



# Distributed Office: Meeting the Needs of Retail Stores

**Support all your stores with higher levels of communications functionality — without increasing management complexity and total cost of ownership.**

Retailers now have more ways than ever of connecting to customers, but nothing matches the in-store experience.

Compared to any other customer-facing channel, store locations offer unparalleled opportunities to provide the personal, one-on-one service and attention that is the key to creating a satisfied, long-term customer. That's why the vast majority of all sales are from customers who walk through the door — and retailers are always looking for new, cost-effective ways to support their bricks and mortar channel.

Setting up and managing store communications — whether its 5 locations or 500 — can be a significant operating challenge. Typically, retailers have been forced to make trade-offs: getting a communications system that's simple to implement and easy to use has meant giving up on advanced communications features that enable collaboration, mobility and customer service.

## **A solution for retail stores**

Now Avaya is changing that with Distributed Office — a communications solution specifically designed to equip store locations with sophisticated communications features while still being easy to implement and administer.

Avaya Distributed Office brings together a wide range of communications capabilities — from basic telephony and messaging to collaboration tools such as enterprise-wide instant messaging and “presence” for quickly locating colleagues.

In addition to advanced capabilities, Avaya Distributed Office comes with a set of tools — including pre-configured templates, a user profiling system and centralized management — designed to simplify the rollout and ongoing management of store communications.

And while Avaya Distributed Office is designed with the most up-to-date capabilities, retailers (particularly those experiencing significant turnover at their stores) will find that the traditional “key system” interface helps minimize the need for ongoing training.

Taken together, the comprehensive package of capabilities available through Avaya Distributed Office

will help you to open stores on time, with quality, and support them with higher levels of communications functionality — without adding to your management load or increasing your total cost of ownership.

## **Deploy quickly, scale easily**

A cost-effective store strategy starts with streamlined deployment. Avaya Distributed Office simplifies your rollout of communications capabilities with a Configure-to-Order process that integrates pre-installation configuration and production.

Now you can quickly deploy new locations without the need for highly-trained, onsite personnel. Instead, establish your store platform in advance and deliver a ready-to-use solution to the location. Then reuse the same template across multiple store locations, leveraging the time, resources and costs required to deploy a single store across your entire network.

## **SIP-enabled simplicity**

Avaya Distributed Office utilizes SIP (Session Initiation Protocol) technology to simplify your company's network enabling streamlined communications between store locations, distribution centers and headquarters. With SIP, you can add systems at store locations without any additional central or onsite hardware.

Distributed Office will automatically discover each new location in the network. In addition, having store-based call processing and applications increases reliability and improves WAN utilization.

## **Profile your users**

A key part of setting up your store communications is matching the right communications capabilities or “profile” to specific employees or groups of employees for example, sales associate, cashier, store manager. In retail environments, these profiles are typically repeated from store to store. That's why Avaya Distributed Office gives you Pre-configured Profiles that can be applied to store groups and user types.

Templates allow you to quickly set up call coverage options, configure individual phones, set up the messaging system and much more. You can also create new Profiles with the powerful, web-based Profile Assistant.

Get the advanced communications capabilities to help make store associates more productive and better able to serve customers:

- Collaboration
- Mobility
- Flexible enterprise-wide communications

Get the tools to simplify and streamline new store rollouts and/or update store communications — which can lower total cost-of-ownership:

- Simple SIP-based architecture
- Pre-configured order process
- Pre-configured user profiles
- Simple key system interface

### **The power of centralized management**

Ongoing administration and management of a large store network can be a major challenge. That's why Avaya Distributed Office has Integrated Management — a centralized, Web-based capability that simplifies store network monitoring and management, helping you reduce costs and save valuable time. Intuitive tools enable you to display, manage and update stores by groups of your choice.

Integrated Management streamlines user moves, additions, and changes. In addition, configuration updates can be applied automatically, accurately and quickly across multiple stores. From a centralized location you can handle the set-up and ongoing administration including:

- The configuration of individual phones
- The store location dial plan, coverage options, hunt groups, feature access codes, etc.
- The automated attendant and messaging systems including announcements and voice mailboxes
- Firmware/software upgrades

### **Intuitive local management**

While many organizations will want to take advantage of the cost savings that come with centralized management, Avaya Distributed Office also provides

a Distributed Office Local Manager to simplify on-site deployment and provide localized customization with templates and wizards. The Local Manager also supports synchronization with centrally managed configurations, features and functionality.

### **The right phone for your store**

Avaya Distributed Office supports a wide array of high-performance and cost effective Avaya telephones — including IP, SIP, analog, wireless WiFi and DECT sets, as well as third-party endpoints. Take advantage of advanced PBX-style features on these phones while benefiting from a familiar key system telephone interface — helping to reduce downtime and the need for training as the new solution is introduced.

### **Enhancing customer experience**

Nothing is more frustrating and annoying to a customer than coming to a store and forming a relationship with a sales person, and then never being able to reach that person again on the phone. Customers want to know that the personal attention they received in the store will also be available to them if they call on the phone.

Avaya Distributed Office is designed to keep retail store employees in touch at all times and give them the tools they need to be available and respond effectively to customers — regardless of whether they are in the stock room or on the sales floor.



Avaya solutions make it possible to tailor capabilities to the needs of the employee:

- Store Managers can synchronize deskphones and wireless phones.
- As they travel between store locations, Regional Managers can handle calls and messages on their laptops using IP Softphone. Avaya Extension to Cellular enables them to receive calls on their cell phone as if they were in their office.

Advanced mobility applications can be provided for store associates as well, enabling them to communicate more effectively with co-workers and customers as they move throughout their daily tasks.

Voice Mail, part of every Avaya Distributed Office solution, enables customers to leave messages for specific store associates if they are not available.

### **Tapping expertise across all your locations**

While store locations are the most effective way of addressing customer needs, it's simply not possible to staff every store to handle every request. That's why Avaya Distributed Office supports enterprise-wide Instant Messaging and utilizes the presence capabilities of SIP to enable store employees to tap expertise anywhere in the organization.



With these kinds of capabilities, finding an expert who is available to answer a customer question can be as simple as using rules embedded in the network to locate an appropriate resource, across any mode of communication: phone, IM, mobile, etc.

Distributed Office also provides simple to use self-service options such as the Automated Attendant, which can field a large percentage of inquiries; freeing up store associates' time to help in-store customers.

### **Third party applications drive productivity**

To help ensure your business will be more competitive now and in the future, Avaya Distributed Office delivers an open interface to support retail-oriented solutions from Avaya's extensive partner network — integrating communications with your own business applications. In-building mobility, transaction recording, and collaboration are just a few of the many possibilities.

Application enablement empowers you to:

- Take advantage of API connectors and Web services
- Extend rich Avaya features in an IP environment
- Enable CTI and support TAPI services/events
- Support key business processes
- Leverage your existing infrastructure for maximum efficiency

### **Avaya Distributed Office at a Glance**

Avaya Distributed Office is a communications platform designed to meet the needs of today's retail store locations:

- Easily scale as you add stores to your network. SIP-based distributed architecture eliminates hardware and network complexity.
- Advanced retail applications from Avaya and our partners enhance productivity and customer responsiveness...helping to make your business more competitive.
- Intuitive centralized management delivers complete store network visibility and control from a single interface.
- Fast, flexible deployment templates reduce technical expertise required at store locations.
- Key System phone interface option virtually eliminates store staff training.
- Networked locations streamline communication and workflow with other stores, company contact centers, and headquarters.

## One source for your support needs

Avaya Distributed Office is backed by a comprehensive set of services from Avaya Global Services — providing one source for the support you need. Avaya has more than 20 years of experience servicing multi-vendor voice and data networks, supporting hundreds of products and collaborating with other experts in the field.

Avaya ongoing support — with maintenance, monitoring, diagnostics, and resolution services — helps you keep your stores running smoothly, safely, and cost-effectively. Avaya also offers financing to help you get what you need today, on the budget you have available.

## Learn more

Having a streamlined, company-wide approach to store communications makes the overall network run better, helps enhance productivity and security, and helps minimize the amount of IT and network staff time required in individual stores.

Today many of the best known names in retail rely on Avaya Intelligent Communications solutions.

To learn more, contact your Avaya Client Executive, Authorized Avaya BusinessPartner or visit [avaya.com](http://avaya.com).

### About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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