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IP Office: Simple, Powerful Communications for Small and Medium Size Businesses

Successful companies are always looking for new ways to do more with less—keeping their business flexible, innovative and competitive without driving up operating costs and capital expenses.

Avaya puts the solution at your fingertips: the Avaya IP Office communications system.

Avaya IP Office is the right choice for any small and medium size business today—whether you have 5, 25 or 250 employees…just getting started or already established…have a single office or multiple locations.

Avaya IP Office unifies your communications, providing your employees with a solution that lets them handle all their business communications on the device of their choice: their laptop, mobile phone, office phone or home phone—using wired, wireless or broadband connections.

IP Office easily adapts to your goals and budget and provides individual user productivity solutions to give each of your employees just the capabilities they need—whether it's your receptionist, sales or service representatives, home telecommuter or on-the-go knowledge worker.

Helping small to large companies around the world use communications to grow sales and lower operating expenses has made Avaya the global leader in business communications systems. If that's what you want for your small or medium size business, it's time to take a close look at Avaya IP Office.

Learn More About Avaya IP Office:

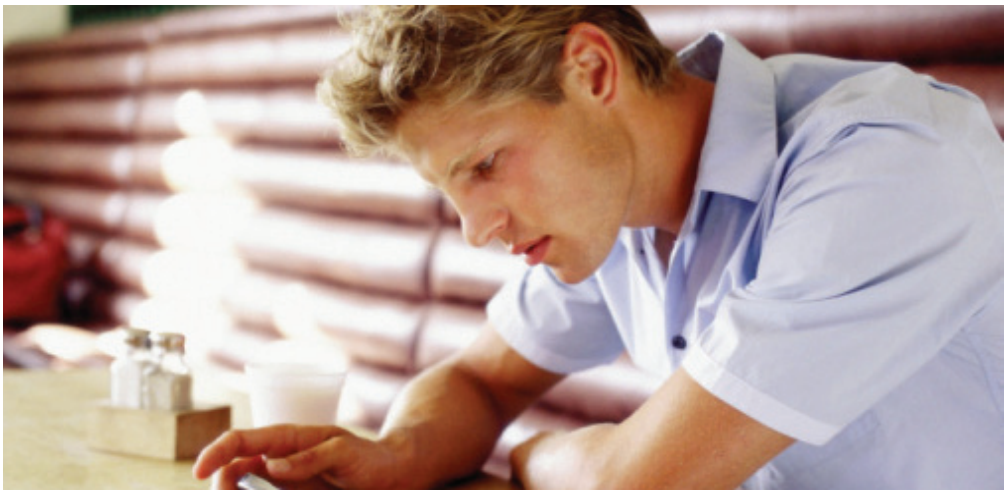
- Watch a Demo
- Calculate Your ROI in 5 Minutes
- See Customer Stories

Go to **avaya.com/small**

Serving Customers Effectively with Unified Communications

Your office phone, cell phone, e-mail, texting, instant messaging and more are all essential to the way you work today.

But are you managing your communications — or are your communications managing you? Think about it—how often has the following happened in your company?



- A customer or prospect calls with an urgent, time-sensitive request, but is unable to reach the right person for an answer
- An unexpected development—severe weather, a personal matter—leaves a key employee stuck at home and completely unproductive
- Staff give out personal phone numbers (such as a mobile) that confuse customers and affect your control of those relationships
- You suspect peak call volumes result in lost calls, but have no idea how many or how much it's costing you

These are all everyday occurrences that can impact your image, your employees' ability to perform at their best, your customer service, and ultimately your bottom line. Avaya IP Office is ready to address every one of them—and much more.

Unlike other solutions, Avaya IP Office uses built-in intelligence to simplify your use of wired, wireless and Internet communications.

Instead of keeping your communications separate, Avaya IP Office brings them together so you can easily turn a home or mobile phone into an office extension, collaborate with dozens of customers or staff members on a conference call and get detailed reports that show how well your company is responding to customers.

With rich functionality, IP Office naturally creates new ways of thinking about the role communications can play in your business.

Rely on IP Office to Control Costs

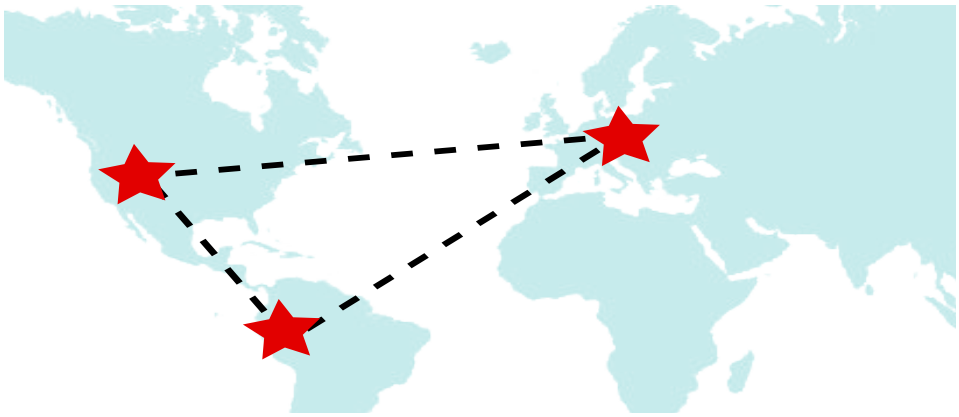
- **Lower mobile phone/long-distance bills:** IP Office opens the door to a wide range of options for better managing your company's mobile phone and long-distance charges by routing calls through the system and over broadband links.
- **Handle more calls with fewer people:** Instead of using staff time to answer incoming calls, rely on the built-in intelligence in IP Office to route calls quickly and accurately.
- **Expand your talent pool without increasing real estate:** Is your business growing, but you don't want to add full-time staff? With IP Office you have the flexibility to have extra staff working from home—wherever that may be. Each would have access to all the communications and call handling capabilities your other employees have at the main office.
- **Eliminate conference calling fees:** IP Office makes every day conferencing affordable and practical by providing your business with built-in 128-party conferencing (up to 64 parties per conference).
- **Control costs**: Add high definition video to reduce or even eliminate travel, and benefit from unsurpassed collaboration across your business.
- **Centralize administration:** For businesses with more than one location, IP Office enables remote management and administration from a central location. No need to have an administrator at every site.

IP Office Is Easy to Use and Manage

Whether you are adding a new employee or an entirely new office, setting up a customer service help desk or outfitting an employee to work at home, IP Office keeps it simple.

- **Swiftly deploy customized features:** IP Office lets you design your own set of features your users need most. You can take advantage of pre-existing templates to set up "typical" users and quickly deploy them to all employees or specialized groups of users.
- **Seamlessly integrate business applications:** With Avaya and Avaya partners, you can integrate a wide range of applications to enhance and customize your IP Office system to the specific needs of your business (e.g., an application that automatically calls clients to remind them of appointments).
- **Easily add or move phones:** Adding new phones or other devices is a matter of plugging them in and powering on—IP Office automatically reads the IP address of the device. Once it is set-up, you can move a device from extension to extension, even to another location (e.g., a home office), without having to "re-administer."
- **Manage your system from anywhere:** You don't have to be on-site to manage your IP Office system—you can do it securely, from anywhere, and at any time. Administer all offices from one location—eliminating time and travel costs. IP Office administration is flexible, efficient and included with the IP Office 500 system.

Connect Your Office Locations



IP Office is ideal for any company with multiple locations. Connect up to 32 sites and have all the IP Office systems communicate seamlessly. Eliminate site-to-site calling costs. Share messaging, receptionists, the office directory and much more. Manage all systems from one location. Quickly and cost-effectively set up satellite operations in remote locations that might not otherwise have justified the investment in a fully-equipped office.

A SOLUTION YOU CAN DEPEND ON

Everything about the IP Office solution is designed to keep your communications at peak performance at all times:

- **Built-in resiliency:** For businesses with more than one location, IP Office can deliver continuous operation. In the event of a power outage, users with IP phones can automatically failover to another location, retaining full communications capabilities.
- **Advanced, remote diagnostics:** IP Office proactively identifies potential problems before they cause an outage or business disruption.
- **Proactive alarming:** Be alerted to system problems in the way that works best for you—IP Office can e-mail system alarms from any of your locations.

Meet the Needs of All Your Employees

Essential Edition

"I just need basic communications."

Help keep your costs down and get the essential call handling capabilities growing businesses need.

IP Office Essential Edition is the perfect small business starter kit with all the "must haves" (call routing, Caller ID, hold/conference/transfer, voice mail) plus a great selection of Avaya phones.

When you are ready, move up to the Preferred Edition.

Preferred Edition

"I want to make my people more responsive and professional."

Communications capabilities to give your business a competitive edge… as well as the built-in capacity you need to keep growing: that's the idea behind the IP Office Preferred Edition. With ten times more voice messaging capacity than Essential Edition and the ability to handle dozens of calls simultaneously, Preferred Edition is the right choice for any business that wants to use communications to operate more efficiently and effectively today and for the foreseeable future.

With IP Office Preferred Edition, you get everything that's in the Essential Edition, plus:

Scalable, sophisticated voice mail: The voice messaging capabilities in Preferred Edition deliver productivity and efficiencies day-in and day-out. Handle up to 40 simultaneous calls. Broadcast a single voice mail to the entire company, a specific department or just a team. Have the system "find" you and let you know when new messages arrive.

Secure "Meet me" conferencing: With its built-in conferencing capability, IP Office Preferred Edition makes it easy for all your users to host their own password-protected conference calls. The user experience becomes seamless for your staff and customers—whoever you invite to your audio conference. With its unique conference call capacity, IP Office lets you host a multitude of calls simultaneously.

Intelligent call routing: You never know when your most important customer will call. Now you don't have to worry. IP Office Preferred Edition gives you many programmable options to handle calls any time of the day or night. Program IP Office to recognize your best customers and even greet them with a personal message. Forward calls virtually anywhere with different options for each extension, times of day and different incoming numbers or area codes.

Automated service prompts: Enrich the experience for incoming callers by providing information such as wait time, information on promotions or other communications that will add value to their overall experience.

Call recording: Built-in call recording is a great way to keep tabs on your business operations, reduce legal risks to your company and potentially meet industry-compliance criteria. Record incoming or outgoing calls. Set it up in advance (establish a set frequency) or record on demand with the push of a button.

When you are ready, build on your investment and just add the Advanced Edition.

Solutions for Your Goals, Your Budget

Advanced Edition

"Give me the tools to serve customers more effectively."

Winning new customers makes your company grow. Keeping customers loyal and satisfied makes your company profitable. **IP Office Advanced Edition** helps you do both—it's the ideal solution for companies that take customer service seriously and want to be the best.

Avaya has taken the expertise that has made it the industry leader in large contact centers and tailored it to the needs of growing businesses like yours.

The IP Office Advanced Edition requires the Preferred Edition as a pre-requisite purchase. So, you get everything in the Preferred Edition, plus:

Automated 24/7 self service: For many, if not most customer interactions, simple is best—give your customers everything they need through an automated, self-service option: access information, get directions, check status of orders, and more. Drive revenue in off-hours and free up agents for more critical, customer-facing tasks.

Real-time customer service management: Receive alerts immediately when service thresholds you've set have been exceeded. Take swift action to optimize call routing and ensure service levels. Get reports of all calls in progress and compare with historical reports. See how agents are doing and adjust accordingly. Optimize your staff's productivity so your customers enjoy a professional, differentiated experience.

Seamless retrieval of recorded calls: Easily archive all recorded calls and seamlessly search and replay any conversation. Search via browser interface and access the exact information you want. Use the replay controls to start, stop, pause, skip forward/backward, or to export the recording to search by date, time, parties, length or target extension number. Use your results to understand problem or opportunity areas in customer service.

> Power user

For any employee with a laptop, the Power User solution takes mobility to another level. With Power User, they can control office communications using an IP phone, mobile phone or laptop; conduct personal video calls; have calls ring simultaneously on all their devices; get automatically notified of important voice mails and e-mails (viewing them in the same inbox); set up conference calls on the fly—with up to 64 participants. It's the ultimate in communications accessibility, designed to help your people be as productive as possible—anytime, anywhere.

> mobile worker

The Mobile Worker solution makes any mobile phone an extension of the office phone system—complete with call handling features, speed dials and more. No more giving out personal reach numbers. You get peace of mind knowing that when customers call, they are dialing your business number. And your employees get the tools they need to stay in touch.

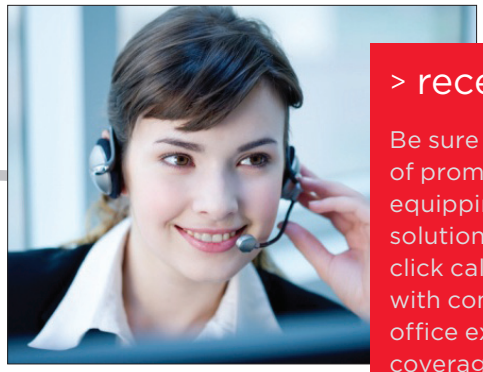
Now Drive Effectiveness Exactly Where You Need It

> office worker

The Office Worker solution gives anyone using a PC a complete set of tools to help them work smarter and communicate more easily. With Office Worker, they can control all communications from the screen of their PC, get easy access to visual voicemail and use IM and presence capabilities to quickly reach co-workers.

> teleworker

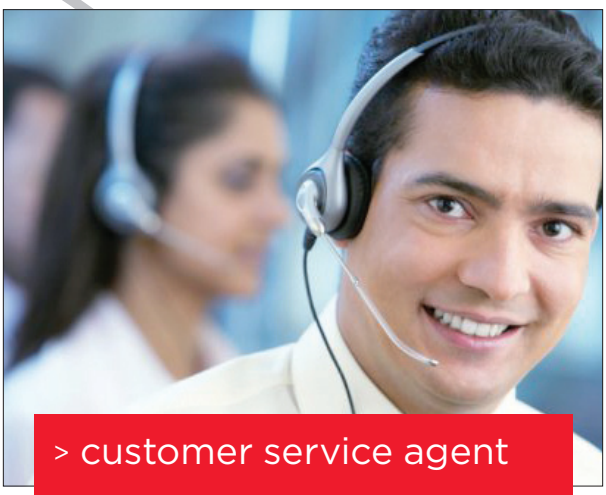
The Teleworker solution makes any home office a remote extension of your main office. Users truly feel like a remote extension of the main office with the same phone and functionality they'd have in the office, and they turn their commute into productive time. Because it all goes through the IP Office system, you can hire talent from anywhere and save money.



> receptionist

Be sure the first impression you make on callers is one of prompt, personal and professional service by equipping front desk personnel with the Receptionist solution. Streamline call handling with easy point-and-click call controls. See who's calling and why. Integrate with commonly used database software. Monitor all office extensions. Have one receptionist provide coverage for multiple offices.

IP Office User Productivity Solutions—Power to Your People



> customer service agent

Any employee who regularly fields calls relating to sales, service, billing, product information, etc., should be equipped with the Customer Service Agent solution. It's a browser-based client that lets agents respond quickly to current conditions. Agents receive information on the number of calls on hold, in progress, lost, as well as the number of agents logged in and logged out. If no calls are waiting to be answered, the customer service agent can spend more time with the current caller, helping to increase revenue and customer satisfaction.

> customer service supervisor

If you are serious about having the best sales and service, you will want to constantly monitor and measure how you are doing. Big companies have long done it. With the Customer Service Supervisor solution, growing companies can do it, too. Customer Service Supervisor gives you the reports you need to manage your sales activities, judge the value of marketing campaigns and see how well agents are handling sales and service calls.

Find out why businesses like yours choose IP Office everyday

Uniquely Reliable and Resilient	✔ Prevent lost productivity ✔ No moving parts to break down ✔ Intelligent failover across sites	**Flexible 'hybrid'**	✔ Choose, IP, digital or analog phones in any mix ✔ Reduce your carbon footprint
Easy to customize	✔ Solutions tailored to your employees roles ✔ Simple management, from anywhere	**Grow. We Grow with You**	✔ From 5 to 1000 users across 32 sites ✔ Add applications as your business needs evolve ✔ Easily Integrates to your Microsoft Outlook™ and other office applications
40% to 60% Savings Instantly	✔ Investment Protection for existing BCM, Norstar and Avaya customers ✔ Drastically reduce calling and audio conference costs ✔ Eliminate or reduce travel with integrated HD Video conferencing	**Its All in There!**	✔ Built in 128 party conference bridge ✔ Voice Messaging, auto-attendant and Unified messaging keeps you connected

We'll Help You Get the Capabilities You Need

Your authorized Avaya Partners will work with you to tailor an Avaya IP Office solution to meet your needs and budget. Learn more about what Avaya IP Office can do for you at avaya.com/smallbiz

Flexibly Accommodates Your Choice of Devices

IP Office has the ability to work with IP, digital, analog, SIP and wireless technologies. Use the devices you want, wherever you need them.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.

AVAYA

The Power of We™

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