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COMMUNICATIONS
AT THE HEART OF BUSINESS

YOUR QUESTIONS ANSWERED

**A Practical Guide to VoIP for
the Small to Medium Business**



FACING UP TO THE CHALLENGES.

What you need to know. Now.

Your business is growing. Your customers expect great service. Your employees are mobile. Your budget is stretched.

There are technology solutions that can help you in all these areas: Voice over Internet Protocol— better known as VoIP—is a powerful and cost effective new technology that will help you rise to these challenges.

To get a better understanding of VoIP we're asking and answering the questions many of our customers have about it. What is VoIP? What can it do for you? What equipment do you need? And when do you need it?

This guide will provide you with the answers—clearly and succinctly—as Avaya continues to support the unique needs of the small and medium business community.

What is VoIP?

VoIP (pronounced voyp) is a new communications technology that brings with it several new capabilities that really change the meaning of the term *telephone call*. Basically, it means voice transmitted over a computer network and is often spoken in the same breath with another term, *IP Telephony*.

IP Telephony makes use of the popular and familiar IP Networking Protocols to combine both voice and data in a single network. IP Networking supports private, public (e.g. the Internet), DSL, cable and even wireless networks. Simply put, your voice is converted into data packets and transmitted over a network.

So what does this mean for you and your business?

IP Telephony can help you lower costs by moving all your communications—voice and data—to a single manageable network. Site-to-site call costs are eliminated and teamwork is vastly improved. You can link people, products, office sites and customers in more efficient, more effective ways, making you highly competitive. Email, voice calls and voicemail, calendars and conferences all come together in one integrated system. The added flexibility and quicker response times translate into greater customer satisfaction.

A VoIP “pipeline” is central to your IP Communications solution. With the combination of “Intelligent Communications” software, such as that provided by Avaya, and networking capabilities, you will have all of the elements to enable you to improve customer service and employee productivity. Overall, VoIP provides you with the ability to deliver “intelligent communications” across all the people who touch your business.



ARE YOU UP TO THE CHALLENGE?

How can VoIP help you address today's business issues?

Successful companies, large or small, are always looking for new ways to solve problems. It goes without saying that technology is a key business enabler, helping businesses do more, communicate better, and increase both productivity and revenue.

The challenge is to ensure you have the right communication solutions in place to match your current and future business needs. You want to know you've invested in technology today that won't be outdated tomorrow, and that you can take advantage of new technologies as and when your business demands.

IP communications is the key. It can help you lower costs by moving all your communications—voice and data—to a single manageable network supporting your existing systems and software. Call costs are lowered and teamwork improved. You can link people, products and customers in more efficient, more effective ways. It can make you more competitive. And VoIP technologies from Avaya give you the opportunity to do all this while preparing your business for future growth.

With VoIP as the core to your Intelligent Communications platform you'll support employees on the move, giving them tools they can use wherever they are, and you'll receive a faster, more accurate service from suppliers—the same thing you'll give your customers.

"Gaining the ability to integrate data from Digita's Taxability Pro software with the Avaya IP Office solution gives our clients access to their tax information at any time of the day or night. Our clients can simply dial into our phone system and follow a series of prompts to access the information they need."

*Yogesh (Yogi) Dhanak, Manager,
Ramsay Brown & Partners, London, UK*

At avaya.com/smb, under Do Your Research, then Resource Type: Our library of case studies is packed with stories from businesses like yours, including Ramsay Brown & Partners, that have used VoIP to reach new heights.

HAVE YOU GOT THE ANSWERS?

The five questions you need to ask on your way to VoIP.

Making the decision to invest in new technology isn't always easy. This is especially so for small businesses having to keep tight control over costs and needing to know their investment will continue to hold good in the future, but not always having in-house expertise to guide them.

So, begin by taking a good look at what your communications technology does for your business today—and then see how much more you can do with VoIP. Ask yourself five simple questions:

- **ONE: Where do you want to take your business?**
And how will you get there?
- **TWO: Do you need cost effective communications?**
And can you afford to be without them?
- **THREE: Is your workforce on the move?**
Or are you holding employees back?
- **FOUR: Should you spend more time talking to staff and suppliers?**
But is talking too much currently costing you money?
- **FIVE: What's the next step?**
Or are there more questions to answer?

Now you've asked the questions, read on to find the answers.



WHERE DO YOU WANT TO TAKE YOUR BUSINESS?

And how will you get there?

Whether you've got four employees or forty, you know that in business, like life, nothing stands still. You have to change to survive.

You might be growing fast or just starting out. Perhaps you operate locally, or have offices across the globe. You may have local, national and international customers.

Whatever you do, you need to know where you want to be in one or five years' time—and what communication solutions will help you get there.

VoIP technologies from Avaya give you the opportunity to evolve your technology base at your own pace, in tune with your business agenda.

Your business today may be using little more than dial-up internet access and a few telephone lines, but as you grow, your business needs change. You might demand contact with your remote staff, wherever they are. Conferencing can keep teams in touch. Add in messaging, email—and the list goes on. Whatever your evolving business needs, VoIP technologies from Avaya can be incorporated incrementally to suit them.

Wherever you are and wherever you're going, VoIP will help you get there.

"We needed a simple solution that was reliable, could manage our current size, but also continue to work regardless of how large we became... I'm happy to report the system has already significantly improved our organizational efficiency from the way we run our help desk right through to the software development operation."

*Stuart Penning, Chief Information Officer,
Insurance Broker Technology*

At avaya.com/smb, Connect with Avaya: Is your communication system ready for tomorrow's competitive challenges? Find out with a free communications assessment from Avaya. Call or enter your contact information and an Avaya representative will contact you.

DO YOU NEED COST EFFECTIVE COMMUNICATIONS?

And can you afford to be without them?

If you're missing customers by not answering calls quickly enough, or are racking up huge bills on sales and service calls, you may be losing money and potential customers.

With VoIP technologies from Avaya you can integrate all your operations, all your communications, and connect all your sites while saving money. It's what all businesses are looking for, and gives you the opportunity to look and feel like a larger competitor.

Cut call costs:

VoIP technologies will eliminate long distance charges between offices—and link together remote offices as if they were one. Your entire staff, regardless of location, can be contacted simply and cost effectively by dialing a three-digit number.

At avaya.com/smb, Connect with Avaya: How does it all add up? An Avaya representative will give you a free communications system proposal – complete with the return on investment calculations you need to make an educated decision.

Reduce maintenance expenses:

By combining voice and data onto one network, management is simplified. Everyday jobs like changing and adding extensions become simple tasks your staff can perform themselves. You can manage all your communications technology from a single location, reducing maintenance time and expense.

Maximize existing investments:

The open standards for which Avaya is renowned mean you can integrate our VoIP technologies with your existing IT platform making the most of previous investments.

Increase customer satisfaction:

A happy customer is a repeat customer. Efficient call handling and routing has become so much easier with VoIP—when customer loyalty is so critical, can you afford to miss another call?

“Avaya IP Office system was a cost effective solution that included all of the features my company needed in a new system. The other vendors researched couldn't match the IP Office value: it offered a robust set of features and applications at a great price.”

*Chris Jones, Telecommunications Manager,
Info Trends/CAP Ventures*



IS YOUR WORKFORCE ON THE MOVE?

Or are you holding employees back?

We live and work in an increasingly mobile age. If you are only providing your workforce with cellular phones so that they can call in to check for messages, you may be holding them back.

They need to have access to information, applications and voicemail wherever they are. Your customers demand it. Your business needs it.

Avaya VoIP technologies will ensure your employees remain productive, whether they are out on the road or teleworking in remote locations. They'll never miss another call. They can easily make and receive calls on their laptop with a simple internet connection, using the same office direct-dial phone number and eliminating costly long distance charges.

When remote laptop access is not convenient, VoIP technology can route incoming 'office' calls to a mobile phone by simply updating the phone number from a desktop computer. Add text-to-speech capability and, using Microsoft® Outlook®, your employees can even listen to email messages.

If giving customers real-time answers is going to fuel the growth of your business, make sure they can easily contact employees wherever they are using instant 'one number access'—enabled by VoIP.

With VoIP technologies from Avaya, you'll make the 'virtual workplace' a reality.

"Despite us working in three separate locations and me working from home frequently, it's easy to communicate. It's one touch communications from one location to the next."

*Mike Faith, CEO,
Headsets.com*



SHOULD YOU SPEND MORE TIME TALKING TO STAFF & SUPPLIERS?

But is talking too much currently costing you money?

It doesn't matter whether you've only got one office, or if your production or distribution facilities extend across the state or world - at some stage you'll need to pull together colleagues or suppliers from different locations to talk things through.

It's a fact—a recent study by AMI Research* found that the average monthly conferencing expense for small businesses was more than \$500.

Wouldn't you like to spend that money on something else? Powerful built-in audio conferencing capabilities mean you can eliminate the unpredictable monthly costs of outside conference call services. You'll make it easy for your staff to schedule and participate in secure audio conference calls. Or, at a moment's notice, you can automatically launch outbound calls— instantly bringing the right people together into a conference bridge for you.

VoIP technology makes collaboration effortless and cost effective, bringing all your communications tool—voice, email, instant messaging and more—into one interface. Your employees can call in from anywhere to join a conference call that won't cost a bundle.

With VoIP collaboration tools from Avaya, all voices company-wide can be heard simultaneously, anywhere, at any time.

Independent research firm Gartner Inc. positioned Avaya in the North America leaders quadrant. Learn why. Review *Avaya Positioned in 2005 Leaders Quadrant for Enterprise Voice Portals and Interactive Voice Response Solutions* at avaya.com/gcm/master-usa/en-us/corporate/pressroom/pressreleases/2005/pr-050801.htm

Source: "North American Corporate Telephony Magic Quadrant, 2005", August 2005.



WHAT'S THE NEXT STEP?

Are you ready to move ahead?

We've answered some basic questions about adopting VoIP. But you're bound to have more.

- **Is VoIP reliable?**

Technology supporting VoIP has matured rapidly and is now as reliable as traditional telephony.

- **What equipment do you need?**

Avaya offers a comprehensive range of phones—both IP and digital—and hardware that can be integrated with your existing technology. What's important is that you only get the equipment you want and need and a free telecommunications assessment from Avaya will assist you in determining your requirements.

- **Will you have to make the transition to IP on your own?**

No, Avaya will work with you to evolve your communications platform at a pace that fits in with your own needs and goals.

- **Will VoIP really save you money and increase productivity?**

Yes, there's no doubt about it, just take a look at the many case studies on avaya.com/smb to see how other SMBs are benefiting from IP communications.



ARE YOU READY TO DO MORE?

Isn't it time to make the switch to VoIP?

Moving to VoIP is easy! Simply pick up the phone and call Avaya. We'll handle everything else.

Step 1: Contact Avaya and arrange for a free communications assessment.

Call **1 866 GO-AVAYA**

Or log onto: avaya.com/smb, Connect with Avaya

Step 2: Let us prepare your complimentary communications solution proposal with return on investment calculations.

Step 3: Let Avaya take you to the next level. We'll help you get started quickly with the right solution for your business.



1 866 GO-AVAYA

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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®, Avaya 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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