



## Why Migrate?

Positioning Tips for More Effective Selling to Small and Medium Businesses

**From: Existing Avaya Tenovis Integral 3 Phone System  
To: Avaya™ IP Office Communications Solutions**

### 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":

- **Grow Larger** – Is your business growing? Do you need more than 120 telephone users? Try IP Office 406 with growth to 190 stations or IP 412 with growth up to 360 stations. These all-in-one solutions come equipped with free voice mail, free CTI software and a free, robust conferencing solution. With IP Office, there is plenty of room to grow.
- **Automate Message-Taking** – IP Office systems come with standard voice messaging so that callers can leave messages for you and your employees. This capability frees up the receptionist from writing out "pink slip" messages if you do not have messaging today, and allows you to personalize your greeting so callers know whether or not you are in. Voice messages can be routed to a user's email as a .wav file so employees can retrieve all messages from one location instead of having to check both email and voice mail. With a simple software upgrade to VoiceMail Pro, customers can reach an automated attendant to route themselves to your employees, particularly useful when the receptionist goes to lunch or leaves for the day. Other advantages of VoiceMail Pro include:
  - **Sophisticated Call Recording** – Enjoy the benefits of configurable call recording. Calls can be recorded by time of day, day of week, station number and more. All calls or just a percentage of calls can be automatically recorded. Calls recording can also be initiated manually. This capability helps your business provide better customer service and reduces administrative errors.
  - **Automated Forms Filler** – Would your business like to automate information-gathering, collect revenue and run sales promotions automatically? 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. Justify this capability by generating more revenue with fewer personnel.
  - **Find Me** – Enjoy the value of VoiceMail Pro's Personal Numbering "find me" service. Employees 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 email account or can alert a predefined number to ensure messages are never missed.
  - **Fax Messaging** – This optional component of VoiceMail Pro allows users to receive faxes to their email box. Now you can check all of your messages through one interface. Simple!
  - **E-mail Reader** – When without a PC or laptop, use the optional e-mail reader feature of VoiceMail Pro to hear e-mail messages read aloud.
- **Answer and Place calls using your PC** – Each IP Office system user is provided free, PhoneManager Lite software for their PC or laptop computer that allows users to place and receive calls using a regular phone, a simple handset or a headset. The software will also log incoming, outgoing and missed calls; and will provide Partner information and more.
- **Collaboration** – Integral 3 systems support up to 3-party conference calls with outside lines. Using the built-in conference server that comes free with IP Office systems, much larger conferences can be supported; up to 64-parties! 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.
- **Interact in more ways** – With IP Offices' Compact Contact Center (CCC), customers can choose the way they prefer to interact with your call center agents. Customers can use the phone to place a traditional call or may choose to email an order or a question to an agent. In addition, you can add a "Web Chat" button to your web site, allowing customers to interact in real time by typing orders and questions to your call center agents in a chat session. This flexibility is sure to make your customers happy.
- **Connect Multiple Locations** – Does your business have multiple locations that are all independent today? IP Office allows you to tie these locations together with **extremely robust feature transparency** between locations. This capability can represent a significant savings in toll calls using your existing data network. Let us analyze your bills to see how much you can save!



	<b>Before – Existing Tenovis Integral 3 System</b>	<b>After – With Avaya IP Office</b>
<b>Ability to work from Home</b>	<ul style="list-style-type: none"> <li>No way to do it and still be connected to the telephone system.</li> </ul>	<ul style="list-style-type: none"> <li>Use an IP hard phone or an IP Softphone to take advantage of the business' 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>No Unified Messaging options specifically designed for Integral 3.</li> <li>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' 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>3-party conferencing.</li> <li>No Meet-Me Conference Bridge supported.</li> <li>Third-party document viewing/collaboration solutions cost at least \$.13/minute (i.e. Webex)</li> </ul>	<ul style="list-style-type: none"> <li>Standard 64-party conferencing.</li> <li>Standard 64-party Meet-Me Conference Bridge with password protection.</li> <li>Optional Conferencing Suite collaboration tool installs right on IP Office platform and allows for web-based conference scheduling, PIN-protected access 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.</li> <li>Direct Inward Dialing.</li> <li>DECT.</li> </ul>	<ul style="list-style-type: none"> <li>Call forwarding, call follow-me, off-premises call forwarding.</li> <li>Direct Inward Dialing – allows users to have "personal" numbers that bypass the attendant and ring directly to the employee's phone.</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.</li> <li>DECT.</li> </ul>
<b>Customer Service Capabilities</b>	<ul style="list-style-type: none"> <li>Standard Hunt Groups.</li> <li>No Reporting.</li> <li>Callers cannot use e-mail or web chat to reach agents in a call center environment.</li> <li>No IVR support.</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>PC-based Communications</b>	<ul style="list-style-type: none"> <li>Optional PC/Telephone integration.</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. Distinctive ringing is available for busy or noisy environments.</li> </ul>
<b>Scalability</b>	<ul style="list-style-type: none"> <li>30 lines x 112 stations</li> </ul>	<ul style="list-style-type: none"> <li>Small Office Edition – 56 ports</li> <li>IP406 – 262 ports</li> <li>IP412 – 360 ports</li> </ul>
<b>Networking</b>	<ul style="list-style-type: none"> <li>Not supported on Integral 3.</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>