

Avaya Corporate Overview



MSGI Telecom Solutions





Letter From the President

The Information Age changed the world. For the first time, thanks in large part to the proliferation of Web browsers, massive content repositories became globally accessible to anyone with the right technology and a little patience. Data was its own currency, and the individuals who amassed the most data enjoyed the personal influence that comes with wealth. The energy driving the Information Age was the power of “me.”

Today we are moving into a new phase. People no longer want to hoard information; they want to share it, aggregate it, leverage it to create common experiences and achieve common goals. To do all that, they need to be able to get information faster, pull colleagues together more easily, make decisions more quickly, and bring the right information together with the right people. The Information Age is evolving into the Collaboration Age, and the power of “me” is giving way to The Power of We™.

In this world, technology should enable collaboration, not dictate how it’s done. At Avaya, we believe collaboration works best when people – not documents, devices, or networks—define the experience. We are committed to helping our customers communicate and collaborate in the ways they prefer, so they can create deeper customer loyalty, drive higher productivity and profitability, and generate greater business value. And unlike other companies you may have dealt with, we don’t come to the table with closed systems or closed minds.

This is a new way of working, and I believe it’s just as exciting as anything that came before. I hope you’ll give us the opportunity to collaborate with you.

Sincerely,

Kevin J. Kennedy

Experience The Power of We™ in a new era of collaboration

Over the next decade, some businesses and organizations will accelerate their growth, while others will stagnate.

What will be the differentiator? What can enable your company to become one of the great success stories?

We believe that deep, effective collaboration will make the difference between a thriving business and one that stagnates. So every day we help businesses and organizations manage their information overload, enabling people to share ideas and better understand the context of discussions.

We help our customers bring the right people together with the right information in the right context, to deliver better business results in real time. And unlike some of our competitors, we believe technology should enable collaboration, not dictate how it's done. Because we support open platforms, our customers can decide what works best for them. Our objective is to give them the best collaboration experience, regardless of the devices, locations, or media they choose.

It's what we call The Power of We™.



Working faster and better – together

As businesses move from the Age of Information to the Age of Collaboration, workers are becoming increasingly mobile and teams more widely distributed. Many are operating 24/7, in an “always on” mode. Organizations are experiencing increased pressure to perform—with more work, from fewer people, at a faster pace.

In this environment we need to:

- Access information faster.
- Bring dispersed people together more easily.
- Communicate clearly across devices.
- Make decisions more quickly.

Making these transitions is important because communication among employees and with customers, suppliers, and others is the lifeblood of a successful organization. The challenge is complex because it means taking many different devices, systems, applications, and formats, and making them all work better together—so that you work better together.

Your agenda, your pace, your profitability

The bottleneck in business is no longer the access to information, it's the ability

to bring the right people together with the right information in the right context, to deliver better business results in real time. That's where Avaya comes in. Today we have the right technology and the right innovation at a time when you need it most.

Our approach is to put you and your company's needs first. Your agenda becomes our agenda. Rather than deploy data and communications capabilities around a certain predefined “system,” we build everything with the flexibility to address the goals and purposes of your organization. We get to know your business and provide fit-for-purpose solutions to empower the people who work there—all with an eye on delivering better results for your bottom line.

The Avaya way of building a more collaborative communications environment involves three essential elements:

- Fit-for-purpose solutions
- People-centric innovation
- Open and unifying

We work with you in this unique way because, unlike other vendors, Avaya isn't focused on selling you a certain system. We're interested in providing solutions that work best for you.

Fit-for-purpose solutions

At Avaya, we believe that fit-for-purpose design is essential for addressing the needs of today's workforce. We identify the most critical performance requirements of your company and then provide solutions that address your specific needs. By taking a thorough, intensive look at what you do, we can provide tools that will help you perform better, optimize collaboration, and improve productivity among often widely distributed team members.

Businesses Rely on Avaya Worldwide



Avaya infrastructure components comprise an open platform that enables interoperability with different systems and the integration of existing technologies. This means that you can develop both short- and long-term IT strategies to meet your needs and deploy them at a pace that's right for you. Regardless of whether your enterprise consists of ten employees or 100,000, we can help you take all your forms of communication and get them working together, to dramatically improve collaboration and accelerate growth. The results are that you and your company can be more spontaneous and intuitive in your communications, more customer-friendly, and ultimately more profitable.

Simplifying complex communications for greater productivity and customer satisfaction

The Power of We™ depends on making communications tools more

streamlined, accessible, intuitive, easy to use, mobile, and fully integrated. It's a tall order, but Avaya has both the vision and the practical tools to make it happen for you.

Our approach helps you untangle otherwise complex communications strategies and get more from the systems you currently operate. By embedding streamlined communications into the very fabric of your organization, we help you make employees more productive, processes more flexible, and customers more satisfied.

The Avaya Résumé

Avaya is a leader in business collaboration and communications, with leading market share in worldwide unified communications, contact center infrastructure, voice maintenance services, and enterprise messaging. Over 85 percent of Fortune 500 companies trust Avaya solutions every day,

People-centric innovation

To be fully productive, employees need to be able to connect and collaborate via fully integrated video, voice, and text capabilities, with easy access to the Internet, social media, and mobile applications. Our approach to innovation is to help our customers bring the right people together with the right information in the right context, to deliver better business results in real time. By empowering people to communicate effectively, Avaya helps organizations deliver faster, better results with less effort and a lower total cost of ownership.



Open and unifying

Avaya offers open standards-based solutions at the levels of architecture, systems, applications, and endpoints (devices) that can be integrated effectively with legacy equipment and products from other vendors. This enables customers to experience the benefits of advanced technologies while leveraging existing IT investments, and to select products that best meet their needs—rather than being locked into a proprietary system. Our open-standards approach supports the new era of collaboration by unifying systems, applications, and devices so that employees can move agilely from one to another and communicate with others through a broad range of media and devices. Our next-generation business collaboration solutions are designed to be highly scalable, flexible, and easy to manage. They are deployed in numerous ways, including in a customer's own premises, in the cloud, and in a virtualized environment.

and the world's top 20 airlines and top ten hotel groups also rely on our networks.

Analysts have recognized Avaya as a leader in several industry categories.¹ We hold a position in the Leader's quadrant in each of Gartner's Magic Quadrants for Corporate Telephony and Unified Communications.² We are the leader in the Magic Quadrant for Contact Center Infrastructure – Worldwide (June 2011).

Of course, Avaya didn't become a leader without the benefit of some other important numbers that translate into global agility and innovation. We have over 18,000 employees in 54 countries, with 32 Global Delivery Support Centers and over 100 million users. Our labs in Australia, Canada, Germany, India, Israel, Japan, Singapore, the United States, and the United Kingdom are responsible for over 5,700 patents or patents pending. And Avaya has approximately 9,900 channel partners worldwide.

J.D. Power and Associates has recognized Avaya three years in

a row for "providing an outstanding customer experience." We've also been recognized by the Technology Services Industry Association, receiving their Hall of Fame award, as well as recognition for Best Customer Commitment, Best Knowledge Management Practices, and Best Service Delivery Optimization.

We're a global leader in our market. And we're focused on delivering tangible business value for companies of all sizes.

For Avaya, leadership means helping companies of all sizes leverage communications and collaboration more effectively to deliver better results. We provide unified communications, contact centers, data solutions, and consulting services directly and in conjunction with our channel partners to leading businesses and organizations worldwide.

1. Market share reports:

- Dell'Oro Group, Enterprise Telephony Report, 4Q10, February 2011
- Gartner Inc., Market Share: Contact Center, Worldwide, 2010, Drew Kraus, May 2011
- IntelliCom Analytics, Services Market Dashboard, Q4 2010 Global Lifecycle Services Market Workbook, April 2011
- T3i Group, InfoTrack for Converged Applications, Full Year 2010, Messaging, April 2011

2. Gartner Magic Quadrants

- Gartner Magic Quadrant for Corporate Telephony, Jay Lassman et al, September 2011—Gartner Magic Quadrant for Unified Communications, Bern Elliot et al, July 2010

An overview of our major areas of focus:

Unified Communications

Avaya is focused on helping companies better utilize multiple forms of communications, including telephone, email, instant messaging, mobility applications, and video. By making all these channels work together seamlessly, you can more easily enable the collaboration that will increase employee productivity and improve customer service.

Our open standards-based Unified Communications software and hardware are widely recognized as the most reliable, secure, and comprehensive offerings in the industry.

Video

Video conferencing and other video applications enable dispersed groups of people to communicate, learn, collaborate, and make smart decisions like no other medium.

With Avaya, you can bring the benefits of high-definition, face-to-face video collaboration to your organization with greater ease and more efficiency than ever before. Avaya Video Solutions are available for conference room, in-office, and mobile use.

Contact Centers

As the global leader in the contact center market, Avaya offers highly reliable, efficient, and scalable solutions while keeping the customer experience at the center of it all. Avaya Contact Center Solutions manages personalized multimedia interactions and multichannel interactions with customers, employees, partners, and suppliers.

Avaya Contact Center Solutions provides intelligent routing, self-service (IVR) capabilities, computer telephony integration (CTI), monitoring, reporting, proactive contact, and other applications that drive effective communications and profitable transactions with customers.

Small and Medium Enterprise Communications

Our Small and Medium Enterprise Communications unit is focused on enterprises with up to 250 employees. We help small to medium-sized companies integrate their phone, messaging, networking, conferencing, and customer management tools. The results are increased productivity and professional customer service, packaged and built for the budget and growth needs of any small or medium enterprise.

Networking

Avaya has a diverse data networking portfolio that provides innovative technology and energy-efficient hardware to help businesses create a simpler and more effective infrastructure. Avaya's proven solutions help ensure that your network is a communications asset and not a liability, with up to 50 percent lower costs, seven times the resiliency, and 40 percent more energy efficiency.

Client Services

Client Services specializes in helping companies get the most out of their communications systems. We do this by analyzing your communication and collaboration needs and helping you use your technology more efficiently while increasing reliability and security. We are backed by 5,000 Global Services employees worldwide, 32 global delivery support centers, and a variety of unique and patented design and management tools. With these tools and expertise, we are able to support, manage, or completely outsource communications environments in any model a customer wants.

Avaya and our Authorized Partner, MSGI Telecom Solutions, a division of Marketing Services Group, can help you embrace valuable opportunities and improve your business results in the new age of collaboration. To learn more, visit www.msgusa.com or call 1-866-AVAYA 80 ext. 1 or 1-877-MSG USA1 ext. 1.



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