



AN EASIER WAY TO TRANSITION TO UNIFIED COMMUNICATIONS AND COLLABORATION



Avaya click-to-call and collaboration capabilities transform basic office and web software programs into fully loaded communication tools.

Effective collaboration has a staggering impact on business.

So it's no surprise that so many executives are looking to improve on the collaboration technology they already employ.



49%

of an employee's impact on business unit profitability comes from the ability to help others perform¹



66%

of IT executives and 52% of LOB executives are putting top priority on improving the capabilities of their collaboration products and services²

COMMUNICATION DEMANDS HAVE GROWN

Only a few years ago, video conferencing seemed exotic. Now, it is the new normal. Audio conferencing, real-time desktop sharing and whiteboard capabilities are considered must-have technologies that bring customers, partners and employees together.



40% of employees spend over 20% of their time away from their desks



80% of the Fortune 100 are deploying iPhones/iPads³

94%

of businesses say video collaboration allows them to improve productivity



48% of businesses have deployed video conference rooms

28% of those are actually used⁵

53% say lack of user knowledge and training is a top challenge⁵

THE PERFORMANCE AND CAPABILITIES YOU WANT. THE PLATFORMS AND DEVICES YOU ALREADY HAVE.

Enrich the Microsoft experience, boost productivity and lower costs with Avaya Client Applications.

Organizations want their employees to collaborate more, but it's a multivendor world with numerous suppliers, including Avaya, Microsoft® and Polycom. And implementing new collaboration platforms might mean replacing current investments, spending more money, and alienating employees with new training and unfamiliar technology. These competing interests have business leaders juggling five different objectives.²

Increase ROI/Lower TCO:

In-house conferencing can lower TCO up to 58% compared to Microsoft, or up to 71% compared to Cisco.⁴ Deploy Avaya Client Applications across multi-Avaya platforms using your existing desktops, VOIP clients and mobile devices.

On Premise Audio/Web Conferencing:

Collaborators can view and share desktops and hash out ideas on whiteboards, while moderators have a range of features and controls to keep the meeting on-task and deliver flawless presentations.

Full Suite UC and Telephony:

Users can escalate an instant message to a voice call or launch a video conference from a single client experience. Mid-call controls and integration with corporate directories allow the user to work faster, share more information, and ultimately communicate more effectively.

End-to-End Open Standards Video:

Our easy-to-use video integrates with your Avaya Aura open architecture and your employees' and customers' devices, allowing you to mix vendors, not results.

Reliable and Flexible Deployment:

Avaya provides the performance and quality you can't live without: 5 9's and N+1 resiliency. Our open architecture does not lock you into a single vendor or deployment, keeping your future open.

68% of CIOs are aligning IT initiatives with business goals²



IT'S A JUGGLING ACT: THE BIG 5 OBJECTIVES

INCREASE ROI / LOWER TCO

RELIABLE & FLEXIBLE DEPLOYMENT

ON PREMISE AUDIO / WEB CONFERENCING

END-TO-END OPEN STANDARDS VIDEO

FULL SUITE UC & TELEPHONY

HOW AVAYA CAN HELP

Avaya Client Applications deliver on all five of these objectives. You can deploy it as a client-side Avaya Aura application with simple out-of-the-box integration with desktop applications such as Microsoft® Lync, Microsoft® Office, Microsoft® Internet Explorer, SharePoint and Google Chrome. Seamless integrations enhance functionality, adding a full range of real-time web and

video collaboration capabilities. The full suite of Avaya unified communications and telephony capabilities drive ROI while drastically lowering TCO — all without altering the look and feel of your existing communications. Microsoft applications can be deployed on premise or in the cloud with Office Online, Avaya Client Applications gives you the flexibility to work with either scenario.

AVAYA SOLUTION STACK

- + Clients & Devices
- + Collaboration Platforms
- + UC & CC Applications
- + Networking
- + Managed Services & Support



Businesses can succeed when their employees have the tools they need to work cooperatively.



Talk to your Avaya representative to learn how Avaya Client Applications can transform your collaboration capabilities leveraging the investments you already have.

¹CEB IT Blog, 2012

²State of the CIO Survey, CIO.com, 2013

³Gartner

⁴Wainhouse Research, 2013

⁵Network Instruments