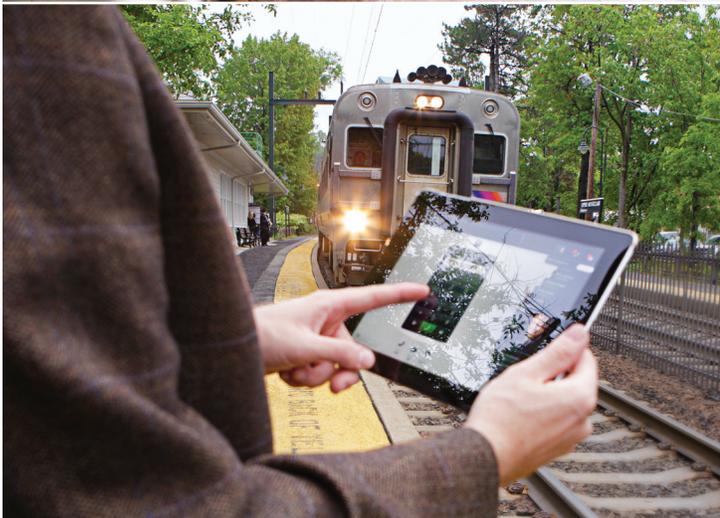


Full-Size Collaboration for Midsize Companies Avaya Solution Guide





Avaya for the Midmarket

Over the last decade, the removal of trade barriers and accelerated technology adoption by companies and individuals in emerging markets have opened tremendous opportunities for businesses of all sizes to expand and compete on a global scale. Enabled by lean operating models, significant cash positions, and aggressive expansion tactics, midmarket companies over the last few years have been well positioned to capitalize on this opportunity. They are not waiting for their domestic economies to recover and are accelerating capital investment in technology and operations to fund aggressive growth projects.¹

In the process of expanding beyond their local markets, midmarket companies have been facing unique operational challenges to improve their competitiveness against larger enterprises and to keep accelerating growth. With associates, suppliers, and partners now scattered across the globe, and the need to attract a new generation of hyperconnected professionals to their talent pool, midmarket companies are increasingly looking to unified communications & collaboration

(UC&C) technology as the key foundation to enable business growth and to realize the maximum productivity gains from dispersed teams collaborating across geographies with different computing and communications devices. Additionally, enabling businesses to care for their customers with the same level of speed and efficiency, personalized service, and flexibility offered by larger competitors has rapidly become a need rather than a want.

In fact, according to a Forrester Research Forrsights survey in 2013,² 29 percent of midmarket companies surveyed stated that they planned to implement a solution in the next 12 months, while nearly 60 percent expressed some level of interest in UC&C; 34 percent of midmarket businesses said they plan to add multichannel contact center capabilities in the same timeframe.²

In supporting fast-growing businesses, IT departments are under immense pressure to deliver additional and higher-performance application services quickly, yet with very limited resources. For midmarket companies, adhering to the same standards of **performance, security, compliance, and manageability**

as those of larger enterprises further complicates this challenge. In their efforts to give the business a solid IT-enabled competitive edge, midmarket IT decision-makers should consider partnering with vendors that provide end-to-end solutions that not only meet their complex business requirements, but also eliminate infrastructure complexity and help them stay at or below budget goals. End-to-end vendors that build solutions specifically for the midmarket space can help elevate the role of IT to the business and secure continued funding to drive transformational IT-enabled initiatives in midmarket companies.

With the Avaya IP Office™ Platform, Avaya enables midmarket IT departments deliver more IT-enabled innovation by equipping the business with an enterprise-level UC&C platform built specifically for the needs of emerging midmarket companies. IP Office offers a powerful, affordable, quick-to-deploy, and easy-to-maintain UC&C platform that empowers IT departments to put their business counterparts on par with larger enterprises in terms of collaboration and customer service capabilities.

¹ KPMG, "Mid Market Outlook Survey: Executives Ready to Spend to Spur Growth Amid Linger Concerns Over the Economy," 2012.

² Forrester Research, "Forrsights Telecom And Mobility Workforce Survey, Q2 2013," April 2013.

Avaya IP Office™ Platform: Powerful Collaboration Platform for Midmarket Companies

With over 350,000 installations and more than 10 million users worldwide,³ Avaya IP Office has consistently enabled business partners to migrate small and midsize organizations' mission-critical voice applications to an enhanced and scalable IP-based UC&C platform—profitably and easily.

IP Office 9.0 Key Features

- SCALABILITY** Now scaling up to 2,000 users and supporting up to 32 locations,⁴ IP Office 9.0 gives midmarket companies a platform that stays with their business for the long haul. Fast-growing organizations looking to expand beyond 2,000 users can easily upgrade to more complex solutions built specifically for larger enterprises when the time is right.
- CONTACT CENTER SOLUTIONS** Avaya Contact Center Solutions for IP Office are optimized for use with IP Office software, and enable blended multichannel capabilities (voice, email, Web chat, SMS text, fax) that help improve customer experiences to increase revenue and customer lifetime value while improving agent efficiency to reduce costs. The solutions include: Avaya IP Office Contact Center and Avaya Contact Center Select.
- MOBILITY** As midmarket companies expand into new geographies and onboard mobile and remote associates, the IP Office 9.0 Platform can convert an iPhone or Android smartphone⁶ into an extension of the office phone system.⁷
- INVESTMENT PROTECTION** IP Office has a built-in conference bridge eliminating the need for standalone conferencing subscriptions. Along with conferencing, IP Office 9.0 offers call recording, automated attendants, voicemail, voicemail-to-email integration, and video collaboration options. Finally, IP Office 9.0 integrates with legacy IP, digital, analog, or SIP technology in any combination, protecting prior wiring infrastructure and phones investments.

³ Avaya internal records.
⁴ Requires two IP Office 9.0 servers each with up to 1,000 registered users.
⁵ Supported on iOS 5 (iPhone and iPod Touch) and above, and smartphones running Android 4 and above.
⁶ Requires VMware vSphere 4.X or 5.X version.
⁷ Requires IP Office Preferred Edition, Advanced Edition, or Server Edition with Power User solution and Avaya one-X® Mobile.

**RESILIENCY**

With IP Office 9.0, Avaya makes mission-critical voice and conferencing applications more resilient and eliminates interruptions in the case of a server outage. With Active Call Preservation technology, end users registering to the primary IP Office server are automatically registered to the secondary server in the case of server failure—with no interruption to calls in progress.

**CENTRALIZED WEB MANAGEMENT**

IT departments deploying IP Office 9.0 across multiple sites can now leverage a single consolidated Web-based management platform to perform backups and upgrades and manage users and the software components of their IP Office infrastructure.

**VIRTUALIZATION**

In addition to the traditional physical appliance, IP Office 9.0 can also be deployed as a virtual appliance in environments running VMware's virtualization⁶ platform. That makes it easy for IT managers in virtual data centers to migrate their UC&C applications to industry-standard servers running VMware's ESXi⁸ hypervisor and continue on the path to eliminate legacy-appliance-based workloads.

⁶ Requires VMware vSphere 4.X or 5.X version.

⁸ Full specifications available in the IP Office 9.0 Product Update Document.

The Avaya UC&C Solution for the Midmarket

Flexible, scalable, and extendable, Avaya IP Office gives midmarket companies a platform that lets them expand their UC&C features beyond voice and messaging applications to incorporate multiparty video collaboration, sophisticated contact center capabilities, and extended mobility options. IP Office increases associates' productivity with a collaboration toolkit that matches and exceeds that of larger multinational conglomerates competing in the same markets. Beyond expanding resources and driving productivity, Avaya IP Office lets IT departments right-size and protect the underlying networking infrastructure to support the new UC&C tools and points of connection inside and outside the limits of VPN coverage.

Surrounded by an ecosystem of complementary offerings, Avaya IP Office offers an affordable, quick-to-deploy, plug-and-play platform that will have users up and running in no time. IP Office allows IT departments to obtain more economies of scale from their UC&C deployments. By standardizing the full UC&C stack—voice, messaging, customer interaction, video, wired/wireless networking, and call security—with Avaya, IT departments can significantly reduce time-to-capability, minimize IT staff training needs, limit licensing and pricing complexity, and scale features and users with the needs of the business. Plus, the vast Avaya network of **DevConnect partners** can develop, integrate, and deploy proprietary applications on top of the core IP Office platform to help your team continue to deliver IT-enabled business innovation and reduce complexity in the data center.



Featured Product:

IP Office 9.0 Server Edition

- Supports up to 2,000 users at a single site or across 32 networked locations
- Flexible deployment models
- Centralized Web management
- Support for enterprise branch
- Mobility, video, networking, contact center, and security options available



Mobility

For companies expanding into remote geographies and supporting a dispersed workforce, IP Office includes Avaya one-X[®] Mobile Preferred⁹—an application that allows users of mobile devices to remain connected to the IP Office communications server to provide rich unified communications (UC) capabilities. Users stay connected and productive while on the move, and callers need remember only a single business number.

Using the corporate network, remote workers can connect their mobile devices¹⁰ with the IP Office 9.0 server to place and receive calls, send and receive instant messages, view presence

of colleagues, and conduct multiparty audio conferences. With wireless functionality built into the iOS and Android devices,¹¹ remote workers can place low-cost VoIP calls through the corporate wireless network—connected to a local IP Office communications server—and securely access all corporate UC resources.

IP Office also integrates the powerful voice and video collaboration capabilities offered through the Avaya Flare[®] Experience.¹² With no need to log in through the corporate VPN,¹³ end users can access audio and video calls, multiparty audio conferencing, voicemail, instant messaging, and presence from their Apple iPads or Windows PCs while working remotely.



Featured Products:

Avaya one-X[®] Mobile Preferred

- Take your office extension with you
- Use cellular, 3G/4G, or Wi-Fi networks
- IM presence and geolocation of mobile users
- Directory integration
- Rich conferencing capabilities

Avaya Flare[®] Experience

- Drag-and-drop multiparty conferencing
- Secure access without VPN

⁹ Requires IP Office 8.1 or later version with Preferred Edition, Advanced Edition, or Server Edition with Power User solution.

¹⁰ Supported on iOS 5 (iPhone and iPod Touch) and above, and smartphones running Android 4 and above.

¹¹ Requires downloading Avaya one-X mobile app.

¹² Avaya Flare[®] Experience requires Preferred, Advanced, or Server Edition with Power User or Office Worker solution.

¹³ No VPN deployment requires Avaya Session Border Controller for Enterprise.

Featured Products:

IP Office Contact Center

- Supports five to 100 agents; deploy at a single site or across up to 32 locations
- Can integrate voice, email, and Web chat channels to provide optimal customer accessibility

Avaya Contact Center Select

- Supports 30 to 250 agents
- Designed for midsize businesses in which contact center operations are mission critical
- Blended multichannel support (voice, email, Web chat, SMS, fax)

Contact Center Solutions

Your customers' preferences for communicating with you have evolved over the past several years, to put it mildly. Customers are embracing new ways to engage with suppliers, vendors, and retailers. While voice calls and faxes continue to be pervasive, email, Web chat, Internet self-service, and SMS texts have altered the landscape of customer interactions. Customers not only expect to interact with you via their mode of choice, but once they've shared information with you they expect you to remember it—even if they move from one channel to another.

How critical is integrating robust multichannel contact center solutions into your business? Consider this: Seventy-three percent of Millennials will stop doing business with a company after just one bad experience.¹⁴ Eighty-two percent of consumers buy more from companies that make it easy to do business with them.¹⁵ Enabling multichannel customer access not only helps you deliver a seamless and positive experience for your customers, it also helps you compete—and win—against larger competitors.

In fact, midmarket companies like yours are putting multichannel contact centers at the top of their list of upcoming

investments, with 34 percent of midmarket companies planning to add multichannel integration within the next 12 months.² Furthermore, a recent Avaya survey of midmarket customers found that 78 percent of consumers said they wanted to communicate with companies using multiple channels.¹⁶

Are you ready? With Avaya, you will be.

Contact Center Solutions for Avaya IP Office

enable midsize companies to provide superior quality customer interactions through the range of channels. What's more, the intelligence built into Contact Center Solutions for IP Office means agents and help desk personnel will truly know the customers who are reaching out to them—whether by email, text, Web chat, or voice call. They'll see past contact history and purchases. And with sophisticated built-in reporting capabilities, you can enhance the efficiency and productivity of your contact center.

² Forrester Research, "Forrsights Telecom And Mobility Workforce Survey, Q2 2013," April 2013.

¹⁴ Requires IP Office 8.1 or later version.

¹⁵ A customer-provided PC/server is required to host the software.

¹⁶ Avaya, "Survey of Consumers in U.S. and U.K.," 2013.



Video Collaboration

Best practices in video collaboration deployment include it as an element of a wider UC strategy for your business rather than a standalone purchase decision. **The Avaya Video Collaboration Solution for IP Office** is offered as an element of a complete UC&C platform, one that is affordably priced, comprehensive, and will not stretch IT resources to the breaking point. It provides easy-to-deploy, secure, and affordable video collaboration for midmarket companies, integrating seamlessly with Avaya IP Office¹⁷ to enable remote video clients to participate in multiparty video collaboration sessions.¹⁸

Eliminating the need for a room-based system, Avaya Video Collaboration Solution for IP Office creates a “virtual conference room” that enables anytime, anywhere video

meetings via virtually any device, including smartphones and tablets running Apple iOS and Android operating systems.⁵ The included embedded firewall traversal technology securely extends video to participants outside your network for those working at home or on the road. In addition, it features traditional room-based video endpoints that can be used from executive desktops or conference rooms, allowing full and secure video collaboration with internal and external participants.

The Avaya Video Collaboration Solution for IP Office helps protect your investment in video. Its standards-based platform for full video, audio, and content-sharing capabilities delivers unmatched interoperability with telepresence systems from vendors such as Cisco-TANDBERG, Logitech/Lifesize, Polycom, and others.

Featured Products:

Avaya Video Collaboration Solution

- Immediately integrates with IP Office server
- Connect using your tablet, smartphone, laptop, or room system
- Collaborate with anyone inside or outside your network



⁵ Supported on iOS 5 (iPhone and iPod Touch) and above, and smartphones running Android 4 and above.

¹⁷ Requires IP Office 8.1 or later version.

¹⁸ A customer-provided PC/server is required to host the software.



Networking

The implementation of new real-time video, voice, mobility, and conferencing capabilities opens an opportunity for business partners to revisit their clients' underlying networking assets and ensure that the right infrastructure is in place. The Avaya networking portfolio can provide the networking infrastructure required for new UC&C deployments while reducing complexity and maintenance costs. Avaya Ethernet Routing Switches (ERS) and Wireless LAN (WLAN) products allow midmarket companies to consolidate all forms of communication—voice, high-definition video, and data—over a robust converged wired or wireless infrastructure.

Avaya networking products are also easy to install and support. For example, Avaya ERS 3500 and 4800 switches include an automated script that enables

fast, error-free installation when deployed with IP Office. This installation script—"run ip office"—automates the setup process on the switch in under a minute. IP phones can then plug into the switch and immediately connect to the IP Office 9.0 server. This can dramatically accelerate the rollout of new IP Office systems and minimize the time and resources necessary for each deployment.

The Avaya WLAN 8100 series can also provide mobile users with access to UC services including voice, messaging, and high-definition video over a wireless infrastructure. The WLAN 8100 series is optimized for video and voice applications and provides the wireless capacity, performance, and coverage required for today's converged networks.

Featured Product:

Avaya ERS 3500/4800

- Auto-provision for IP Office in minutes
- One-minute plug-and-play capabilities for IP phones and automatic QoS and provisioning
- Power over Ethernet/Power over Ethernet+ models for powered connection of IP phones and other devices
- 100+ deployed enterprise features
- True resilient stacking

Avaya Wireless LAN 8100

- Optimized support for data, voice, video, and messaging applications
- Always-on architecture
- Guest access and management
- Secure bring your own device (BYOD) capabilities
- Wireless intrusion detection





Security

In deploying a complete UC&C platform, IT departments need to ensure that the new converged infrastructure does not make corporate resources vulnerable to external attacks. In SIP deployments, vulnerabilities may exist at the point where the SIP trunk connects to the public network. Those vulnerabilities can leave the UC&C platform exposed to hacker attacks including spoofing, call hijacking, eavesdropping, and toll fraud. In addition to potential damage to business operations and privacy, security mandates such as those for credit and health information (e.g., PCI and HIPAA) require that these vulnerabilities be addressed—and impose significant financial and legal penalties for noncompliance.

In order to safeguard the new UC&C infrastructure, IT departments can leverage **Avaya Session Border Controller for Enterprise (SBCE)** to the project design. The SBCE establishes a precise demarcation where the SIP trunks meet the enterprise network, presenting a clear line of defense. It delivers enterprise-class security with active packet inspection that includes protection from denial of service (DoS) and

application layer threats as well as toll fraud. Fine-grained policy enforcement helps ensure ongoing compliance. A single-box solution built with the simplicity midmarket IT departments require, Avaya SBCE provides a complete application-layer security architecture in one device: SIP Firewall, Session Border Controller, Intrusion Detection System/Intrusion Prevention System (IDS/IPS), Access Controller, Authentication, Unified Communications Proxy, and Policy Enforcement for all real-time UC applications.

Avaya also offers a complete integrated solution to ensure BYOD guest and network access to employees, guests, and business partners via the Identity Engines portfolio. IT managers have full visibility of who has accessed and who is on the network, and can quickly and easily add, remove, and control the level of network access for every user and device. Identity Engines allows users to be provisioned once—whether they connect using a wired or wireless connection—and ensure that they are associated with the same security profile and access policies. It also can provision guest users in less than 10 seconds.

Featured Products:

Avaya Session Border Controller for Enterprise

- Protection for your SIP trunks against denial of service (DoS) and spoofing attacks
- Secure access for remote endpoints
- Active packet inspection
- Protection against toll fraud—(call walking, stealth attacks)

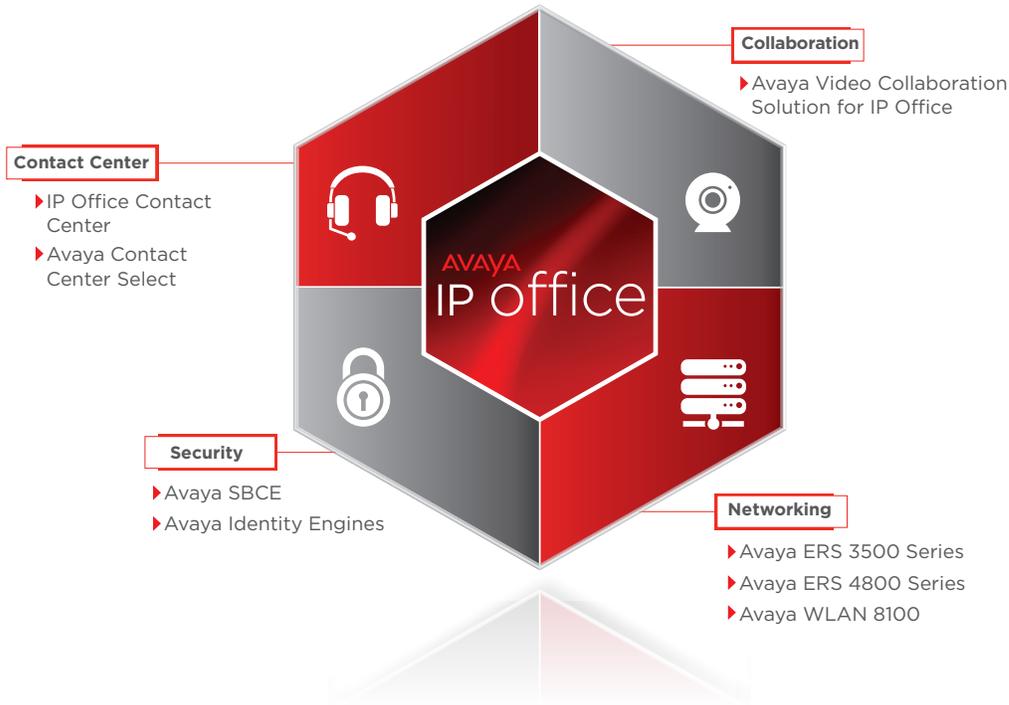
Avaya Identity Engines

- Centralized security and access control for your network
- Network- and device-agnostic

Conclusion

UC&C technology is a key enabler of business results and can give midmarket companies a critical competitive edge to capitalize on global opportunities. The Avaya midmarket solution is the smart choice for IT departments focused on delivering higher business value to their organizations. The solution helps midmarket companies drive growth, connect resources across geographies, improve customer experiences, and enable higher team productivity in a powerful, complete, and affordable UC&C platform that includes IP telephony, conferencing, mobile softphones, multiparty video calling, multichannel contact center capabilities, inbound and outbound calling solutions, converged networking, and secure SIP perimeter.

Learn more at avaya.com/midmarket.



Built specifically for the midmarket, IP Office is the smart choice for IT departments.

Learn More

To learn more and to obtain additional information such as white papers and case studies about the comprehensive Avaya midmarket solutions, please contact your Avaya Account Manager or Authorized Partner or visit us at avaya.com/midmarket.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit avaya.com.

