

## Future-ready and Secure

### Leveraging your current communications infrastructure

Communications has long been an essential part of any business. Not having a phone number? Inconceivable. But today, a website, eCommerce capabilities, mobile collaboration for a dispersed workforce and more are all becoming *de rigueur* as well.

*“The Avaya solution is integrated with salesforce.com. Now all of our sales reps are able to engage right away because they know where a call is coming from, who exactly it is and what program they’re looking for.”*

Andrew Altschuler  
Vice President  
AmeriMerchant

As communications evolves, it’s essential to integrate it with other business processes. Tightly integrating a communications solution with critical applications results in benefits that are more than the sum of the parts. The business keeps the existing applications intact—and the investment in time and money it’s made in them—while enhancing the value of those applications through new capabilities.

- At RootWorks, a professional services consultancy in Bloomington, IN, phone calls and messages are managed inside Microsoft Outlook. There’s no need to look up phone numbers—simply look in Outlook, right click and make a phone call.
- At AmeriMerchant, a financial services firm in New York and San Francisco, sales reps are never caught off guard when an important customer calls. Because the communications is integrated with salesforce.com, they instantly get a snapshot of updated information about the caller and are ready to make the sale.
- Scores of medical practices integrate their communications systems with their in-house calendars to help ensure patients receive appointment reminder calls—a proven way to reduce costly no-shows.

While all of these businesses are different, they all have one thing in common: they rely on Avaya IP Office for their communications.

### Avaya IP Office—Future-ready and Secure

Avaya stays at the forefront of delivering communications solutions to small and midsize companies—over 30 million users on more than 265,000 IP Office systems—by making it easy to make everyday business processes more efficient,



and create the foundation to take your business into the future:

- Tight integration with popular applications to bring more value to your business
- Mobile applications: integrate with Android and Apple iPhone devices to bring full desktop communications (call control, conference calling, instant messaging, presence, messaging) to today’s most popular smartphones
- Flexible architectures to suit your budget and communications needs: digital, IP, analog, SIP
- Investment protection: save up to 60 percent when moving to IP Office from existing Avaya solutions

### Learn More

Contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at [avaya.com/small](http://avaya.com/small)