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GETTING STARTED WITH VoIP

A Practical Guide for Midsize Business



FACING UP TO THE CHALLENGES.

What you need to know. Now.

Your business is growing. Your customers expect great service. Your employees are mobile. Your budget is stretched.

There are technology solutions that can help you in all these areas: Voice over Internet Protocol— better known as VoIP—is a powerful and cost effective new technology that will help you rise to these challenges.

To help you get a better understanding of how VoIP technology can transform your business, we're addressing the questions many of our customers have about it. What can it do for you? What equipment do you need? And what do you do when you've made the decision to migrate to VoIP?

This guide will provide you with the answers—clearly and succinctly—with practical advice and testimonials from midsize firms using VoIP to meet business challenges.

What is VoIP?

VoIP is a communications technology that brings with it several new capabilities that really change the meaning of the term *telephone call*. Basically, it means voice transmitted over a computer network and is often used interchangeably with another term, *IP Telephony*.

IP Telephony makes use of the popular and familiar IP Networking Protocols to combine both voice and data in a single network. IP Networking supports private, public (e.g. the Internet), DSL, cable and even wireless networks. Simply put, your voice is converted into data packets and transmitted over a network.

So what does this mean for you and your business?

IP Telephony can help you lower costs by moving all your communications—voice and data—to a single manageable network. Site-to-site call costs are eliminated and teamwork is vastly improved. You can link people, products, office sites and customers in more efficient, more effective ways, making you highly competitive. Email, voice calls and voicemail, calendars and conferences all come together in one integrated system. The added flexibility and quicker response times translate into greater customer satisfaction.

A VoIP “pipeline” is central to your IP Communications solution. With the combination of “Intelligent Communications” software, such as that provided by Avaya, and networking capabilities, you will have all of the elements to enable you to improve customer service and employee productivity. Overall, VoIP provides you with the ability to deliver “intelligent communications” across all the people who touch your business.



WHERE DO YOU WANT TO TAKE YOUR BUSINESS?

How can VoIP help you address today's business issues?

Successful companies, large or small, are always looking for new ways to solve problems. It goes without saying that technology is a key business enabler, helping businesses do more, communicate better, and increase both productivity and revenue.

The challenge is to ensure you have the right communication solutions in place to match your current and future business needs. You want to know you've invested in technology today that won't be outdated tomorrow, and that you can take advantage of new technologies as and when your business demands.

IP communications is the key. It can help you lower costs by moving all your communications—voice and data—to a single manageable network supporting your existing systems and software. Call costs are lowered and teamwork improved. You can link people, products and customers in more efficient, more effective ways. It can make you more competitive. And VoIP technologies from Avaya give you the opportunity to do all this while preparing your business for future growth.

With VoIP as the core to your Intelligent Communications platform you'll support employees on the move, giving them tools they can use wherever they are, and you'll receive a faster, more accurate service from suppliers—the same thing you'll give your customers.

"I knew we were going to expand at some point, so I wanted a communication system that could grow with us. The Avaya IP telephony solution is extremely flexible and easy to manage, and we can change and grow practically without limit, no matter what the future holds."

Bill Costello, IT Manager, Banner & Witcoff, Ltd.

At avaya.com, under Do Your Research, then Resource Type: Our library of case studies is packed with stories from midsize businesses, including Banner & Witcoff, that have used VoIP to reach new heights.

HAVE YOU GOT THE ANSWERS?

The five questions you need to ask on your way to VoIP.

Making the decision to invest in new technology isn't always easy. This is especially so for growing businesses having to keep tight control over costs and needing to know their investment will continue to hold good in the future, but not always having in-house expertise to guide them.

So, begin by taking a good look at what your communications technology does for your business today—and then see how much more you can do with VoIP. Ask yourself five simple questions:

- **ONE: Where do you want to take your business?**
And how will you get there?
- **TWO: Are your communications cost-effective?**
And can you afford to be without them?
- **THREE: Is your workforce on the move?**
Or are you holding employees back?
- **FOUR: Should you spend more time talking to staff and suppliers?**
But is talking too much currently costing you money?
- **FIVE: What's the next step?**
Or are there more questions to answer?

Now you've asked the questions, read on to find the answers.



WHERE DO YOU WANT TO TAKE YOUR BUSINESS?

And how will you get there?

No matter what size your business is, you know that in business, like life, nothing stands still. You have to change to survive.

You might be growing fast or just starting out. Perhaps you operate locally, or have offices across the globe. You may have local, national and international customers.

Whatever you do, you need to know where you want to be in one or five years' time—and what communication solutions will help you get there.

VoIP technologies from Avaya give you the opportunity to evolve your technology base at your own pace, in tune with your business agenda.

Your business today may have basic networking and dial-tone telephony capabilities. You might need constant contact with your remote staff, wherever they are. Conferencing can keep teams in touch. Add in messaging, email—and the list goes on. Whatever your evolving business needs, VoIP technologies from Avaya can be incorporated incrementally to meet them.

Wherever you are and wherever you're going, VoIP will help you get there.

"Avaya provided us with a cost-effective way to implement and scale a telephony network, with one monthly lease payment, easy upgrades, and no wasted assets. It was an easy choice to select Avaya as our vendor."

*Travis Scheopner, Director of Information Systems,
Grene Vision Group*

Independent research firm Gartner Inc. positioned Avaya in the North America leaders quadrant. Learn why. Review *Avaya Positioned in 2005 Leaders Quadrant for Enterprise Voice Portals and Interactive Voice Response Solutions* at avaya.com/gcm/master-usa/en-us/corporate/pressroom/pressreleases/2005/pr-050801.htm

Source: "North American Corporate Telephony Magic Quadrant, 2005", August 2005.

DO YOU NEED COST EFFECTIVE COMMUNICATIONS?

And can you afford to be without them?

If you're missing customers by not answering calls quickly enough, or are racking up huge bills on sales and service calls, you may be losing money and potential customers.

With VoIP technologies from Avaya you can integrate all your operations, all your communications, and connect all your sites while saving money. It's what all businesses are looking for, and gives you the opportunity to communicate and compete like a larger competitor.

Cut call costs:

VoIP technologies will eliminate long distance charges between offices—and link together remote offices as if they were one. Your entire staff, regardless of location, can be contacted simply and cost effectively by dialing a four-digit number.

Reduce maintenance expenses:

By combining voice and data onto one network, management is simplified. Everyday jobs like changing and adding extensions become simple tasks your staff can perform themselves. You can manage all your communications technology from a single location, reducing maintenance time and expense.

Maximize existing investments:

The open standards for which Avaya is renowned mean you can integrate our VoIP technologies with your existing IT platform making the most of previous investments.

Increase customer satisfaction:

A happy customer is a repeat customer. Efficient call handling and routing has become so much easier with VoIP—when customer loyalty is so critical, can you afford to miss another call?

"Avaya IP telephony is already delivering cost savings. We've expanded from 550 people to 750 in the past year, spread out all over the country, and we haven't increased our base telecommunications cost in two years."

David Starr, IT Manager, Inchcape Motors



IS YOUR WORKFORCE ON THE MOVE?

Or are you holding employees back?

We live and work in an increasingly mobile age. If you are only providing your workforce with cellular phones so that they can call in to check for messages, you may be holding them back.

They need to have access to information, applications and voicemail wherever they are. Your customers demand it.

Avaya VoIP technologies will ensure your employees remain productive, whether they are out on the road or teleworking in remote locations. They'll never miss another call. They can easily make and receive calls on their laptop with a simple internet connection, using the same office direct-dial phone number and eliminating costly long distance charges.

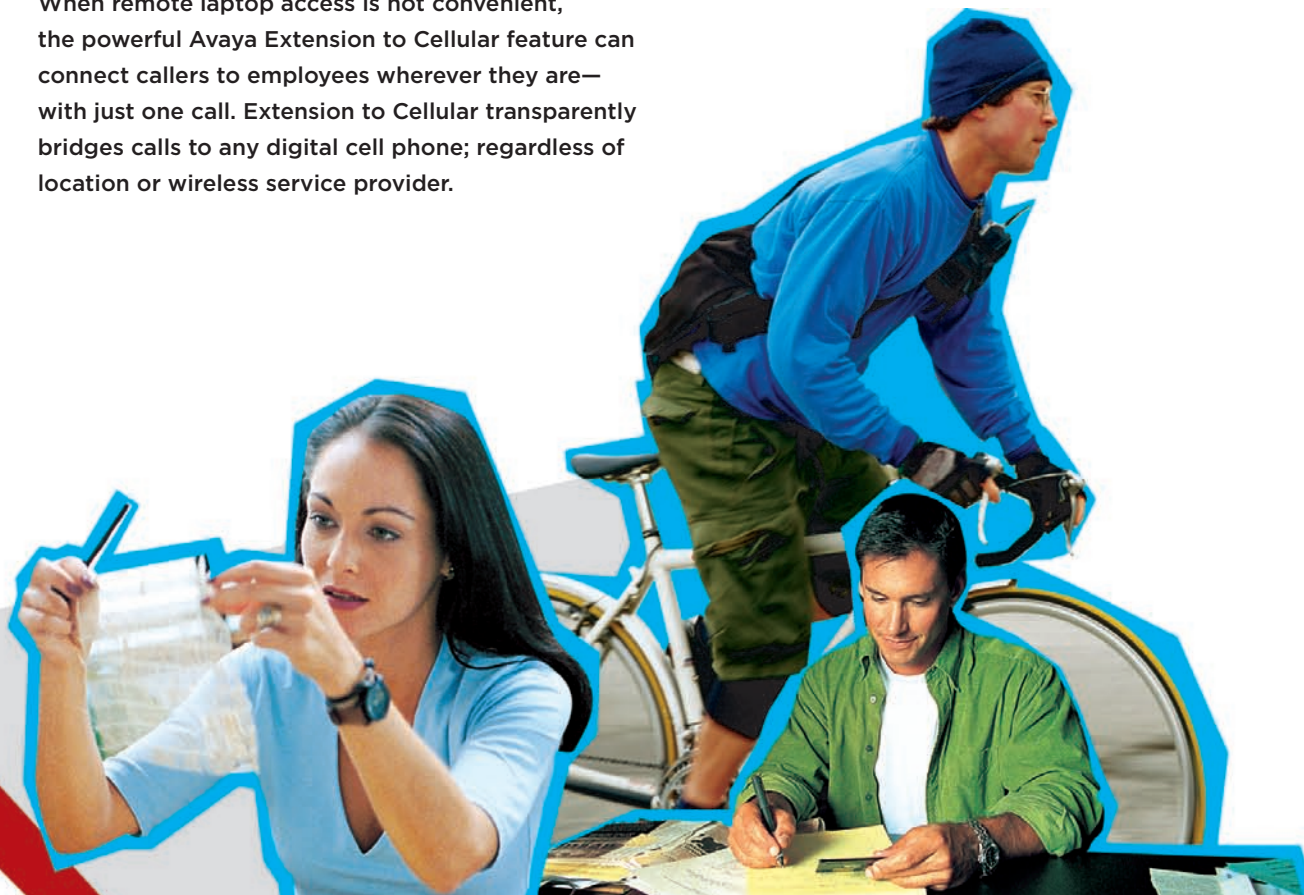
When remote laptop access is not convenient, the powerful Avaya Extension to Cellular feature can connect callers to employees wherever they are—with just one call. Extension to Cellular transparently bridges calls to any digital cell phone; regardless of location or wireless service provider.

If giving customers real-time answers is going to fuel the growth of your business, make sure they can easily contact your employees wherever they are using instant 'one number access'—enabled by VoIP.

With VoIP technologies from Avaya, you'll make the 'virtual workplace' a reality.

"Wherever our remote teams are operating, they can contact anyone at the factory by dialing their usual extension numbers. And the headquarters team can reach the remote employees through their usual extension number."

David France, IT Director, Honda Racing Formula 1



SHOULD YOU SPEND MORE TIME TALKING TO STAFF & SUPPLIERS?

But is talking too much currently costing you money?

It doesn't matter whether you've only got one office, or if your production or distribution facilities extend across the state or world—at some stage you'll need to pull together colleagues or suppliers from different locations to talk things through.

It's a fact—a recent study by Wainhouse Research* found that the average monthly conferencing expense for midsize businesses ranged between \$1,500 and \$15,000.

Wouldn't you like to spend that money on something else? Powerful built-in audio conferencing capabilities mean you can eliminate the unpredictable monthly costs of outside conference call services. You'll make it easy for your staff to schedule and participate in secure audio conference calls. Or, at a moment's notice, you can automatically launch outbound calls—instantly bringing the right people together into a conference bridge for you.

VoIP technology makes collaboration effortless and cost effective, bringing all your communications tool—voice, email, instant messaging and more—into one interface. Your employees can call in from anywhere to join a conference call that won't cost a bundle.

With VoIP collaboration tools from Avaya, all voices company-wide can be heard simultaneously, anywhere, at any time.

“Avaya's feature rich Communication Manager software enables us to launch highly cost-effective conference calls right off the converged network. One of our teams had been spending over \$2,000 a month on conference calls -- their monthly average is now in the \$300 range. Our overall conference expenses have dropped 70%. When you add our conference savings to the huge drop in our long distance toll call phone bill, it more than covers our monthly TCO (Total Cost of Ownership) for the new system.”

Scott Hemmig, Sales and Alliances Vice President, Padcom



*Source: Avaya commissioned study. Based on 100 employee company, 20 - consistently use conferencing, \$1,500 - \$5,000 monthly spend, about \$0.12 per min. 1,000 employee company, 100 - 250 consistent users, \$15,000 - \$25,000 monthly spend, \$0.04 - \$0.07 per min Wainhouse Research, 2006.

WHAT'S THE NEXT STEP?

Are you ready to move ahead?

We've answered some basic questions about adopting VoIP. But you're bound to have more.

- **Is VoIP reliable?**

Technology supporting VoIP has matured rapidly and is now as reliable as traditional telephony.

- **What equipment do you need?**

Avaya offers a comprehensive range of phones—both IP and digital—and hardware that can be integrated with your existing technology. What's important is that you only get the equipment you want and need, and you can easily add applications as your business grows.

- **Will you have to make the transition to IP on your own?**

No, Avaya will work with you to evolve your communications platform at a pace that fits in with your own needs and goals.

- **Will VoIP really save you money and increase productivity?**

Yes, there's no doubt about it, just take a look at the many case studies on avaya.com to see how other midsize businesses are benefiting from IP communications.



ARE YOU READY TO DO MORE?

Isn't it time to make the switch to VoIP?

Moving to VoIP is easy! Simply pick up the phone and call Avaya. We'll handle everything else.

- Step 1:** Contact Avaya.
Call **1 866 GO-AVAYA**
Or log onto: avaya.com, Connect with Avaya
- Step 2:** Let us prepare your complimentary communications solution proposal with return on investment calculations.
- Step 3:** Let Avaya take you to the next level. We'll help you get started quickly with the right solution for your business.



1 866 GO-AVAYA

AVAYA
COMMUNICATIONS
AT THE HEART OF BUSINESS



About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large, medium and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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