



# Avaya IP Office Release 7.0

Last updated 28<sup>th</sup> January

- ▶ The Road We Have Travelled....
- ▶ What's new with IP Office Release 7.0
- ▶ Migration and Investment Protection
- ▶ Closer look at R7.0
- ▶ Vertical focus
- ▶ Wrap-up

# Avaya Strategic Priorities for SME Markets

**AVAYA**



**Simplicity**



**Customer Service**



**User Experience**

**Customer  
Benefit**

**Easy to understand, buy and  
finance**

**Solutions that help SMEs  
deliver better customer  
service and retention**

**Applications that are  
intuitive to use**

**Channel  
Benefit**

**Seamless and profitable for  
channels to learn, sell, install  
and support**

**Products that sell and  
services that save time**

**Easy deployment and  
ability to support for  
channels**

# Avaya IP Office

*Fulfilling Our Roadmap Promise*

AVAYA





# What You Need To Know

*It's Simple To Learn, Sell or Up-sell*

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## Solves Small Business Communication Challenges

### USER PRODUCTIVITY



Receptionist



Office Worker



Mobile Worker



Tele-Worker



Power User



Agent



Supervisor

### OTHER OPTIONS

**New**

Hardware & Software

Warranty & Services

Accessories & Adjuncts

**New**

Application Partners

Financing

### GROUP COLLABORATION

**Enhanced**

IP Office  
Essential  
Edition

IP Office Preferred Edition  
Pre-requisite: Essential Edition

IP Office  
Advanced Edition  
Pre-requisite: Preferred Ed.

### PLATFORM AND PHONES

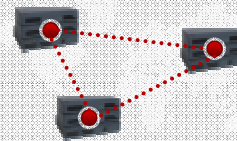


Communications Server

**New**



Phones



Multi-site Options

# Avaya IP Office Release 7.0

## Enhancement Summary

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### Convergence



- ▶ Digital Phones T7000, M7000, Audio Conference Unit
- ▶ IP Phone 1100/1200 expanded features

- ▶ Modular bay expansion supports up to 8 Nortel digital phones
- ▶ Expansion chassis supports up to 16 or 30 Nortel digital phones
- ▶ RJ21 Connectors speed installation
- ▶ Data Migration Manager – minimizing install time

- ▶ Essential Edition Embedded VM storage capacity increased

**40% to 60%  
Investment  
Protection**

**Simplifies  
Deployment**

**New! 96X1  
IP phone  
support**

### IP Office Innovation



- ▶ Global sub-20 offering
- ▶ Professional value priced digital phones
- ▶ Sophisticated Touchscreen IP Phones

**New! 95xx  
Digital  
Phones**

# Avaya IP Office Release 7.0

*Delivers Collaboration With 40%-60% Savings*

**AVAYA**

**For BCM and  
Norstar  
Customers &  
Channels**

## ■ **M-Series and T-Series phone integration**

■ M7000; M7100; M7208; M7310; M7324

■ T7000; T7100; T7208; T7316(e)

## ■ **Audio Conference Unit integration**

## ■ **With Digital Mobile Integration**

■ T7406E; 7420; 743X; 744x; 414x; DMC; AP

*Customers can  
keep these and  
access all the  
unique value of  
IP Office*



# Default Digital Set Features

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BCM/Norstar Default Config



Phone connected to IP Office



- Phones will automatically configure itself **similar** to BCM/Norstar
- Majority of **commonly** used BCM/Norstar features available
- All IP Office features can be activated by feature (e.g. DND could be Feature xx)



# Nortel IP desk phones

*Expanded Feature Set*

**AVAYA**



## Phase I: R6.1

- ▶ Auto discovery and provisioning
- ▶ Busy Lamp with Pickup

## Phase 2: R7.0

- ✓ Remote feature keys; status indication and LCD labels (Stimulus emulation)
- ✓ Remote definition of LCD feature key
- ✓ Directory Access
- ✓ Call park
- ✓ Call pickup
- ✓ DND
- ✓ Access Voicemail
- ✓ Page
- ✓ Call forward
- ✓ Call Log
- ✓ Conference
- ✓ Message Waiting

# Migration.....

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## Easy as....



***Let's show you how!***

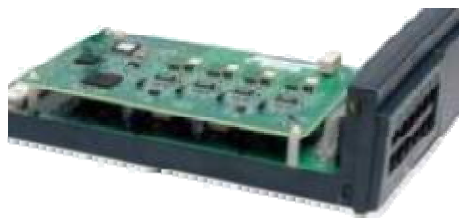


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# Avaya IP Office Release 7.0

*Enables Phone Integration With New Modules*

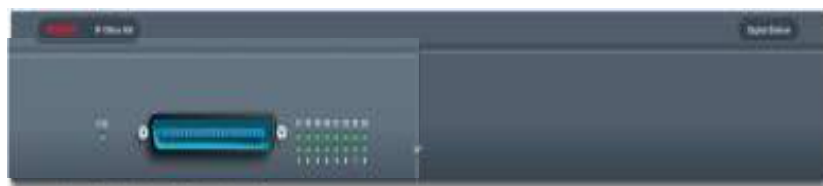
**AVAYA**



**8 Port TCM  
Module**

- ▶ Up to 4 TCM Modules on the IP Office Server

- In any mix
- Daughter card support



**DS16A  
&  
DS30A  
Expansion Modules**

- ▶ Up to 12 Digital Station Modules
- In any mix of DS 16A/30A and DS16/30



**RJ-21**

TCM8 and DS16A/DS30 modules  
compatible with IP Office 500v2 only

# 2

## Partners Migrating BCM/Norstar Base

*Now Have Simple, Fast, Accurate R7.0 Tools*

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### DMM migrates:

- Phone extensions
- Users (name)
- Greeting messages
- Voicemail messages
- Spoken names
- Dial plan
- Locale

AVAYA  
Data Migration Manager  
for IP Office



*Time  
Savings\*  
+  
Accuracy*

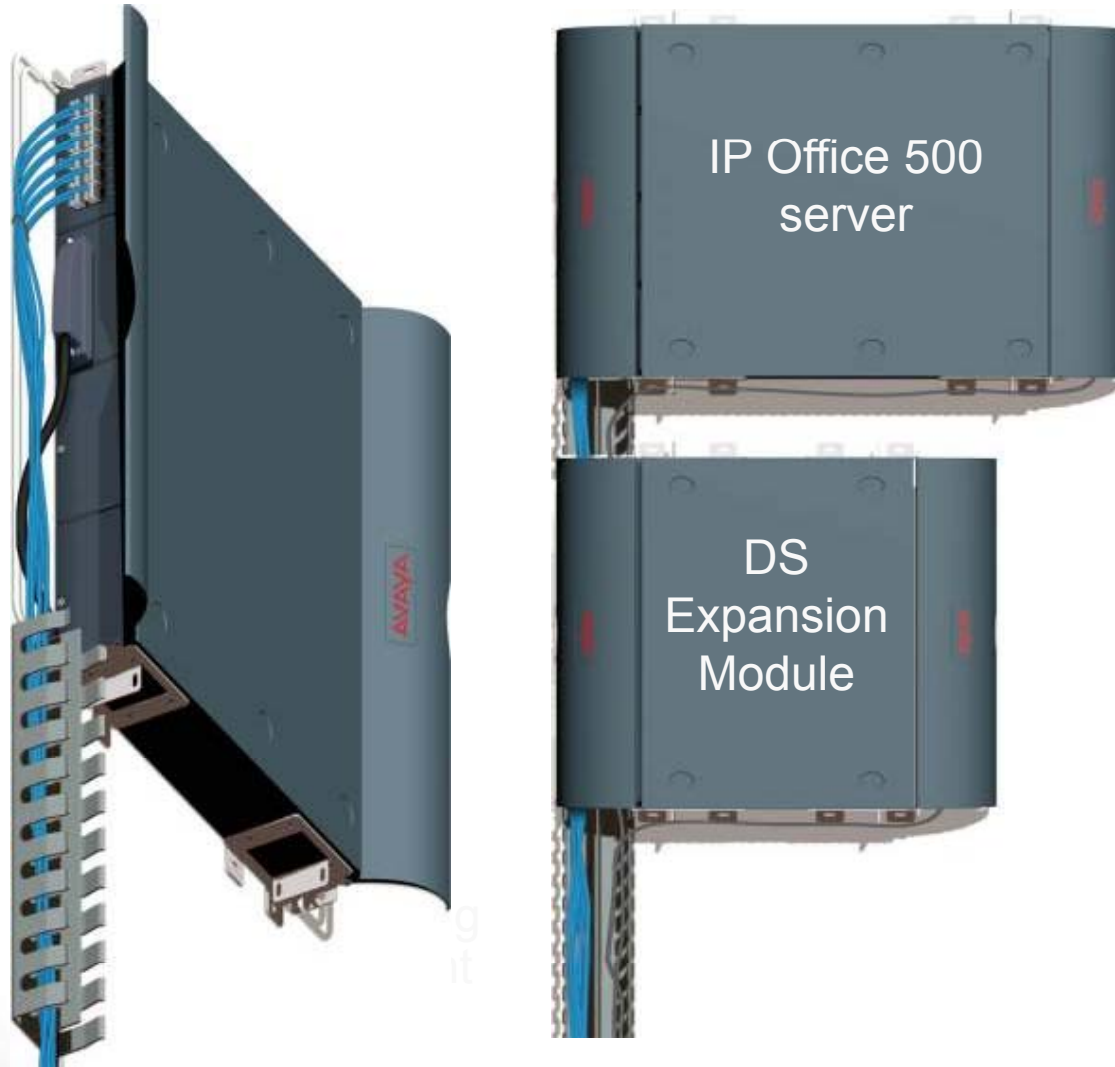


# 3

## Migration Made Easy

*IP Office Cable Management*

**AVAYA**



**Supports wall-mounting of expansion unit**

**Applicable to deployments with one or two chassis**

*For three or more chassis, 19inch racks are commercially available*

# What Does This Add Up To?

*Proven Investment Protection*

**AVAYA**

- ▶ Keep the phones, change the core hardware
- ▶ Grow with IP Office applications and built in value
- ▶ Protect your installed base!



Number of Users	10	30	50	100	200
IP Office with phones	\$4,082	\$16,141	\$25,280	\$44,300	\$81,010
Re-use Nortel phones	\$2,500	\$9,535	\$14,270	\$22,280	\$35,970
\$ saving	\$1,582	\$6,606	\$11,010	\$22,020	\$45,040
Protected Investment	39%	41%	44%	50%	56%

IP office 500v2, mix of Combo cards, TCM8, DS16A/30A, analog and/or PRI, (and supporting module(s)) Essential Edition (10 user) Preferred Edition 30 users and above.  
Phone Mix 10%1403, 10% 1408, 60% 1416, 10% 9504, 10% 9508

# Customers: Global artist booking agency

150 employees, 5 locations, London (HQ), New York, LA, Toronto, and Malmo

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## Challenge

- Investment protection in a system viable for the foreseeable future
- Keep agents in constant touch with without incurring cell phone charges
- Conference bridge to accommodate large number of participants

## Value

- Preserved investment made in existing Nortel T7000 series sets
- Power user lets agents leverage WiFi to make calls without using cellular
- 128-party, “meet-me” conference bridge allows flexible setup with maximum headroom

The Agency Group Ltd

*“Avaya has done a good job of bringing the features of our existing Nortel phones to the Office platform, which makes the transition easy. By the codes are easy to use, so this programming our Nortel phones very simple, and users can keep working with them, without any added input from IT.”*

Howie Gold, The Agency Group



# For All IP Office Customers

*New Options to Add Advanced Phones*

**AVAYA**



## Avaya 9608

## Avaya 9621G / 9641G

## Avaya 9504

## Avaya 9508

### ***High End, Color Screen***

*IP Desk phones supported by IP Office 500v1 and v2 only*

- 8 dual LED buttons
- Up to 24 programmed buttons
- Full Duplex Speakerphone
- Touch screen, color, GigE phones
- 10 emulated LED buttons
- up to 24 programmed buttons
- Customizable faceplate
- Bluetooth ready and USB (9641G)
- Full Duplex Speakerphone

### ***LCD, paperless, Economy***

*Digital, paperless*

- 4-line LCD Display
- 4 Dual Red/Green LED buttons
- 4 Interactive Softkey buttons
  - Up to 12 programmable keys
- Two- Way Speakerphone
- 3.8 inch LCD Display (181\*120) with backlight.
- 8 Dual Red/Green LED buttons
- 4 Interactive Softkey button
  - Up to 24 programmable keys
- 12-button expansion modules (max 3)
- Full Duplex speakerphone



# Adds New Range Of Conference Phones

*Complimenting IP Office Unique Conferencing Capabilities*

**AVAYA**



- ▶ Range of sleek, professional, Full Duplex Conference phones

- ▶ Superior voice quality
  - Omni-direction speakers and microphones

- ▶ Expansion Microphones

- ▶ SIP or Analog

- ▶ SD Card for Call Recording
  - Don't forget Preferred Edition!



# Ruggedized handsets for DECT R4

*Ideal For Industrial Environments*

**AVAYA**



## Ruggedized industrial handsets

### **Avaya 3740**

- ✓ Shockproof (2 meters)
- ✓ Liquid and dust protected
- ✓ Black and white Backlight display
- ✓ Loudspeaker / hands free
- ✓ Four way navigation key

### **Avaya 3749**

- ✓ Intrinsically Safe
  - High risk areas, mining, refineries, etc
- ✓ Color with Backlight
- ✓ Bluetooth support for headsets
- ✓ Gas and Dust protected
- ✓ Position sensor (man down/no movement) for integration into security systems

# Simplified Management for <20 Market

*Extends to Global Markets*

**AVAYA**

- ▶ "Set It and Forget It"
- ▶ Key system functionality
- ▶ Voice Mail coverage on all sets
- ▶ Up and running with basic functionality in ~10 minutes.
- ▶ Administration via:
  - PC GUI application (Simplified Manager)
  - Telephone User Interface (TUI)

**100 PHONES:**  
14xx & 95xx Series  
ETR Series (NAR only)  
Norstar T-Series  
Norstar M-Series  
Analog

**72 TRUNKS:**  
(1) T1/PRI or E1  
SIP (up to 20)  
Analog (up to 32)  
BRI (up to 16)

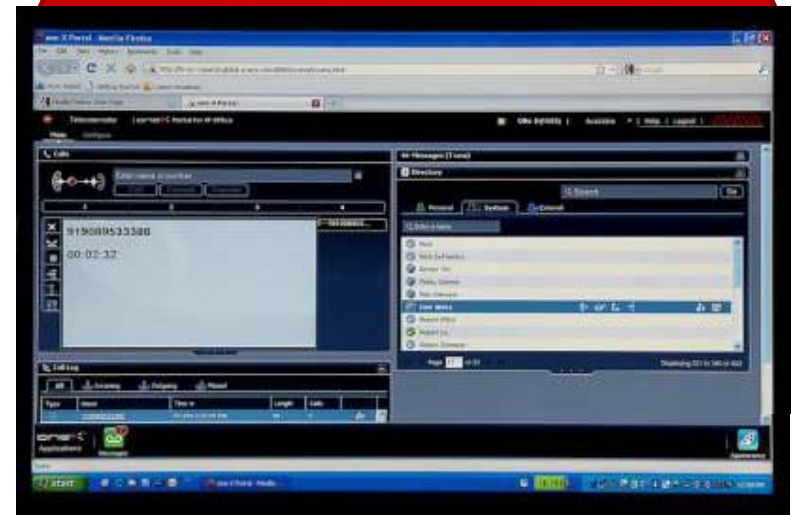


# Customer Service At The Desktop

*Agent 'Gadget' Control*

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- Agents have desktop control with one-X Portal for IP Office
  - Login/out of Huntgroups
  - Change Agent State
    - Busy Not Available
    - After Call Work
  - Enter Reason codes
- 
- Verified Call Recordings
    - Messages can be checked for evidence of tampering



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# Public SIP Enhancements

## Simplifying Install, Greater Choice

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- ▶ Template Based Provisioning
  - Easy, accurate configuration
- ▶ Cost Effective, Flexible Deployments
  - Take advantage of different rate plans
    - Multiple SIP trunks deployed to single IP address
- ▶ More Choice from your Service Provider
  - ‘Codec Lockdown’ gives you greater flexibility on iTSP implementations
- ▶ Transparent Fax over G.711



# Focus on: DevConnect Partners

*Innovative solutions to penetrate new markets, drive revenue*

**AVAYA**

- ✓ Opportunities for new markets not currently accessible with IP Office
- ✓ Differentiates **you** from **your** competition
- ✓ Improve margins
- ✓ Increase your chances to win!



## What this means for Partners

- ✓ Increased revenue opportunity
- ✓ Improved margins from software
- ✓ Repeatable business (verticals)
- ✓ Take share from competition



# Avaya IP Office R7.0

*Focus on Healthcare*

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- ▶ **Small and medium healthcare organizations are increasing their technology spending**
  - Over \$10B spent in 2008 on telecommunications\*
  - Practices looking to use technology to improve efficiency and margins
- ▶ **Challenges:**
  - **Cost containment** – need to accomplish more in terms of quality, service, and support with less resources and at less cost
  - **Staff shortages** – number of experienced medical professionals dwindling, more expensive to attract and retain
  - **Increased competition** – providers and physicians competing for a limited number of patients
- ▶ **Improving the quality of care and increasing patient satisfaction while generating profitable revenue are key drivers for these firms**



\* - source: AMI Partners study on hospitality firms – May, 2009

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# Avaya IP Office R7.0

*Integrating Healthcare Solutions*

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## *For doctors' offices (physicians, specialists, clinics)*



- Automated appointments, pre-surgical reminders, and post-discharge follow-up
- Total mobility for doctors and/or delegates without disclosing cell or home numbers
- Automated lab result reader and prescription refill
- Past due invoice reminders
- Specialists are free to seamlessly roam across office locations

## *For healthcare facilities (hospitals, nursing homes, etc)*

- On-site mobility and call routing for staff
- Scheduled health checks / daily reminders
- Housekeeping status for beds / rooms
- Immediate notification of 911 calls
- Resident phone and voicemail access
- Call accounting and billing
- Automated appointments, pre-surgical reminders, and post-discharge follow-up



# Avaya IP Office and DevConnect

*Designed to Deliver.....*

**AVAYA**

## Example of Integration: Tailored Patient Alerts

The image displays three overlapping screenshots of software interfaces used for patient alert integration:

- Top Left:** A patient information form for "SummaCare". It includes fields for patient name, date of birth, gender, and contact information. A "Patient Information" table shows details for "SummaCare" and "SummaCare".
- Top Right:** An "Active Alerts" window showing a table of alerts. The table has columns: Alert Description, Room Number, Current Status, Time Of Alert, and Duration. Alerts include "Nurse Call Alert from Bed1", "Nurse Call Alert from Bed2", and "Nurse Call Alert from Bed3".
- Bottom:** A "Properties" window for "Resource Software International Ltd". It includes fields for company name, address, city, state/province, zip/postal code, email, phone, fax, and URL. A "Logo" field is also present.

✓ **Computer Instruments *eIVR* (US / EMEA)**

✓ **DuVoice: *DV4 / DV2000* (Global)**

✓ **RSI: *Shadow CMS* (Global)**

✓ **Tiger Communications: *Hotel Pro* (EMEA)**



# At Your Service

*Sales Tool Kit.....*

AVAYA

- ▶ EZ Demo Gets A Makeover
- ▶ Updated ROI Calculator
  - Prove Investment Protection
- ▶ Press Release
  - Combined Launch
  - Customer Ref
- ▶ All Collateral and tools updated



To access the IP Office EZ Demo:

<http://partner.avaya.com/ptlWeb/spCP/CS200611101971125090>

# Avaya IP Office Release 7.0

## Summary



### Simplicity

- Digital Expansion Modules 16 and 30 port & TCM8 Modules (investment protection)
- RJ21 8 port on exp modules
- BCM to IPO data migration tool (less installation time)
- IP Office simplified manager worldwide (sub-20 market expansion)



### Customer Service

- Focus on Healthcare with solutions delivered in partnership with DevConnect Partners
- Compliments Hospitality focus in R6.1



### User Experience

- Support of Nortel Digital (IP phones in R6.1) with consistent user experience thanks to feature parity
- New paperless digital phones 95xx (faster installation time, sub-20 higher penetration rate)
- New 96xx Gigabit ensures parity with competition (IP phone, touch screen, color screen)