

## **Professional Services**

# Avaya Continuous Performance Services

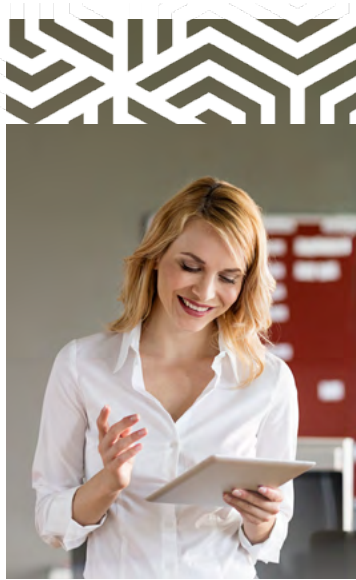
## **Communications Expertise Your Business Can Trust**

Today's communication technologies have never been more powerful—or more able to contribute to the success of your business. Whether in boosting employee and team productivity, or providing the ability to stay connected to customers and partners on an anytime—anywhere basis, your communication investments are strategic assets that can help you stay ahead of the competition.

In all areas of life, opportunities typically come hand in hand with challenges, and technology is no exception. Powerful new communication capabilities such as those that are enabled by Session Initiation Protocol (SIP) for example, are inherently sophisticated and complex. When you add in the increasing velocity of technological change, rising end user expectations, and the need for end—to—end infrastructure to seamlessly interoperate, it's no wonder that most IT teams feel overwhelmed.

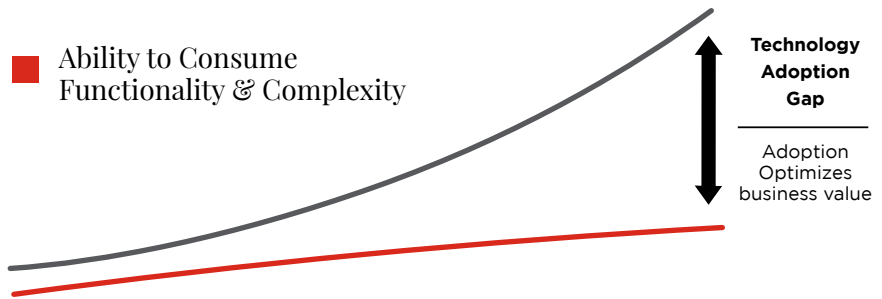
Avaya Continuous Performance Services can help. A new and highly flexible way to help ensure that your communication assets deliver peak performance and maximum ROI, Avaya Continuous Performance Services are ideal for businesses that want optimized performance assurance on an on—going basis.

Available as a subscription, Avaya Continuous Performance Services are designed to help you make full use of your communications infrastructure and application investments across the full technology lifecycle—from upfront planning that aligns your solutions and business strategy, to helping ensure that your company's communications capabilities are always making a maximum contribution to your company's success.



■ Increased Solution  
Functionality & Complexity

■ Ability to Consume  
Functionality & Complexity



**The good news is that there is no need to fall into the Technology Adoption Gap. With Avaya Continuous Performance Services as your trusted expert partner.**

For many business leaders, there is a significant gap between the inherent capabilities of the company's communications assets and the ability to fully leverage and utilize these investments to improve business performance and market success.

The good news is that there is no need to fall into the Technology Adoption Gap. With Avaya Continuous Performance Services as your trusted expert partner, you can be assured that your communications technology is always fully leveraged and aligned to the strategy and continuing success of your business.

**High Impact Engagements That Address Your Key Business Needs**

Drawing from our years of experience in delivering a broad portfolio of Professional Services, Avaya Continuous Performance Services have been designed to address the major technology challenges that nearly every business faces.

Most often, these challenges are not one-time events, but can evolve throughout the technology lifecycle. When properly addressed and leveraged, they can help propel your business to higher levels of performance and differentiation. You can depend on Avaya Continuous Performance Services to help you access, analyze and adjust your communications strategy and technologies for maximum impact as the needs of your business change.

**A Broad Portfolio of Expert Recurring Services**

So that you can get a better feel for the depth and breadth of Avaya Continuous Performance Services, let's look at some of the consulting services being offered on a subscription basis. Although each Service

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has a specific performance—improving focus, all draw deeply on our expertise in delivering Optimization and Innovation Professional Services, together with our use of industry best practices and cutting edge tools.

### Security assurance service

As your network infrastructure, applications and end user devices change and evolve, it's critical that your security approach and safeguards keep pace. Sadly, most companies can attest that new threats arise on a near continuous basis—a reality that presents business leaders with the never—ending challenge of achieving effective protection while maintaining business flexibility and agility.

Available worldwide as an annual subscription with quarterly engagements, Avaya Security Assurance Service is focused on keeping your security policies up—to—date and helping you defend against the constantly changing landscape of business vulnerabilities and threats. The end result is peace of mind knowing that your company's security policies and mechanisms are where they need to be to help keep your business safe and secure.

### Self service application tuning service

Although agent—oriented contact centers have long been the primary support approach for most companies, customers are increasingly expecting businesses to provide effective self service interactions that are backed by live agents as needed.

When properly optimized, your company's self service applications can deliver a satisfying customer experience while lowering internal costs compared to an all—agent approach. Avaya Self Service Application Tuning Service directly addresses this need through the collection and comprehensive analysis of your contact center's self service application performance data. Led by highly experienced contact center experts, you can look to an Avaya Self Service Application Tuning engagement to help your business maximize the use of contact center automation while delivering an enhanced caller experience and increased levels of customer satisfaction.

### Network visualization service

IT budgets remain tight for most companies, so careful management of on—going operational cost is always a smart approach. Since spending on network circuits and connectivity represents a non—trivial outlay, it's important to make sure that your network is always “right—sized”. Avaya Network Visualization Service allows you to clearly view your entire network and to identify opportunities for achieving added capacity and spending efficiencies. An annual subscription provides 24x7 access to a powerful graphical tool that depicts your entire network topology at the individual circuit level together with the associated service provider costs. In addition to giving you the ability to visualize your company's complete network in real—time, Avaya experts will develop comprehensive monthly reports for management review that highlight opportunities to increase network performance while reducing operational spending.



**With SIP  
Economic  
Consulting  
Service, Avaya  
takes an  
active role in  
supporting and  
guiding your  
going—forward  
network  
transformation.**

### Challenges Throughout the Technology

- Inflection Points: M&A, Upgrades
- Objective to maximize user adoption and efficiencies
- Heightened customer expectations and competitive pressures
- Technology impact on business objectives: *Video, Cloud*
- Impact of social media
- Ongoing security risks
- Continual demand and stress on networks
- Costumerization of IT: *BYOD*
- Cost control and needs to maximize investments
- Complex technology ecosystem and business process integration

### Sip economic consulting service

Compared with traditional Time—division multiplexing (TDM) technology, more and more companies are considering adopting SIP—enabled communications as a flexible and less costly approach to networking. In addition to a very favorable ROI, SIP holds strong promise in supporting a completely seamless business communications experience across all forms of devices and media.

For those businesses that have made the decision to deploy SIP—whether on a phased basis or completely across the network—it's important to determine that the planned financial payback and cost savings are actually being realized. Avaya SIP Economic Consulting directly addresses this need.

As an annual subscription service, SIP Economic Consulting provides in—depth quarterly reviews by Avaya networking experts to analyze SIP performance and assess whether the expected business results are being achieved. If any circuits are found to require adjustment, specific detailed recommendations are made to close the gaps and get financial performance back on track. With SIP Economic Consulting Service, Avaya takes an active role in supporting and guiding your going—forward network transformation.

# Avaya Continuous Performance Services deliver personalized engagements tailored to your exact needs in 37 countries around the world



Whether your business needs are best met by the subscription approach of Avaya Continuous Performance Services, or by an individual Professional Services engagement, you can look to Avaya with confidence for the highly personalized expert support your business deserves.

## Why Avaya Continuous Performance Services?

### The Expertise That Will Support You

Avaya Continuous Performance Services leverage the global reach and experience of over 1,300 Avaya Professional Services Specialists and Solution Architects with more than 1,000 industry certifications.

### Wherever Your Business May Be

Avaya Continuous Performance Services deliver personalized engagements tailored to your exact needs in 37 countries around the world.

### With Extraordinary Business Value

Whether your business is large or small, Avaya Continuous Performance Services can support your specific business requirements, including:

- Alignment of technology with business strategy and end user needs
- Helping to secure key systems and applications, and ensure they are optimized and delivering peak performance
- Integrating new mobile, video and cloud technologies

### And On Your Business Schedule

With Avaya Continuous Performance Services, YOU decide the engagement frequency that is right for your business.

## Learn More

To learn more about how Avaya Continuous Performance Services can benefit your business, please contact your Avaya Account Manager or business partner or visit [www.avaya.com/professionalservices](http://www.avaya.com/professionalservices).

