

# IP Office

## What Is It?

Avaya IP Office is a complete intelligent communications solution with full-featured telephony/voice communications, networking, messaging and contact centre capabilities. IP Office works with traditional circuit-switched and IP lines. Companies can add data and IP telephony capabilities as needed, and it can function in either PBX or key system mode. With advanced messaging, contact centre, conferencing and wireless communications options,\* IP Office is an IP/PBX converged system in a compact and easy-to-deploy unit. There are a range of models to choose from, supporting from two to 360 extensions. A wide selection of phones work with IP Office including standard analog phones, digital phones, IP phones, wireless phones and a softphone option.

## Customer Description

- Small and medium businesses, and branch offices of larger enterprises
- Companies looking for a comprehensive, all-in-one solution for voice and data needs
- Multi-location businesses that want "transparent" communications across locations and shared applications such as messaging, internal directory, etc.
- Large companies with many small locations looking to extend standardised solutions to 2–28 user branches
- Home and remote offices that want seamless access to the main office system, secure remote connection to the headquarters' intranet, and the ability to work flexibly with wireless devices and softphones
- Any business that wants to converge voice and data communications and uses new applications enabled by voice over IP
- Any business that has an investment in an IP network and wants to leverage that network
- Any business looking for simple or sophisticated messaging, contact centre capability or its own conference bridge

## Challenges

- Lower the cost of communications — including long distance, conferencing, system administration, etc.
- Enhance communications access for employees who are mobile and working remotely
- Leverage existing data network and telephone lines
- Enhance the level of customer service (i.e., better routing, less hold time) and personalise customer interactions
- Get a communications platform that supports future growth — new departments, new offices, more employees, etc.
- For a small business, create the impression to inbound callers of an organised, dynamic and proactive company that excels in customer service
- Enable business owner and board members to extend their business network to home offices

## Sample Solution

A growing provider of investment services with a number of branch offices wants a common communications solution to serve all locations with centralised messaging, administration and routing of inter-office communications over an IP network. An IP Office solution is deployed at each location, with one voicemail server at one location meeting the needs of all offices. Employees take advantage of one-touch dialing for inter-office extensions and a common directory and speed-dial list serving all offices. IP telephony is used for inter-branch calls. The consolidation of trunk lines for external calls delivers significant cost savings. After the office closes, IP Office messaging applications automate call handling to provide continuous customer service. Employees can work remotely and get secure remote access and full functionality at their home offices.

\* Software options vary by model (Small Office Edition, IP406, IP412, and IP Office 500 systems).

# IP Office

## Silver Bullets

**Compact:** IP Office is a complete intelligent communications system for small and medium businesses and branch offices.

**Flexible:** Works in key or PBX mode; lets users implement additional IP capabilities, applications, and capacity as needed.

**Comprehensive:** Supports a broad array of calling features (e.g., call queue management, bridging, delayed call forward) as well as robust auto-attendant, messaging, contact centre and conference bridge capabilities.

**Applications:** Supports an extensive portfolio of continually enhanced next generation applications including Web-based conferencing, Wi-Fi mobility, and PC softphone mobility.

**Compatible:** Supports a wide range of endpoints — traditional analog, digital, cordless, wireless, and IP-based series phones. Supports analog and digital trunks, and provides feature transparency with Avaya Communication Manager systems. It is built with broad standards support for third-party devices, providing excellent flexibility for wired and wireless network integration.

**Secure:** IP Office allows businesses to use a VPN for voice traffic, making it easy for staff to work from remote locations. Security standards such as L2TP and IPsec help ensure that information is protected.

**Affordable:** Convergence capabilities are included at no cost (firewall, DHCP server, RAS, RIP-2), and so are all the capabilities businesses need to get going — flexible call handling options, messaging, conferencing, caller ID and loads more. Businesses pay for enhanced features only when they need them, and expand at a low cost with options like embedded messaging and automated attendant, IP trunking, SIP trunking, WAN, wireless LAN, and enhanced PC-based voicemail capabilities.\*

**Manageable:** IP Office is easy to administer. The IP Office System Manager application provides SNMP-based remote management and makes it possible to manage multiple sites. SNMP alarms visually highlight problems in the network (e.g., trunk faults, module faults) so businesses can detect and resolve network problems remotely, before they impact performance.

## Sales Positioning Questions

1. What size is your business today and how do you expect this to grow in the next three years?
2. Who are your customers and how do you interact with them during and outside business hours?
3. How do employees manage their incoming/outgoing calls?
4. What is your current telephony and data network configuration?
5. Which network services and central office lines do you currently use?
6. How important is connectivity for mobile/roaming users to you?
7. Who manages and maintains your office network and phone system?
8. What are your selection criteria for phones?
9. How is messaging used in your business?
10. Which 10 PBX/telephony features are fundamental to your business?

## Competitive Positives

- Ability to work as both a traditional and IP-based system, with PBX or key system functionality
- Simple voicemail/auto-attendant and contact centre capabilities, included free of charge, that deliver a complete all-in-one communications solution
- Support for a variety of endpoints, including the affordable 5400-series digital and 5600-series IP phones
- When networked with other IP Office systems, connections that provide feature transparency, common directory and messaging with all system users

\* Software options vary by model (Small Office Edition, IP406, IP412, and IP Office 500 systems).