



Avaya Services

Avaya Services

Removing Complexity, Improving Performance and Accelerating ROI

Capturing Opportunities, Easing Pressures

Rapid communications advances offer many opportunities to improve collaboration and customer experience. But as communications solutions grow more sophisticated, IT organizations often end up with an increasingly complex, multivendor environment. Pressure mounts as IT searches for ways to keep up and move forward with:

- End-user demands
- Limited budgets
- Skill and resource shortages
- Limited tools and flexibility to meet the ever-increasing demands of the business

These pressures create a gap between the availability of new technology solutions and the ability of enterprises to adopt and consume those solutions. Solution complexity and functionality increase while the IT organization's ability to manage it remains flat. As a result, it becomes more difficult to maximize value from the increasingly thick technology stack.

Avaya Services can help you bridge this gap and capture optimal business value from the communications solutions you need. As a global leader in collaborative communications and customer experience management, we understand how to implement, support and manage Avaya solutions better than anyone else, and our spectrum of services offers maximum flexibility in how you leverage our capabilities and the resulting benefits.



By 2015:

- Mobile app development projects will outnumber personal computer projects by nearly four to one.¹
- A 30% increase in mobile enterprise investments is expected,² with 16% of enterprises being cloud based.³

By 2016:

- A 400% increase is expected in dedicated video soft clients.⁴
- More than 800 million tablets are anticipated to be in the market by 2016.⁵
- Gartner expects annual growth rate in cloud services to continue to grow at over 18% per year through 2016.⁶

A Comprehensive Range of Service Models

Avaya Services is a comprehensive and robust suite of offers where we consult, enable, support, manage, optimize and even outsource collaboration, customer experience management and networking solutions for our clients. Our services help you to mitigate risk, reduce total cost of ownership and optimize solution performance based on your unique business needs. Avaya Services are grouped in three portfolios: Avaya Professional Services, Avaya Global Support Services and Avaya Private Cloud Services.

Avaya Professional Services

Avaya Professional Services helps organizations close the technology adoption gap, so you can leverage technologies effectively to meet your business objectives. Our strategic and technical consulting, as well as deployment and customization services, are focused on helping you accelerate business performance and deliver an improved customer experience. Whether you are deploying new solutions or optimizing existing capabilities, you can rely on 1,500 Avaya specialists in 37 countries, with over 1,000 industry certifications and an average of 15 to 20 years of experience. As one of the largest and most experienced organizations of its type, Avaya Professional Services executes more than 2,000 projects per month, focusing on three core areas:

Enablement Services give you access to expertise and resources for planning and deploying Avaya solutions. The result is an approach that maximizes technology potential and exceeds your expectations by providing the greatest possible benefit for your investment.



Protect your technology investment and stay in top competitive form through proactive problem prevention, rapid resolution and continual solution optimization.

Optimization Services help you drive increased value and greater business results from your existing technology. Leveraging best practices, Avaya consultants and solution architects analyze your communications environment in the context of your business priorities and strategies, helping you develop a communications business case, expected results and technical considerations. This typically results in a road map from traditional digital communications to newer Session Initiation Protocol (SIP)-enabled technologies, avoiding costly rip-and-replace scenarios and leveraging existing investments.

Innovation Services help your organization leverage communications to reach new levels of business potential and market competitiveness. Focused on leading technology and advanced services delivery, we offer a forward-thinking perspective to drive new business productivity, employee efficiency and superior levels of service. Our consultative approach and advanced software application, from business planning through to execution and solution integration, creates alignment with your specific business objectives.

Through the experience gained in thousands of projects, and by following proven methodologies and best practices, we have achieved outstanding results for clients throughout the world: business growth, improved customer experience and network simplification. Avaya clients realize an average of 30 percent savings on operating costs through our services and associated enhancements.⁷

Avaya Global Support Services

Avaya Global Support Services are award-winning offerings that not only address the risk of system outages but also help you protect your technology investment and stay in top competitive form through proactive problem prevention, rapid resolution and continual solution optimization.

Proactive Problem Prevention—To detect potential problems, Avaya employs sophisticated remote diagnostics technology. For example, with Avaya Support Advantage Preferred option, patented Avaya EXPERT SystemsSM notify Avaya within 90 seconds of receiving an alarm generated from an Avaya platform and begin immediate problem diagnosis and resolution. EXPERT Systems auto-resolve 85 percent of alarms requiring service requests without human intervention. If the systems are unable to resolve a problem, they automatically forward relevant information to an Avaya technician who troubleshoots and resolves the issue remotely or on site. The combination of human and technology interaction enables us to resolve these service requests five times faster than if the service request was manually generated.⁸ Another Avaya innovation is the Avaya Diagnostic Server with SLA MonTM technology. The Avaya Diagnostic Server delivers advanced, client-controllable, diagnostic tools that speed diagnosis while lowering costs without additional equipment. It leverages intelligent agents embedded in select Avaya solutions to continually collect relevant data and detect potential problems before they impact service. This means you and Avaya have a much greater ability to diagnose, analyze and address incidents remotely and without compromising product stability.

Rapid Issue Resolution—When problems do arise, Avaya provides the resources for you to find answers fast through access to Avaya experts and their knowledge. The Avaya Support Website offers you multiple layers of resources, including an extensive knowledge base containing



Communications Managed Services are our standard, repeatable and packaged offers that support unified communications, contact center, video and data networking.

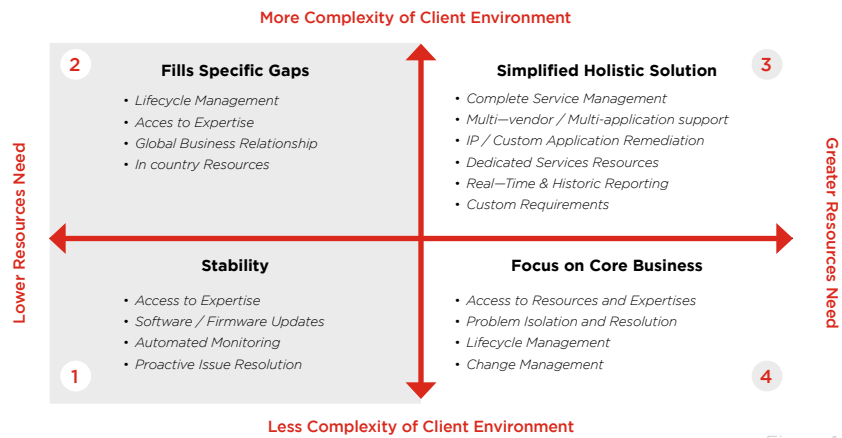


Figure 1

solutions to known issues, product information and training resources. These resources are quickly and easily accessible with the help of Ava, the Avaya Virtual Assistant, powered by Avaya Automated Chat.

If Ava can't provide an answer, you can quickly access Avaya live agents through Avaya Web Chat, Web Talk and Web Video while still on the Avaya Support Website. Additional Avaya experts can be brought in for cross-portfolio expertise. And for the most serious outages, high-touch Avaya Emergency Recovery (ER) teams can be summoned to help. With these technologies and our Web-based approach, we now restore 90 percent of outages in less than two hours.⁹ Avaya service-level objectives for response time are twice as fast as our nearest competitor when it comes to the highest severity requests.¹⁰ Our objective is to have an Avaya engineer contact you within 15 minutes after you initiate a service request from the Avaya Support Website.

Continual Solution Optimization—Avaya helps you maintain optimal performance by providing you with Web-based tools that help you identify and resolve performance issues, the latest best practices for outage avoidance, and diagnostic tools used by Avaya engineers to reduce diagnosis time by up to 50 percent.¹¹ With Avaya knowledge-centered support, our engineers publish solutions to previously unknown system issues on the Avaya Knowledge Base within 30 minutes of resolution. Both written and video-based, this content is continuously improved through client interaction to help keep you up to date.

Also available for purchase is access to Avaya Client Service Managers who serve as an extension of your team and are your advocates within Avaya. Client Service Managers can recommend best-in-class practices to help you maintain your Avaya solutions properly and keep them running optimally.

Avaya Private Cloud Services

Avaya Private Cloud Services provides you with a continuum of management support—from basic support tools all the way to total accountability—for managing multivendor communications solutions. We deliver globally consistent, IT Infrastructure Library® (ITIL)-aligned, multivendor managed services through two portfolios:

Communications Managed Services are our standard, repeatable and packaged offers that support unified communications, contact center, video and data networking. These ITIL-aligned offers can support various service

Communications Managed Services are unique in the market because they include market-based pricing in core competencies, including unified communications, contact center, data, and telepresence and video collaboration.



levels, and you have the option to add on services that provide maximum availability and performance in your environment. Communications Managed Services are unique in the market because they include market-based pricing in core competencies, including unified communications, contact center, data, and telepresence and video collaboration. With prepackaged, market-ready, flexible offers and operational expense (Opex) models that can be mixed and matched within an enterprise deployment, Communications Managed Services can help you achieve long-term cost savings in terms of total cost of ownership.

Communications Outsourcing Solutions (COS) are based on our standard managed services above, but they can be customized to meet your most complex requirements. COS simplifies the operation of large, complex, multivendor environments and significantly reduces your organization's pain points in the areas of resources, tools, solution performance and cost. For example, our COS clients can opt for custom service level agreements (SLAs) with remediation, billing, reporting or integration / eBonding. Many clients use COS as a vehicle to transform their environments over time to the latest technology. You can leverage a custom Opex model, inclusive of product and services, which is geared to larger enterprises. Or we have expanded COS to include Communications Outsourcing Solutions Express, a standardized family of rate-carded private cloud offers designed for mid-size enterprises. Both enable you to avoid large capital expenditures that can be a barrier to upgrades.

Avaya Private Cloud Services leverages your organization's current multi-vendor infrastructure investment while supporting your move to new technologies. In this way, we help you solve real business problems by making communications management as simple as it can be. Our proactive methodology leads to continuous service improvement, performance optimization and improved employee productivity.

Choosing the Services That Are Right for You

Every IT organization has different needs and levels of risk they must deal with, so Avaya Services provides a tailored solution that helps you achieve your organizational goals. All our service offerings contain automated monitoring, proactive issue resolution, a robust knowledge management database and the parts required to keep your solution up and running. As a result, you can optimize your operational performance, improve your return on investment in communications technology and effectively address the risks your organization faces.

You can optimize your operational performance, improve your return on investment in communications technology and effectively address the risks your organization faces.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

Consider How We Build Stability Across the Range of IT Needs (Figure 1):

- Organizations in quadrant 1 usually need access to communications technical expertise, software and firmware updates, and a network dashboard and support tools to help manage the communications environment.
- Moving up the complexity scale to quadrant 2, clients may need those same services, as well as filling specific gaps within their business, such as life cycle management and access to specific expertise.
- Organizations in quadrant 3 typically want to focus on their core business, thus requiring access to communications resources and expertise, as well as problem isolation and resolution, because their in-house staff can't support day-to-day network management.
- In quadrant 4, organizations typically are seeking a simplified, holistic solution that includes some combination of complete service management, multivendor or multi-application support, Internet Protocol / custom application remediation, dedicated resources, real-time and historic reporting, and even completely customized private cloud support.

Avaya Services can support any or all of these requirements based on your needs.

Learn more

For more information about Avaya Services, please contact your Avaya Account Manager or visit us at avaya.com/services.

1. *Gartner Predicts 2012 Application Development.*
2. *Gartner Market Trends: Videoconferencing, Worldwide, 2012.*
3. *Gartner Media Tablets by Operating System, Worldwide, 2010–2016, 2Q12 Update.*
4. *Gartner New Directions for Mobile Enterprise Application Platforms: Convergence 2012, Multichannel 2018.*
5. *Gartner Forecast: Public Cloud Services, Worldwide, 2010–2016, 2Q12 Update.*
6. *Gartner Forecast overview 4Q12 update.*
7. *Savings based on actual customer examples from Avaya SIP Transformation Services. Savings will vary based on specific customer network configurations.*
8. *Avaya internal analysis.*
9. *Internal Avaya analysis conducted in 2014.*
10. *Based on competitive analysis conducted by Avaya in July 2014.*
11. *Internal Avaya analysis.*

