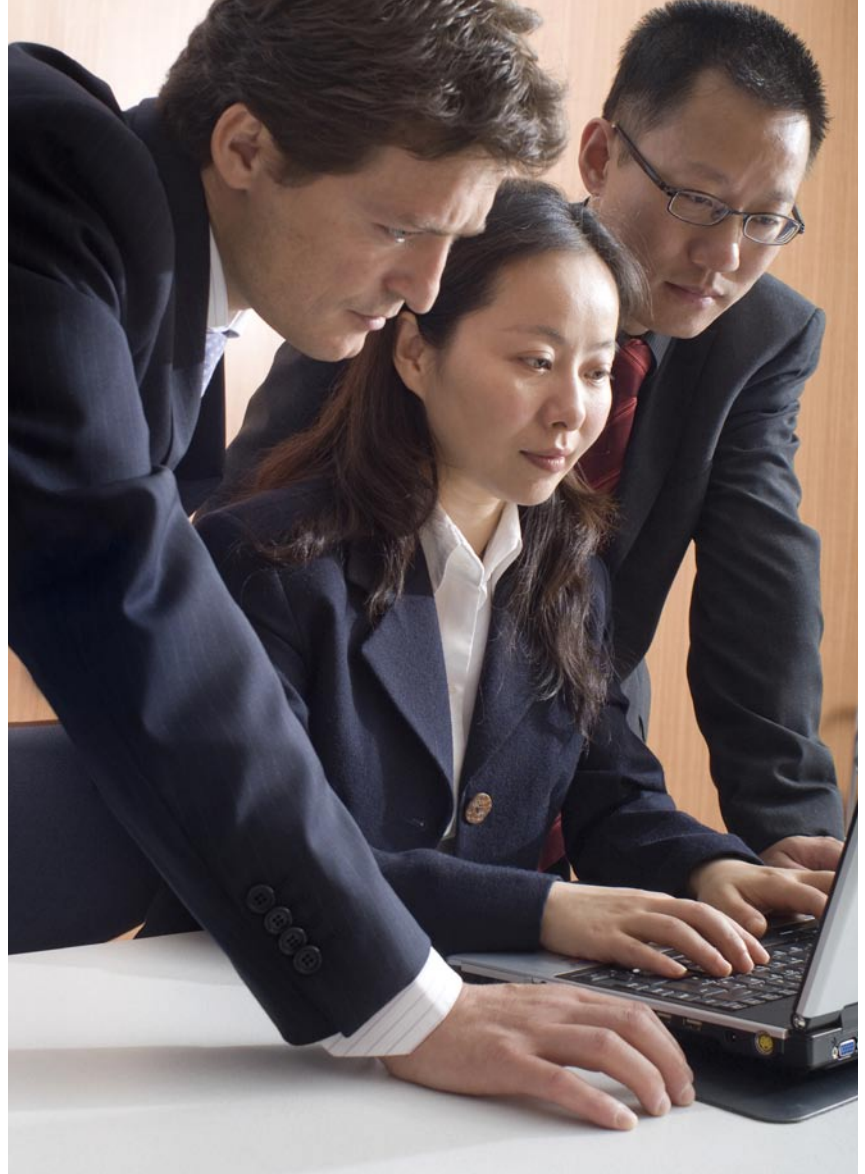


## Avaya Professional Services

Today's advanced communications technologies and applications offer great opportunities to conduct business in new ways. By embedding communications applications in the way your employees interact with each other, customers, vendors and other stakeholders, you can literally transform the way your organization operates. This allows your people to be more productive, provides your customers with exceptional service and helps you gain operational efficiencies that you never dreamed possible.

How can you enable your mobile workers to be highly productive? How can you counter fierce competition with memorable service for your customers? How can you take steps to connect your numerous systems into one enterprise-wide infrastructure? Avaya Professional Services can help you and your organization take full advantage of powerful applications and technologies. Our expert consultants and experienced engineers provide Avaya customers worldwide with services that enable and drive business change - and we can do the same for you.



### Plan and Design

Whether your business strategies include mergers and acquisitions, controlling costs or re-defining a new corporate culture, Avaya Professional Services provides the needed

expertise to align communications with your business goals. We can help you define a path that uses communications to augment, alter, or accelerate business tactics to achieve your corporate strategy.



## Avaya Strategic Communications Consulting

Avaya Strategic Communications Consulting is a flexible communications consulting framework that provides your organization with strategic and technical expertise for planning and designing any type of communications solution, whether unified communications or contact center

technology. Based on your business priorities, strategies and communications environment, you can benefit from working upfront with Avaya consultants to map out your communications business case, expected results and technical considerations. With Avaya Strategic Communications Consulting, you can leverage our unique expertise by marrying

the strategies of differentiation and cost containment with the technologies that fuel today's rich communications. Key services include:

**Executive Vision Consulting:** creating communications strategies that enable the achievement of business strategies.

Executive Vision Consulting services provide executives and strategic decision-makers with Avaya experience and insight to identify and qualify communications strategies that can help realize the executive's defined vision. The engagement may include a thorough communications assessment, complete with industry-specific information and benchmarking analysis, to help you understand the degree of communications effectiveness within your current environment. Also included are recommended communications strategies and a roadmap, charting desired progress over time.

**Realize Consulting:** translating defined communications strategies into an actionable and measurable blueprint.

While some organizations have committed to communications strategies, challenges may remain about "how" to execute these strategies within the business. Realize Consulting services provide lines-of-business managers with actionable plans to help achieve departmental

objectives while managing or reducing costs. Avaya consultants and advanced solution architects collect and define the communications solution requirements, and then conduct technical assessments of your organization's communications infrastructure. They provide design and integration recommendations, giving you the confidence that all existing and new communications investments will interoperate as planned.

**Maximize Consulting:** optimizing new and existing communications applications for greater business value.

Maximize Consulting services give operations and IT managers new insights and strategies to fully utilize existing communications technologies. Avaya technical specialists work within your organization to help ensure a timely deployment of communications applications. They can also recommend how existing and new communications applications can work together for an optimized communications solution that maximizes benefits for even greater business value.

Whether your needs call for one service or mandate a combination of two or more, Avaya Strategic Communications Consulting can benefit you and your organization.

## Integrate and Develop

Upon completion of the planning and design phase, Avaya Professional Services provide you with the necessary technical expertise to fully integrate an Avaya or multi-vendor solution. With over 400 technical delivery professionals around the globe, you can rest assured that your communications solution will be effectively integrated by seasoned experts who focus primarily on complex communications environments.

For your organization's unique needs, Avaya Professional Services develops custom or packaged software applications that provide additional value beyond the capabilities inherent in Avaya software-driven systems.

## Avaya Integration Services

Avaya advanced solution architects design detailed communications architectures that encompass existing and new technologies and applications, including IP telephony, Session Initiated Protocol (SIP), Service Oriented Architecture (SOA) and advanced third-party integrations and the Avaya technical delivery experts work to seamlessly integrate these applications as one, interoperating solution for your organization.

## BUSINESS CONSULTING PRINCIPALS

- Specialize in creating communications strategies to achieve business goals
- 20 years of experience on average

## ADVANCED SOLUTION ARCHITECTS

- Superior technical expertise for design and configuration
- 15 years of highly technical experience on average

## TECHNICAL DELIVERY EXPERTS

- Deep technical skills for integration and deployment
- 12 years of experience on average

## SOFTWARE ENGINEERS

- Software development skills for custom design and configuration
- 15 years of experience on average

With Avaya Integration Services, you can take advantage of flexible Avaya Unified Communications tools for your mobile and virtual workforces by extending integrated applications such as messaging, voice, Web and video conferencing, and Web 2.0 solutions. And, Avaya offers deep expertise in integrating Avaya applications with third-party applications, such as those from Microsoft and IBM, allowing you to fully use your employees' existing desktop capabilities.

## Avaya Applications Development Services

Avaya Packaged Software Applications are available for use throughout your organization and can be semi-customized. For your customer service operations, these software applications can help your contact center achieve peak performance. For example, with **Smart Finder** your contact center agents can easily locate experts in your organization to deliver on-the-spot answers. Another application, **PhoneCMS**, gives your contact center managers fast and easy access to vital agent performance data even when they are away from the center. Ideal for retailers, **Virtual Sales Assistant** enables your contact center agents to

provide "virtual sales assistance" through IP phone kiosks located in the store, giving customers improved services without adding in-store resources.

Other packaged software applications include **IP Phone Applications** that give your employees instant "always on" access to information and common business applications right on the displays of their Avaya IP phones. With these applications, Avaya IP phones can do even more, giving your employees the tools they need to be highly productive.

## PROGRAM MANAGERS

- Specialize in on-time, on-budget delivery
- 15 years of experience on average
- 100% trained on Project Management Institute (PMI) methodology



## Case Study

### CHRISTUS Health

CHRISTUS Health is a not-for-profit Catholic based health system comprised of more than 50 hospitals and facilities, outpatient centers, and dozens of other health ministries and ventures, both domestic and international. During past years, CHRISTUS Health had grown rapidly with acquisitions, yet maintained its local-presence approach, bringing quality healthcare to neighborhoods within 60 cities in the U.S. and Mexico. Serving its network of hospitals and clinics, CHRISTUS Health had standardized on Avaya DEFINITY® Systems; every system was autonomous and managed separately.

CHRISTUS Health decided to consolidate and connect its numerous silo systems into one connected communications infrastructure to improve communications with patients, increase worker productivity and reduce communications costs. The task was complex—every system was configured differently with dissimilar dial plans. The challenge for CHRISTUS: How do we proceed? Where do we start?

Avaya proposed its Flatten, Consolidate and Extend Services to provide CHRISTUS Health with the needed master plan for its consolidation efforts. CHRISTUS Health readily accepted. Soon after, the Avaya senior consultant and Advanced Solutions Architect (ASA) met with CHRISTUS Health managers and technicians, working through all details for all locations. Just a few weeks later, CHRISTUS Health had its plan and much more — an accurate inventory of its entire communications network.

“Avaya worked quickly to assess our entire network, and then provided a comprehensive plan that we definitely follow and refer to often as we consolidate. I was amazed with how they [Avaya consultant and ASA] captured all the details and then transformed the complexity into a meaningful plan. This planning step was critical to the success of the project.”

*Rick Harville, ITA Manager, Telecommunications and Internetworking.*



The Avaya team can also collaborate with you to deliver **Avaya Custom Software Applications**. Starting with an up-front needs assessment, software engineers design, code, configure and integrate tailor-made applications into your organization. Rigorous testing is performed and training is conducted prior to implementation. And, for peak performance, Avaya offers ongoing support and management of your custom software applications, available 24/7.

## Test, Train and Deploy

Organizations place high value on communications deployments that are executed on-time in order to quickly take advantage of the business benefits offered by the new solution, and with minimal or no problems during the process. Avaya Professional Services provides you with critical operational readiness planning and performs end-to-end testing of your communications solution, including simulations and load-based methodologies. Role-based user training and “go-live” support are also available to you and your organization - all part of the Avaya Professional Services portfolio designed to help ensure a transparent transition for you, your employees and your customers.

## Optimize

Using our existing systems and communications applications, Avaya Professional Services provides your organization with the needed expertise to optimize your communications solution. For your contact center, Avaya consultants address all aspects of the operations, providing you with a customized analysis and contact center strategy for improvements in agent desktop and workflow, call routing and proactive contact schemes.

Avaya advanced solution architects work with your current contact center communications architecture to recommend, plan and deploy changes, positioning your center for growth, communications continuity and “always-on” customer service.

## Program Management

Communications deployments can be high-risk endeavors. Whether your communications solution spans multiple sites or is serving one location, every deployment brings some degree of risk for business disruption. With Avaya Global Program Management, you get the assistance and expertise to manage all aspects of your organization’s solution deployment. Avaya Program Managers provide you the single point of

accountability that closely manages the project timeline, and makes it possible to identify and mitigate technology and security risks before they become crisis. All processes are tested and consistently executed by Avaya Program Managers who are backed by a well-established Global Program Management Office and the application of industry standard PMI methodologies and processes.

Avaya Global Program Management provides you with a resource for planning and coordination of the resources from your

organization, Avaya and other vendors. You get project status and milestone tracking along with risk management using proactive problem anticipation, impact assessment and mitigation contingency planning. If problems arise, Avaya Program Managers escalate and manage for quick resolution.

### Team with Avaya Global Services

From initial planning and design to seamless implementation, integration and ongoing support and management, Avaya

can help you use powerful communications applications with our continuum of consultation and care.

For more information about Avaya Professional Services, visit us at [www.avaya.com](http://www.avaya.com) or contact your Avaya Client Executive.

## AVAYA PROFESSIONAL SERVICES PROVIDE INDUSTRY SOLUTIONS

- **Financial Services** organizations can benefit from the Avaya Proactive Outreach solution, designed specifically for firms that need to efficiently collect on outstanding accounts, lower Days Sales Outstanding and bad debt and increase customer satisfaction.
- **Healthcare** organizations also benefit from the Avaya Proactive Outreach solution for collecting past-due patient payments, decreasing collections costs and lowering bad debt.
- **Retail** organizations can provide their in-store customers with an enhanced shopping experience via the Avaya Retail Store solution, connecting customers with sales associates in the contact center to speed check out and complete the sales transaction.
- **Public Sector** organizations can provide constituencies with Avaya Next Generation 911 services. Avaya Professional Services help government and private agencies improve their responsiveness to emergencies while leveraging existing communications investments by using common infrastructures across 911 and 311 contact centers.

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## 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](http://www.avaya.com).

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced, and the 'A's have a distinctive shape with a slight curve at the top.

INTELLIGENT COMMUNICATIONS

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The Avaya.com logo features the text "avaya.com" in a white, lowercase, sans-serif font, centered within a solid red rectangular background.

[avaya.com](http://www.avaya.com)