

Avaya Advisory Services

Are you maximizing the benefits of communications?

More and more, companies want to do business in real time. They want to act quickly to capture opportunities and conquer the competition.

To make that happen, they need to get more out of their communications networks and applications.

The application enhancements are certainly there, and they're constantly improving. Unified communications solutions blend calling, conferencing, messaging, presence and other media to streamline collaboration and decision making. Contact centers are transforming into multimedia environments that seamlessly integrate voice, video, the Web and social media to deliver rich customer experiences.



Are you using these emerging capabilities to achieve business goals? Are you taking full advantage of your current systems and capabilities? Can you integrate new capabilities effectively while maintaining the performance of your existing, complex, multivendor environment? Perhaps most critical, will you have the

financial resources to implement new communications applications in the face of tight budgets and ongoing market pressures?

The need is real and urgent, and it requires a well-guided plan and diligent execution.



Business Communications Advisory Services

Close alignment and linkage of communications capabilities and business goals can contribute to growth and profitability. Avaya Business Communications Advisory Services consultants are experts in the area of real-time communications and can collaborate with you to determine an optimal solutions strategy and realize the powerful role that communications can play to help you achieve your business objectives.

Our professionals employ a methodical, efficient and low-risk discovery process to gain a clear understanding of your current environment and future objectives while base-lining those against requirements and barriers within your current environment that are preventing you from meeting your objectives. Additionally, we work with you to gain stakeholder alignment and a clear determination of the key performance indicators (KPIs) that will be relevant measurements of success. Using questionnaires covering more than 50 topics and issues, we confer with your key business leaders and review how you currently use communications, as well as assess your operational challenges and business needs. We then explore different paths for optimizing your communications as it relates to your priorities and business impacts.

The first major output of this process is a Solution Strategy Recommendation Document, which outlines strategies for delivering tangible business benefits to your organization. Document focus areas include cost management, customer experience, intelligent routing and segmentation, and collaboration opportunities across geographic

Expert advisory guidance and successful deployment assurance

Avaya Advisory Services can help you capitalize on the power of new communications technologies and get more from your existing resources in many ways, including:

- Helping you leverage your current assets and calibrate your performance against best practices in the industry.
- Partnering with your business and IT leaders to create a comprehensive financial plan for technology that supports your organization's efforts to drive business results.
- Helping you address the technical aspects of deployment, from validating your architecture and design to planning for solution integration.

- Creating a transformation roadmap through which savings from one enhancement can pay for subsequent deployments of applications and technology investments.

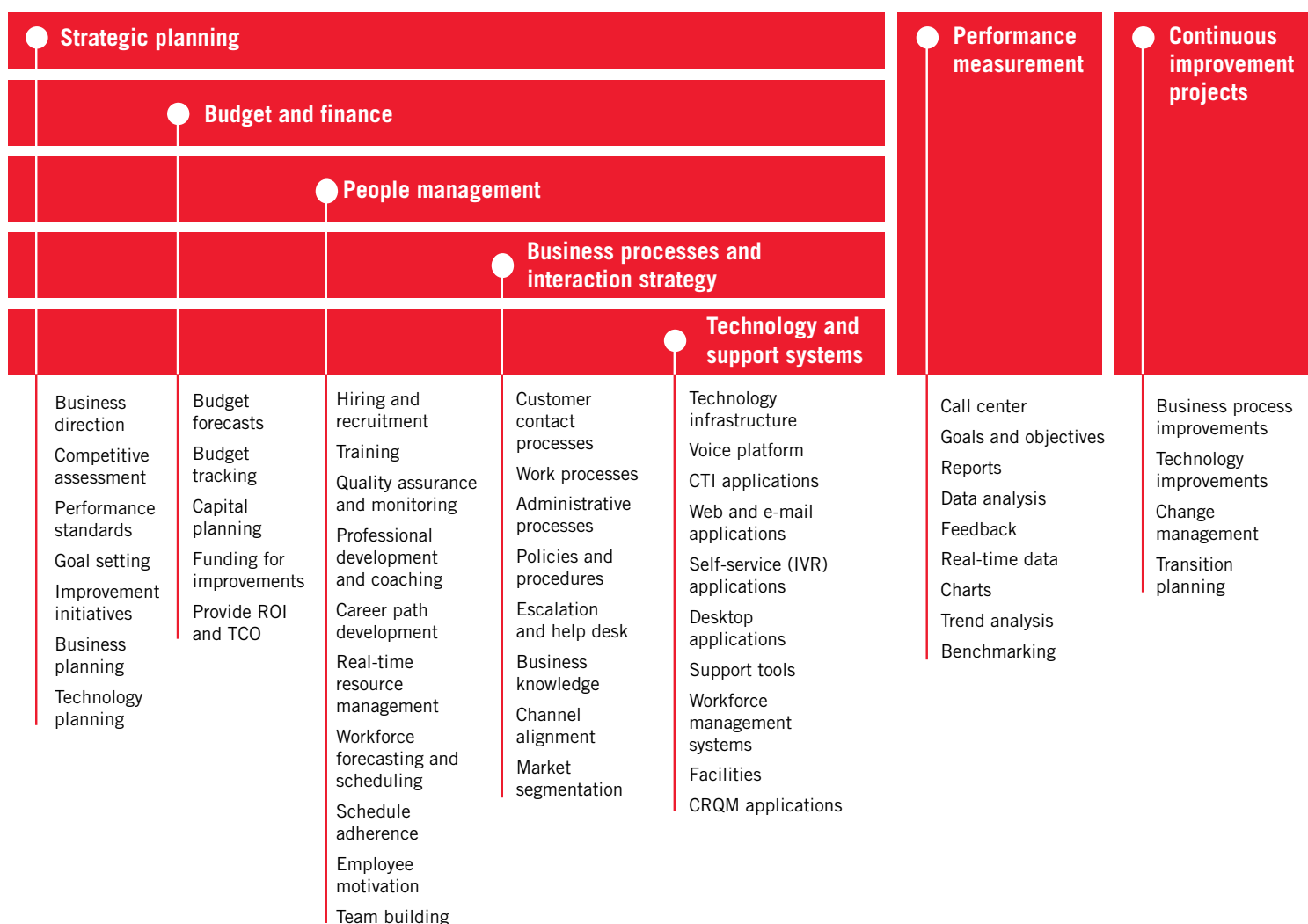
Our strategic communications consultants average more than 20 years of experience formulating and executing communications strategies that transform some of the most complex global communications infrastructure environments. We have deep communications experience across multiple industries. For example, we were the trusted communications advisors for the 2010 Winter Olympics, and we provide communications support for top governmental projects, the world's largest financial institutions and some of the world's most elite hospitality facilities.

areas, extended teams and your key vendors/suppliers. The recommendations pinpoint specific operational, financial and customer-service impacts, and they identify promising technologies, process improvements and solution areas.

The scope of this advisory engagement can also be expanded to include options such as a detailed return on investment analysis, performance benchmarking and operational analysis, as well as a deeper requirements

analysis. For example, within a contact center environment, our strategic communications consultants can help look at the end-to-end productivity of that organization (Figure 1).

Figure 1. Contact center operations model



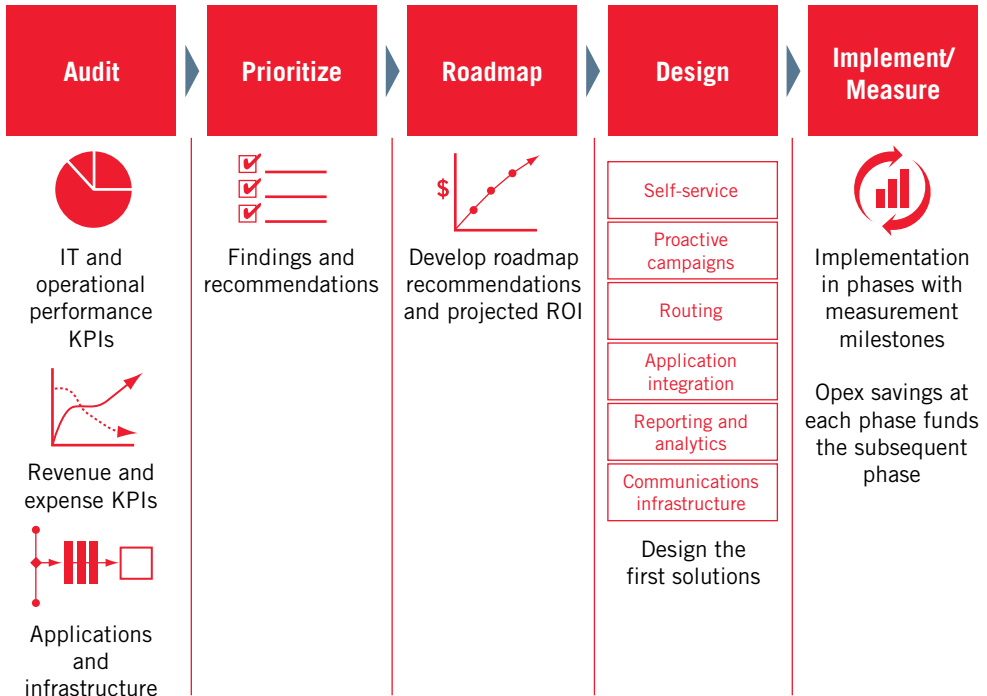
Self-Funded Roadmap

The challenge of funding future technology enhancements can lead to critical business decisions and budgetary choices that many times stall migration path upgrades and application enhancements.

The Avaya Self-Funded Roadmap uses a methodical approach that begins with an in-depth discovery process. This discovery approach helps us capture critical data that allows us to clearly understand your current infrastructure and application capabilities, along with an analysis of your IT and operational performance KPIs. We prioritize these needs and the associated business impacts and then leverage them into the full architectural roadmap design—ensuring alignment with your business strategies to drive tangible, measurable cost reductions. Areas of potential opportunity include customer acquisition and retention, customer service, billing and collections, and network and application integration.

Using the five-step Self-Funded Roadmap methodology (Figure 2), Avaya Professional Services experts guide you through a defined process that maps out the prioritized action steps of a phased deployment. This process includes continuous assessments of success metrics during a multiyear architectural and operational improvement plan.

Figure 2. The Avaya Self-Funded Roadmap methodology



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Technical Advisory Services

Just as businesses are making the transition from time-division multiplexing (TDM) to Internet Protocol (IP) telephony, the next generation of technological protocols, Session Initiated Protocol (SIP), is quickly emerging. Meanwhile, many organizations are operating telecommunications environments with products from an array of vendors. And multinational enterprises are coming to grips with how to centralize, unify and manage systems spanning multiple countries.

Avaya Technical Advisory Services (TAS) can help ensure that your solution is designed and configured with reliable and best-in-class capabilities. This service provides you with access to, and top-notch technological design support from, Avaya's Advanced Solution Architects.

Averaging more than 15 years' experience with complex, global telecommunications projects, our Advanced Solution Architects employ a time-tested methodology to develop a comprehensive overview of your existing and planned environments, identify and mitigate risks, and establish solution requirements. They can help you review and validate your technical architecture, as well as plan and prepare for solution integration and implementation. Most importantly, they understand the business issues and the way that next-generation communications and applications can help drive successful business outcomes.



An array of support, a wealth of opportunities

New technologies are making communications networks and systems more complex and more important than ever to business success. Avaya Advisory Services can help you understand the issues, capture more value from your current investments and chart a path to your organization's communications future.

Learn more

To learn more about Avaya Advisory Services and other communications advances from Avaya Global Services, talk to your Avaya Client Executive or Authorized Business Partner. Also, visit us at www.avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information, please visit www.avaya.com.



INTELLIGENT COMMUNICATIONS

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

04/10 • SVC5252