



Carlo's Bakery and The Agency Group agree: Avaya IP Office 7.0 improves business.

At first glance, Carlo's Bakery and top music booking firm The Agency Group have little in common. One is famous for cake (and its reality TV star owner, Buddy Valastro), the other famous for booking the hottest acts in music. The one thing both rapidly growing businesses have in common is that they rely on Avaya for their communications needs. Now both businesses have another thing in common: both are relying on the new Avaya IP Office 7.0 to take their business to the next level.

Avaya has a proven record of bringing advanced solutions to market for small and medium sized businesses. In fact, Avaya IP Office was built from the ground up specifically for the SME segment. With every subsequent evolution, Avaya IP Office has become a leading solution with over 7 million users worldwide.

The recent release of Avaya IP Office 7.0 completes the integration of Nortel Enterprise Solutions (NES) IP and digital phones into the IP Office platform (NES was acquired by Avaya, Dec. 2009). This is good news for small businesses everywhere. The integration not only enables 14 million NES users¹ to take advantage of Avaya IP Office's collaboration capabilities, but it also drives up to 60 percent in savings² because NES users don't need to replace their phones when upgrading to Avaya IP Office. Upgrades are fast and easy, too—a new Data Migration Tool lets partners transfer all of a small or medium enterprise's existing data (i.e., voicemails and phone extensions) to their new systems without interrupting the flow of business.

"Avaya has done a great job of bringing the features of our Nortel phones to the Avaya IP Office platform," says Howie Gold, Global Director of IT for The Agency Group. "And that made the transition much easier."

The new Avaya IP Office 7.0 also delivers an expanded portfolio of devices for multimedia collaboration: color touch-screen desktop phones let you scroll through contacts and manage visual voicemail at the touch of a finger; conference phones offer patented wide-band audio, call recording via SD card, and fast USB connectivity to a laptop for temporary set-ups; and HD videoconferencing capabilities straight from a desktop PC softphone. All of which help drive revenue and productivity.

"Our business is growing," says Carlo's Bakery owner, Buddy Valastro. "The lines at the bakery are getting longer, and the customer call volumes are rising—which is all fantastic. But I realized we needed a communications solution that is powerful enough to handle our rising business and can enable us to serve every customer with as much quality as we put into our cakes and pastries. Avaya IP Office 7.0 gives my employees and I the collaboration tools necessary to drive top quality service and business, whether we're on-the-go or at Carlo's Bakery. I know the importance of delivering and getting the best, and that's why I chose Avaya IP Office."

Today's small and medium enterprises depend on the best communications tools to collaborate and remain competitive, and nobody thinks bigger for small businesses than Avaya.

¹ Based on Avaya internal figures

² Based on Avaya calculations.