CLOUD YOUR WAY: POWERED BY IP OFFICE

Migrate to the cloud at your own pace while taking advantage of a full suite of Unified Communications applications that integrate seamlessly and flexibly with the rest of your business.

WHY SWITCH TO CLOUD

- Streamline your business
- Flexible cloud terms
- Consumption based licensing

Millennials are driving a Consume-as-you-go market. Why shouldn't your business take advantage too?

Maintain the Simplicity, Security, and Stability you rely on and need but without legacy hardware with Avaya's MidMarket Cloud Solution:

Powered by IP Office.

As technology evolves, systems change so quickly it is nearly impossible to keep up. Budgets and staff continue to shrink as we do more with less. Managing system updates and changes has become a cumbersome task as staff focus on other strategic organizational priorities such as customer experience and security.

Meanwhile, business is not stagnant and your telephony, unified communications or contact center system shouldn't be either. With Powered by IP Office, Avaya's cloud solution for small and midsized businesses, you get the same proven software, functionality, user interfaces and management capabilities as the premise-based IP Office solution in a cloud solution.

- **Operational vs Capital expense**
  - No large upfront costs
  - Ability to pay month-by-month
  - Predictable pricing makes forecasting easier
- **Flexibility**: Shrink and grow based on seasonality or organizational requirements
  - Don't waste money on licenses that aren't being used
  - Scale system as needed
- **Investment Protection**: Reuse analog, digital or third-party devices such as handsets or paging systems
  - Or leverage pure IP if that works best for you
  - Gain a resilient and reliable system in a completely operational expense model
- **Hybrid Resiliency and Reliability**: Maximize uptime with flexible failover options
  - Cloud to Cloud
  - Premise to Cloud
  - Cloud to Premise
- **Automated System Management**: Focus on your strategic business driving projects
  - Hands-on Avaya Partner installs, supports and manages the system
    - Handles upgrade entitlements
    - No support black holes
    - All wrapped into one monthly cost
  - Proactive system management and monitoring

- **Centralized Management**: One intuitive interface
  - The administrator views all users on a single site or across 150 locations
  - Monitor potential issues that could affect system performance, including over utilized trunk lines, voice ports, and bandwidth utilization
- **Security**: Protect your business with built-in, always-on security.
  - Seamless upgrades help maintain your system with the latest security patches to help prevent hacking
- **Built-in Applications**:
  - Web Collaboration: document sharing, white boarding, full participant controls, and a common user interface
  - Audio Conference Bridge
  - Team Messaging and Presence
  - Mobility Client
  - Geo-Tracking
  - Soft Phones
  - Recording
- **Integration Capabilities**:
  - Google
  - Office 365
  - Skype for Business
  - Slack
  - Amazon
  - Customer Record Management such as SalesForce.com
  - Strong DevConnect Technology Partner community
    - Simple integration with third-party platforms
- **Integrated Contact Center Experience**: Seamless customer engagement experience
  - Start with simple recording, reporting and call routing for your agents
  - Grow engagement experience with customers as needed
    - Voice
    - Chat
    - Email
    - SMS
    - Fax
    - Outbound Campaigns

With an installed base of over 600,000 systems and millions of customers worldwide, IP Office is one of the most widely deployed solutions on the market. You can now have *Cloud Your Way* with Avaya and transition into the cloud at your own pace.

Learn More

To learn more about Avaya Powered by IP Office, visit http://tidalcom.com/

About Avaya

Avaya enables the mission critical, real-time communication applications of the world's most important operations. As a global leader in delivering superior communications experiences, Avaya provides the most complete portfolio of software and services for contact center and unified communications — offered on premises, in the cloud, or a hybrid. Today's digital world requires communications enablement, and no other company is better positioned to do this than Avaya. For more information, please visit www.avaya.com.

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