



BUSINESSPARTNER

Avaya IP Office Family

"The All-In-One Solution for Your Business Needs"

Why Avaya IP Office?

The emergence of IP solutions

Originally engineered for data traffic, Internet Protocol (IP) networks can also support real-time voice communications with a Quality of Service (QoS) that's competitive with traditional voice-only telephony networks. IP-based communications are therefore attractive to all businesses for a number of reasons, not least of which are the economy and convenience of a single network for voice and data traffic.

Avaya IP Office delivers these benefits, plus the versatility to serve the large spectrum of small and mid-size business needs:

- If an evolutionary migration to IP is desired, Avaya IP Office can act as a traditional office phone system until full converged network capabilities are needed.
- If an aggressive approach to IP adoption is required, Avaya IP Office delivers full IP benefits immediately.
- Businesses with multiple locations and branch offices of larger corporations can enjoy full IP benefits by using Avaya IP Office as a remote office solution.
- Businesses requiring advanced customer contact and support capability can achieve a next-generation solution for enhanced customer care through Avaya IP Office.

Even as your customers become aware of the emerging IP alternative to their traditional communications, questions are raised: What is the cost? Will this be too complex? Will this—even briefly—put my ability to serve my customers at risk?

Avaya IP Office has the answers.

Today's small and mid-size businesses require communication solutions that give them all of today's technology at an affordable price—and an open door to tomorrow's possibilities. Avaya IP Office is the answer: an all-in-one packaged solution that meets a variety of needs at a value price.



Communication without boundaries

Designed for the small and mid-size customer

Avaya IP Office isn't a scaled-down large enterprise communications system. It's a complete solution, designed for the priorities of small and mid-size businesses.

- **Avaya IP Office is cost-effective.** With the option to combine voice, data, and essential business applications on a single IP network, Avaya IP Office significantly lowers network fees associated with traditional multiple-network arrangements.
- **Avaya IP Office is easy to own.** One vendor, one package, one system administration tool, and one solution that's compatible with Microsoft® desktops and traditional office telephony make Avaya IP Office even easier to deploy and learn. Avaya quality and training make your introduction to the world of converged communications hassle free.
- **Avaya IP Office leverages existing telecom investments.** Compatible with traditional telephony, it's also the only IP solution that provides a migration path to an IP-capable system for current Avaya small and mid-size business customers. Current Avaya MERLIN MAGIX™ Integrated System customers with 4400-Series telephones may reuse most of their telephones with Avaya IP Office.

- **Avaya IP Office enables growth.** Consider it your customers' introduction to converged communications: today's capabilities can be upgraded for more sophisticated capabilities and more users as needed in the future. Avaya IP Office is a simple, cost-effective solution that offers full IP benefits today and initiates the acquisition of technology and knowledge your customers will depend on as they grow. Even if they outgrow their Avaya IP Office, 6400-Series DCP telephones may be used on most Avaya platforms.

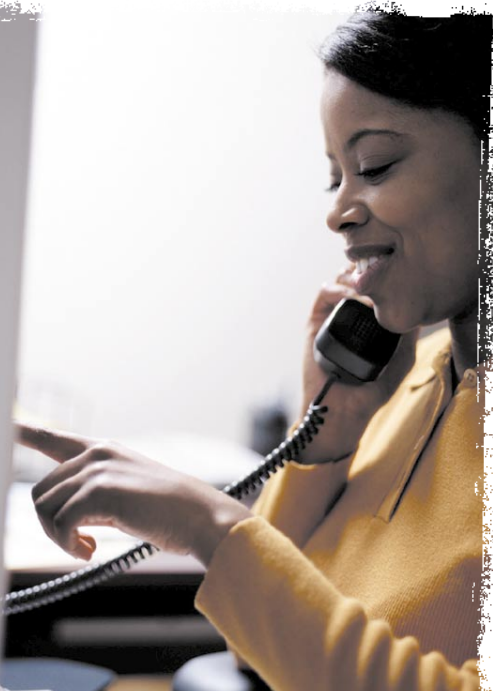
The modular architecture of Avaya IP Office allows growing businesses to deploy new modules and features in a quick, economical manner. And Avaya IP Office business applications, including Compact Remote Office and Compact Contact Center, meet growing business demands.

The value of Avaya ECLIPS

As the newest addition to the Avaya Enterprise Class IP Solutions (ECLIPS) family, Avaya IP Office delivers the value enjoyed by enterprises of every size around the world, including key benefits to the small and mid-size business:

- **Reliability.** A single solution from a single provider, built with proven components that are designed to work together, ensures consistent quality and performance.
- **Voice quality.** Ensured by the world leader in business voice systems, with 130 years of communication innovation heritage.
- **Full-featured functionality.** A robust set of voice and data features takes full advantage of IP benefits.
- **Rich applications.** Complete big-business capabilities, including voice messaging and contact center management, are optimized for small and mid-size businesses.

And it's all delivered with the simplicity, cost-effectiveness, and performance small and mid-size businesses need.



Designed for the Avaya BusinessPartner

The qualities that make Avaya IP Office attractive to small and mid-size businesses also make it a powerful offering for you:

- **Fast entry into a growing market.** The small and mid-size business opportunity is already large, and growing. Avaya IP Office gives you the features your customers want and enables rapid delivery and installation.
- **Converged communications expand your customer base.** Avaya IP Office is the easy way for you to expand your portfolios—from voice into data, from data into voice, and from separate systems into convergence—while still serving current Avaya customers who want to upgrade their communications.
- **Avaya IP Office enables success in today's Customer Economy.** The flexibility to offer traditional voice, full IP benefits, and a rich applications suite allows you to provide a comprehensive solution to “customer centric” communications requirements.
- **BusinessPartners can learn as they sell.** Whether your specialty is voice or data, Avaya IP Office uses technology you're familiar with. Expand your business and learn about converged communications—even as you profit from them.
- **Avaya IP Office creates opportunities to add value.** The powerful, integrated applications suite gives you opportunities to add value for your customers—at the initial sale or as your customers' needs grow and change.
- **Avaya IP Office enables differentiated solutions.** The flexibility of Avaya IP Office and its powerful range of CTI applications gives you the ability to create differentiated, tailored solutions for specific customers or vertical markets.

Would you like higher margins on your product sales? Avaya IP Office delivers. Simpler than a modular system to sell, install, and maintain, Avaya IP Office offers a higher per-sale margin than many traditional resale solutions. And BusinessPartners who want to expand into aftermarket sales can use Avaya IP Office as a springboard, enhancing your professional service opportunities by meeting customer needs for everything from ports to applications.

Avaya IP Office: easy for your customers, easy for you

When you sell Avaya IP Office, you provide opportunities for business expansion—for your customer and for yourself.

- Whether you leverage an existing Avaya customer or deploy a stand-alone system, Avaya IP Office is a quick path to IP-based systems.
- The expertise you gain from selling Avaya IP Office can translate into additional revenues—from consulting on IP benefits and migration to simply selling necessary hardware.
- The flexibility of Avaya IP Office to satisfy multiple customer types leads to shorter sales cycles for you.
- It's the ideal way to learn about the Avaya ECLIPS portfolio and gain knowledge of emerging technologies which will help your business grow.

Avaya IP Office is a significant opportunity in your market—don't let it pass to a competitor.



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We support your business

Like every Avaya communication solution, Avaya IP Office includes comprehensive surround services for the Avaya BusinessPartner: product provisioning, training, documentation, sales and marketing tools, and technical support. You get more than just a product to sell; your staff gains expertise and resources, your customers enjoy the best service possible, and you reap the rewards.

For more information on Avaya IP Office, contact your Avaya representative today or visit the BusinessPartner Web site.