



OVERVIEW

## Avaya IP Office

The Intelligent Communications Solution  
for Small and Midsize Businesses



Discover how to **enhance customer service, control costs, and operate your business with optimum efficiency** — with the solution thousands of businesses like yours use every day.

## Millions of users in small and midsize businesses around the world connect through Avaya daily.

### Avaya helps you achieve your goals.

Every small and midsize business needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over 100 years of experience as a leader in communications, we know that the ideal solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

### Get big-business communications — at small-sized business prices.

Businesses around the world rely on Avaya solutions like IP Office — the award-winning communications system that gives growing companies a complete solution for telephony, messaging, networking, conferencing, customer management and much more.

And we make it easy for businesses like yours to buy, by offering an array of financing options.

## IP Office

### 1 What is it?

It is a converged communications solution that uses both voice and IP technology to deliver intelligent ways for you to reduce cost, increase productivity, and improve customer service for your business.

### 2 How can I use it in my business?

Connect with colleagues and customers. Simplify access to information. Keep remote workers in touch. You can save money through conferencing, networking, call management, Voice over IP, and more.

### 3 What are my choices?

Does your business have one location? Multiple locations? With IP Office you can choose from a range of models and add capacity, applications, and phones as you need them. Whether you have few or many employees, IP Office is the optimal choice.



# Intelligent Communications

## Your competitive advantage



Whether your business is large, midsize or small, Avaya has a communications solution that can help improve your business immediately — and set the stage to easily grow as your business does.

Now you can have all the essentials — like just having a call go to the right person — as well as some of the smartest capabilities, like having your IP Office automatically launch a conference call based upon the time, frequency, and people you specify.

Enabling ways for your employees, customers, suppliers and partners to communicate efficiently and intelligently helps you to differentiate in the marketplace. Companies like yours are implementing Intelligent Communications features into business processes and are realizing increases in worker productivity, customer loyalty, and profitability.

How? Let's take a look.

## Be productive and accessible wherever you are.

*Avaya IP Office enables you and your staff to work anywhere — whether it be from home, a hotel, or even the airport.*

- **Tired of distributing multiple phone numbers depending on where you will be?** With Avaya IP Office, the same direct-dial office number can follow you wherever you go — giving you instant access, regardless of your location.
- **Traveling to another office location?** IP Office gives you the ability to log in from any phone (whether digital, IP or analog) on any other networked site and make it work just like the phone in your office.
- **Dial into a colleague's conference call as planned, or host an impromptu call of your own from your desktop.** IP Office can also automatically launch conference calls for you to your meeting attendees — to bring the right people together instantly, and speed decision making.
- **Get non-stop productivity and save.** Enable work from home, hotel or even at the airport. With IP Office, your laptop can take your phone anywhere. All calls from a hotel, especially international ones, give you instant savings with a simple Internet connection.

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**“This means our clients can use a single number to reach our bankers, whether they are in the office, working from a hotel room or running to catch a plane.”**

—Christopher Bettin,

Director of Information Technology, Cascadia Capital

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# See how Intelligent Communications can help you grow — and save!

## Calculate your savings in an instant!

Find out how much IP Office can save your company with the IP Office Quick Calc Tool.

Go to:

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

## Enrich the customer service experience, boost loyalty.

*Every inbound call is an opportunity. With Avaya IP Office, you maximize each of those opportunities with high-quality service and increased speed for each caller.*

- **Missed calls means missed business.** IP Office lets you route calls directly to the right person the first time, to give optimal services, even if those people are in other locations. In addition, easy integration to other applications like Microsoft Outlook can provide your people with detailed information about who's calling — to impress and deliver faster service for your customers.
- **With IP Office, you can get comprehensive call reports,** letting you know how well (or poorly) you are serving your customers — arming you with the information to transform the way you do business.
- **IP Office can provide full communications accessibility,** addressing the needs of both your employees and your customers who are blind/visually impaired, or deaf/hard of hearing.



## Reduce monthly costs.

*Let Avaya IP Office handle what other outside services would normally send you bills for each month.*

- **With IP Office you can change your T1 to a SIP service** and, through your service provider, cut your calling expenses in half.\*
- **Sharply reduce — even eliminate — conferencing expenses.** By bringing this capability in-house, you gain secure audio conference calls anytime, and save on monthly fees to outside providers.
- **Lower costs instantly by enabling your employees to work from home.** With IP Office, you can give them softphones and eliminate whatever they are currently charging to your business.
- **Don't have any home workers?** Use this functionality to ensure that productivity doesn't stop if there is inclement weather, sickness or other emergency preventing them from physically getting to the office.
- **Lastly, eliminate site-to-site calling costs** by networking your IP Office systems across sites, even when in different countries. In addition, your entire staff — regardless of location — can be set up to be contacted by dialing a simple three-digit extension.

\*Based on average current service provider rates.

# So, what do you want Avaya IP Office to do for you?



## Work from anywhere

Enable instant one-number access regardless of your location. Route incoming office calls to your mobile telephone, and even listen to your e-mails.



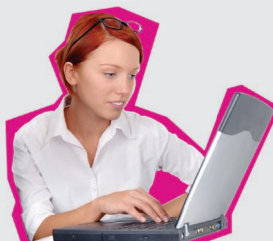
## Measure customer support

Powerful reporting package illustrates how you are serving your customers. See how much time you spend on each call, and how many calls you may be missing.



## Improve customer satisfaction

Maximize customer satisfaction as more calls are handled promptly. Redistribute inbound calls from your busy locations toward idle locations.



## Integrate applications

Enable incoming calls to display company name, location, purchasing history or other vital details; impress customers; sell more strategically; and speed efficiency.



## Protect your investment

Gain more than just communications products and services. Implement a system that delivers immediate results to your business, and is set to grow and change along with it.



## Look more professional

Impress customers and empower staff with state-of-the-art telephones. Sleek, functional telephones designed for the business professional.



## Connect all sites

Save, streamline, and spark collaboration. Integrate business communications to save money on long distance charges. Link remote offices as if they were one.



## Host conferences

Eliminate conference call costs and speed your decision-making. Schedule, initiate or participate in secure audio conference calls anytime. Launch outbound calls to bring the right people together instantly.

## Keep ongoing management simple.

*Administer communications for a busy staff, quickly and painlessly.*

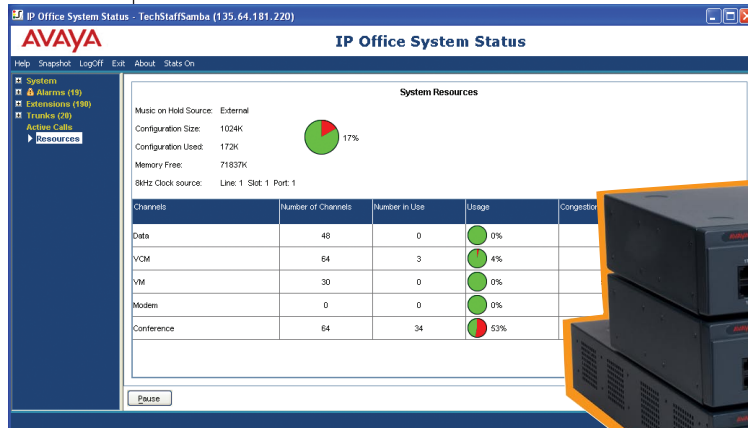
IP Office comes with a whole set of menu-driven tools to keep ongoing management simple. Leverage a variety of advanced options to power efficiency. The administration tool makes it easy to set up your IP Office and day-to-day tasks such as updating directories and moving phone extensions. Remote diagnostics are also made easy through the intuitive and real-time System Status Application.

# Avaya IP Office protects your investment, adapts to change and grows with you.

## Learn more

See how many companies like yours are using IP Office at [avaya.com/small](http://avaya.com/small)

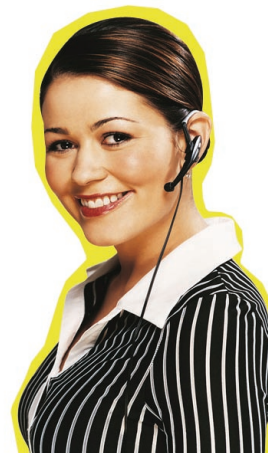
- IP Office is a wise long-term investment. You get to take advantage of today's technology now, and streamline your business at your pace.
- Adding users, new offices or more intelligence to the solution is easy and cost effective.
- You pay only for what you use, and add what you need later.
- From simple messaging to sophisticated call centers, IP Office enables you to stay ahead in business.



**“The solution made a tremendous impact ... our sales reps make between 70 to 100 calls per day, so seconds saved on each call can affect our bottom line.”**

—Toby Selix, CIO, Blood Diagnostics, Inc.

# You have questions ... Avaya and our BusinessPartners have answers!



## Does my current phone system give my business what it needs?

**If it is based on old technology, probably not.** Your competitors will be faster and more professional with the latest in communications software. IP Office delivers the capabilities that allow you to keep your business competitive.

## Do I need to understand the technology to implement it?

**No.** IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your Avaya BusinessPartner for support before, during and after your purchase.

## Do I need to spend a lot?

**Not at all.** You have choices based on your budget needs. Easy leasing or financing plans not only make your choices affordable, they help you cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

## Is IP technology so new that it's not reliable?

With over 90,000 systems deployed worldwide (Avaya is #1 in IP telephony\*), Avaya IP Office has the track record businesses like yours can rely on. Aside from receiving the **Product of the Year** award by *Internet Telephony* magazine and **Editor's Choice Award 2006** by *IT Week*, businesses like yours are saving money and boosting productivity. Many are even managing the system themselves via menu-driven tools.

## I have old systems but we are adding an office. Should I consider the new technology?

Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

## How quickly can I get up and running?

A local Avaya BusinessPartner can tailor a solution that's best for you and your budget.

\*Source: Synergy Research Group

**"I've never been involved with a faster installation."**

*—Paul Pannell, Telecommunications Engineer, Austin Heart*

## Avaya IP Office At-A-Glance

<b>Built-in Investment Protection</b>	From 2 to 360 users across the product line; up to 192 lines; 96/120 T1/E1 lines; up to 128 SIP (Session Initiation Protocol) trunk lines. Adding users or intelligence is easy and cost effective.
<b>Converged Communications</b>	An award-winning, small converged PBX that lets you leverage IP, digital, or analog technology.
<b>Unified Communications</b>	Whether the need is collaboration, mobility, messaging or device integration, IP Office has the open software environment to make connecting users easy and seamless.
<b>Customer Contact</b>	IP Office is a suite of tools including interactive voice response, real-time and historic call reports, voice announcements for queuing calls and ready integration with Microsoft® CRM.
<b>Self-Management/Administration</b>	Windows-based, menu-driven tools cut the time and expense of administration. Moves, adds and changes are easy and quick.
<b>Remote Diagnostics</b>	The Avaya network of BusinessPartners can provide you with proactive services that will detect issues before they emerge, alert you, and outline a resolution.

### Three-Year Warranty

Avaya IP Office is designed to be highly reliable, and is backed with a three-year warranty on IP Office hardware and one-year warranty on IP Office telephones.

#### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red rectangular background.

INTELLIGENT COMMUNICATIONS

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

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