



FACT SHEET

IP Phone Applications from Avaya Global Services

Instant 'always on' access to information and common business applications on the display of your Avaya IP phone.

Avaya IP Telephones, in addition to providing best in class telephony features, are designed to support productivity enhancing phone applications right from the displays of these phones. Today's high-resolution displays make it easier to access telephone features, look up phone numbers, or simply keep track of time. Having a display-based interface is a proven way to enhance the convenience and productivity of communications.

Now your Avaya IP phones can do even more. With IP Phone Applications from Avaya Global Services you can also use the displays of your IP phones for instant "always on" access to information and popular business applications, allowing you to:

- View your e-mail
- View your calendar
- Direct dial contacts
- Keep up on the latest news and more
- View photos

A great addition to an Avaya IP Telephony solution, IP Phone Applications bring common business, contact center, and custom applications to the phone's display, opening a new world of real-time, intelligent communications and maximizing the benefit of your total solution.

New Ways to Use Your IP Telephone

Do any of these scenarios sound familiar?

- You are late for a conference call, your laptop isn't on, and you need to quickly access the call-in number and code
- You have a critical business decision looming and need a quick way to get live financial updates
- You are away from your contact center environment and need to access real-time statistics

In the past, you may have had to rely on your office PC or laptop for this information. Now with IP Phone Applications from Avaya your IP phone display can provide you with this information. Avaya has helped thousands of organizations use the power of IP technology to enhance internal and external communications, making it easier to access information on nearly any device from any location. IP Phone Applications from Avaya Global Services takes this to a new level by making information and commonly used business applications available on the most ubiquitous, familiar and easy-to-use device in your entire organization: the IP phone.

IP Telephone Access to Your Most Common Business Applications

IP Phone Applications deliver access to common business applications as well as solutions specifically designed for contact centers and vertical markets:

- Get more from your investment in IP display phones
- Easy access to applications and information
- Custom applications for enterprises, contact centers and vertical markets



Microsoft Exchange Viewer on the display of the Avaya 9600 IP Phone

Popular Business Applications: Use IP Phone Applications to access popular business applications directly from the phone's simplified user interface, such as LDAP directories, Microsoft Exchange, and Internet RSS feeds. Other applications include a webcam, access to personal calendars and contacts, messaging options, and custom directories.

Contact Center Applications: Contact center managers can use the Avaya IP Phone Applications to access real-time statistics and supporting graphics from a phone display, even from locations outside the contact center. Features include real-time agent monitoring, access to information portals, customer profile screen pops and consolidated reports.

Financial Information: IP Phone Applications can deliver real-time financial information to employees and customers such as live stock feeds, currency rates, the latest financial news, and more.

Hospitality: Hotels and other hospitality organizations can use IP Phone Applications to enable hotel guests to easily view and access front-end services, restaurant menus, hotel facilities, local sites of interest, promotions, personal messages and more, all from the convenience of their room phones.

Acquiring IP Phone Applications

As the global leader in IP Telephony solutions, Avaya makes it easy to incorporate IP Phone Applications as part of your total IP solution. A customer provided base server is required for any new installation as this houses the core phone application framework. All current and future IP Applications will run within this IP Phone Application framework.

IP Phone Applications:

Broadcast Information: The Broadcast Information application allows the user to send simple text, audio and rich WML to IP phones. Features include:

- Send full display or top line information
- Include audio into your messages (standard wav files)
- Send info to a user, an extension, a specific group or the whole company
- Check broadcast results of information and messages sent

Rotating Display: The Rotating Display application allows the user to send a series of informational pages that are continually displayed one at a time to the phone display. Uses include:

- In-house advertisements
- Leased advertisement
- Call Center Agent sales campaign reminders

Microsoft Exchange Viewer: presents Microsoft Exchange information directly to the display of IP phones. This application is installed on an external standard web server (Linux or Windows).

- **Inbox:** Check e-mail content, priority, date, listen to audio and view image attachments
- **Calendar:** Check calendar content, organizer, date, location
- **Contacts:** Check personal contacts, search names, call contact, check photo
- **Tasks:** Monitor tasks, check details, percentage, dates
- **Notes:** Check notes by category

CMS Viewer: The CMS viewer leverages the CMS connector to display CMS data and provides the following features:

- Drill-down information from skills to agents
- Sort fields, monitor graphics and click to dial

Enterprise Directory: The Enterprise Directory provides for integration to an LDAP directory server providing a simple and effective way to find employees using the IP phone display. Find the person, check his or her

picture and click to dial the extension or any registered phone number. Features include:

- LDAP and Active Directory compatible
- Queries based on name and email
- Click to dial any phone number
- Link results; follow up results from one search with another, related search

Basic Package: Provides simplistic and effective informational applications on the phone display. Features include:

- **Weather Temperature:** Check your weather forecast, configurable to multiple locations
- **Stock:** Check your current stock information
- **Company Logo:** Displays your company logo design
- **Screen Saver organizer:** Upload photos or personal information to your color IP Phone

System Requirements

- Customer provided server with the following minimum hardware specification:
 - Pentium IV 2.8Ghz Dual-Core with 1G RAM and 72GB HD
 - Free TCP ports 80, 8005, 6271
 - Standard Web Server (up to 1000 stations supported per server).
- Operating system: Microsoft Windows 2003 Server (without IIS) or XP
- IP enabled Avaya Communication Manager
- IP phones: 4610, 4620, 4621, 4625, or new 96XX (9610 have limited support)
- Microsoft Exchange 2000 with Microsoft Outlook Web Access or Microsoft Exchange 2003
- DHCP/TFTP or HTTP Servers to Serve IP Phone Boot Time Configuration

Implementation

Implementation services and basic knowledge transfer information are provided remotely. Onsite services can be performed for an additional charge.

Learn More

For more information about IP Phone Applications from Avaya Global Services, visit avaya.com or contact your Avaya Client Executive or Authorized Avaya BusinessPartner. You can also e-mail CSsoftware@avaya.com

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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