



INTELLIGENT COMMUNICATIONS

Avaya Professional Services: An Overview

Industry Analyst Briefing Series

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Today's Call Agenda

- ▶ Market Challenge
- ▶ What is Avaya Professional Services
 - Strategic Communications Consulting Approach with Self-Funded Roadmap
- ▶ Growth of Horizontal Solutions with Partners
 - Engagement Model
 - Technical Account Services (TAS)
- ▶ Differentiation via Vertical Solutions
 - Healthcare and Avaya Notification Solution (ANS) Examples
- ▶ Growth Through Innovation
 - Guest Media Hub Example

Market Challenges

How can enterprises leverage Real-Time Communications to...

Reduce costs

Manage risk and compliance

Improve productivity

Generate revenue

**Create delightful employee,
customer and vendor/partner
collaboration in real time**

...while achieving real business results on time and on budget?

Avaya Professional Services

***Vision:** Achieve transformational results in business productivity for our customers with real-time communication systems*

Past

- ▶ Product enablement experts
- ▶ Country oriented teams
- ▶ Predominantly focused on direct models as complexity of product grows

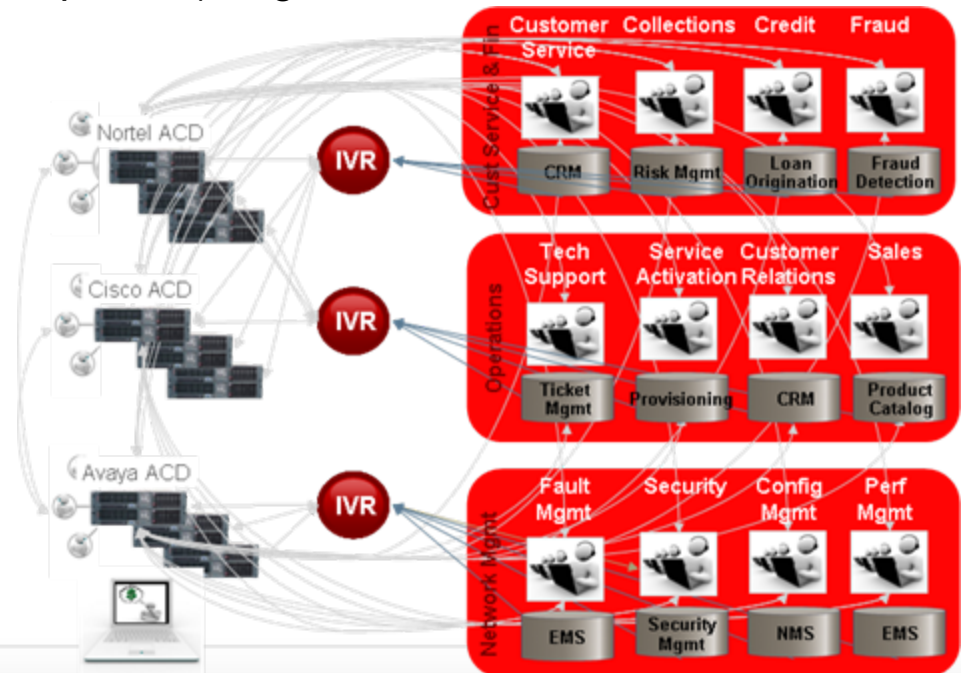
Present

- ▶ Business process, user productivity and customer experience measurement oriented
 - Services pulling through product sales
- ▶ Global practices with standard delivery model and ability for 30%-40% to be delivered from Centers of Excellence
 - Leverage experts globally with integrated tool sets in product development and service/support
- ▶ Applied innovation with horizontal and vertical operational expertise & applications
- ▶ Successfully create growth with Partners

Guiding Customers to the Benefits of Avaya Aura

Avaya Strategic Communications Consulting (ASCC) – approach to Aura upgrades, competitor migrations, cost reduction, path to leverage SIP, compliance/business continuity and business agility

- ▶ How do we get from our current environment to the future state and what existing assets can I leverage or replace?
- ▶ How do I align my operational and technology initiatives?
- ▶ How much must I invest (resource and expenses) to get returns?
- ▶ What functionality is gained along the roadmap?
- ▶ How disruptive will this be to my operations?
- ▶ How can we mitigate risk in our path forward?
- ▶ How do we jumpstart implementation?



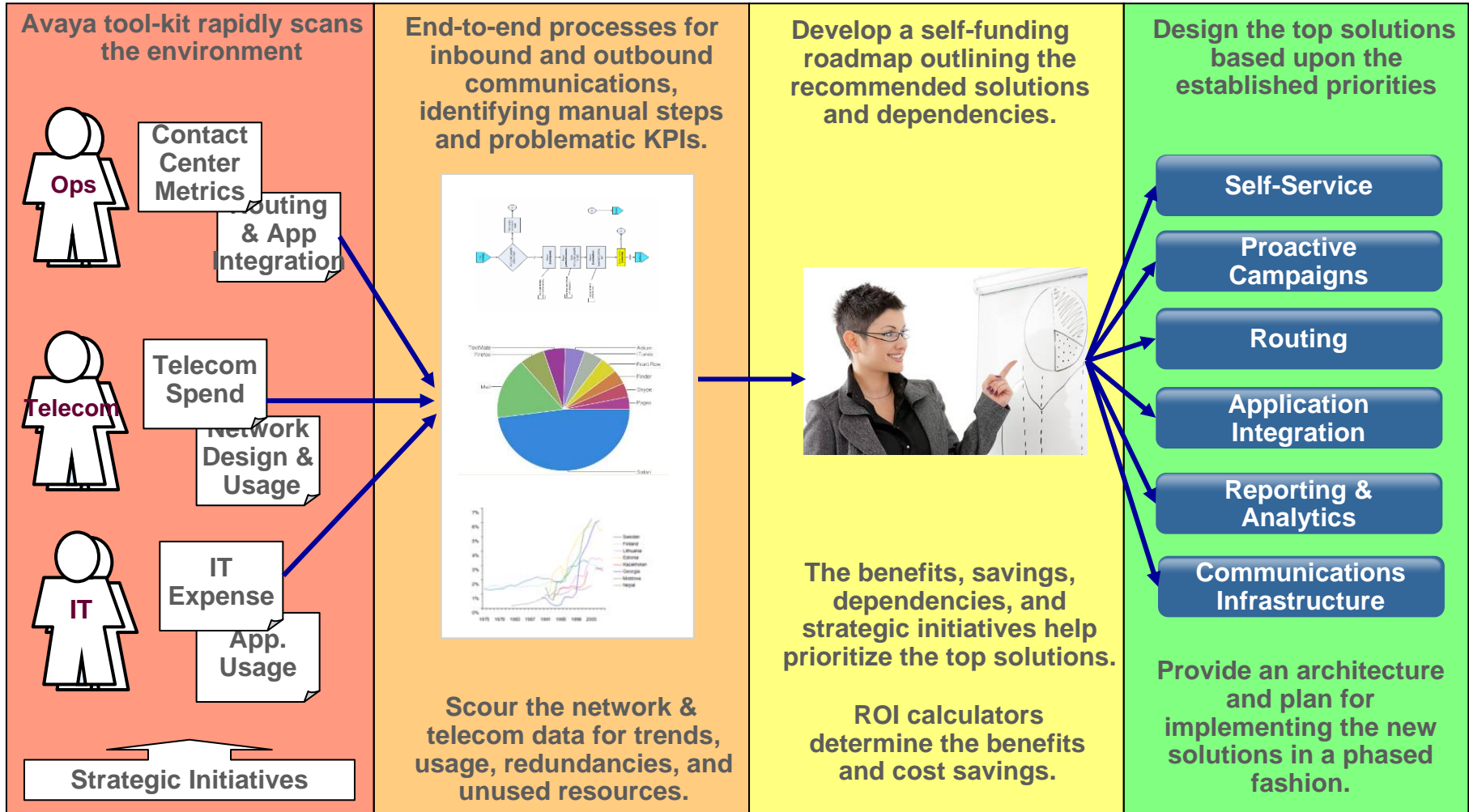
Self-Funded Roadmap Methodology

Gather

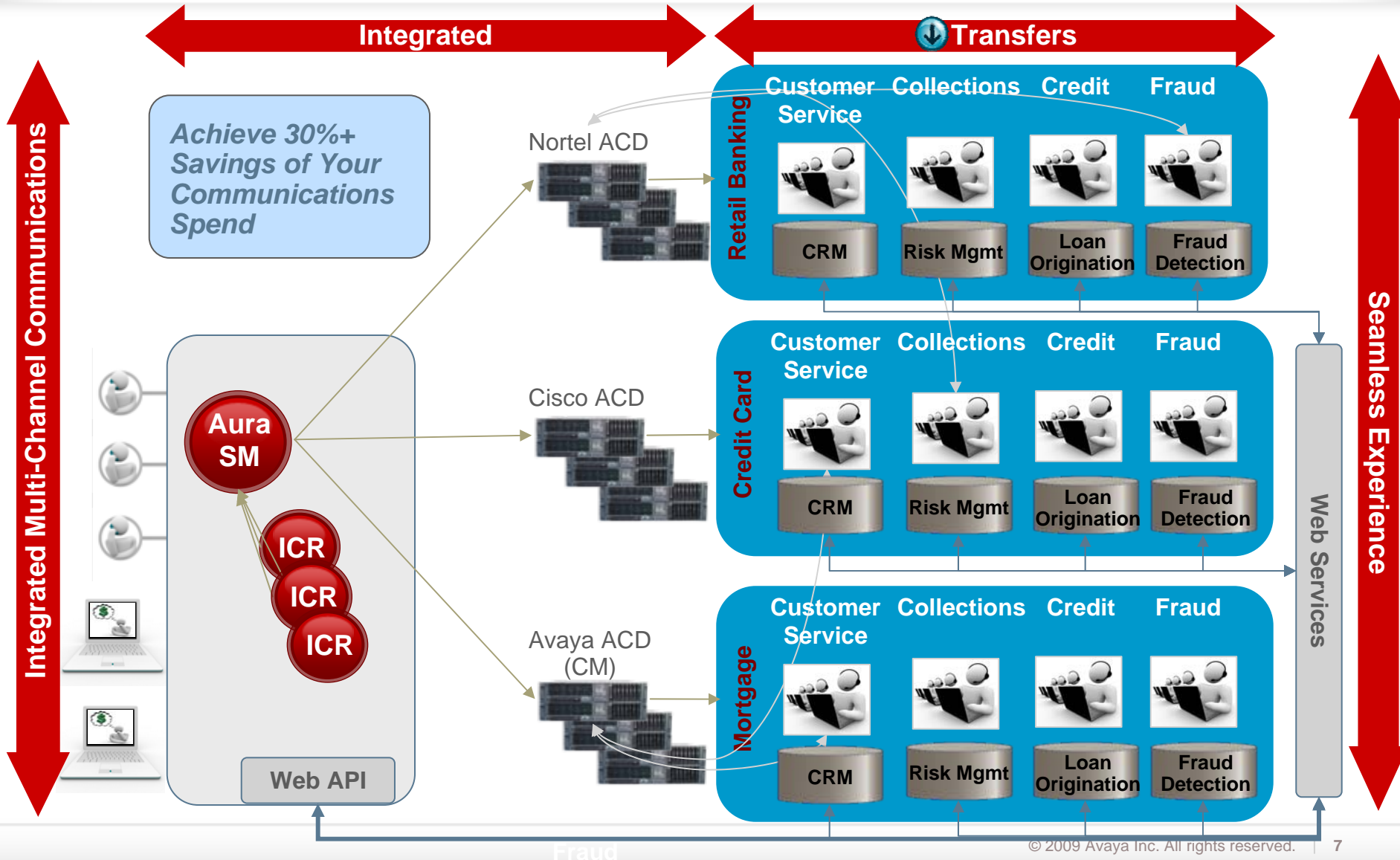
Scan

Prioritize

Design

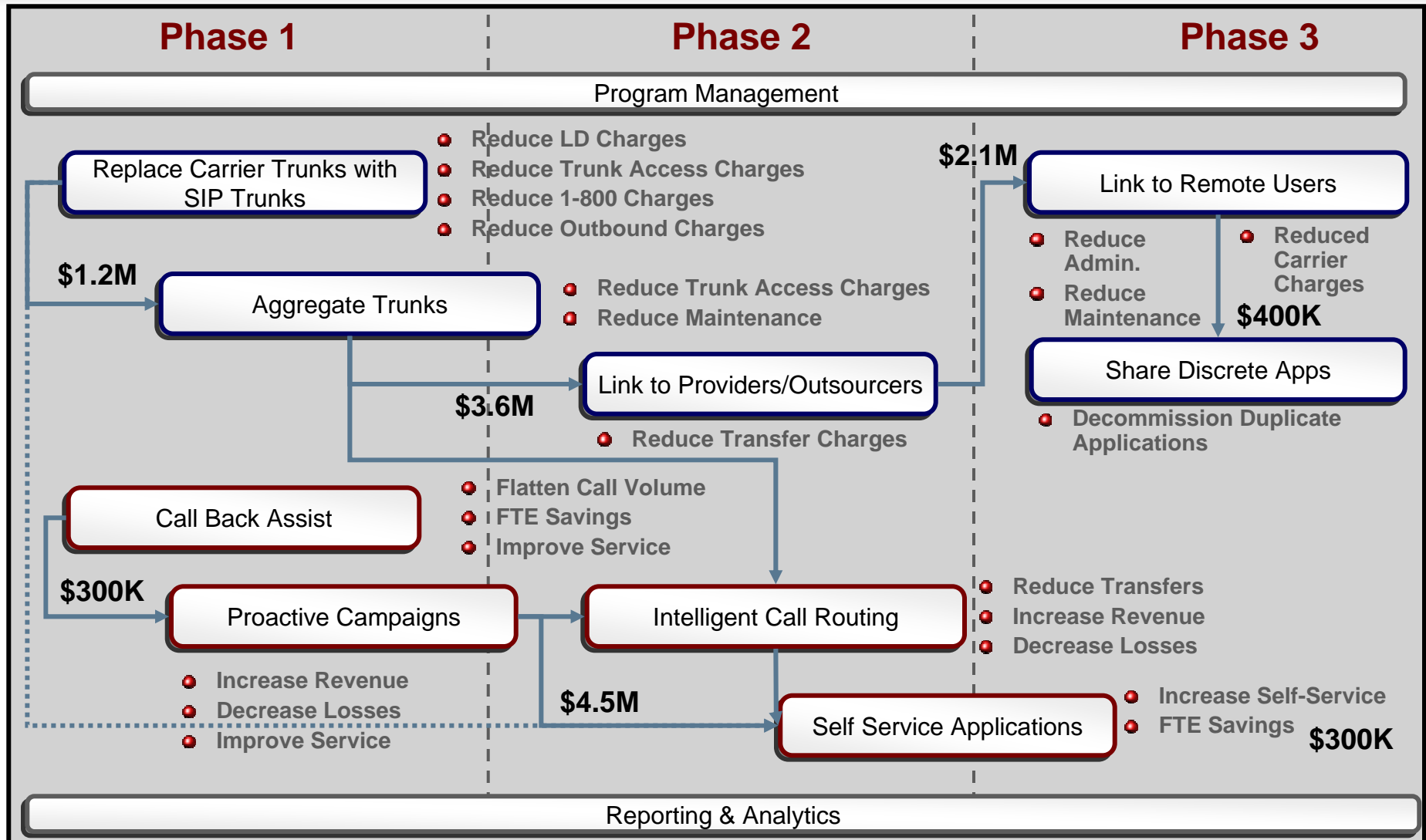


Avaya Solutions Make Strategic Objectives Possible Today



The Self-Funded Roadmap – Stepping into the Future

Sample Contact Center Self-Funding Roadmap



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Engagement Models

Several Options per Customer & Partner Needs

Full Lifecycle

Avaya Professional Services Delivery Continuum

- ▶ Any professional services within APS portfolio
- ▶ Leverages APS scale and expertise

Augmentation

Supplements Existing Capability

- ▶ Solution Architecture
- ▶ Program Management
- ▶ Application/ Data Specialists
- ▶ Network Engineers
- ▶ Security Specialists
- ▶ Testing
- ▶ Center of Excellence (CoE) Development Capacity

Strategic Offers

Avaya Solutions and Applications

- ▶ Strategic Communications Consulting (Cost Take Out, Migration/Upgrades for SIP Adoption, Best Practices, CC/UC Strategy)
- ▶ Custom and Packaged Applications (ex. Intelligent Customer Routing, iPhone to CC apps, etc.)
- ▶ Packaged Vertical Solutions

Technical Account Services (TAS)

Expertise for Partners

▶ **Benefit to Partners**

- Avaya growing via an Indirect product channel model (70%-80% by FY13) yet partners still need the technical delivery expertise from Avaya
- New Avaya technologies (e.g., Aura, Video) require deep technical knowledge to mitigate client risk and maximize success including the benefits of SIP adoption

▶ **Offer Description**

- Simple offer providing Avaya's most technical resources (Advanced Solution Architects) in three bundled packages
- Mitigate risk and maximize client success by leveraging Avaya technical experts in planning, design and assessment
- Available pre and post sale, for both direct and indirect channels

▶ **Avaya Differentiation & Reference**

- Deep technical expertise in CC & UC technologies
- Provides partners and customers easy access to technical resources via simplified engagement and quoting (available via eCommerce quote to order)
- Tighter alignment of partner and manufacturer to provide quicker and more precise problem resolution
- Leverages manufacturer's best practices while maintaining existing partner relationship

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Driving Growth in Vertical Markets

Outperform market growth rates by concentrating expertise and leveraging competitive differentiation:

- ▶ Leveraging industry and domain competencies
- ▶ Developing reference architectures to solve specific industry challenges
- ▶ Creating re-usable solutions – vertically leverage our horizontal product and solutions chassis
- ▶ Leveraging product leadership and install base in target vertical
- ▶ Aligning Client Principals around vertical target accounts



Healthcare
and
Life Sciences



Government
and
Education



Financial



Retail and
Hospitality

Professional Services Vertical Solutions Create Unique Differentiation for Avaya



Healthcare and Life Sciences

1. Patient Payment Recovery
2. Urgent Notifications/ANS
3. Appointment/Prescription Reminder



Government and Education

1. Public Safety Communications Solution (NG911)
2. Emergency notification/ANS



Financial

1. Proactive Outreach for Collections
2. Proactive Outreach for Acquisition & Retention
3. Proactive Outreach for Mortgage Modifications



Retail and Hospitality

1. Guest Media Hub in Hospitality
2. Video Assist in Retail
3. Virtual Assistant in Retail

Medical Debt Continues to Rise



“Bad Debt continues to be among the most pressing concerns facing the Healthcare industry”



“The Healthcare industry continues to see an 18-20% rise in bad debt per year due to uninsured patients”



“Medical debt incurred from the American working class has risen from 34% in 2005 to 41% in 2007”

Avaya Patient Payment Recovery

Late Payment Example

Benefits

Patient Payment Recovery Solution

Patient Account is Past Due

Notify Patient



Verify Patient

Play Message with Payment Options

Automated System Executes Transaction

Transfer to Call Center

Agent Executes Transaction



Financial Billing System

Patient Account Accessed/Updated

- ▶ Increase Revenue/Cash
- ▶ Lower cost per collection
- ▶ Increase collection rate
- ▶ Lower bad debt write-off
- ▶ Lower contact center costs
- ▶ Increase agent productivity



Avaya Patient Payment Recovery

ROI Examples

▶ Line of Business Owners

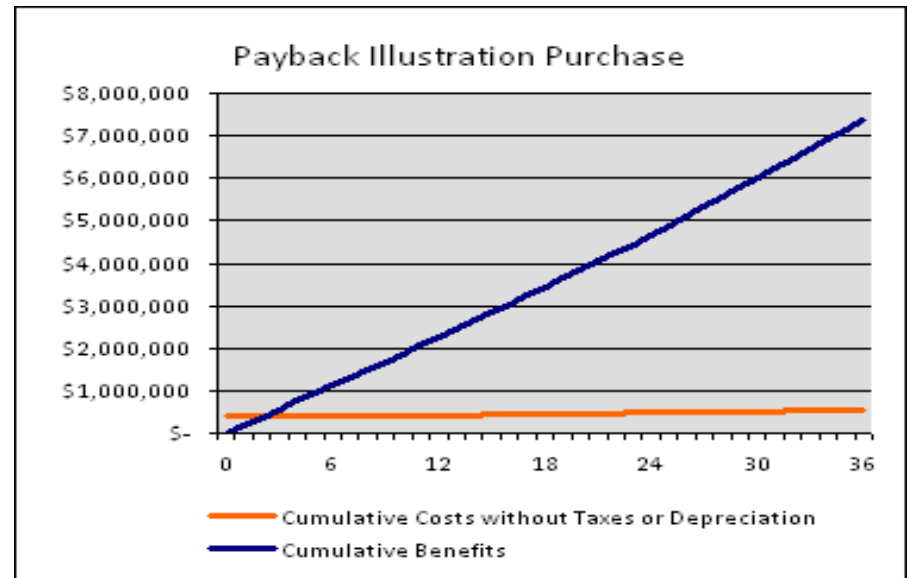
- CEO, CFO
- Hospital Business Office
 - Director Patient Accounting
 - Collections manager
 - Revenue Cycle Management
 - Billing Department manager

▶ Results:

- Client A has approx \$36 Million annual bad debt write-off or \$3 Million per month, with solution impact of incremental \$50,000 cash collections per month, payback under 6 months
- Client B has over \$33 Million annual bad debt write-off or \$2.5 Million per month, with solution impact of incremental \$167,000 cash collections per month, payback under 6 months
- Client C has over \$18 Million annual bad debt write-off or \$1.5 Million per month, with solution impact of incremental \$50,000 cash collections per month, payback under 5 months

▶ ROI Elements

- Total self-pay A/R
 - 30, 60, 90, 120 days
 - Collection agency fee
 - Bad debt write-off
- Solution cost (hardware, services, maint)



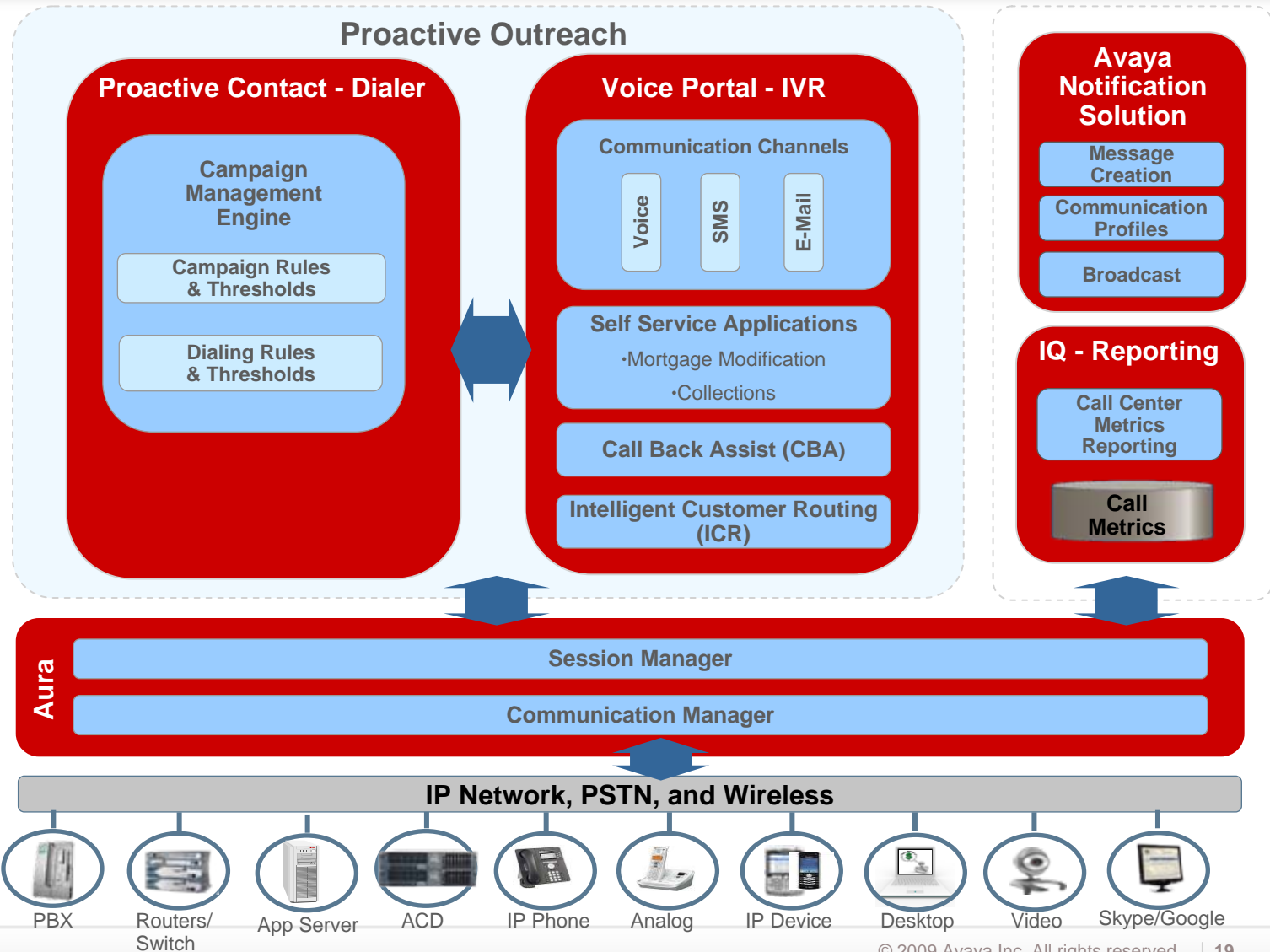
Patient Payment Recovery

Multiple Applications

- ▶ This platform can be leveraged for other proactive outreach programs not directly related to cash collections:
 - Community outreach
 - Appointment reminders
 - Patient registration, Insurance verification
 - Supply or Medicine refills
 - Immunization reminders
 - Lab results
 - Customer Service
 - Inbound skill based routing (appropriate agent gets the call)
 - Call blending (fewer abandoned calls)

Avaya's Best-In-Class Solutions Work Together To Deliver Results from Real Time Communications

- *Proactive Outbound Communications*
- *Advanced Inbound Self-Service*
- *Intelligent Customer Routing*
- *Multi-Channel*
- *SIP Industry Leader for Making a Heterogeneous Network Perform Like a Homogeneous One*



Avaya Notification Solution

Provides Fast Multi-channel Notification in Times of Emergency



Customer Need – Event based notification

- ▶ Plan to act quickly due to increased risk and threats (e.g., natural disasters, market dynamics, IT/CC outage, terrorist / criminal activity)
- ▶ Need to reach decision-makers in real time

Avaya Notification Solution

- ▶ Delivers immediate and comprehensive reach via 2-way voice, SMS, e-mail and IP phone
 - Notify & response, notify & transfer, notify & conference
- ▶ Provides message priority and escalation tree
- ▶ Extensive capacity – 5,500 voice notification (60 sec msg) in 1 hour
- ▶ Standards based for easy integration with 3rd party systems

Customer Value

- ▶ Lower risk by providing instant reach to stakeholders during emergencies
- ▶ Poll recipients for response increasing situational awareness with real time and post event point and click reporting and analysis
- ▶ SIP based architecture allows integration with IP PBX systems

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Professional Services and Emerging Technology Group: *Creating Unique Development and Delivery Capability*

New market and customer driven innovation model

- ▶ Drives innovation of communications technologies
- ▶ Gains recognition as the industry thought leader
- ▶ Accelerates the commercialization of innovation
- ▶ Delivers transformational vertical business solutions
- ▶ Reduces market risk of new product development

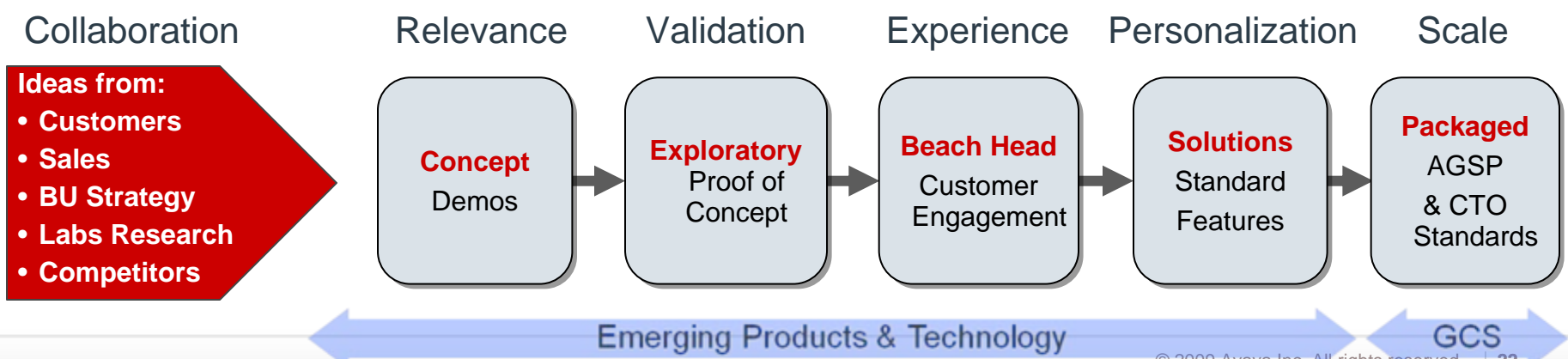
Expands development, packaging and delivery options

- ▶ Creates the ability to scale application development with software Center of Excellence

Avaya Aura™ ICR *Intelligent Customer Routing*

Performance One View

facebook *facephone*



Avaya Guest Media Hub

Provides Easy Access to Hotel Services

- ▶ **Enhanced guest experience with the room “phone”**
 - Provides an “iPhone feel” and an interface that guests are familiar with
 - Allows quick access to Facebook, You Tube, Google Mail, stock quotes, etc.
- ▶ **Revenue generation for the hotel**
 - Co-op marketing with local venues supported by analytics to pinpoint application usage
 - For fee games and other apps
 - Promote use of on-property facilities supported by streaming of property videos of bar, pool, spa, health club, restaurant to encourage use
- ▶ **Cost savings**
 - Green compliant with room control for temperature and lighting
 - Consolidation of clock, phone and radio and use of digital property information
- ▶ **Staff productivity**
 - Off load the front desk or guest services contact center via integrated self service
 - Adoption and use of self-check out and bill review online that is easy to use
 - No more collecting hang tags for breakfast orders
 - Use IM to communicate with guests



Summary

- ▶ Avaya Professional Services works to maximize customers' investments in Aura and in their existing UC or CC solutions
- ▶ Proven success in the delivery and support of custom applications
- ▶ Successful track record of innovating around packaged applications to provide whole product vertical solutions
- ▶ Works closely with Emerging Technology Group and DevConnect partners to create a significant source of innovation
- ▶ Supports partners through Technical Account Service (TAS) and other programs to encourage their development of expert service to their customers

Helping customers achieve transformational results with real-time communication systems



INTELLIGENT COMMUNICATIONS

Thank You

Program Management

Plan & Design

- ▶ Requirements & Functional Definition
- ▶ Business Case Development
- ▶ Solution Definition (Business Process & System Architecture)
- ▶ User Interface and Report Design & Prototyping
- ▶ Software/Firmware Compatibility Analysis
- ▶ Readiness & Capacity Study
- ▶ Roadmap & Project Planning

Develop & Integrate

- ▶ Application Implementation & Configuration
- ▶ Technical Design
- ▶ Multi-Vendor Application Integration
- ▶ System & Data Migration
- ▶ Custom Application Development

Test, Train & Deploy

- ▶ Test Plan Development
- ▶ UAT Development & Management
- ▶ End to End System Test
- ▶ System & Role-based User Training
- ▶ Operational Readiness Planning
- ▶ Simulation and Load Testing
- ▶ Go Live Support
- ▶ Business Case Validation

Optimize

- ▶ Custom App Support
- ▶ Transition to Operations & Knowledge Transfer
- ▶ Call Routing Optimization
- ▶ Agent Desktop and Workflow Improvement
- ▶ Proactive Contact Productivity Analysis
- ▶ Expert Resource Services
- ▶ Upgrade Planning

Intelligent Communication Domains:

Contact Center, Self Service, Unified Communications, Operational Analytics, Reporting & Best Practices, Process Enablement