



Communications Solutions for Wholesalers

Looking for new ways to lower your costs and deliver the service that makes you stand out in today's marketplace?

Avaya has the answer: the Avaya IP Office communications system. It's designed with the communications capabilities you need to move product faster and less expensively while delivering the personal service that is the key to profitability.



Deeper customer engagements

From the warehouse to the sales center to the onsite meeting with a key customer—fast, efficient, effective communications is the key to delivering the service that deepens your relationships and builds loyalty.

Ask yourself—are you taking full advantage of today's communications capabilities to

- Get all your communications working together—office, mobile, e-mail, fax—so key players are reachable and customers are served efficiently
- Recognize key customers and give them the personal service that sets you apart

- Simplify the way customers can handle routine transactions

Avaya is ready to help today's wholesaler do all of this and more with the Avaya IP Office communications system.

In a single, compact solution, Avaya IP Office provides an unprecedented set of leading-edge communications capabilities specifically designed to help brokers, importers/exporters, distributors and more serve customers more effectively.

If you are ready to use communications to drive your growth in today's rapidly changing distribution marketplace, rely on Avaya IP Office to give you the tools you need to succeed.

Learn More About Avaya IP Office:

- ▶ Watch a Demo
- ▶ Calculate Your ROI in 5 Minutes
- ▶ See Customer Stories

Go to avaya.com/small

IP Office: Simplifying Communications



One number reachability: The key players in your business are all over—on the warehouse floor, at the loading docks, meeting with customers. IP Office makes it easy for them to stay in touch—and for your business to project a professional image—through one-number reachability: everyone gives out one number (i.e., your main number), but IP Office automatically routes incoming calls to their mobile, desk phone, even (if appropriate) their home phone. There's no longer any need to give out personal numbers. And IP Office doesn't just deliver the call—it also delivers all of the capabilities your employees need to manage the call—hold, transfer, conference, speed dialing, ability to see availability of other co-workers, and more! And when they make any outgoing calls using the system, the only number that appears to the other party is your main number.

Personal service: All customers want to be remembered—IP Office makes it easy. When a call comes in, IP Office automatically

retrieves information so your people know everything needed to greet the caller (i.e., their last transaction, preferences, ongoing issues) and provide the personalized service that keeps customers coming back. You can also program your automated attendants to recognize top customers, greet them with a personal message and route their call directly to the most appropriate person or team.

Self-service communications: For many customer interactions, simple is best—give your customers everything they need through automated, self-service options: access information, get directions, check order status, and more. IP Office also simplifies internal communications: set up distribution lists—for sales and service representatives, staff, etc.—and automatically route voice mail messages on a regular basis. Let everyone know of new promotions, price reductions, service offers and finance options.

Keep customer service standards high: IP Office gives you the tools to manage your customer service and keep standards high. Receive alerts immediately when service thresholds you've set have been exceeded. Get reports of all calls in progress and compare with historical reports. If there's a sudden surge in calls, IP Office lets agents quickly log into a group to help out. Take advantage of IP Office built-in call recording—it's a great way to keep tabs on your customer interactions. Set it up in advance (establish a set frequency) or record on demand with the push of a button.

Simple, low-cost administration: IP Office takes the hassle out of reconfiguring your communications system to keep up with staff changes or to add or relocate phones and other devices. If a member of your staff leaves, or you want to set up communications on another device or in another location (including a home office), just plug in and power on—IP Office automatically reads the IP address of the device.

Connect multiple offices: If you have multiple locations, IP Office simplifies communications and saves you money. Set up one dial plan for all your locations—calling any phone in the system is as simple as dialling an extension. IP Office eliminates site-to-site calling charges and makes it possible to share resources, such as messaging, receptionists, the office directory and much more. You can also easily manage all systems from a single Windows-based interface (no travel costs).

Flexible Options for Today's Wholesaler

Essential Edition



"I just need basic communications."

Help keep your costs down and get all the essential call handling capabilities—IP Office Essential Edition is the perfect communications starter kit for your firm.

What's Included: All the "must haves" your company needs (call routing, Caller ID, hold/conference/transfer, voice mail) plus a great selection of Avaya phones.

When you are ready, move up to the Preferred Edition.

Preferred Edition



"I want to make my staff more responsive and professional."

Get the communications capabilities that will give your firm a competitive edge...as well as the built-in capacity you need to keep growing.

What's Included: Ten times more call handling and voice messaging capacity than Essential Edition plus automated service prompts (wait time, promotions, etc.) as well as call recording for keeping tabs on how well customers are being handled on the phone.

Advanced Edition



"Give me the tools to serve customers more effectively."

For distributors that take customer service seriously and want to be the best. You get everything in the Preferred Edition plus powerful tools for managing your call center.

What's Included: Automated self-service options—for providing directions, order status and more. Automated service alerts that let you know when service thresholds (i.e., wait times, calls on hold) have been exceeded. Advanced call recording options you can use to identify problems and quickly address them.

ACCOMMODATES YOUR CHOICE OF DEVICES

IP Office has the ability to work with IP, digital, analog, SIP or wireless technologies. Use the devices you want, wherever you need them.



Productivity Solutions For All Your Employees

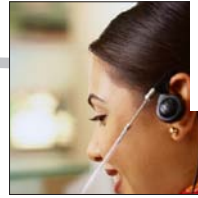
▶ POWER USER

Give your executives and managers—anyone using a laptop—the communications tools to maximize their accessibility and close deals.



▶ RECEPTIONIST

Equip your front desk personnel with easy point-and-click call controls that streamline call handling.



▶ MOBILE WORKER

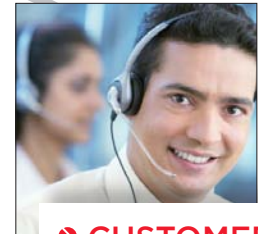
Tools to keep your staff in touch at all times—wherever they happen to be working.



IP Office User Productivity Solutions— Power to Your People

▶ CUSTOMER SERVICE AGENT

Equip your firm's call center with the tools to provide prompt, accurate, personal service.



▶ OFFICE WORKER

Give anyone using a PC a complete set of tools to help them work smarter and communicate more easily.



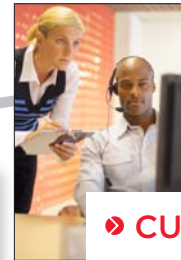
▶ TELEWORKER

Make any home office a remote extension of your firm—an ideal solution for independent contractors and part-time employees.



▶ CUSTOMER SERVICE SUPERVISOR

Get the reports to judge how well calls are being handled.



About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

AVAYA
The Power of We™