8 FEATURES

YOUR COMMUNICATIONS SOLUTION NEEDS TO HAVE

Solution Guide

AVAYA
Engage The Power of We™

HOW TO IDENTIFY THE RIGHT ENGAGEMENT ENVIRONMENT FOR YOUR SUCCESSFUL GROWING BUSINESS

Staying competitive against larger enterprises is a tall order for a growing business. With associates, suppliers, and partners scattered across the globe, communications solutions become a critical tactic, especially if you're trying to attract a new generation of hyperconnected professionals to your talent pool.

The right communications solution is key to boosting business growth and streamlining productivity from dispersed teams collaborating across the world — all with different computing and communications devices. Additionally, you have to care for your customers with the same level of speed and efficiency, personalized service, and flexibility offered by larger competitors.

The solution? An end-to-end communications environment that meets complex business requirements, eliminates infrastructure complexity, and gives the business a solid IT-enabled competitive edge — at or below budget goals.

60%
of growing businesses said they were interested in a full communications solution

29%
planned to implement a solution in the next 12 months

34%
said they plan to add multichannel contact center capabilities in the same timeframe[1]

[1]Forrester Research, "Forrsights Telecom And Mobility Workforce Survey, Q2 2013," Commissioned by Avaya, April 2013

Here are 8 key things to consider as you evaluate your communications solution options:

1. SCALABILITY

Growing companies need a solution that can grow with them — one that can easily upgrade to more complex solutions built specifically for larger enterprises when the time is right. It should standardize the full communications and collaboration stack — voice, messaging, customer interaction, video, wired/wireless networking, and call security. It should minimize IT staff training needs and limit licensing and pricing complexity. Also, it should deliver a robust partnership ecosystem, so you can easily deploy proprietary applications on top of your core environment while reducing complexity in the data center.
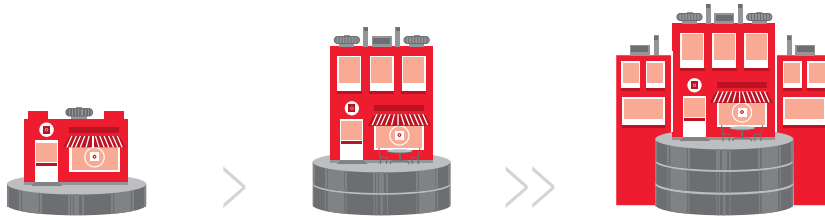
2. MOBILITY

Regardless of the device you're using or whether you're on VPN or not, your team's engagement with each other and your customers should be seamless — to everyone involved. Users should be able to stay connected and productive while on the move, and callers need to remember only a single business number that provides access to audio and video calls, multiparty audio conferencing, voicemail, instant messaging, and any other collaboration tool they need.
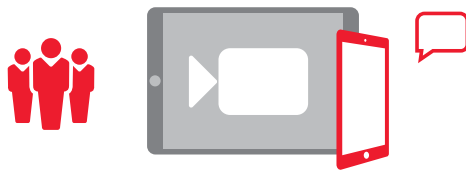
3. CUSTOMER SERVICE SOLUTIONS

While voice calls and faxes continue to be pervasive, email, Web chat, Internet self-service, and SMS texts have altered the landscape of customer interactions with suppliers, vendors, and retailers. Customers not only expect to interact with you via their mode of choice, but once they've shared information with you they expect you to remember it — even if they move from one channel to another.

78% of consumers said they wanted to communicate with companies using multiple channels[2]

4. INVESTMENT PROTECTION

Scrapping your legacy infrastructure isn't just a cost-prohibitive endeavor for a growing business — it's unnecessary. The right communications solution should integrate seamlessly with legacy IP, digital, analog, or SIP technology in any combination, protecting prior wiring infrastructure and phones investments.

Key Feature Checklist

✓ Support users at a single site or across multiple networked locations
✓ Flexible deployment models
✓ Centralized Web management
✓ Support for enterprise branch
✓ Mobility, video and Web collaboration, networking, contact center, and better security options

✓ Take your office extension with you
✓ Use cellular, 3G/4G/LTE or Wi-Fi networks
✓ IM presence and geolocation of mobile users
✓ Directory integration
✓ Rich conferencing capabilities
✓ Drag-and-drop multiparty conferencing
✓ Mitigate non-VPN access security risk

✓ Can integrate voice, email, and Web chat channels to provide optimal customer accessibility
✓ Designed for growing businesses in which contact center operations are mission critical
✓ Blended multichannel support (voice, email, Web chat, SMS, fax)

[2]Avaya, "Survey of Consumers in the U.S. and the U.K." 2013

5. RESILIENCY & INCREASED SECURITY

For a growing business, downtime is synonymous with loss, and sometimes just a few minutes of outage can equate to thousands of dollars. Your communications solution should help ensure mission-critical voice and conferencing applications are resilient, eliminating interruptions in the case of a server outage. IT departments should validate that the new converged infrastructure makes corporate resources less vulnerable to external attacks.

Not only is it critical to protect the network from potential damage to business operations and privacy — security mandates, such as those for credit and health information (e.g., PCI and HIPAA), require that any vulnerabilities be addressed — and impose significant financial and legal penalties for noncompliance. Your communications solution needs to provide BYOD guest and network access as needed. IT managers should have full visibility of who has accessed and who is on the network, and should be able to quickly and easily add, remove, and control the level of network access for every user and device, on demand.

6. CENTRALIZED WEB MANAGEMENT

If you have to perform resource management tasks like backups or upgrades, you should have simple, web-based management access wherever you are. Your communications solution should integrate seamlessly with industry-standard LDAP directories, including Microsoft Active Directory, to help simplify system management.

7. VIRTUALIZATION

Your communications solution should act as a virtual appliance in your environment to make it easier for IT managers in virtual data centers to migrate their communications and collaboration applications to industry-standard servers and continue on the path to eliminate legacy-appliance-based workloads.

8. NETWORKING

The implementation of new real-time video, voice, mobility, and conferencing capabilities opens an opportunity for business partners to revisit their clients' underlying networking assets to validate that the right infrastructure is in place. Your networking assets should allow your growing business to consolidate all forms of communication — voice, high-definition video, and data — over a robust converged wired or wireless infrastructure that's easy to install and support.

Key Feature Checklist

✓ Better protection for your SIP trunks against denial of service (DoS) and spoofing attacks

✓ More secure access for remote endpoints

✓ Active packet inspection

✓ Improved protection against toll fraud (call walking, stealth attacks)

✓ Seamless identity management

✓ Centralized security risk mitigation and access control for your network

✓ Network- and device-agnostic
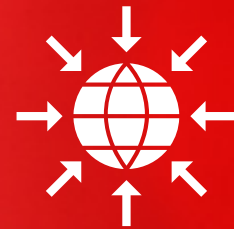
✓ One-minute plug-and-play capabilities and automatic QoS and provisioning

✓ Power over Ethernet/Power over Ethernet+ models for powered connection of IP phones and other devices

✓ True resilient stacking

✓ Optimized support for data, voice, video, and messaging applications

✓ Always-on architecture

✓ Guest access and management

✓ More secure bring your own device (BYOD) capabilities

✓ Wireless intrusion detection

CONCLUSION

The right communications solution gives growing businesses a critical competitive edge to capitalize on global opportunities. The Avaya solution is the smart choice for IT departments focused on delivering higher business value to their organizations that need to drive growth, connect resources across geographies, improve customer experiences, and enable higher team productivity. It's a powerful, complete, and affordable environment that includes:

- IP telephony
- Conferencing
- Mobile softphones
- Multiparty video calling
- Web collaboration

- Multichannel contact center capabilities
- Inbound and outbound calling solutions
- Converged networking
- Secure SIP perimeter

It's time your communications solution made your business better.

LEARN MORE

To learn more and to obtain additional information such as white papers and case studies about the comprehensive Avaya midmarket solutions, please contact your Avaya Account Manager or Authorized Partner or visit us at **avaya.com/midmarket**.

ABOUT AVAYA

Avaya is a leading global provider of customer and team engagement solutions and services available in a variety of flexible, on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business-critical applications and services. For more information, please visit **avaya.com**.