



Avaya Unified Communications for Small Business

The solution that means business for you and your workforce.

Avaya Unified Communications:

- Delivers real-time responsiveness capabilities to your employees wherever they are
- Enables employee productivity, even when they can't get into the office
- Allows full-time remote workers to communicate like they are in the office

Like most small businesses, you're always looking to help your staff be more productive and efficient. Enabling your employees to stay connected to customers and colleagues — whether in the office, out on the road, or stuck at home due to severe weather conditions or a minor emergency or health condition — can mean the difference between being vulnerable to the unexpected and having complete peace of mind.

Unified Communications for Small Business is another example of Avaya Intelligent Communications that can help deliver that edge.



You're a Small Business — Anything Can Happen

With Avaya Unified Communications, your business is ready for just about anything. Severe weather, such as snowstorms or floods, can prevent employees from getting into the office. So can a child's illness or an unexpected emergency around the house. And employees often feel compelled to come into the office even when feeling sick, where they can pass their illness on to others, further threatening the productivity of your business.

In these circumstances, Unified Communications enables your employees to efficiently communicate from home — and remain productive and responsive. Using their home phone, an Internet connection and a PC, they get full call control. They can receive calls, transfer or forward them, conference in colleagues, pick up voice mail, and even “see” who's on the phone, who's available, who's busy (known as “presence”).

In short, they'll communicate just like they're in the office without missing a beat. Best of all, your customers will never know the difference.

Out of the Office Doesn't Have to Mean Out of Touch

If you have sales or service reps who are always on the road, then you know the challenges: Missed calls, phone tag, languishing voice messages, delays in decision-making, and frustrated customers. And, the real possibility of missed transactions and lost revenue.

Equipped with Avaya Unified Communications, your mobile associates never need to miss an important customer call or a question from someone in the office. And they'll be able to give customers just a single phone number — their office number — where they can be reached regardless of



Enable workers to stay connected to fellow employees and customers, helping to make faster decisions and ensure superior customer service.

their location. Personal mobile phone numbers are never given out, but all calls ring simultaneously on their desk phones *and* their mobile phones. So if they are at their desks or on their mobile phones, they'll get the call. With Avaya Unified Communications, you'll maintain the agility that gives you an edge over larger competitors. You'll speed decision-making, respond quickly to customers and colleagues, and help ensure that deals close with this real-time connection.

Think Outside the Cubicle: Benefits of Remote Workers

For small businesses, containing costs is a full-time job. As your business expands, you need to effectively manage that expansion and its costs — including the possibility of moving to new office or warehouse space when you add more employees.



Avaya Unified Communications for Small Business delivers real-time responsiveness capabilities for home workers, telecommuters and mobile employees.

Avaya Unified Communications offers you an alternative approach to managing that growth: secure, full access remote working. Adding new sales or service reps? Just provide each with an Avaya IP phone, VPN software for the phones (software licenses are included), and they'll be communicating with you, their fellow employees and most importantly, your customers.

You eliminate moving costs, higher overhead for larger office space, and the service disruptions that inevitably accompany the move. It enables you to attract highly qualified professionals who may not live in reasonable daily commuting distance. It also allows you to retain your best employees by providing a more flexible working environment. With just high-speed Internet access required at the worker's home office, variable calling costs — expensed back to your business — are reduced or even eliminated.

Whether down the hall, down the block or across the country (or the world, for that matter), Avaya Unified Communications for Small Business gives you the flexibility to expand your workforce and enable them to perform as productively as anyone working in your office. And with built-in presence capabilities, you'll enjoy the same level of control and awareness with your remote employees — seeing in real time who's on the phone and who's not — as you do with employees who are in the office.

Preventing Lost Productivity.

Although rarely considered, one form of real productivity loss occurs when employees feel compelled to come into the office when truly sick or stressed. Studies have shown that it can cost businesses approximately \$2,000 per employee per year* in lost productivity. In a 25-person company, that's \$50,000.

Fortunately, Avaya Unified Communications for Small Business can help you minimize your loss.

* "Help Your Employees Fight Illness," Paul Hemp, *Working Knowledge for Business Leaders*, Harvard Business School, <http://hbswk.hbs.edu/archive/4518.html>

Introducing Avaya Unified Communications for Small Business

Avaya Unified Communications for Small Business is a single, powerful suite of software applications for your Avaya IP Office communications system. It delivers all the flexibility you need to help prevent lost productivity, maintain high customer service levels and keep costs in check.

With Avaya Unified Communications:

- **Work from home whenever you need to** — all your employees need is a PC, phone and broadband access, and all call control capabilities are enabled: Transfer. Forward. Caller ID. Conferencing. Speed Dial. Presence. And much, much more. Your occasional remote workers are virtually “in the office” whenever they need to be.
- **All calls to your employee’s desk phone can ring simultaneously to any designated phone** — including mobile phones, home phones or at a remote location/office. Mobile sales and service associates are always accessible, and business doesn’t slow down because someone is out of the office.
- **Any full-time telecommuter has the same phone your office workers do** — powerful and secure VPN phones that link into your network from remote locations. Avaya 5610, 5620, 5621, 4610, 4620 and 4621 phones can all be enabled with VPN licenses. You can expand your labor pool and cut costs at the same time. Built-in presence capabilities keep you in control; you can monitor who’s on the phone and who’s not, and even maintain phone logs of who is being called and for how long.

Avaya Unified Communications — Benefits At-A-Glance

- **Connect Faster, Work from Anywhere** — whether your employees are “road warriors,” can’t get into the office due to inclement weather, or are full-time home workers, Unified Communications keeps them accessible and productive.
- **Improve Customer Service** — your customers will find it easy to reach your key people, regardless of where they happen to be; give customers just one number for your associates and make it easy for them to do business with you.
- **Expanded Service Capabilities** — be “open all hours” for business by hiring the right remote workers in different time zones; provide customers with expanded service and easy access to your associates.
- **Control Costs** — consolidate calling expenses for home workers with secure VPN phones, reduce the need for additional real estate (and higher rental fees) by enabling remote working; reduce reliance on mobile phones; attract and retain highly qualified talent.
- **Improve Employees Work/Life Balance** — promote employee loyalty and boost morale by offering a flexible and productive work environment; offer the ability to work from home occasionally when circumstances make it difficult or impossible to get into the office; cut rising commuting costs and reduce “traffic” stress.



Boost morale and loyalty among your employees by enabling full- or part-time teleworking. Less commuting means less stress and more productivity. Did you know a 40-minute commute consumes almost eight working weeks a year?

Find out how Unified Communications and your IP Office communications system can deliver significant savings and productivity gains to your business.

Access the IP Office Quick Calc Tool at:
www.avaya.com/ipofficeroi

Avaya Unified Communications for Small Business is comprised of the following software applications for the Avaya IP Office communications system:

- **Phone Manager Pro** — enables all employees to turn their home phone into their office phone whenever they can't get into the office
- **Mobile Twinning** — mobile workers' calls are simultaneously bridged from desk phone to cell phone for instant accessibility
- **VPN Phone Licenses** — enables secure full-time home working, helping to reduce costs and attract and retain the most qualified talent

System Requirements

Avaya IP Office Communications Servers and Software	Avaya IP Office 500, IP406v2, IP412, or Small Office Edition communications servers, running Avaya IP Office R4.1.9 software or higher.
Voice Compression Module (VCM)	Voice Compression Module resources are required (sold separately, except in IP Office Small Office Edition, which includes VCM resources).
Avaya IP Phones	Avaya IP Phones needed for VPN remote workers. Choose from the following phone models: 5610, 5620, 5621 and 4610, 4620, 4621; For full-time home workers (VPN phones) and occasional remote workers (telecommuting), broadband Internet access is required.
Compatible VPN Gateways	The following VPN Gateways have been tested and are approved for use: Kentrox Q2300 Router, Netgear FVS338 Router, Netgear FVX538, Juniper Secure Services Gateway 5, Adtran NetVanta 3305, Sonicwall Tz170 Standard/Enhanced VPN Router.
Available Packages	5-, 20-, 25-, 30- and 50-user packages are available.

Learn More

To learn more about **Avaya Unified Communications for Small Business and Avaya IP Office**, contact your **Avaya Authorized BusinessPartner** or go to www.avaya.com/small

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's 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 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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