



## Why Migrate?

*Positioning Tips for More Effective Selling to Small and Medium Businesses*

**From: Existing Avaya MERLIN MAGIX® Systems for firms with 20 – 200 employees  
To: Avaya™ IP Office Communications Solution**

### The Business Value of Migrating Now

Avaya™ IP Office fills the gap between yesterday's circuit switched PBXs and Key Systems and the IP-only solutions of tomorrow by meeting the total office communications needs of small-to-medium sized businesses. It allows customers to get there at their own path, pace and choice. Stress the powerful new capabilities that the applications will deliver for their business. Here's how to "position the transition":

- **Automate message taking** – Does your business have voice messaging capability today? It comes free with IP Office systems and allows you to see all of your voice mail and e-mail messages in the same mailbox. A simple software upgrade allows your business to use the messaging system to collect information from you callers, let your callers know how long their wait will be before they are helped, and record calls for enhanced customer service.
- **Make retrieving e-mail easy and lightweight** – Stuck without a PC or laptop but don't want loads of e-mail to come back to? Use the optional e-mail reader feature of VoiceMail Pro to hear e-mail messages read aloud. (MS Exchange only).
- **Keep track of calls; know when you missed a call** – Imagine being able to log calls using your PC screen to view incoming calls. Arm yourself with all of the information about your caller before you answer the phone. You can also see who is busy and who is free to take calls. Sound good? It is a **free application** provided to each user in the IP Office system. A simple software upgrade allows for database integration and screen-pops.
- **Enhance your collaboration and communications abilities** – MERLIN MAGIX system users can establish a conference call with up to 5-parties. Using the built-in conferencing application that comes free with IP Office systems, much larger conferences can be supported; up to 64-parties (T1/PRI required). In addition, you get a free Meet-Me conference bridge. Set up a call, invite your attendees, provide them a PIN number for security and save lots of time and money over using costly network conferencing services (VoiceMail Pro required).
- **Save tons of money on external conferencing services with presentation viewing** – Does your business frequently need to use services like Webex to have meetings and view presentations? The optional Conference Center application can be added to the IP Office server to provide Web-based conferences and document viewing. Each user gets a unique PIN number to prevent unauthorized attendees (VoiceMail Pro required). Conference reservations can be made with e-mail invitations. Easy to use, easy to cost-justify!
- **Reduce lost calls = reduce lost revenue** - For customers waiting to reach an agent in a call group, demonstrate how VoiceMail Pro can tell the caller what number in line they are, and how long their wait time will be.
- **Keep important recordings of calls to enhance customer service** – Show the benefits of configurable call recording. Calls can be recorded by time of day, day of week, station number, agent ID number and more. All calls or just a percentage of calls can be automatically recorded. Calls recording can also be initiated manually.
- **Automatically get information from callers** – Help the customer understand how they can automate information-gathering, collect revenue and run sales promotions using VoiceMail Pro's Campaign Manager. Callers can provide typical information by speaking answers or by providing touchtone input to standard questions Campaign Manager is programmed to ask. A Web Browser application makes it easy to collect completed transactions. Show the financial benefits of this application by discussing how the customer can generate more revenue with fewer personnel.
- **Always be in touch** – Discuss the value of VoiceMail Pro's Personal Numbering "find me" service. Customers can enter details of where they can be located, including cell phone numbers, home numbers or alternate office locations. Calls to their number will follow them to their location, and if calls are busy or unanswered, the call will cover back to their VoiceMail Pro mailbox so that all messages are stored in one location. The Voice Mail message can then be forwarded to an associated e-mail account or alerts a predefined number to ensure messages are never missed. (T1/PRI required).
- **Seamlessly and cost-effectively connect remote locations and remote workers** – The ability to work remotely, from home, a hotel or another office is becoming important to employees and employers in today's 24x7 working world. Cost has always been a factor for employers. Now with IP Office, Remote working can become an inexpensive reality. Callers will never know if the employee is in the office or at their home. In addition, Branch Offices can now be easily tied into the main location using your data network, allowing your business to save money on long distance calls and offer a unified front to your customers.

	Before – Existing MERLIN MAGIX®	After – With Avaya IP Office
<b>Ability to work from Home</b>	<ul style="list-style-type: none"> <li>Dedicated Off-Premises Extension, monthly charge incurred; circuit cannot be reused for other applications.</li> </ul>	<ul style="list-style-type: none"> <li>Use an IP hard phone or an IP Softphone to take advantage of the corporate data network in a secure fashion.</li> <li>Connect to the office using DSL or a Cable Modem which can be used for other services as well.</li> </ul>
<b>Ability to get voice, e-mail &amp; fax easily from anywhere</b>	<ul style="list-style-type: none"> <li>Limited unified communications capabilities in an increasingly mobile world; voice mail can be played as a .WAV file.</li> <li>MERLIN Messaging does not deliver text-to-speech capability.</li> <li>No standard voice mail; messaging applications are extra-cost.</li> </ul>	<ul style="list-style-type: none"> <li>Free voice mail included with each system.</li> <li>Unified Messaging optional for 2 – 30 ports, PC-based; offers a high level of functionality and included capabilities.</li> <li>Traveling but don't want to lug around a laptop? Use IP Office' optional e-mail reader to have your e-mail messages read to you.</li> </ul>
<b>Ability to do conferencing in-house</b>	<ul style="list-style-type: none"> <li>5-party conferencing.</li> <li>No meet-me Conference Bridge supported.</li> <li>Third-party document viewing/collaboration solutions cost at least \$.12/minute</li> </ul>	<ul style="list-style-type: none"> <li>Standard 64-party conferencing with 63 outside parties. (T1/PRI required)</li> <li>Standard 64-party Meet-Me Conference Bridge with password protection (VoiceMail Pro required).</li> <li>Optional Conference Center collaboration tool installs right on IP Office platform and allows for web-based conference scheduling, PIN-protected access (VoiceMail Pro required) and document presentation and viewing. Easy to use; easy to cost justify.</li> </ul>
<b>Ability for callers to reach people on the first try</b>	<ul style="list-style-type: none"> <li>Call forwarding, call follow-me, off-premises call forwarding</li> <li>Cell phone connect feature where call can be forwarded to a cell phone then cover back to the MERLIN MAGIX voice messaging system not supported.</li> </ul>	<ul style="list-style-type: none"> <li>Call forwarding, call follow-me, off-premises call forwarding.</li> <li>Personal numbering "find me" service. Users can enter details of where they can be located, including cell phone numbers, home numbers or alternate office locations. Calls to their number will follow them to their location, and if calls are busy or unanswered, the call will cover back to their VoiceMail Pro mailbox so that all messages are stored in one location. The Voice Mail message can then be forwarded to an associated e-mail account or can alert a predefined number to ensure messages are never missed (T1/PRI required).</li> </ul>
<b>Ability to Identify calls and callers</b>	<ul style="list-style-type: none"> <li>Standard Caller ID name and number on local lines.</li> <li>Caller ID Number only shown over ISDN PRI lines.</li> </ul>	<ul style="list-style-type: none"> <li>Free PC-based PhoneManager Lite application for each user in the system allows incoming, outgoing and missed calls to be logged, plus call history can be saved. Busy status of other system users is shown on the PC screen.</li> <li>Caller ID Name and Numbers shown over ISDN PRI.</li> </ul>
<b>Ability to let internal callers know if you are in or not</b>	<ul style="list-style-type: none"> <li>Voice mail greeting identifies a user's whereabouts.</li> <li>Posted messaging shows an internal caller that you are away from your desk.</li> </ul>	<ul style="list-style-type: none"> <li>Voice mail greetings can be used to identify a user's location for the day.</li> <li>Absent Text messaging shows an internal caller that you are out <i>and when</i> you will return.</li> </ul>
<b>Ease of dialing</b>	<ul style="list-style-type: none"> <li>Speed dial buttons and 130 system speed dial codes provide one-touch calling.</li> </ul>	<ul style="list-style-type: none"> <li>Speed dial buttons and 1000 speed dial codes provide one-touch dialing.</li> <li>PhoneManager provides the ability to dial a number with a single click, or create a new record during a call from the auto-inserted phone number.</li> <li>Directory service allows display set users to scroll through to find speed dial entries or internal station numbers.</li> </ul>
<b>Customer Service Capabilities</b>	<ul style="list-style-type: none"> <li>Uniform Call Distribution Groups.</li> <li>Optional, limited reporting.</li> <li>Callers cannot use e-mail or web chat to reach agents in a call center environment.</li> </ul>	<ul style="list-style-type: none"> <li>Agents can communicate with customers via voice calls, e-mails or web chats.</li> <li>72 available reports, user-customizable reports. Get statistics on anything and everything. Microsoft CRM Integration supported.</li> <li>Optional Campaign Manager to collect verbal and touchtone input from callers. Sophisticated Call Recording options.</li> <li>Optional IVR and text-to-speech applications for customer self-service applications.</li> <li>Optional 3<sup>rd</sup> party predictive dialing used to make a high number of outbound calls to prospects quickly and easily.</li> </ul>
<b>Having an All-in-One Solution</b>	<ul style="list-style-type: none"> <li>No built-in data components for LAN optimization.</li> <li>No built-in TAPI server.</li> <li>No built-in voice messaging platform.</li> </ul>	<ul style="list-style-type: none"> <li>Standard Voice Mail, Remote Access Server, DHCP Server, H.323 Gateway/Gatekeeper, Firewall, VPN and CTI server.</li> </ul>
<b>Scalability</b>	<ul style="list-style-type: none"> <li>352 ports</li> </ul>	<ul style="list-style-type: none"> <li>Small Office Edition – 56 ports (up to 16 IP Phones)</li> <li>IP403 – 128 ports (up to 90 IP phones)</li> <li>IP406 – 262 ports (up to 190 IP, digital or analog phones)</li> <li>IP412 – 360 ports (up to 360 IP, digital or analog phones)</li> </ul>
<b>Networking options</b>	<ul style="list-style-type: none"> <li>Systems can be connected via Off-Premises Extensions.</li> <li>Systems can be connected via gateway.</li> <li>Limited feature transparency.</li> <li>Limited number of systems can be connected.</li> </ul>	<ul style="list-style-type: none"> <li>Built-in networking software, including centralized voicemail; standards-based with H.323 and Q.SIG networking (over T-1/E-1/PRI or VoIP is supported). Up to 16 sites can be connected.</li> <li>Very feature rich including Absent Text Messaging; Busy Lamp Field across the network; dynamic internal directory.</li> </ul>