

OVERVIEW

Use mobile communications to drive more sales, leverage your staff more effectively and deliver a better customer experience:

- Sales associates are more productive and easier to reach
- Executives and managers can work more productively — handling all of their communications from their cell phone or laptop
- Add mobile communications to business processes so sales and inventory issues are handled more effectively and resolved quicker.

Avaya mobility solutions give you:

- A comprehensive solution with integrated management
- Options for using dedicated Avaya wireless devices or existing cell phones, PDAs and laptops
- Simple set-up and security

Mobility Communications Solutions for Retailers



Avaya Mobility Communications solutions will help you become more responsive to customers and improve company-wide communications, while making better use of existing sales talent and other resources.

Consumers want it all — convenience...selection...low prices. But what shoppers typically remember most is how well you do on the basics: On the phone, how long does it take to answer their calls? In the store, how difficult is it to find a sales associate? Is the information provided to customers accurate and helpful?

In today's hyper-competitive retail market, the eager, ready-to-buy shopper is a precious asset. How well you connect that shopper with a knowledgeable sales associate is one of the keys to a healthy bottom line. Now, it's easier and more cost-effective to do that than ever before by taking advantage of Mobility Communications solutions from Avaya.

Instant, in-touch communications

Avaya has mobility solutions and applications that can give everyone in your organization the instant, in-touch communications capabilities they need to respond

quickly and efficiently to customers, eliminating the delays that cost you sales.

Sales associates, managers and others can use Avaya mobility solutions to field customer inquiries, launch requests to other associates and resolve potential customer or inventory issues before they happen — regardless of where they are working.

Sale associates can be out on the sales floor working with customers and still be able to provide assistance over the phone or locate the item that hasn't made it out of inventory. Managers can be accessible to everyone — employees, headquarters, other stores and customers — whether they are in their office or on the sales floor.

Avaya solutions let you choose the method of communication that works best, as well as the mobile device of choice: in-store wireless phones, existing cell phones, PDAs or laptops.

Expertise and savings

Instant connectivity is just the beginning of what an Avaya mobility solution can do for you. In an era of high staff turnover and short product cycles, maintaining the expertise that drives sales is more difficult (and costlier) than ever. Mobile communications lets you leverage staff and expertise across your entire organization. A “sales expert” in one location can be instantly available across your organization.

And by enabling you to make better use of your staff, savings to the bottom line can be significant. What does a missed call cost you? Or the time that is wasted tracking down other associates? In a retail environment, the ROI (Return on Investment) from mobility solutions can be achieved in a matter of months, while the impact on overall customer experience is ultimately priceless.

Avaya retail mobility solutions in action

In the free-flowing world of the sales floor, restricting communications to the phones by the checkout counter or the back office will inevitably result in large numbers of calls going unanswered. Paging systems can help, but they are inappropriate in many situations and offer only a one-way form of communication. Walkie-talkies are fine for limited, staff-to-staff communication, but that's it.

Full-desk phone functionality: Mobility solutions from Avaya are more than just a way to make and take calls. With Avaya wireless IP phones, your employees are equipped with a device that has all the functionality of a fully programmed desk phone — everything they need to make and receive calls, put calls on hold, search and dial from corporate directories, transfer calls or conference in other associates.

Flexibility in mobile devices: With Avaya mobility solutions, you are not restricted to using just Avaya mobile devices. Avaya Extension to Cellular transparently bridges incoming calls to any mobile device. Now your managers and associates have true “one number” reachability in the store or anywhere their cellular service is able to reach them. Calls bound for employees' business numbers will ring simultaneously on both their office phone and up to

Why Avaya Mobility Communications Solutions

Higher sales: Customers appreciate better customer service with faster response times — it's the key to the differentiation that drives repeat sales.

Higher productivity: Mobile communications drives up the productivity and efficiency of in-store associates.

More productive use of 'dead time': Give your busy staff the tools to get work done outside the office, anywhere. Get the power of enterprise telephony on Nokia, Motorola, BlackBerry, iPaq, iPhone* and other devices.

Shorten supply chain delays: Rapid distribution of information about product shipments and the ability to quickly react are the keys to preventing customer-annoying out of stocks.

Increased store security and loss prevention: Better communication between associates about suspicious activity as it's happening helps stop inventory loss.

* Available early 2008

four mobile phones or even other wireline phones. On a wide variety of devices, users can still access advanced calling features such as transfer and conference.

Comprehensive integration: Because Avaya mobility solutions are completely integrated with your store communications systems, missed calls go to predefined call coverage (i.e., to the corporate messaging system or the wireless device of another sales associate), so no call goes unanswered.

Communications on laptops and pocket PCs: Avaya can also help you consolidate the number of devices your employees need to stay in touch. Avaya IP Softphone and Avaya one-X™ Mobile solutions let you put a full set of communications capabilities on a laptop, Pocket PC or mobile smartphone. Store associates can use their handheld mobile computing device for communications. Managers have access to capabilities such as managing multiple call appearances, setting up conference calls and directory dialing via the intuitive interface, regardless of the device. You can

also integrate with Microsoft desktop applications such as Outlook and Internet Explorer (for click to dial and screen pops) and add Instant Messaging and Presence as well as videoconferencing.

Connecting to the customer

Today's retailers are putting customer touch points, such as call boxes and kiosks, in as many places as possible so customers can reach someone live to answer questions and get purchase assistance. Mobile communications can significantly enhance your call box/kiosk strategy. Intelligence in the network can make sure the call from any one call box or kiosk is routed to the right store associate, no matter where he or she is located — even in another location.

Respond to changing sales conditions

Retailing is a fast-moving industry — retailers need to be ready to respond to a surge in customer demand for a hot product. That's why Avaya provides a way to connect Avaya mobile communications capabilities directly to inventory (and other) applications. When a potential stock-out in a particular store or warehouse is identified, it can immediately alert key employees on their device of choice, in whatever way is most effective — e-mail, IM or a voice call. Managers can use their mobile devices to monitor how the situation is being resolved and organize a team response.

Choices in Avaya Mobile Devices

Avaya IP 3631 Wireless Telephones – Stylish Wi-Fi phones fit perfectly in retail environments. Requires only a Wi-Fi network and Avaya Communication Manager — easy to roll out across multiple locations.

Avaya IP 3645/3641 Wireless Telephones – Rugged, shock-resistant Wi-Fi phones for tough environments like big-box retail. They offer both speaker phone and non-speaker phone versions.

Avaya IP DECT Solutions – DECT solutions offer the most mature QoS and security as well as 20-hour talk times with phones that use rechargeable AAA batteries. Simple wireless management and scalability.

Avaya Extension to Cellular (EC500) – Deliver one-number access by enabling calls bound for employees' business numbers to ring simultaneously on both their office phones and up to four mobile (or wireline) phones.

Avaya one-X Mobile – Deliver one number access on mobile devices as well as a GUI offering a range of capabilities such as conference, transfer, visual voicemail and corporate directory look-up.

Avaya one-X Mobile Dual Mode – Get the functionality of Avaya one-X Mobile as well as the ability to connect over either cellular or corporate Wi-Fi networks. Ideal for managers moving between stores, situations where cell phone bills need to be controlled or locations that have cellular dead zones.

Avaya IP Softphone – Place and receive phone calls from a laptop, pocket PC or smartphone using the intuitive interface. Integrate with Outlook and Internet Explorer (for click to dial and screen pops) and add Instant Messaging and Presence as well as videoconferencing.

Avaya one-X™ Portal – A centrally managed, web-based solution (no software required on user devices) that provides individual control of telephony, conferencing, messaging, administration, and access to corporate and personal contact information via the Internet.



Avaya IP 3631



Avaya IP 3641

Manageability and flexibility

Manageability is one of the strongest benefits cited by retail executives who have deployed Avaya mobility solutions. It ends the dependence on consumer-oriented wireless network features. Avaya enhances the flexibility of retail communications through its embrace of multi-vendor interoperability and Session Initiation Protocol (SIP) — an interoperable protocol that creates new possibilities for system flexibility in multi-service networks.

With SIP on their Avaya solution, retailers can pick the best of breed from a variety of vendors to create a seamless, converged communication network. For example, a user with multiple devices like a cell phone, desk phone, PC client and PDA can rely on SIP to seamlessly integrate these entities for increased efficiency and productivity.

Also, over 6000 companies who are members of the Avaya DevConnect program worldwide enable Avaya to incorporate the latest innovations in emerging technologies to provide you with a retail solution that uniquely supports your company, employees and customers.

Security

Shoppers need the assurance that their communications are private and protected. Any breach that could allow confidential customer information to be divulged could be devastating to a retailer. The Avaya architecture is designed to help provide secure encrypted communications between all endpoints and throughout the system without sacrificing performance. Avaya also conducts security testing and provides security certification to the wireless companies participating in the DevConnect program.

Learn more

The robustness, reliability and security of its IP telephony solutions have made Avaya a global leader in communications. Many retailers count on Avaya and its partners for secure, leading-edge network infrastructure and reliable voice and data applications that help set them apart in the marketplace. For more information about how Avaya can help you enhance your communications system, please visit www.avaya.com or contact your Avaya Client Executive or Avaya Authorized BusinessPartner.

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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