

Avaya at a Glance EMEA (Europe Middle East and Africa)

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ABOUT AVAYA

Avaya is a global leader in enterprise communications systems, providing Unified Communications (UC), contact centres (CC), and related services directly and through channel partners to businesses and organisations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art solutions that improve efficiency, collaboration, customer service and competitiveness. Avaya has a rich heritage of research and development of market-leading software applications, enterprise telephony and IP technologies, establishing best practices to allow companies to better service their customers.

More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions to turn what used to be “just a utility” into a networked, unified system that fosters growth. Avaya has a laser-like focus on enterprise communications systems and operates in six major areas:

Avaya Aura™

Avaya Aura™ is Avaya's flagship solution, and the platform on which its IP Telephony, UC and CC solutions are based. A SIP-based software suite, it allows businesses to leave existing multi-vendor equipment in place, help to deliver significant cost savings, ROI within 12 months, and greater business agility.

Avaya Aura™ fundamentally changes the way communications applications are integrated and distributed, simplifying complex networks, reducing infrastructure costs and quickly delivering collaboration capabilities such as voice, video, messaging, presence, web applications and more to employees anywhere. It will help to enable the use of social media in a business-driven capacity by securely incorporating Facebook and Twitter, SMS and peer-to-peer communications.

IP Telephony

IP telephony allows a business to communicate and operate as one highly-effective, integrated entity. Avaya Aura™ Communication Manager and Avaya Aura™ Session Manager form the foundation of a scalable, secure and reliable communication platform that serves as the basic building block that ties communications and business software together and on which UC and CC capabilities are built.

Avaya's contact center solutions include intelligent routing, self-service and proactive contact applications that drive effective communications and transactions with customers. In addition, Avaya's analytics and reporting platform, Avaya IQ, provides companies with detailed customer information that improves profitability and customer retention.

Unified Communications

UC helps businesses focus on content rather than management of communication channels by bringing together every type of device and medium to allow users to truly connect. UC makes employees more efficient and effective, regardless of location, by providing them with transparency and universal access. Highly mobile workers, those with frequent customer interaction, and those who need to collaborate with internal or external teams stand to gain significant benefit from UC. Avaya believes that UC is so powerful that it includes its full one-X UC portfolio in IP telephony sales so that customers have the communication tools their business needs, rather than compromising on only those it thinks it can afford.

Contact Centres

Avaya CC solutions enhance interactions with customers, partners, suppliers and employees, returning the CC to its rightful position as a critical component of customer service strategy, and a key driver of satisfaction and loyalty. They offer a suite of intelligent call routing alternatives to accommodate single or multiple CCs through “virtual” routing over a distributed IP network, pushing the boundaries of the traditional CC to branch offices, homes and departments. Calls can be routed to agents or self-service applications based on a variety of criteria or business rules that are transparent to the end customer. Avaya’s suite also includes data for reporting and analytics to provide insight on utilisation and efficiency.

Small Medium Enterprise Communications

Avaya’s Small Medium Enterprise Communications unit is focused on enterprises with up to 250 employees. Flagship product IP Office is a complete solution for telephony, messaging, networking, conferencing and customer management, designed for the requirements of SMEs. Products and services are sold primarily through Avaya’s global channel partners. According to a survey conducted by Avaya in June 2009, more than 70 percent of SMEs in the UK, France, Italy and Russia see communications technology as critical to their business, and over 60 percent intend to invest in it further within 12 months.

Services

Avaya’s award winning Global Services evaluate, design, implement and maintain enterprise communications networks for superior business results. They use patented technology and tools to ensure communication networks are always running and optimised for peak performance, and also provide business consulting expertise to help uncover new opportunities and improve customer performance.

Conclusion

Avaya is helping companies of every size and industry to change the way they communicate. More than 100 million people access Avaya voicemail boxes around the world every day, and across EMEA companies choose Avaya to ensure they can best leverage communications as a business driver.

Avaya EMEA by the numbers...

- 33 countries
- 1,600+ business partners
- 5 centres of excellence
- 12 technical support centres across EMEA

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced, and the 'A's are particularly prominent.

INTELLIGENT COMMUNICATIONS

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