Avaya IP Office Release 8.0

Mobilizing Growth for Small and Medium Business
Today’s Session:

- Review of Strategic Priorities and Roadmap Status
- IP Office 8.0
  - What’s New Overview
  - Detailed Breakdown
- What it Means
  - To Your SME Prospects and Customers
  - To You
- Summary
Avaya strategic priorities
For SME markets

<table>
<thead>
<tr>
<th>Simplicity</th>
<th>Customer Service</th>
<th>User Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to understand, buy and finance</td>
<td>Solutions that help SMEs deliver better customer service and retention</td>
<td>Applications that are intuitive to use</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Benefit</th>
<th>Channel Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to understand, buy and finance</td>
<td>Seamless and profitable for channels to learn, sell, install and support</td>
</tr>
<tr>
<td>Solutions that help SMEs deliver better customer service and retention</td>
<td>Products that sell and services that save time</td>
</tr>
<tr>
<td>Applications that are intuitive to use</td>
<td>Easy deployment and ability to support for channels</td>
</tr>
</tbody>
</table>
Accelerates innovation with IP Office, our flagship solution for SME markets
Avaya IP Office R8.0

The Power of We™ for Small and Medium Enterprise

USER PRODUCTIVITY

Choose Based on the Number of User Types you Have (One Time Seat License)

GROUP COLLABORATION

One Edition License Covers All Users on the Server (I.E. Location)

VOICE, DATA, VIDEO, AND DEVICES

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Avaya IP Office R8.0

*What’s new*

**Differentiated Mobility**
- New “one-X® Mobile Preferred” solution extends UC to Android mobile devices
- Integrated presence, IM, visual voicemail, conferencing & more!

**Simplified Installation & Management**
- C110 UC Module provides on-board applications support for IP500v2
- Bundled with Preferred Edition
- New browser-based Web Manager for IP Office Basic Edition (i.e. formerly Essential Edition - Quick Mode)

**Desktop Application Integration**
- New Microsoft® Outlook plug-in
- Enhanced one-X Portal for IP Office adds federated presence with GoogleTalk and MS Exchange calendar mining
- Salesforce.com Integration

**New! Essential Edition License**

**Expanded IP DECT options**

**High-quality audio G722 codec support**

**New! Advanced Edition Reports and Statistics**
IP Office Release 8.0
Avaya IP Office Essential Edition – R8.0

Delivers right priced value across editions

**BEFORE**: With 7.0

<table>
<thead>
<tr>
<th>GROUP COLLABORATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP Office Preferred Edition</td>
</tr>
<tr>
<td>IP Office Advanced Edition</td>
</tr>
</tbody>
</table>

One Edition License Covers All Users on the Server (I.E. Location)

$50 $2,395 $2,295

**Problem:**
- Too much value in STD mode for $50
- Modes are too confusing
- Too wide a gap in price to jump to Preferred

**AFTER**: With 8.0

<table>
<thead>
<tr>
<th>GROUP COLLABORATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP Office Basic Edition</td>
</tr>
<tr>
<td>IP Office Essential Edition</td>
</tr>
<tr>
<td>IP Office Preferred Edition</td>
</tr>
<tr>
<td>IP Office Advanced Edition</td>
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</tbody>
</table>

One Edition License Covers All Users on the Server (I.E. Location)

$50 $495 $1,895 $2,295

**Solution:**
- Simplify by eliminating “modes”
- Re-allocate pricing to minimize gap
- Add value to strengthen proposition

- Raised price & increased value
- Added mobility for all users
- Reduced price & increased value
- Added preferred mobility with power user
## Avaya IP Office Editions

**Price & value comparisons based on customer needs**

### Basic Edition

**Basic Edition**  
(Basic telephony)

- **$50 NPL**  
  (Total: $545)

**Essential Edition**  
(IP Telephony/Essential Mobility)

- **+$495 NPL**  
  (Total: $545)

**Preferred Edition**  
(UC with Preferred Mobility)

- **+$1,895 NPL**  
  (Total: $2,440)

**Advanced Edition**  
(UC with Call Center)

- **+$2,295 NPL**  
  (Total: $4,735)

### Adds to previous:

- Full “Meet me” audio conferencing w/user passwords
- Unlimited multi-level auto attendant
- Scalable, resilient voicemail
- No limit on VPN phones/system (w/Teleworker)
- Call recording

### Adds Options:

- Power User, Office Worker

### Options:

- Receptionist, Multi-site

### Important Note:

Existing customer sites where user solutions were implemented without Preferred Edition will need to upgrade to Preferred Edition with their 8.0 upgrade. Any 8.0 upgrades where only Essential edition is implemented will lose all user solution functionality (excluding Receptionist).
New Avaya one-X® Mobile Preferred

**Extends UC to Android devices**

### Mobility Offer
*Included with IP Office Essential Edition*

- Cost-effective mobility without the need for an additional server
- Mobile twinning with office desk phone
- Call control as if you are in the office

### PREMIUM Mobility Offer
*For use with IP Office Preferred Edition*

- Integrated server-based solution provides rich functionality
- Multi-modal communication – IM, voice call control, conferencing

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**one-X® Mobile Essential for IP Office**

- Supported on iOS 3.x, Symbian, Windows Mobile

**one-X® Mobile Preferred for IP Office**

- Supported on Android 2.x

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Avaya one-X® Mobile Preferred for IP Office

Features users can now access on the go

- Bring the one-X® Portal for IP Office experience to the mobile workforce
  - Call control (click-to-call, click-to-conference, etc.)
  - Visual voicemail
  - IM and presence (both call and calendar)
  - Corporate directory access
  - Call screening
  - Additional features specific to mobile users

- Supported on Android 2.x smartphones and/or tablets*

✅ Unique mobility with sell “sizzle” trumps competition
✅ Simplifies and drives UC adoption for mobile workers

* iPhone integration will follow in a dot release (cQ2 2012)
Avaya one-X® Mobile Preferred for IP Office

Easy to deploy, leverages existing server infrastructure

- **Simplified, open architecture**
  - Only one physical server required (can use existing Preferred Edition / one-X Portal server)
  - Calendar integration with MS Exchange
  - Rich presence aggregation and federation with public networks

✓ **Real-time business collaboration for the mobile workforce**
## Avaya IP Office mobility portfolio

### Feature comparison

<table>
<thead>
<tr>
<th>Features &amp; Functionalities</th>
<th>one-X Mobile Essential for IP Office</th>
<th>one-X Mobile Preferred for IP Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voice-based communications</td>
<td></td>
<td>Data-based unified communications</td>
</tr>
<tr>
<td>Mobile twinning</td>
<td></td>
<td>Corporate directory access</td>
</tr>
<tr>
<td>Mobile call control (via DTMF)</td>
<td></td>
<td>IM/Presence</td>
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<tr>
<td></td>
<td></td>
<td>Geolocation</td>
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<tr>
<td></td>
<td></td>
<td>Visual voicemail</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>UI</th>
<th>Basic User Experience</th>
<th>Rich User Experience</th>
</tr>
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<thead>
<tr>
<th>OS Platform</th>
<th>iOS 3.x, Symbian, Windows Mobile</th>
<th>Android 2.x</th>
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</table>

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<thead>
<tr>
<th>Offer Bundle</th>
<th>Included with IP Office Essential Edition license for all users</th>
<th>Included in Mobile Worker &amp; Power User packages (Preferred Edition license required)</th>
</tr>
</thead>
</table>
Avaya C110 Unified Communications Module

Reduces cost, deployment and maintenance of external servers

► Integrated CPU module for IP Office*
  — Linux-based module
  — Support for User Productivity applications
  — Single IP500 slot card

► “One touch” solution
  — Bundled with Preferred Edition – minimizes installation time
  — Single maintenance contract, reduced support cost, deployment, and server maintenance
  — Not tied to Microsoft or Linux updates and licensing
  — Simple to install – less than 30min vs. 2-hour install with a Windows server

✓ Lowers an already unique TCO proposition
✓ Increase applications up-sell opportunity
✓ Minimize disruption to SME during install

* Module will GA early 2012
Avaya IP Office Web Manager for Basic Edition

Manage IP Office from any browser capable device

- **Elegant and Intuitive User Experience**
  - Dashboard and monitoring
  - Role-based administration
  - Remote maintenance
  - Registration health check and self-learning (future)
  - Backup/restore to/from local/remote servers (future)
  - SW upgrades from local/remote servers (future)

✅ Freedom of device (laptop or tablet) through broad variety of browser support to manage IP Office locally or remotely!
New Gadgets: one-X® Portal for IP Office

Increased personalization enhances user experience

- Mute button for active calls
- Federated presence with GoogleTalk contacts
- MS Exchange calendar mining
- Transfer IM to voice conversation
- Easy 3rd party gadget integration e.g. iGoogle
- Simple URLs
- MyBuddy
- Gadget tabs & more!
New: Avaya IP Office Plug-in for Microsoft® Outlook
Enables SMEs to embed communications into their desktop

- Easy to install – no additional servers required
- Intuitive for your customers to use
- Increase consideration with Microsoft SMEs
- Included with Office Worker, Teleworker and Power User

- Federate presence with GoogleTalk contacts
- Visual voicemail
- Calendar mining
- Prime contacts always on display – no search required!

Click to call or conference

New: Avaya IP Office Plug-in for Microsoft® Outlook
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- Prime contacts always on display – no search required!
Integration with Salesforce.com

Call control through SFDC portal

- Make and receive calls
- Consultative or blind transfers
- Screen pop on incoming calls
- Place calls on/off hold

“Out of the box” integration with IP Office
- Simple plug-in appears in side bar of every SFDC page
- Enable your customers to personalize their service
- Instant access to customer information
- Included with Office Worker, Teleworker and Power User
New IP-DECT Gateway
Combine digital and IP base stations in a single network

Avaya IP DECT R4 Gateway

- Modular, scalable wireless solution
  - Connect IP or digital base stations
  - Up to 16 base stations per gateway; 2 gateways per IP Office
  - Seamless hand-off and roaming for users in a campus environment

- Integrated applications on handset
  - Avaya In-building Wireless Server (AIWS) enables messaging, central phonebook, and centralized management of handsets

- Simple - centralized management eases administration
- Flexible – add IP or digital base stations depending on customer need
IP Office Advanced Edition
New reports, features, and statistics

New reports
✓ Reports shown in 15 & 30 minute increments
✓ Agent Performance Factor in Agent Time Card Report
✓ Supervisor Report Template Copy
✓ Custom reports with Microsoft Report Builder

New features
✓ Coaching / Silent Intrusion / Whisper page
✓ Real-time monitoring
✓ Enhanced system statistics

Simple, powerful reporting with even more value for your customers
Thin client architecture lowers speeds installation, lowers TCO
What it means
Avaya IP Office R8.0
What it means for your SME prospects and customers

Manage Your Office from Your Mobile Device
- Seamless integration between your office desktop and your mobile devices
- Real-time business collaboration and federated presence across multiple platforms

Integrate Communications & Business Applications
- Integration with Salesforce.com® and Microsoft® Outlook enables SMEs to embed communications into their desktop

Lower Your TCO with a Greener Solution
- It’s greener - C110 UC Module consumes less power than external server
- Up to 5% lower TCO over 5 years than server-based installations*
- Hybrid DECT enables SME to retain infrastructure; save $*

*Research was conducted independently by The Tolly Group, and The Tolly Group was compensated by Avaya for conducting the study
Avaya IP Office R8.0

What it means for you

Maximizes Revenue Opportunity

- Improve applications attach rate
- Pull through white label mobile services / traffic
- Expands sales opportunity through integration with Microsoft Outlook and Salesforce.com

Strengthens Selling Proposition

- Installation made easier by consolidating applications on a single “plug and play” module
- External Windows server, licenses, and skill set not required

Lowers Your Cost of Sale, Support

- Web-based management reduces overhead and maintenance costs
- Reduce installation times by more than 90 minutes over server-based installations
Avaya IP Office R8.0
Differentiated selling for SME channels

One Product. One Model.
- Single, modular platform – from 5 to 1,000 users
- Serves entire SME segment, as they grow

Rich Collaboration.
- Enriched mobility with desktop experience on cellular
- Includes 128 party audio conference bridge
- Video Conferencing

It's a Hybrid.
- IP, digital, analog or SIP or mix
- Greener on IP than the rest
- Variety of digital options consume far less energy

Uniquely reliable & resilient.
- No fans, No moving parts.
- Software-driven resiliency (no idle hardware)

Easy to Customize, Personalize.
- Browser based user solutions
- 170+ compliant applications via Avaya DevConnect
Industry Selling With SMEC Premier Partners

Innovative solutions to penetrate new markets, boost deal size

- Close relationships developed with select DevConnect Partners
- Pre-certified with IPO R8.0
- High value applications to drive high margin sales
- Orderable with Avaya Part number (CQ1 2012)
- Opportunities for new markets not currently accessible with IP Office

What this means for Partners
- Increased revenue opportunity
- Improved margins from software
- Repeatable business (verticals)
- Take share from competition
## Key Verticals Targeted by IP Office release 8.0

### Customer Profile
- Highly mobile workforce
- Require high degree of collaboration with colleagues and clients
- Need to have accurate and efficient billing management
- Need to hire temp workers
- Call recording integral to business

### Key Value Propositions
- Anytime, anywhere access
- Improved AR turnover
- Attract and hire workers regardless of location

<table>
<thead>
<tr>
<th>Solutions</th>
<th>Core Solution</th>
<th>Efficient Office</th>
<th>Premier Partner Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓ Power User / one-X® Mobile Preferred for IP Office</td>
<td>✓ Power User / one-X® Portal for IP Office</td>
<td>✓ AMC (CRM Integration)</td>
</tr>
<tr>
<td></td>
<td>✓ CTI Integration</td>
<td></td>
<td>✓ RSI, Tiger (Call Accounting)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>✓ Datel (Call Reporting), NMS Adaptive (Call Recording, 3rd party app integration)</td>
</tr>
</tbody>
</table>
Avaya IP Office R8.0 - Premier Partner Solutions

*Improve customer interaction and satisfaction*

- IP Office with Premier Partners Solutions deliver applications to:
  - Provide better cash flow through faster collections
  - Implement Work Force Automation
  - Speak the customer’s language – IM/Video/Web/Phone
  - Increase revenue with sales force knowledge and flexibility
  - Get paid sooner and more accurately with advanced billing
  - Enable customer self-service with enhanced IVR
  - Get your experts connected to your customers
  - Reduce staff workload and customer frustration with full call history
  - Improve customer satisfaction by linking call reporting and call recording

✓ **Avaya IP Office together with Premier Partner Solutions improve customer service for your clients!**
New Tools!

Sales Tool Kit for R8.0

► EZ Demo gets a makeover
► Also available on iPad
► Available soon in French, German & Russian
► Updated ROI Calculator
► Updated Collateral and tools
► New Posters & Screensaver

Download IP Office EZ Demo: Go to Safari on iPad
(must be running latest OS on iPad)

http://avayaezdemo.level0help.com
Don’t forget the full arsenal!
Complete set of tools to help you win
Avaya IP Office recognition

Frost & Sullivan Product of the Year Award - 2011

Avaya IP Office was evaluated on 4 criteria:

1. Value for money
2. Product features & benefits
3. Go-to-market strategy
4. Market potential & customer adoption

“In recent years, the small and medium business segment has grown in importance, becoming the target for a wave of enterprise communications products catering to their specific needs. As a result, capabilities that were once reserved for large enterprises have now made their way into the small business segment. With over 200 thousand platforms installed and over 6 million users worldwide IP Office from Avaya successfully presents SMBs with easy IP and unified communications migration path.”

-- Dorota Oviedo, Industry Analyst, Frost & Sullivan
Avaya IP Office R8.0

Call to action

- Download the EZ Demo Sales tool
  - Laptop:  http://partner.avaya.com/ptlWeb/spCP/CS2011121135038381009
  - iPad from safari on iPad: http://avayaezdemo.level0help.com

- Understand verticals – Differentiate!

- Learning Resources...
  - SME Portal http://partner.avaya.com/ptlWeb/smbs/spHome
  - Look for the **Avaya IP Office R8.0 sales toolkit**
  - Take the Course:
    - R8.0 Delta
    - APSS
Thank you!
Backup
# The Value of Essential Edition

*What Customers Get When Upgrading from Basic - for only $495*

## What’s Different

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic Edition</th>
<th>Essential Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensions</td>
<td>100</td>
<td>384</td>
</tr>
<tr>
<td>PRI/T1</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Call Conferencing</td>
<td>64-party</td>
<td>128-party</td>
</tr>
<tr>
<td>Key System Mode</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td># of Auto Attendants</td>
<td>9</td>
<td>40</td>
</tr>
<tr>
<td>Mobile Twinning</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>one-X Mobile Essential</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Hot Desking</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>ARS Support</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>IP Office Web Manager</td>
<td>Yes</td>
<td>Future Release</td>
</tr>
</tbody>
</table>

## What’s the Same

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<thead>
<tr>
<th>Feature</th>
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<th>Essential Edition</th>
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<tbody>
<tr>
<td>Voicemail</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Embedded Messaging</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Group Mailboxes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>SIP Trunking</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## Options

<table>
<thead>
<tr>
<th>Options</th>
<th>Basic Edition</th>
<th>Essential Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-site Networking Capable</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>Remote Worker (2 seats)</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>Receptionist support</td>
<td>N/A</td>
<td>Yes</td>
</tr>
<tr>
<td>Wireless DECT Phones</td>
<td>N/A</td>
<td>Yes</td>
</tr>
</tbody>
</table>
### Avaya IP Office Essential Edition

**The Best Value for the Money**

| AVAYA         | UC 320 |യ യ ര ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല ല &nbs...
Teleworker enhancements
Choice of capabilities for a flexible workforce

Part-Time Teleworking

Video Softphone

Telecommuter Mode

Public Network

Any Phone

Household Router

One-X Portal

Full-Time Teleworking

NAT Traversal Phone

VPN Phone

Household Router

Remote IP Phone

VPN Phone

VPN encrypted call

Customer Benefit

- 2 remote workers free with Essential Edition
- Secure Remote Worker solution with VPN option
- NAT Traversal option offers Low Cost remote worker solution that does not require VPN