



INTELLIGENT COMMUNICATIONS

The Definitive Guide to Upgrading Your Avaya Communications System

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Your Avaya communications system may be working perfectly—but is it really supporting your business? If not, you may be paying a significant **'opportunity cost'** by holding on to it.

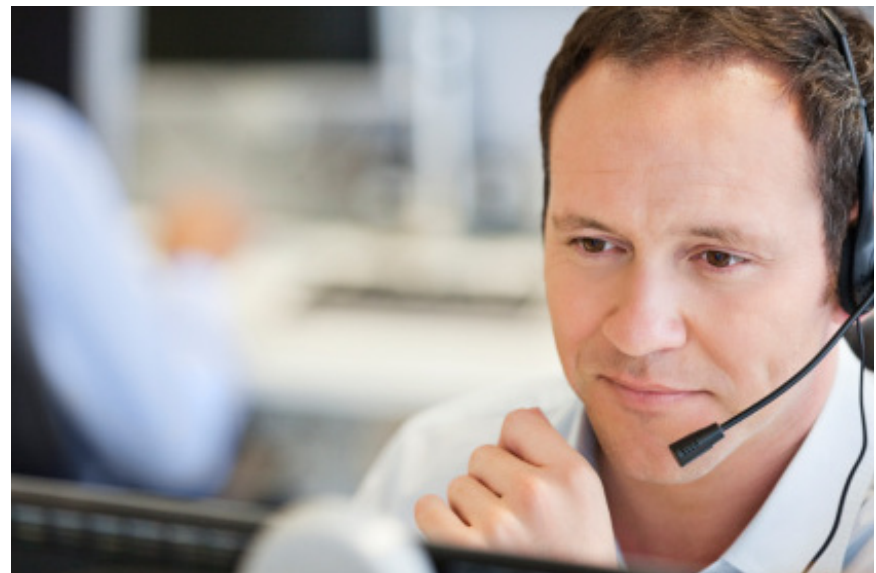
Every technology has a useful life—that's when it performs the way it was intended AND adds value to your business.

But what about when a technology keeps working after its useful life is over? That may be the case if you are using an older Avaya communications system such as PARTNER® ACS or MERLIN MAGIX®. These solutions were developed years ago in the pre-Internet era, before mobile phones were common. They are reliable performers, but they simply were not designed for today's world of anytime, anywhere communications.

By holding on to these solutions, your business may appear to enjoy short-term cost savings; in fact you are paying a significant opportunity cost: you are missing out on proven efficiencies, productivity and cost savings that can far outweigh the value of keeping your older system. If that's the case in your organization, this guide is for you.

Use the information provided here to take a close look at the opportunity cost you are paying by NOT upgrading. Also, learn an easy way you can get the benefits of new technology AND protect up to **60 percent of your original system investment**—a double-barreled set of savings that can actually cover the entire cost of an upgrade. That's huge and this guide will show you how to take advantage of this incredible opportunity.

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My current **communications system** works fine!

As the owner or manager of a small business, you have your hands full. Why add upgrading your communications system to your to do list?

The simple answer is, it's worth it to you and your business.

Small business communications have changed. They aren't just for making calls and taking messages. A solution such as Avaya IP Office—one of the top-selling solutions on the market today—is designed to become directly integrated into your business, delivering real quantifiable benefits:

- **Avaya IP Office can help small businesses grow and become more successful:** streamlining operations, cutting costs, simplifying hiring and real estate decisions, enhancing customer service and much more.
- **Avaya IP Office saves money:** an independent evaluation from Tolly1 found Avaya IP Office nearly 25 percent less expensive to own and manage than its competition.
- **Avaya IP Office delivers bottom line benefits:** when Avaya IP Office helps lower overhead and increase sales, the benefits show up on your bottom line.
- **Right now, you can upgrade and still protect your original investment:** businesses with Avaya systems can take advantage of upgrade options that can provide up to 60 percent investment protection.

In many cases, companies upgrading to Avaya IP Office have found that these savings pay for the system in just a few months. As part of this guide, we will show you an easy way to calculate these benefits for your business.

It's not just about **Communications**

You may not think of your office communications system as something that can help your business grow. But communications systems have changed -- and now is the time to reap the benefits.

Today's small business communications systems are more like PCs than traditional phone systems. They run over the same wiring as your PCs, accept applications like PCs and connect directly to business processes. They also unify communications, by bringing together phone, e-mail, instant messaging, video and more.

Many of the capabilities in a solution like Avaya IP Office were once only available to much larger companies and cost hundreds of thousands of dollars. But now with Avaya IP Office, these capabilities are available for much smaller companies.

Instead of just helping to communicate, today's small business communications systems are designed to help enhance your business by helping to increase the productivity of your employees, lower your business costs, and delight your customers. They can make such a dramatic impact on sales or customer service, they literally pay for themselves.

Do you need a **new communications system: YES** or **NO** ?

But, what if your current Avaya communications system is working fine? Should you follow the old adage: “If it ain’t broke, don’t fix it?” Well, here are some basic guidelines that can help you make that decision:

YES , you should upgrade:

When the risks and the opportunity cost outweigh the savings gained by holding on to your current solution, it’s time to upgrade. Use the following checklist to see if that might be the case in your organization:

- ☐ Your current Avaya communications system is more than three years old.
- ☐ You haven’t updated your current system for several years and the software and/or hardware used on your current system is no longer supported.
- ☐ You plan on operating your business for the foreseeable future.
- ☐ Your business is experiencing growth and/or your business will be relocating in the near future.
- ☐ E-mail and mobile communications are important to your business.
- ☐ A significant portion of your sales and customer service takes place through your communications system.
- ☐ Your business relies on conference calls.
- ☐ Your business makes heavy use of fax communications.
- ☐ You need call recording capabilities for compliance purposes or to improve employee training.
- ☐ You operate more than one location.

NO , you may not need to upgrade:

Not every company with an Avaya solution needs to upgrade. While you can unquestionably benefit from a new solution, the gains may not be enough to offset the savings of just holding on to what you have now. This may be the case if:

- ☐ You acquired your current Avaya solution less than three years ago.
- ☐ You plan on closing or merging your business soon.
- ☐ Communications is not important to your business, i.e., you don’t do any sales or customer service over the phone or via e-mail.
- ☐ You don’t do any advertising in which you promote a phone number or website.
- ☐ You don’t use a mobile phone.
- ☐ You never do conference calls.
- ☐ You do not communicate via fax.
- ☐ You only have one office.



Clues that you need a new communications system

Unfortunately, the decision to upgrade your communications is never simply a “yes” or “no” decision. Another way to decide is to look at some of the key capabilities of a new Avaya IP Office solution. These can be so important to a growing business that even if you are missing just one, it's time to consider getting a new communications system:

Knowing who is calling: Knowing who is calling before you pick up the phone is a great convenience and essential for sales and customer service. If your current communications system is so old that it can't support Caller ID, it's definitely time to make a change. A solution such as Avaya IP Office supports Caller ID and more, and can link to your customer database/CRM solution (such as Salesforce.com.) so that when a customer calls, Avaya IP Office can automatically bring up a “screen pop” of information about the caller.

One-number Reachability: Today, an employee might have a half-dozen or more “reach” numbers: office extension, office mobile, personal mobile, fax number, home office number, etc. But managing all of these reach numbers is a problem. Customers aren't sure what number to call. To stay in touch, employees end up giving out personal numbers. Avaya IP Office eliminates the problem by managing all your different numbers through your office phone system. Employees only need to give out one number (i.e., the office number) and Avaya IP Office sends those calls to the number you designate, anytime and to any device.





Conference Calls: Older phone systems were designed for one-to-one communications or very small conference calls. But today, many calls are conference calls with a large group of people on the line. Small businesses may spend hundreds or thousands of dollars on third-party conference call services. If that's you, it's definitely time to make a change. Avaya IP Office has two conference bridges so there are no outside charges for conference calls. Plus, the calls can be arranged at a moment's notice.

Connect Multiple Offices: In the past, if you had more than one office or business location, you needed a separate phone system for each site and sharing resources between sites was not possible. That's not the case anymore. Avaya IP Office lets you share resources—messaging and a receptionist—between offices. If one office is closed, calls can automatically be diverted to the office that is open (callers won't even notice). Employees

can reach each other with just a 3-digit extension, whether they are across the hall or across the county. If your business has more than one location now, or is planning to open more locations in the future, this capability is a great reason to consider an Avaya IP office solution.

"No Cost" Moves/Adds/Changes: Does it seem like even the smallest change to your current communications system requires a costly visit from a technician? If the answer is yes, it's definitely time to make a change. An Avaya IP Office solution lets you make moves, adds and changes without calling a technician and incurring any costs. That means if you add an employee or change the way calls are routed in your business, you can make the change yourself. The savings are significant and the flexibility is a real advantage.

How to protect up to **60 percent** of your **original investment**

Cost is often the biggest barrier keeping companies from upgrading their communications system. Fortunately, there is an easy way of reducing costs when you upgrade from your current Avaya system to Avaya IP Office—keep using all or some of your existing phone sets.

When you look closely at the cost of an upgrade, you will see that the phones themselves make up a huge part of the cost. But you can gain many if not most of the advantages of a new solution without replacing your phones.

- When you upgrade to Avaya IP Office, you can keep using your existing phones and replace them on an as needed basis.
- Or, make plans to equip select employees—executives, receptionists, sales and customer service reps, etc.—who can really benefit from the added features of the new IP phones.

Either way, by being smart and managing the use of your existing phones you can protect up to 60 percent of your initial investment and still gain the benefits of a new solution.

Simplifying the migration

Avaya has also taken steps to simplify the upgrade to the new capabilities of Avaya IP Office:

Wiring: It's likely that your older Avaya system uses traditional phone system wiring. That's no problem: you can continue using it with your Avaya IP Office solution. Or, if you have a Local Area Network (LAN) to connect your PCs/servers, you can use that instead. Avaya IP Office works with either kind of wiring—the choice is yours and the savings of using existing wiring are significant. Common wiring interfaces available with Avaya IP Office reduce the re-wiring often associated with replacement of a communication system—making the upgrade fast and easy.

Training: End user training is minimized as existing phones will start up with familiar default configurations, facilitating a smooth transition to the many new capabilities of Avaya IP Office while making it easy to access the proven, familiar features of your existing system.

Future upgrades & leasing: As your business grows, Avaya IP Office easily grows with you. There won't be a need for another upgrade anytime soon. Avaya IP Office can handle hundreds of extensions. For more flexibility, you can get leasing options that make it unnecessary to pay any finance charges for up to 60 months.

If you don't want to keep using your existing phone sets, no problem. The Avaya "Trade-in/Trade-up" program* provides a cash rebate for your existing sets when you make the upgrade to new, modern terminals.

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*available only in North America



A trusted provider

Upgrading from your current Avaya solution to Avaya IP Office reduces much of the risk normally associated with replacing a communication system.

You can continue working with your existing partner or reseller who knows your business while taking advantage of proven technology from Avaya, the global leader in small business communications.

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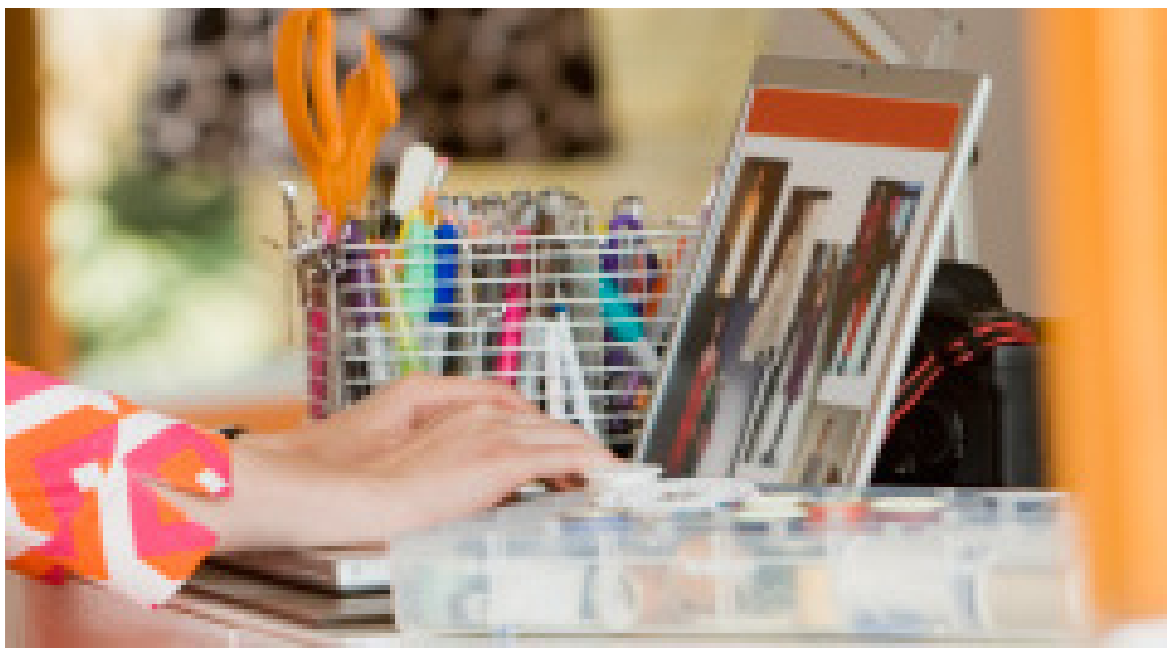
How to make your new Avaya IP Office solution pay for itself

Simple techniques like keeping your existing phones and using the wiring already in your business can dramatically reduce the cost of upgrading to a new Avaya IP Office solution. But that's just the start of how you can benefit financially.

The real value of an Avaya IP Office solution is how it helps you build your business.

Today, scores of companies around the world are relying on Avaya IP Office not just to improve communications, not just to save money—but to change and improve the way they do business. Here are just a few examples:

- An Iowa-based online retailer of custom clothing (printed designs on shirts, jackets, etc.) discovered that its old communications solution was not making it easy for customers to get to their preferred sales representative quickly enough. Intelligent call routing on an Avaya IP Office solution—faster and more accurate—helped generate a 15 percent increase in sales.





- A financial services company with offices in New York and San Francisco discovered that it was frustrating customers by “doublescreening” them (asking for basic identifying information over and over) and also losing deals if callers were not instantly connected to a sales representative. By using Avaya IP Office to set up a formal contact center and also have incoming calls ring simultaneously on a sales rep’s mobile phone, it was able to save deals that were being lost. It also cut costs so much—by eliminating the need for separate fax lines and other

services—that its Avaya IP Office solution paid for itself within a year.

- An active veterinary clinic and dog grooming service outside Cincinnati is using its Avaya IP Office solution



in a new mobile veterinary practice: making house calls using vans equipped with examining tables, medications and Avaya IP Office phones. In effect, the mobile clinics become another extension of the office phone system making it easy to communicate with doctors back at the home office. In addition, the practice estimates that its Avaya IP Office solution made it unnecessary to hire five to eight additional people to handle an increased volume of business, translating into annual savings of over \$200,000 a year.

But don’t take our word for it. Want to quickly find out how much Avaya IP Office can save your business? Use this 5-minute Return on Investment (ROI) calculator. It asks a series of questions and based on your answers, you’ll see the value that Avaya IP Office can deliver to your business.

Visit: www.avaya.com/ipofficeroi

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Things You Can't Do With Your System Today

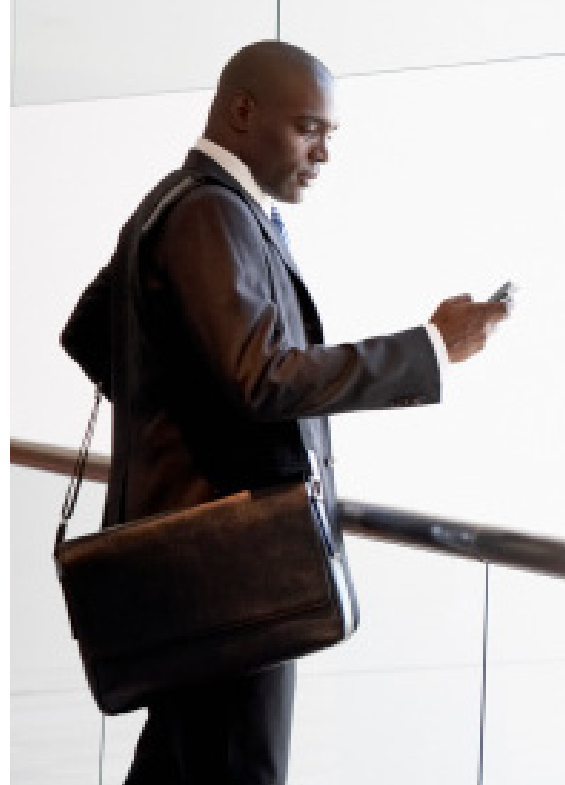
Still looking for that one “silver bullet” reason to upgrade your communications system? In reality, there are probably many such reasons. A solution such as Avaya IP Office has hundreds of features. When you are upgrading, you will work with an Avaya partner who is experienced at taking all of those features and tailoring solutions to the needs of your company. In addition to built-in features, there are applications for meeting the specific needs of retailers, medical practices, law firms, accountants, etc. Here are some features and applications that might be reasons to invest in a new Avaya IP Office solution:

Corporate directory/Presence: Why keep a Rolodex when you can use your phone to search for the listing and place the call by pressing a button. These listings may range from corporate contacts stored

in Microsoft Active Directory to your personal contacts in Microsoft Outlook. Either way, searchable directories appear right on the phone's display for convenient access. Avaya IP Office will also provide you with at-a-glance presence information so you can instantly see which co-workers are available or on the phone.

Billable hours: Having trouble keeping track of your billable hours? Avaya IP Office can help with reports that associate inbound and outbound calls with specific billing or tracking codes. You can track factors such as the length of calls for each client that can later be packaged into detailed reports for accounting and billing purposes. It's an ideal solution for professional services companies, from law offices to accounting firms.

Communications control: So your entire New York-based executive team is attending a conference in California? Rather than have them waste time calling in for voice mail messages, redirect all business-related calls to mobile cell phones using Avaya IP Office. The same value is there if you have just stepped out for lunch: calls to your office phone can



ring simultaneously on your mobile. Now that top customer doesn't have to leave a message, he or she can get you directly.

Enhanced voicemail: Sometimes voicemail is necessary—you can't answer every call. For a modern-day road warrior, picking up voicemail messages can be a painstaking process. Pagers, cell phones, BlackBerrys, laptops—there's simply no shortage of devices you need to check. With Avaya IP Office you can receive your messages as e-mail attachments, all in one place. What's more, the messages can be saved for future access or archiving.

Automating the routine: Does your business regularly make calls to customers to follow up on unpaid invoices, confirm appointments, provide routine updates, etc.? These tasks can all be done more efficiently and cost-effectively through an Avaya IP Office solution. Avaya IP Office links directly to your database and manages the communications with the caller (“Press 1 to confirm an appointment,” “Press 2 to pay your current invoice,” etc.) The solution can also be directly linked to an internal or third party billing system for secure management of payments. It’s fast, efficient, eliminates routine tasks that few want to do and is ideal for any activity that involves (1) communicating with large numbers of people and (2) extracting information from a digital data base, i.e., a database of appointments, billing, payments, prescriptions, lab results, etc.

Set up a contact center: One of the most powerful capabilities in Avaya IP Office is the ability to organize your sales and service teams in a formal contact center. Get your sales and service people into

hunt groups and manage communications loads in each group. Connect different groups to specific inbound 800 numbers so each person in the group is familiar with those calls. Connect your contact center to a database that automatically triggers the retrieval of the customer’s record. Take advantage of specialized software and reporting capabilities to evaluate agent workloads and fine-tune performance. Large banks, brokerage firms, major credit card processors and other companies have long enjoyed this ability, and now with Avaya IP Office smaller companies can do the same thing.



Call recording: Would you like the ability to record the way calls are handled in your business. This is a critical way organizations keep tabs on quality and identify instances of inaccurate or poorly conveyed information that can negatively impact customer experience. Gaining knowledge through call recording is vital for training purposes and may be needed for compliance. You can set up Avaya IP Office to record all calls, at set intervals, randomly, etc. They are then available on the server for review and also to be archived.

Home office workers/teleworkers:

Would your business benefit from a communications system that enables employees to work from home and to have complete access to the communications tools they have in the office: speed-dial numbers, conference calls, transfers, etc. Enabling employees to work from home even just one day a week can deliver tremendous benefits—Avaya IP Office makes it easy.

Get Started Today

1. Look at what your business needs

Avaya IP Office isn't just about streamlining communications—it's about helping you address your biggest business challenges:

- Increasing sales
- Creating a better customer experience
- Lowering costs

Think about your biggest business challenges. Look at how other companies are benefiting from Avaya IP Office (download the whitepaper, "How Effective Communications Delivers Real Results for Your Small Business.") Your Avaya partner will help you match your business challenges to specific Avaya IP Office capabilities.

2. Look at the bottom line benefits

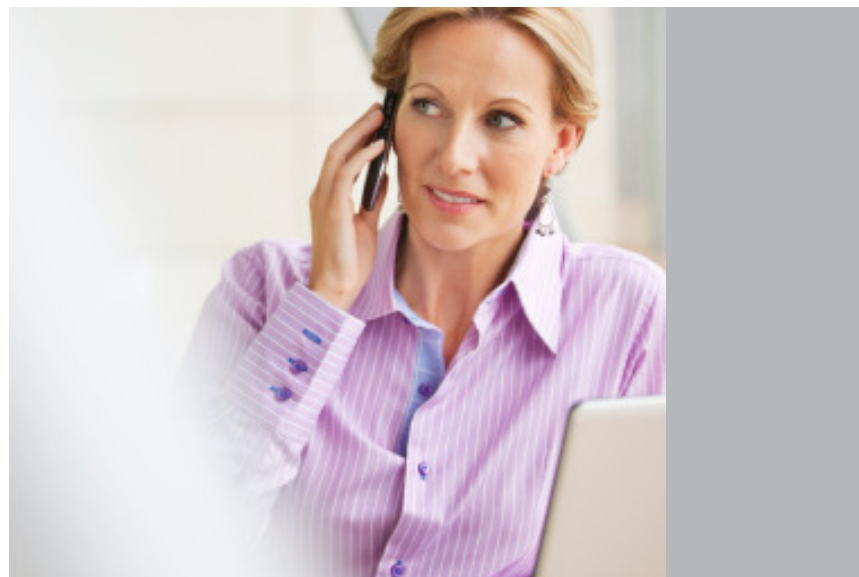
See exactly what Avaya IP Office can do for your business. Take advantage of the [Avaya IP Office ROI calculator](#). Visit www.avaya.com/ipofficeroi and see how effective communications can deliver real results for your business. It takes just a few minutes and you can use the report to help guide your Avaya partner to the capabilities that will have the biggest impact on your business.

3. Calculate the savings

Remember, you can upgrade to Avaya IP Office and keep using all or some of your existing phone sets. Upgrading to Avaya IP Office also reduces installation complexity, simplifies programming and minimizes end user training. Start enjoying the advantages and cost savings of Avaya IP Office for far less than you imagined. And don't forget to ask about cash rebates and 0% financing.

4. Simplify the process and reduce the purchasing cycle

Upgrading to Avaya IP Office simplifies the process and reduces the purchasing cycle often associated with the replacement of a communications system. Stick with proven and familiar technology from the world's No. 1 manufacturer of small business communications solutions available from your Avaya Authorized Partner.





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About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information, please visit www.avaya.com.

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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