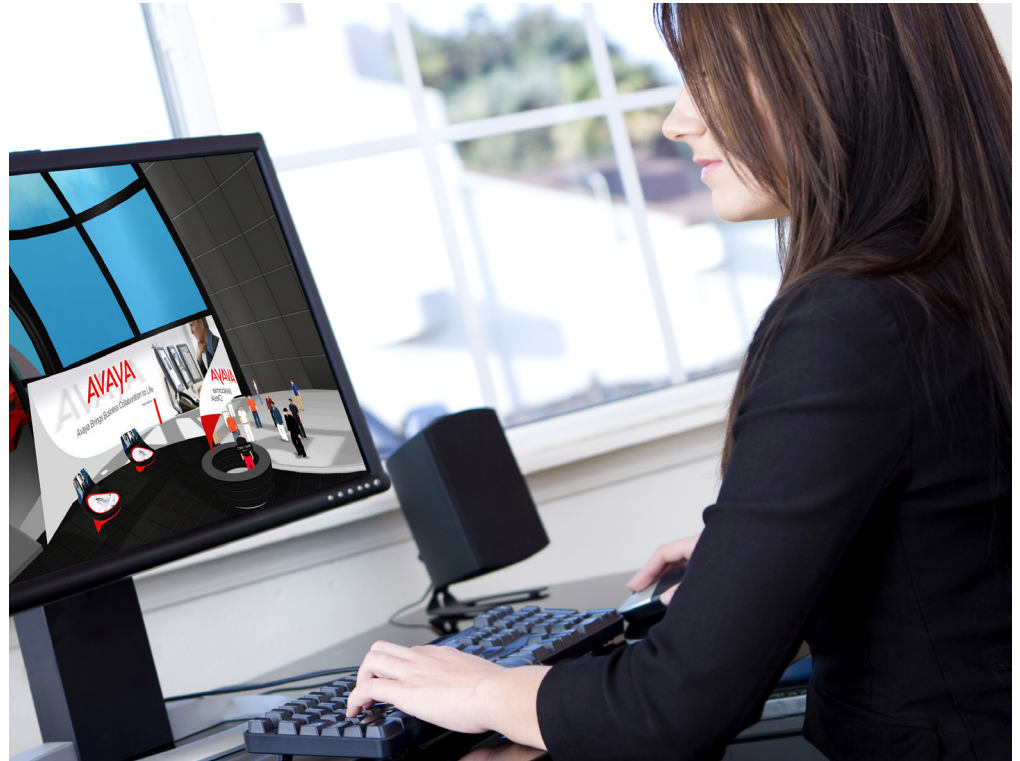




The Power of We™

Avaya web.alive™ Enterprise Collaboration Experience

What if you could meet “face to face” with co-workers, customers and suppliers anytime you want—no matter where they live or work—without the hassles and costs of travel, without the expense or resources required for videoconferencing, and with capabilities beyond traditional voice and online communications. Avaya web.alive offers that capability now in an online meeting space that is revolutionizing remote meetings, online sales and distance learning. Avaya web.alive enables you to fluidly move in an immersive 3D environment, from individual, to small group, to large group conversations. It removes the barriers to effective interaction and allows face-to-face meetings from the comfort of the office, home or anywhere you have an Internet connection.



Many businesses today are trying to reduce office overhead and reign in travel expenses by increasing the percentage of telecommuting. Yet face-to-face interaction can be critical for effective meetings where participation really matters. Traditional voice-only conference calls are ubiquitous, and chat and social media are increasingly pervasive. However, they still are no substitute for

in-person meetings. In a digital, global economy where businesses operate across vast distances and many locations, shouldn't there be a simpler, less expensive way for people to collaborate effectively? Now there is.

Avaya web.alive changes the way people interact.



Everything about web.alive is inviting and collaborative, including the low barrier to entry. All you need to start using web.alive is an Internet connection.

Immersive. Intelligent. Integrated.

With existing 2D conference technologies, you can miss important nuances, such as body language, vocal inflections and movements outside your periphery. Document sharing, slide presentations and video feeds can be a challenge as well.

Avaya web.alive™ doesn't suffer these limitations. Based on proven, immersive 3D graphical and spatial audio technologies and recent innovations in unified communications, this groundbreaking combination of technologies — delivered in a Web environment — makes web.alive:

Immersive.

Rich, 3D graphics and audio are highly engaging for participants and help you establish cognitive and social presence. Liven up your slide presentations and other media

via web.alive. Look your audience in the eye and judge their level of interest and participation as if they were in the room with you.

Intelligent.

Behind its realistic graphics, clear audio and interactive capabilities, web.alive offers practical tools to support the business end of communications. Sophisticated analytics help you monitor and measure usage across your organization and track a range of key business metrics, including collaboration volume and effectiveness, travel cost avoidance, sales, advertising reach, and brand recognition.

Integrated.

Designed to be intuitive and user-friendly, web.alive still meets security and privacy requirements. As a Web-based tool, it easily integrates with your existing Web pages, Web applications and real-time communications. It also supports integration with your enterprise or Web security solutions, as well as enterprise voice solutions.

Meet. Sell. Learn.

With Avaya web.alive™, collaboration takes place in a realistic environment, easily creating more interest and “stickiness” than an impersonal voice-only call or 2D online interaction. Feature-rich, it gives participants

countless tools to enhance the collaboration experience. Consider some of the creative ways Avaya and our customers are applying web.alive:

Group meetings

A global technology company uses web.alive to conduct employee meetings and customer events. Whether gathering key people from around the world to brainstorm new product ideas or inviting valued customers to try new technology capabilities, the company has found Avaya web.alive to be a natural fit. Each event is branded under the company's identity, and meeting spaces are customized to look much like its own environment. Collaboration tools allow participants to actively engage in the meeting, and the "3D spatial audio" makes the experience more realistic and natural, while at the same time serving up the benefit of huge cost savings.

Sales calls and events

A global maker of PCs has actively integrated web.alive into its sales process, using it for direct online sales, product launches and other special customer events, and even for one-on-one consultations with customers. In addition to increased efficiency of its sales force—salespeople can "meet" far more customers in a day using Avaya web.alive than would be possible



through in-person meetings—the company has measured substantial increases in the time web.alive-based shoppers spend on its site.

Customer support

Avaya and a major international financial services firm have found a common ground by leveraging Avaya web.alive™ for customer support activities. They encourage customers to attend regularly scheduled and informative "how-to" sessions, make special rooms and professionals available for troubleshooting, and host community support meetings in which a variety of customers can share knowledge and experiences. This approach reduces call volumes for contact centers, lowers the cost of one-on-one support and improves customer relations through customer involvement in solving product issues.

“The flexibility of the web.alive application provides the university with a tool to train faculty and advise students. Avaya web.alive simplifies schedules and logistics while simultaneously reducing our carbon footprint.”

Leading state university

“Congrats on making such big strides with web.alive. If the audio quality, speed, ease of use and new features are as good as they seem so far, I think 2011 will be a big year for web.alive.”

Executive, Global Fortune 1000 technology company

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.



Training

In addition to customer support, the companies mentioned above — along with a prominent U.S. government agency — use web.alive for employee on-boarding, skills training, and coaching and mentoring. Their HR and training departments have dramatically reduced costs and increased the quality of program delivery associated with these activities while receiving favorable responses from employees. This is especially important at a time when so many companies are employing mobile workers who telecommute or travel extensively.

Learn more

To learn more about the Avaya Unified Communications Portfolio, talk to your Avaya Account Manager or Authorized Business Partner or visit us at www.avaya.com.

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

08/11 • UC4686-01