



The Power of We™

Avaya SIP Economic Assessment Service

Proving your business case for SIP-enabled technologies

Many information technology professionals today acknowledge the productivity and collaboration advantages of unified communications. Those advantages are most effectively achieved through deployment of Session Initiation Protocol (SIP)-based communications technologies, which allow ideas to be shared more easily so that business decisions can be made faster.

However, in an uncertain economy, many of those same organizations have either delayed plans to migrate to SIP or cut all but the most needed capital expenditures. This is because organizations simply haven't been able to develop a compelling business case for moving to a SIP infrastructure.

But what if the financial benefits of migrating to SIP were clear, including ways to use cost savings to self-fund necessary capital expenditures? What if you could demonstrate such a significant overall reduction in expenses that migrating to SIP could only be the logical next step — both because of the operating cost savings and the business benefits of SIP-enabled unified communications?

Avaya can show you how.

Cost-justifying your SIP infrastructure

The SIP Economic Assessment from Avaya Professional Services provides the financial justification to begin migrating to SIP right away. Avaya provides financial and business communications consulting that can help you refine your investment priorities, determine your ROI and show you additional strategic benefits over time.

Our fact-based analysis of your service provider infrastructure shows a complete picture of your current network architecture and its associated operating costs. From that baseline, we can help you identify precisely where you can save money by converting existing circuits to SIP trunking. We then help you devise a high-level plan if you need a phased rollout of your SIP infrastructure.

In this way, we not only help you justify your infrastructure investments, but we can also get you started on a “self-funded road map” for navigating your broader technology evolution.

Why our approach is so different

Our objective is to help you reach a business decision for investing in a SIP-enabled infrastructure using a self-funding model based on reduced networking charges.

Instead of being focused solely on reducing your current service provider spend, we go much further. We help you justify technology evolution that not only lowers the basis of your monthly spend, but also represents a viable, sustainable path for meeting the communications and collaboration demands of your business — now and in the future.

Our SIP Economic Assessment is a standalone, technology-independent analysis. You are not committed to any sort of implementation service as part of the assessment. In fact, beyond the initial consultation, you have the freedom to choose when to invest in SIP, what SIP technology is implemented, and who you would like to perform or support the implementation. Whatever path you choose for your architecture deployment, you’ll be armed with valuable cost-associated information.

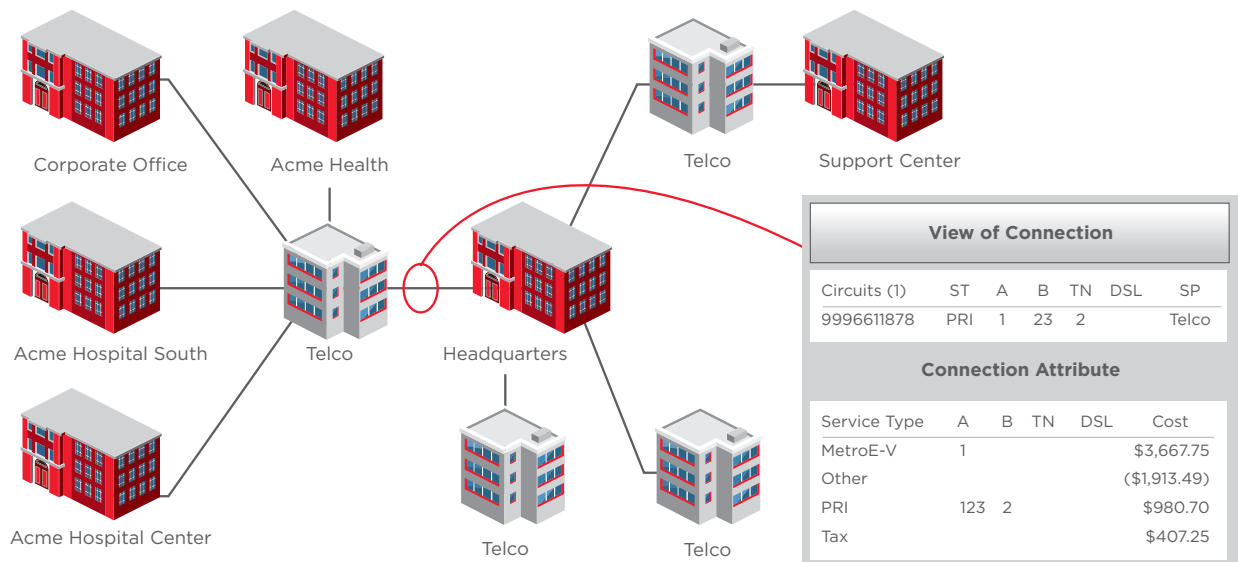
Other unique aspects of our approach include:

The ROI of phasing. Our assessment doesn’t just consider the benefits of a SIP future state. We also build into the financial model real-world assumptions, such as rollout phasing and cut-over transitions, that are validated by Avaya technical architecture experts. Especially important for larger organizations, our fact-based, detailed current state diagram (Figure 1) lets us recommend

priorities for your rollout phasing. We can even include transition periods in the analysis as you test, then cut over to, the new SIP infrastructure. To prove that your savings are where they should be after a SIP implementation phase, we can provide incremental network financial monitoring services.

Traffic analysis. You also have the option to request traffic analysis services from Avaya technical and financial experts. These services complement and extend the SIP Economic Assessment to help you see what enterprise traffic is flowing across your current service provider circuits and to model in detail what your future-state SIP circuits will look like. This traffic analysis service can be critical if your SIP investment decision involves other complexities, such as contact centers. Service provider charges, such as “take-back and transfer,” also can be an important part of your analysis.

Figure 1. Sample current state diagram



Self-funded road map. Our SIP Economic Assessment becomes the foundation for your communications technology evolution. You can use the results from our initial service to justify future investments that deepen your use of SIP for richer collaboration and a variety of strategic and financial benefits, both in the enterprise setting and in contact centers.

Integration with other Avaya centers of excellence. If you decide to implement an Avaya SIP-based solution, we also can link you with technical planning and design experts and other resources across Avaya to help you define technical direction and details as you go down the implementation path.

See the benefits

The core deliverable of the SIP Economic Assessment is the financial justification for moving from your current environment to a SIP environment. We present this justification in several ways.

First, we show you at a high level how much savings can be attained in your annual communications spend (Figure 2). For most businesses, this is a dramatic figure. Next, we provide details showing how those spending reductions are achieved (Figure 3). Finally, we reveal how internal and external SIP migrations help generate a rapid ROI (Figure 4). These results give you the information you need to

demonstrate to your organization's decision makers the business case for the move to SIP.

Case in point

A large U.S. financial organization was looking to cost-justify the migration from its aging time-division multiplexing (TDM) infrastructure to a SIP-enabled environment and to extend its enterprise services to outlying branches. With 12 locations connected by three service providers and operating expenses of \$1.7 million annually, the company's TDM PBX systems were two releases behind and desperately needed a refresh.

Figure 2. Sample savings overview (in thousands \$)

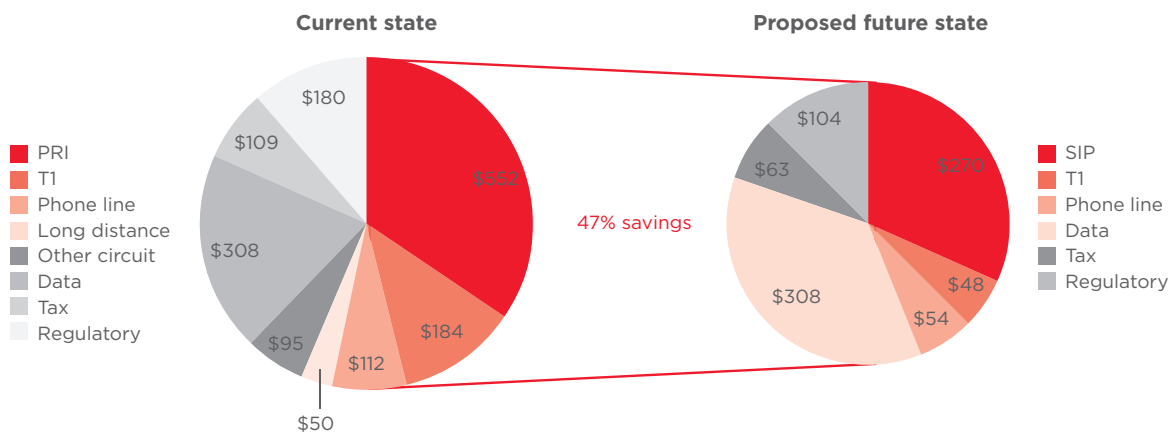
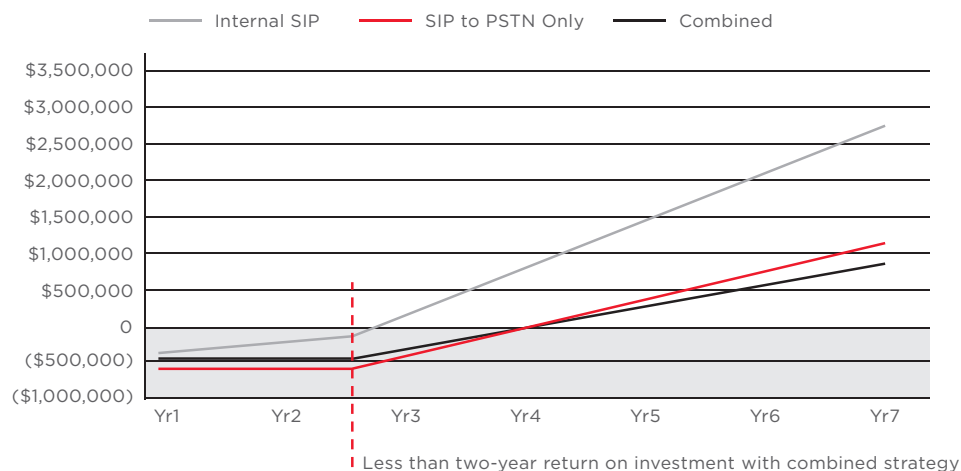


Figure 3. Sample savings detail (in thousands \$)

Circuit type	Current state	Proposed future state	Savings with SIP	Strategy
SIP/PRI	\$552	\$270	51%	PRI replaced by SIP
T1	\$184	\$48	74%	Migration of inter-PBX T1s to metro Ethernet, enabled by SIP
Phone line	\$112	\$54	52%	Elimination of 116 of 168 phone lines with SIP
Long distance	\$50	\$0	100%	Elimination due to SIP design enhancements
Other circuit	\$95	\$0	100%	Elimination due to SIP design enhancements
Data	\$308	\$308	0%	No change to data circuits
Tax	\$109	\$63	42%	Added benefits from SIP circuit savings
Regulatory	\$180	\$104	42%	Added benefits from SIP circuit savings
Totals:	\$1,590	\$847	47%	



Figure 4. SIP return on investment analysis



Through a SIP Economic Assessment, Avaya helped the organization pinpoint ways to reduce costs in all locations, amounting to more than \$1 million in operating expense savings over three years, or 21 percent annually. The ROI for the Avaya Aura® Solution, including all software, hardware, deployment and support contracts, was achieved in just one year.

The organization has implemented Phase 1 of the road map we developed, with plans to self-fund later phases from network operating expense savings.

Why Avaya?

Working with Avaya gives you access to extensive strategic, financial, technical and management expertise, enabling us to bring industry best practices and measurable results to your organization. Our Avaya Professional Services team includes more than 1,500 global consultants, network architects and project managers, each with an average of 15 years of industry experience. Plus, our global resourcing model enables us to deploy the right specialist for every project, regardless of location.

Avaya helps deliver business productivity improvement that meets customer challenges and drives their business forward. We focus on solving customer challenges, such as reducing total cost of ownership, mitigating risk and accelerating a customer’s business.

For comprehensive consulting, design, implementation and deployment of business solutions, you can count on Avaya. Whatever your needs, we can help determine the service delivery options that are best for you.

For more information about Avaya Professional Services, visit us at www.avaya.com or contact your Avaya Client Executive.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information, please visit www.avaya.com.

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1/12 • SVC4851