

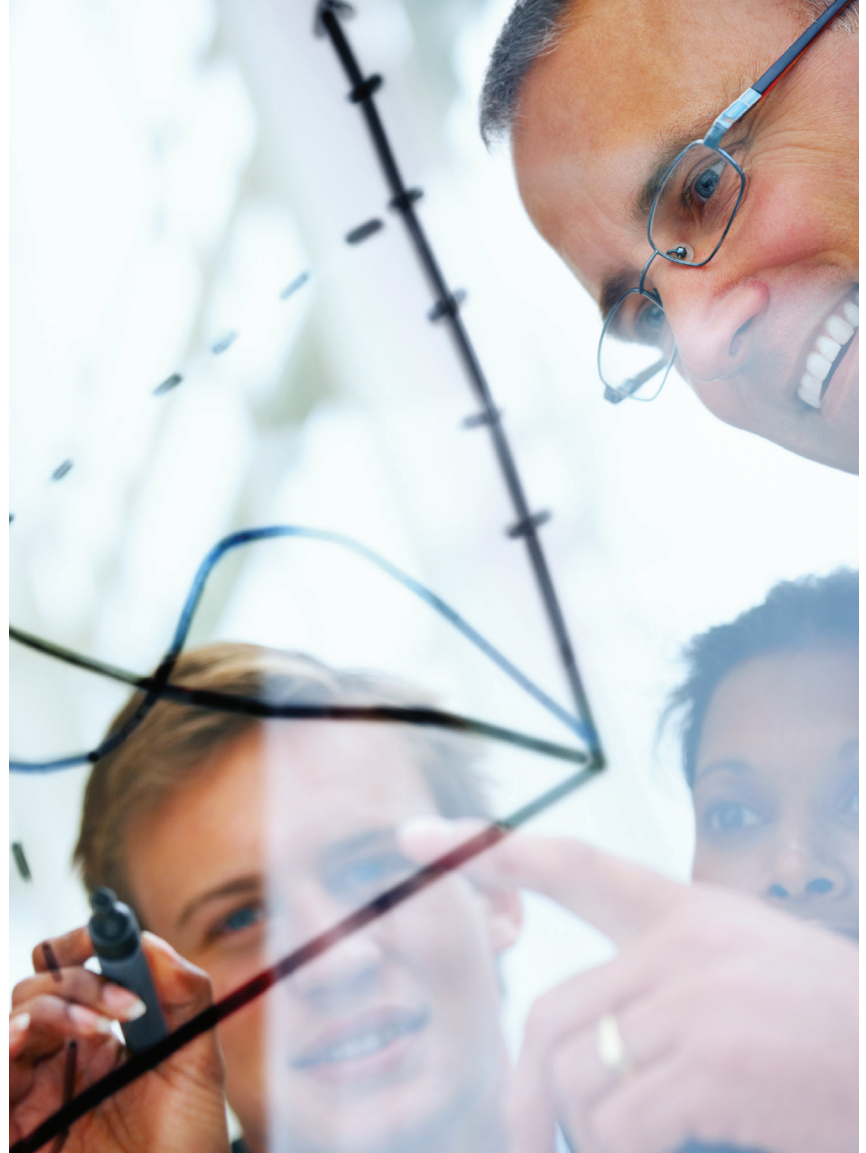
Avaya Self-Funded Roadmap

How can you harvest communications savings to fund your future technology needs?

To address today's business imperatives, IT managers and line of business executives walk a fine line. They need to drive increased revenues, maintain customer service levels, and build out the systems and infrastructure to support both objectives, yet do so while carefully managing or even reducing expenses.

According to the 2009 McKinsey Global Economic Survey:

- 45 percent of companies are still cutting operational costs.
- Nearly a third want to ensure flexibility and nimbleness.



In addition the survey also showed these universal imperatives that there are other IT and contact center issues that tend to keep executives awake at night:

- The alignment of essential IT, communications and customer-related services with executive leadership and line-of-business management objectives.

- The advancement of strategic initiatives with little budget and few resources.

All these factors can create competing needs and operational imperatives that companies struggle to resolve.

The need is real and urgent. Avaya has the answer.

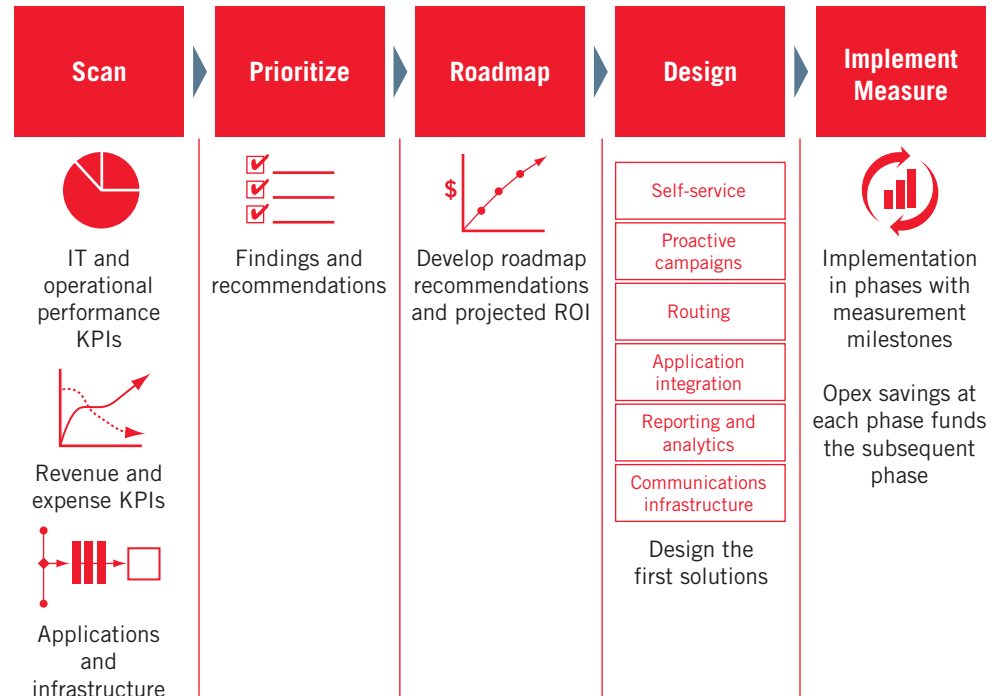
Chart a clear path with solid methodologies and quantifiable milestones

Avaya Professional Services experts use Avaya’s Self-Funded Roadmap to help lead you through a defined process to identify and prioritize your enterprise communications and contact center challenges and then to create an action plan to solve these challenges. We help you pinpoint areas where refinements to your communications infrastructure and contact center applications can deliver more for less. In this way, the savings from one enhancement to your communications platforms can pay for each subsequent step you take.

Our Professional Services specialists are technically proficient and possess strong business acumen that will guide you through the five steps in the Avaya Self-Funded Roadmap methodology (see Figure 1).

Both technically proficient and possessing strong business acumen, our Professional Services specialists take you through the five steps in the Avaya Self-Funded Roadmap methodology.

Figure 1. The Avaya Self-Funded Roadmap methodology



Scanning the enterprise

Is your communications infrastructure hindering your business and contact center initiatives? For example, could lengthy call wait times or hard-to-reach customer service representatives be the underlying reasons for customer retention issues? Together, we examine your IT, operational and contact center key performance indicators, as well as your communications infrastructure and applications. By scanning your organization’s current state and looking closely at key processes, we can distill core challenges down to their essence and begin to prioritize an action plan.

Prioritizing your objectives

Even with a clear picture of your challenges and objectives, you can’t — and shouldn’t — try to accomplish everything at once. If your business wants to trim costs, a priority would be to uncover savings within enterprise-level cost centers and contact centers. However, if your goal is to drive revenue, you would focus instead on applying technology to improve your contact centers’ performance or introducing new up-selling or cross-selling capabilities. Even one change can deliver significant margin increases and boost revenue. We work with you to define your top cost-savings and revenue-generation priorities, and then we select only the critical few — those with the strongest return on investment — to begin charting a Self-Funded Roadmap.

Developing the roadmap

As the Self-Funded Roadmap develops, we recommend concentrating only on your top five priorities then plan according to both ROI and logical dependencies. This is essential to mapping out a strategy that flows logically today and enhances your future capabilities as well.

Shaping the implementation plan

The further along you are in developing your roadmap, the clearer your visibility into how you'll achieve your goals. The Avaya team helps you take your roadmap to a deeper level and design a sound, clearly defined—and appropriately sequenced—set of action steps. The design process ties together the appropriate business applications along with robust analytics within an infrastructure that delivers quantifiable functionality and cost

reductions. Most important, you begin to see how the operational savings in each phase fund the subsequent phase on the roadmap.

Deploy your Self-Funded Roadmap

Our Self-Funded Roadmap uses a phased implementation approach with milestones specific to your business — not an off-the-shelf template (see Figure 2). Using the Avaya Self-Funded Roadmap methodology, we can help you identify opportunities to use your communications platforms and contact center applications more effectively, to align with your business strategies, while simultaneously driving tangible, measurable cost reductions. This precise and simple execution strategy is wrapped with a well-designed program management plan that can lead to significant improvements to the bottom line. In fact, we have so much confidence in this approach, we offer this guarantee: if our roadmap process

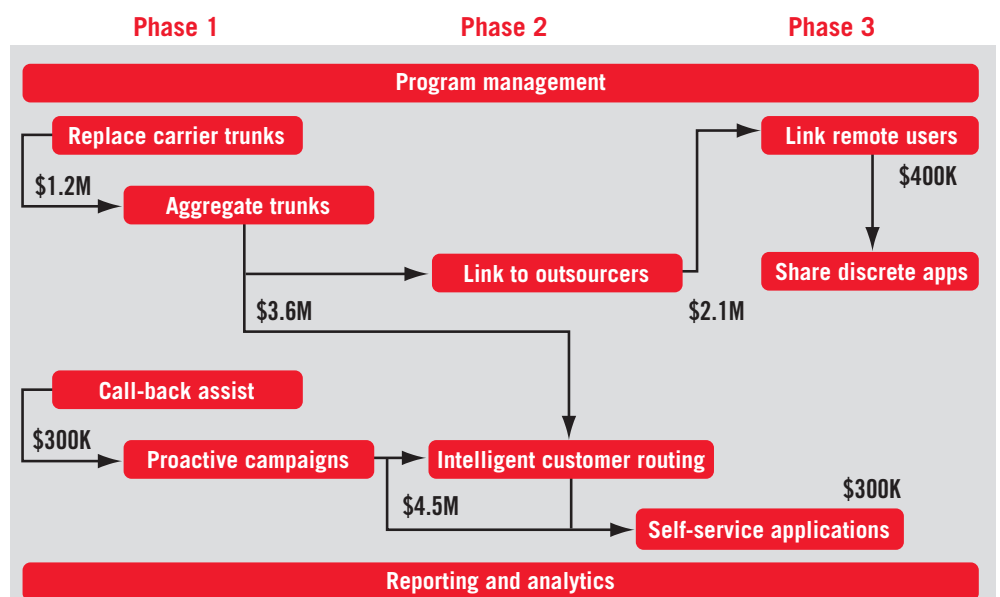
doesn't help your business create cost savings of at least the value of our initial engagement, we'll refund 50 percent of our fees. How confident are you in your company's approach?

Strength in numbers. Confidence through experience.

What makes Avaya the right choice to help your business improve its competitive position during the economic recovery? Experience is one factor. You can rely not only on our technical know-how but also on our deep vertical expertise and business experience — on average, our Professional Services specialists have more than twenty years of experience applying communications technologies in support of complex business processes across a variety of industries.

Avaya Professional Services experts use Avaya's Self-Funded Roadmap to help lead you through a defined process to identify and prioritize your enterprise communications and contact center challenges and then to create an action plan to solve these challenges. The savings from one enhancement can pay for each of the subsequent steps you take.

Figure 2. Implementing the Avaya Self-Funded Roadmap*



* Savings are estimated based on the expected returns for a large, global multi-site financial services Avaya customer.

Our reach is another key factor. More than 800 Avaya Professional Services specialists are at work around the globe consistently delivering the Avaya Self-Funded Roadmap and our array of technology solutions. From business process experts and advanced solution architects to program managers and technical consultants, Avaya professionals deploy complete solutions, harnessing the capabilities you need to achieve your business goals.

Avaya's Self-Funded Roadmap can help you navigate what remains of a tough economic climate and prepare for the next growth surge.

Learn more

To learn more about the Avaya Self-Funded Roadmap, our other award-winning solutions and Avaya Professional Services, talk to your Avaya Account Manager or Authorized partner. Also, visit us at www.avaya.com.

BROAD-BASED SAVINGS OPPORTUNITIES

Examples of areas in which a Self-Funding Roadmap may uncover cost savings include:

- **Acquisition and retention**—Targeted solutions that can improve revenue by increasing sales penetration into target segments, boosting customer retention rates, and reducing quote-to-cash process time for your products and services.
- **Customer service**—Targeted solutions that focus on reducing the operating cost of delivering customer service through personalized and increased self-service adoption. In addition, these solutions can also include help improve service levels and reduce average call handle time. And by adopting proactive communications solutions, you can also reduce costs throughout the service life cycle.
- **Operational communications enablement**—Help to optimize resources by eliminating communications breakdowns from processes and providing your workforce with necessary communications tools to optimally perform their jobs.
- **Billing and collections**—Proactive communications and advanced automated solutions that help to pre-empt delinquencies and losses related to billing and collections processes.
- **Telephony and infrastructure**—Targeted solutions that reduce network operating costs. With network and application integration and Avaya's multi-vendor approach, your heterogeneous network can begin to operate like a homogeneous one.

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.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

INTELLIGENT COMMUNICATIONS

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A red rectangular button with the text "avaya.com" in white, lowercase, sans-serif font.