad from safari on iPad: http://avayaezdemo.level0help.com
- Understand verticals Differentiate!
- ▶ Learning Resources...
 - SME Portal http://partner.avaya.com/ptlWeb/smbs/spHome
 - Look for the Avaya IP Office R8.0 sales toolkit
 - Take the Course:
 - R8.0 Delta
 - APSS

Thank you!

Backup

The Value of Essential Edition

What Customers Get When Upgrading from Basic - for only \$495

What's Different		What's the Same				
Feature	Basic Edition	Essential Edition	Feature	Basic Edition	Essential Edition	
Extensions	100	384	Voicemail	Yes	Yes	
PRI/T1	1	8	Embedded Messaging	Yes	Yes	
Call Conferencing	64-party	128-party	Group Mailboxes	Yes	Yes	
Key System Mode	Yes	No	SIP Trunking	Yes	Yes	
# of Auto Attendants	9	40	Options	Basic	Essential	
Mobile Twinning	No	Yes		Edition	Edition	
one-X Mobile Essential	No	Yes	Multi-site Networking Capable	N/A	Yes	
Hot Desking	No	Yes	Remote Worker (2 seats)	N/A	Yes	
ARS Support	No	Yes	Receptionist support	N/A	Yes	
IP Office Web Manager	Yes	Future Release	Wireless DECT Phones	N/A	Yes	



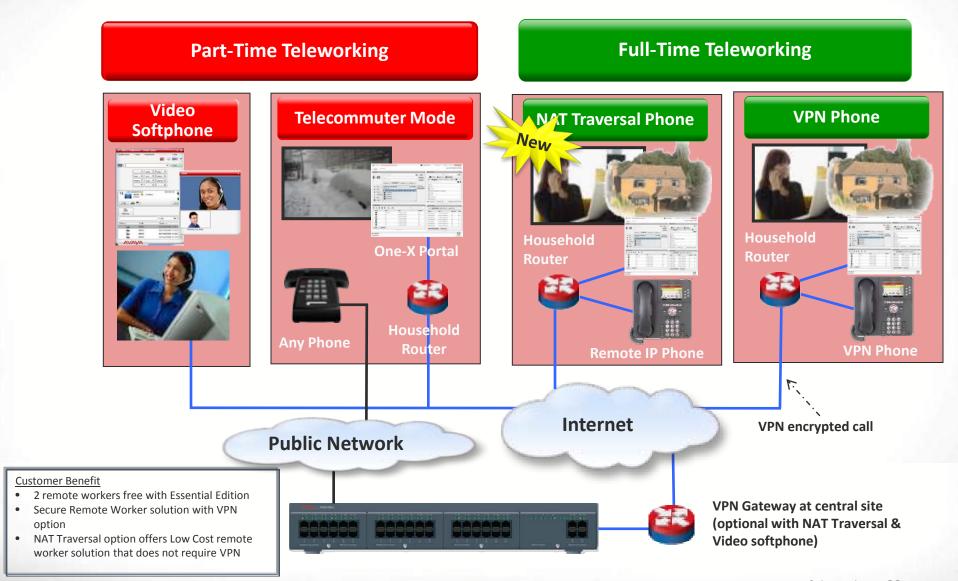
Avaya IP Office Essential Edition The Best Value for the Money

For 10 user constructs \$ is approx. \$1,000 For 25 user constructs \$ is approx. \$2,000

THE BOOK Var	do for the mone	<i>y</i>		
AVAYA	cisco	ShoreTel	MITEL	A ASTRA
IPO Essential Edition	UC 320	Small Business Edition	3000	Link Pro 160
\$\$\$\$	\$\$\$	\$\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$
\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$\$\$	\$\$\$\$\$	\$\$\$
 Avaya Value Mobility for all users with SIP/T1 Scales to 384 users on single platform Native SIP trunks TUI or Web GUI programming Visual Voice Can add: up to 3 Remote worker 	Areas to exploit: Cheaper for <15 but does not scale above 24 users Limited conferencing More expensive SPA500 phones needed to get features No TUI Pure IP Play only	Areas to exploit: Requires separate PC server (included) Pure IP play only URL GUI Supports all UC applications May need third party for SIP support	Areas to exploit: • VM and AA optional, not included (3 options t o choose from • 900MHZ cordless (3810 equiv)	Areas to exploit: • Limited scale • Only scales to 25 on one system, 50 across 10 • Pure IP Play • 10 SIP, + 6 analog line limit
 up to 2 Remote worker solutions Multisite support TDM or IP for trunk/phones DECT support UC apps with upgrade to Preferred Edition 	*What they have that we don't: • Built in WiFi	*What they have that we don't: • Can add UC apps	 *What they have that we don't: Optional broadband module for UMS/softphone click to dial and up to 12 remote IP phones 	 *What they have that we don't: Desktop cordless /mobility handset PBX or Key modes

Teleworker enhancements

Choice of capabilities for a flexible workforce



AVAYA

The Power of We™