



IP Telephony

Contact Centers

Mobility

Services

FACT SHEET

# TOP 10

## Top 10 Considerations When Planning Your Messaging Strategy and Migration Path

Messaging is a critical part of your enterprise communication strategy, and can help to increase effectiveness and customer satisfaction. Messaging can provide tools to help employees, from deskbound to highly mobile ones, be more accessible to customers, colleagues and information — thereby helping to speed transactions, enhance customer service, and increase productivity.

Before you make any new messaging purchase or upgrade, you need to know that you'll receive the best possible return on your investment. So when planning a migration path, you need to consider your business goals, overall communication strategy, and timing, as well as dollars and cents.

Here are 10 key areas to consider — and the value proposition that Avaya offers — when creating a plan for upgrading or migrating to an IP-based messaging solution that will keep your business competitive.

### Improving Business Results

#### 1. Increasing Responsiveness

Are your employees as available and responsive to customers and associates as they need to be?

Avaya IP Messaging capabilities allow employees to work on the road or remotely as efficiently and effectively as they can while in the office — increasing availability and improving responsiveness to customers and in turn, increasing revenue. For instance, when a call comes in, real-time, find me/follow me capabilities can increase the likelihood of establishing a live conversation instead of sending the caller to voice mail. Via a single number, employees can be reached anywhere — at a corporate or virtual office, on their mobile phone, via fax, or even with text notification. And for those times when

calls still reach voice mail, Avaya solutions empower employees to take action, through advanced notification techniques and new means of accessing and responding to messages.

#### 2. Improving Productivity

Are employees as effective and efficient as they need to be?

Research shows that Avaya messaging solutions offer dramatic productivity benefits to corporations. “By unifying different communications media, Avaya products enable workers to communicate more efficiently and effectively, resulting in substantial increases in worker productivity and customer/partner responsiveness.”<sup>1</sup> For instance, employees can manage voice, fax, and e-mail messages from an e-mail client (e.g., Microsoft Outlook, IBM Lotus Notes, or other IMAP4-compatible clients)

or a Web browser interface, becoming more organized and focused. In a single speech access session a mobile worker can listen to e-mail and attachments; direct them to a fax machine for printing; reply to e-mail with voice messages; send a message to a colleague or customer; conduct a series of calls or conference with a colleague to immediately deal with an issue or opportunity. And with access to calendars, contact information, and corporate directories, employees don't have to manage separate appliance-based tools such as PDAs and Blackberries, or can have a complement to such tools.

### **3. Optimizing Collaboration**

Do employees leverage the collective knowledge of the organization as much as they should? How do phone calls and messages impact the flow of information and work?

Avaya IP Messaging solutions can increase the ability for employees to collaborate with customers, suppliers, and each other. Access to directories makes it easier to share or request information, and to include others in an e-mail or voice mail. Whether they are in the office or mobile, employees can respond to e-mail, make phone calls by accessing personal or corporate directories, and conference-in co-workers to collaborate in real time.

Avaya solutions also include tools for managing personal and enterprise-wide lists, making it easy for messages to be distributed to partners, teams, departments, or the entire enterprise.

## **Overall Communication Strategy**

### **4. Supporting the Move to IP Telephony/ Convergence**

How can IP-based messaging support or leverage your IP telephony strategy or e-mail infrastructure?

Avaya IP Messaging solutions are modular, allowing you to migrate at your own pace. That means your messaging strategy can leverage your current IP telephony deployments — or, it can be the driving force behind such deployments. At an application level, Avaya provides advanced solutions for various environments, from TDM to IP, to a hybrid. And if you have strategic investments in Exchange or Lotus, Avaya IP Messaging solutions can be fully integrated into or designed to interoperate with those systems.

### **5. Lowering Total Cost of Ownership (TCO) through Consolidation/Centralization**

How do you manage all of your messaging systems? Do all your employees have access to the same messaging capabilities regardless of location?

Server consolidation/centralization, with a focus on data networks, is a driving factor in reducing TCO for many enterprises. But did you know that you can also look to server consolidation for messaging networks? Avaya IP Messaging provides a scalable, reliable architecture that allows you to consolidate and centralize your messaging systems. This can reduce your acquisition costs, and provide economies of scale and simplification to reduce your maintenance, administration, and management costs. It allows you to extend a consistent set of interfaces and services beyond your main site to users at regional centers and branch locations. So, you get greater shared functionality for more users at a lower TCO.

## **The Right Time to Refresh Technology**

### **6. Leveraging Upgrades to Networks and/or Switches**

If you plan to upgrade your communications system to IP, how will you address your messaging needs?

Avaya IP Messaging solutions can leverage your planned network and IP telephony investments through centralized voice mail, desktop or speech-based messaging, and unified communications. Using your IP network, users can access messages from their PC — bringing more communications together on the same network. In addition, Avaya Global Services and Authorized BusinessPartners provide a variety of assessment, planning, and implementation services to help ensure a smooth and secure migration, so you'll get the most value from your IP network and your messaging.

### **7. Planning for When a Lease Ends or an Asset Has Fully Depreciated**

Are your messaging equipment leases coming to an end ... has your existing messaging system been fully depreciated — if so, what are your plans?

Avaya Modular Messaging — part of the Avaya IP Messaging family of products — is designed as the next-generation successor to the highly regarded INTUITY® AUDIX® and OCTEL® messaging products. Avaya has eased the transition by providing interfaces similar to those that your users and administrators are already accustomed to; by enabling IP messaging to co-exist within your existing messaging network; by providing services to move key mailbox and class-of-service data and messages; and by providing financial incentives for trading in your old system. (See #10)

### **8. Planning for When Support Has Ended**

Are all of your messaging systems at the most current release? At least, are they all on supported releases?

If your systems are past the ability for a vendor to provide support, your organization is carrying a large business risk. And if the messaging systems are

outdated, your organization is missing out on all the advantages that can be delivered by today's IP solutions. And since that can impact your productivity, your customer service, and your bottom line, it may be the perfect time to migrate to Avaya Modular Messaging.

## **Financial Implications**

### **9. Extending the Value of Existing Systems**

Are you looking for ways to extend the value of your existing INTUITY AUDIX or OCTEL systems?

Even if you are not ready to migrate to Avaya Modular Messaging today, you can inexpensively add productivity-enhancing tools for mobile employees who use INTUITY AUDIX and OCTEL systems. For about 30¢/day (US), you can provide find me/follow me capabilities and hands-free/eyes-free/speaker-independent speech access to voice mail, e-mail, calendars, directories, calling, and conferencing. And, you can do so knowing that 100% of that investment will carry forward when you do decide to migrate.

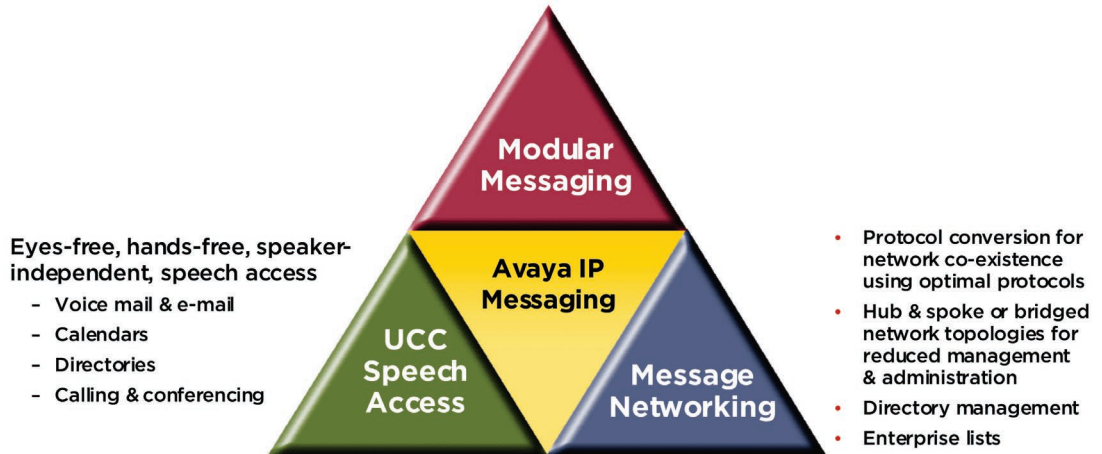
### **10. Maximizing Further Investments with a New Modular Messaging System**

Are you looking for a better short- and long-term investment to your existing messaging systems or network?

It may be time to stop investing in your existing messaging technology and consider migrating to Avaya Modular Messaging now. Avaya Modular Messaging offers next-generation, IP-based features, architecture, and topologies. Ask about our Avaya Messaging Migration Incentive Program (MMIP), and along with getting the latest Avaya Messaging technology, you can receive significant savings on equipment acquisition costs.

## Avaya IP Messaging Portfolio

- Scalable & reliable IP messaging solution
- Centralized messaging to consolidate & extend
- Unified with email clients or email store
- Integrated mobility applications



### Learn More

Avaya is number one worldwide in voice and unified messaging, and is a leader in the evolution of next-generation IP-based messaging. To learn more about Avaya IP Messaging solutions and planning a migration

path that make sense for your business, talk to your Avaya Client Executive or Authorized Avaya BusinessPartner. Or, visit us online at [avaya.com/messaging](http://avaya.com/messaging).

<sup>1</sup> The Radicati Group, Inc.

### 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<sup>®</sup>, 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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