

# TEAM AND CUSTOMER ENGAGEMENT SOLUTION FOR SMALL AND MID-SIZED BUSINESSES



# ARE YOU FULLY ENGAGED WITH YOUR PEOPLE AND YOUR CUSTOMERS?

That's the question many small and midsize businesses and branch offices face. Employees are scattered to the winds. So are clients. Today's office can be a kitchen counter or an airline seat. Mobile devices reign supreme. The workforce—the entire working world—is fractured, fluid, and moving at a relentless, furiously fast pace.

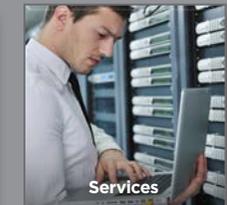
## With Avaya IP Office, you will.

Engage with your employees and customers like never before. Respond immediately. Share information, anytime, anywhere, via any device. You'll have the power of a unified communications system that lets you engage everyone—your people, your customers, your partners. A system that's incredibly sophisticated, yet remarkably simple to use. Go ahead and grow—IP Office is fully capable of handling up to 3,000 users in a single site or across up to 150 locations.

With Avaya, you have a complete, across-the-board solution that brings it all together. From telephony and video to mobility and call center applications, to networking, security, and ongoing services, Avaya IP Office will help give your business a competitive edge. Let you do more, with less. Drive profitable growth, without driving up costs. Perform better now and in the future.

**Avaya IP Office.**

**Real-time  
collaboration for your  
growing business.**

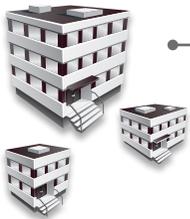


# A MORE FLEXIBLE WORKFORCE. A SIMPLE, SCALABLE SOLUTION. FUTURE-READY. AVAYA IP OFFICE.



## Small to Midsize Businesses

With its ability to scale from 5 to 3000 users at a single site (or across as many as 150 locations), IP Office delivers sophisticated communications, ideally suited to companies that want powerful, business-impacting communications. IP Office is an industry leader in low total cost of ownership and unique in its ability to grow in both scale and sophistication enhancing productivity in a solution that's right for your budget and resources. With budget in mind, IP Office gives you deployment choices - in your office, in the cloud, or a combination of both. Whichever you choose, you benefit with the same code base, applications, management and unique resilience and security options.



## Branch Offices

Large enterprises with branch offices confront the cost and complexity of keeping everyone communicating. Avaya makes it easy to connect to headquarters locations, including those with Avaya Aura<sup>®</sup>, the award-winning enterprise communications system that powers over 85 percent of the Fortune 500.

*“With IP Office,  
we have a solution  
that hasn’t just  
improved our  
communications,  
it’s helping us  
work better as a  
company.”*

The Schuup Company

# FLEXIBLE TEAM ENGAGEMENT.

Avaya collaboration solutions bring talented individuals together to form exceptional teams – to collaborate faster, make smarter decisions and drive better business results. Being able to communicate anytime, on any device is critical today, and IP Office delivers what matters most: responsiveness, accessibility, productivity—by taking collaboration to a whole new level. It's all about uniting your collective strengths and delivering your collaborative best.



## Enhanced desktop communications.

Streamline communications—in the office or at home. Click to dial, see who's available with presence, sync your calendar and more. Communications-enable desktop apps like Microsoft Outlook, Microsoft Lync and Salesforce.com.

## Web Collaboration

Engage with colleagues like you are in the same room. Use your PC, Mac or Apple iPad device and share documents over the easy-to-use Avaya interface.

## Your tablet, your business phone.

Now you can make and receive business calls right from your Apple iPad device. Check colleagues' presence and instant message (IM) to stay connected.

## Video Collaboration.

From a built-in HD video softphone and mobile video applications to full room-based video conferencing, Avaya delivers powerful video options proven to enhance productivity.

## Flexible mobility.

Bring desktop communications to your smartphone—IM, presence, corporate directory and conferencing. Eliminate costly minutes with Voice over WiFi.



# EQUIPPED TO SUCCEED, ANYWHERE.

## Your company directory in the palm of your hand.

Bring your company directory everywhere for instant access to all your contacts. Call, email, IM and check presence for more meaningful collaboration.

## Set up, manage conference calls from your smartphone.

Take full control of conference calls. Tap to add, mute or disconnect callers to manage conferences as easily as if you were at your desk.

## Video On The Go.

Conduct "face-to-face" video meetings with colleagues, partners and customers wherever you are, using virtually any mobile device - including smartphones and tablets.

## Take your phone extension with you.

Calls to your office ring on any designated device, so you never miss a call. Log on to any IP desk phone in your network and it becomes your phone; get calls, messages, speed dials and more.

## Prioritize messages.

Get all business voice and email messages on your smartphone. With IP Office's visual voice mail, you can prioritize messages and respond to the most important ones first.

## Map and track mobile workers.

Need to get a service tech to a client quickly? With geo-presence, you can track the location of sales or service people right from your smartphone.

## Use Presence to find and reach the right people.

Tap your smartphone to let everyone know you're available, on the phone, or in a meeting. Automatically get notified when colleagues' Presence status changes for speedier collaboration.



# WATCH PRODUCTIVITY SOAR WITH COLLABORATION

Take real-time collaboration to rich and powerful new places. With IP Office, collaboration is affordable, simple to implement, easy to use, secure, and available for a wide range of devices including video room systems, desktops and even the ones you hold in your hand. Interact in more personalized ways to get more done. Share information with tools that deepen any collaborative experience.

# REAL-TIME COLLABORATION FOR YOUR BUSINESS

Get started with built-in solutions for IP Office to see how web collaboration can transform your business, add mobility with Avaya Communicator, and move to the Avaya Collaboration Solution for the most powerful collaboration available.

## **Rich collaboration built in, built right.**

We've packed IP Office with an array of built-in features and capabilities to enhance the way you collaborate. Like up to 750 ports of audio conferencing that get people talking and can save on service provider fees. There's included call recording and automatic call distribution. Built-in video softphone and mobile and desktop video apps. SIP trunking that can lower monthly calling costs. Add available user solutions, video conferencing, mobility apps and call center reporting, and it's clear IP Office takes collaboration to a more feature-rich place.

## **Simple and Powerful Web Collaboration**

Out of the box web collaboration to share documents, applications and even remote desktop with the intuitive interface. View it from a variety of devices—PCs, Macs, Apple iPad devices—so everyone participates. Convey ideas and make decisions with the same immediacy and engagement you see when everyone's together in the same room.

## **On the go, with the Avaya Communicator**

IP Office integrates the powerful voice, video, and web collaboration capabilities offered through the Avaya Communicator. Included with the IP Office Power User and Teleworker applications, users simply download the free app to their Apple iPad device or Windows PC, and on-the-go collaboration is a reality.

## **Best-in-class Video Collaboration**

The Avaya Video Collaboration Solution for IP Office: comprehensive video collaboration that's highly affordable and simple to deploy and use. Integrated exclusively with IP Office, the solution delivers incredibly sophisticated collaboration capabilities—multi-party audio, video and data collaboration—from anywhere, using virtually any device (smartphones, tablets, PCs). Add the video room-system option for conference rooms and executive suites and take your meetings to amazing new places.



A woman in a dark business suit and light blue shirt is walking through a modern building with large windows. She is holding a black smartphone to her ear with her left hand and the handle of a black suitcase with her right hand. The background is a blurred view of the building's interior and exterior.

# EVERY POSITIVE CUSTOMER INTERACTION IS A SALE.

How and where customers interact says a lot about them. Some may still like using the phone, but many more now prefer email, chat, and other online channels.

What's more, once they've shared information, they expect you to remember it. Even if they move from one channel to another. And then to a third.

To compete and win, you need a customer interaction solution that makes those moves easy—and seamless. You need a solution designed to make every potential customer the one thing you want them to be. Yours.

# TURN CUSTOMER ENGAGEMENT INTO A COMPETITIVE ADVANTAGE.

With Avaya IP Office Contact Center solutions, customers will feel you know them, because you will. You'll connect them to the right person, with the right information... the first time. Incremental sales will become a natural outcome of a positive experience.

## **Multichannel Access**

Let your customers engage with you the way they want. Offer online web chat, turn an online chat into a voice call, or let them email you. Regardless of the channel, your agents will have the power to act, and the intelligence to know what each customer has already bought, enabling them to accessorize and upsell.

## **Skills-based routing**

Routing incoming calls to the right agent, based on each agent's skills, preferred language and availability is one of the best ways to optimize productivity, eliminate unnecessary transfers and to make your top customers feel special. Giving those agents access to complete customer data, including trouble tickets, and the ability to facilitate escalation when appropriate, across channels, can set you apart.

## **Outbound contact**

Inbound is just one way you can engage with customers and prospects, but with Avaya IP Office Contact Center solutions you can do even more with outbound campaigns. Which means you can make better use of your agents' quiet times, prioritizing prospects and connecting agents to them.



# A SIMPLE, EASILY SCALABLE SOLUTION.

## **The end of growing pains.**

With IP Office, you've invested in a solution that cost-effectively grows with you. Keep your original investment and simply build on it—for capacity or new capabilities. From basic telephony and sophisticated video conferencing, to a wealth of mobility and call center applications. From 5 users to 3,000. From a single site to 150 networked locations. Wherever you take your business, IP Office will go there with you.

## **Resilient and reliable.**

No business can afford a breakdown in communications—maximum uptime is critical. Avaya provides proven, reliable strategies for worry-free, 24/7 communications. Whether you're a small business with one site or a multi-location midsize enterprise, Avaya's approach to resiliency is unique and powerful, helping to ensure maximum uptime to keep communications and collaboration moving at the speed of business.

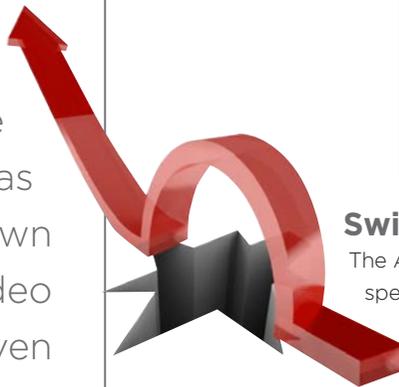
## **Plays well with others.**

IP Office seamlessly integrates with your existing applications such as Microsoft Outlook, Microsoft Lync, and Salesforce.com to make desktop communications more efficient. And there are hundreds of third-party Avaya-certified applications, too. Click to dial, check colleagues' presence, sync with contacts and calendars within your favorite desktop app. Just a few more ways IP Office enables better faster, and smarter collaboration.



# A COMPLETE COMMUNICATIONS SOLUTION.

Choose Avaya for the benefits of a comprehensive solution, one that scales with your business as it grows. Pair IP Office with our own networking, security and video conferencing products and proven approach to system reliability. The result will be something that's all too rare: a truly integrated solution that delivers exactly what you need, when you need it.



## Switch to a better solution.

The Avaya ERS 3500 and ERS 4800 series of Ethernet switches are designed specifically for small and midsize businesses. Quick and easy to set up, the ERS 3500 and ERS 4800 switches are plug-and-play—with a single command IP desk phones are up and running in one minute. With low power consumption and a low cost of ownership, these feature-rich switches make expansion easy and cost-effective. This is enterprise-class networking for small and midsize businesses.

## Enhanced security for growing businesses.

Security becomes more critical as your business grows. Avaya enables your home and remote workers to securely connect to your office communications without a virtual private network (VPN). Conduct secure video calls with customers and partners through Avaya's firewall transversal technology. Enjoy faster service resolution and system upgrades with Avaya secure remote management. And the new Avaya Session Border Controller (SBC) provides enterprise-class SIP security at an optimal price.



# A FUTURE-READY SOLUTION.

---



Avaya IP Office is a smart investment in every way, with a total cost of ownership that's virtually impossible to beat. A feature-rich investment, supported by relentless innovation. An investment you can build on; easily add software to enhance and expand your capabilities as you need them. Best of all, it's an investment that's proven to deliver exceptional returns.

## **Your investment is protected.**

Invest smartly in a single, modular solution that grows with you; simply and cost-effectively add capacity and features as needed. Leverage your existing Avaya solution when upgrading to IP Office, and save up to 60 percent – whether it's Business Communication Manager, PARTNER ACS, Integral, Merlin, Definity, CS1000, Norstar, or SCS. From our energy efficient IP phones to our fanless Ethernet switch that delivers 80 percent power efficiency, Avaya makes the most of your budget.

## **Innovation for built-in value.**

Avaya IP Office has exactly what your office needs to help maximize productivity and increase profitability—already built in. Activate the capabilities you need, when you need them. From video and audio conferencing and enhanced mobility to SIP trunking, automatic call distribution (ACD), call recording and sophisticated call center reporting, IP Office delivers value where and when you need it.

## **A flexible architecture—now and in the future.**

Integrate your desktop applications—such as Microsoft Outlook or Salesforce.com—with IP Office to bring a greater level of collaboration to your business. It's compliant with over 300 third-party Avaya-certified applications. Avaya also offers you the flexibility to choose from a number of technologies—IP, digital, analog, SIP or any combination—so you can select the right infrastructure for your communications needs and budget.

# CHOOSE YOUR POWER TOOLS.

There's an IP Office desk phone for everyone in your business. Choose from a wide range of models, from IP and digital sets to wireless and conference phones, specially suited to different needs and users. From executives to receptionists, there's an IP Office phone to help everyone collaborate faster, better and smarter.



# IP OFFICE PHONES



9641GS

- High-resolution (480 x 272 pixels) color touch screen
- 24 programmable buttons
- Sleek design, rugged construction
- Low power consumption
- Enhanced audio quality

## IP PHONES



9601



9608G



9611G

## DIGITAL PHONES

Avaya's easy-to-use digital phones include features such as large, readable displays, interactive soft key buttons and paperless labels.



9504



9508

ADDITIONAL MODELS AVAILABLE: 1403, 1408, 1416

# SPECIALTY PHONES

---



E169

## BYOD DEVICES

### E169

- Dock Apple iPhone and iPad devices, and Android smart phones and tablets
- Bluetooth pairing support for iOS and Android devices
- Superior acoustic performance with 6 wideband wrap-around speakers and 4 acoustically dynamic MEMS microphones (E169 Media Station only)

## CONFERENCE PHONES



### B159

- In-phone SD card slot for call recording
- Built-in conference guide
- Optional expansion microphones increase range up to 750 feet

ADDITIONAL MODELS AVAILABLE: B149, B179

## H175 High Definition Video Phone

- 7" HD Touchscreen
- Bluetooth, WiFi, LAN
- Cordless handset
- Detachable camera



H175

---

## WIRELESS PHONES

Work anywhere in your office environment—our IP, digital and SIP wireless phones are sleek and durable and let you take all the capabilities of IP Office with you.

AVAILABLE MODEL:  
IP DECT: 3745; WLAN: 3641, 3645; SIP DECT: D160



3641



3745



D160

# THE AVAYA SOLUTION APPROACH.

Avaya takes a comprehensive view of how communications impacts your people, your infrastructure, and your customers. Through our authorized partners, we deliver the best systems, services, applications and processes to ensure exceptional performance and ease of use, critical to maintaining a strong communications presence. From IP Office to networking products and ongoing services, we have you covered.

## **Wrap your solution in expert services.**

Avaya offers maintenance options to fit your business' growing needs. Through our network of authorized partners, expert support options provide remote technical support as well as access to updates and service packs to keep your systems functioning with high reliability. Support options include major software upgrades for increased investment protection, with enhanced remote access to help ensure faster issue resolution, increased speed of service and security.



## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

For more information about Avaya IP Office please contact your Avaya Authorized Partner or visit us at [avaya.com](http://avaya.com).

# AVAYA IP office

[www.avaya.com/usa/product/ip-office](http://www.avaya.com/usa/product/ip-office)

© 2016 Avaya Inc. All Rights Reserved.

Avaya and the Avaya logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All other trademarks identified by ®, TM, or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc.

10/16 • SB4318-08