

# ENGAGEMENT EVERYWHERE

Accelerate growth through  
seamless engagement - a revolution  
for midsize businesses



# Commerce Any Place, Any TIME

***The digital revolution has happened.*** Commerce is changing again, unbound from prior models. Goods and services are sold and information exchanged in ways we never imagined a few years ago. Think Uber and Airbnb — digital business models like this are replacing last year's browser-based businesses.

***Our economies are more global and connected*** — people linking with people, businesses with businesses, the Internet with Things. We're all "context-aware" with our smart-phones, changing airline reservations on the fly and meeting with financial advisers via videoconference.

***New generations of workers are here,*** too, and ***they don't want boundaries*** around how they work with each other or engage customers. Two out of three execs under age 35 (twice that of age 50+ execs) are frustrated by technology at work, believing they can be more productive with better information sharing. An equal number are optimistic that their business will expand and that better communications can strongly impact how that happens.<sup>1</sup>



# THE DIGITAL ECONOMY OFFERS MANY NEW OPPORTUNITIES,

but monetizing them may seem  
like the domain of startups and  
large, rich companies.

Midsize businesses can easily be  
**EXCLUDED** if they don't find  
a way to **JOIN** the mix.

# Business communications **NEED** to promote engagement everywhere

***As consumers, we are impatient and we want new engagement modalities that allow deeper connections.***

Seventy percent of respondents in a recent survey said they expect a response to a social media comment in 15 minutes or less.<sup>2</sup> We now switch between voice, Web conferencing and social media all day without thinking twice, toggling between the company network and the Internet as if they were one.

***The way we consume technology itself is even changing.***

Usage is by the byte, minute or user via the cloud. IT departments are rushing to catch up, to figure out how to make corporate computing work with the cloud, and to create new business models and mobile apps that connect buyers and sellers in new ways.

***Business communications solutions need to support unbound commerce,***

creating end-to-end models that allow workers, suppliers and customers to engage effortlessly. They need to eliminate organizational and technology silos, shifting easily between one-to-one, one-to-many and many-to-many communications outside those silos.



Research shows that when organizations empower their customers and employees to engage like this, productivity and profitability improve by 18 percent and 12 percent, respectively.<sup>3</sup>

Highly engaged employees are 87 percent less likely to job hop.<sup>4</sup>

Customers who consistently experience good service are three times more likely to repeat a purchase.<sup>5</sup>

In this **NEW ERA  
OF ENGAGEMENT,**  
midsize businesses have been underserved —  
**UNTIL NOW.**



# The opportunity for **MIDSIZE** businesses

**Let's get real.** Sure, the digital economy and mobility are speeding commerce dramatically. But where's the ROI? Many midsize business owners perceive it to be too costly or too difficult to set up and manage.

**Barriers are the result.** Midsize companies struggle to provide a seamless, device-agnostic, high-quality “see, hear and share” engagement experience. This is why adoption of engagement technology in the midmarket has been slow and companies often settle for “good enough.”

**Well, “good enough” simply isn't good enough anymore.** Communications reliability and quality can impact your brand. Your business will need to keep up if you are going to participate and meet the demands of today's speed of business. You need proven solutions from a trusted technology adviser that are simple and easy to deploy and manage, posing minimum risk to your business.

**Embrace innovation now.** Avaya offers enterprise-grade engagement capabilities for midsize companies. Proven team engagement and omni-channel customer engagement technologies sized and priced so midsize companies can take advantage.





Your  
**OPPORTUNITY TO COMPETE**  
aggressively in the digital economy  
is **HERE.**





## The facts are indisputable:

- Work is now defined by **what** you do, not by **where** you do it.
- More than 54 million employees now do some form of remote work<sup>6</sup>—59 percent of organizations use remote (at-home) agents.<sup>7</sup>
- By 2016, 90 percent of companies will compete almost entirely on the basis of customer experience.<sup>8</sup>
- e-Commerce is a \$300 billion market, accounting for more than 10 percent of total retail sales.<sup>9</sup>
- Almost two trillion “things” are Internet-connected.<sup>10</sup>
- Nine of 10 business leaders believe **collaboration improves productivity** and eight of 10 have already deployed mobile apps to enable areas like customer relationship management (CRM) or order entry.<sup>11</sup>



Your staff is on the road,  
working at home,  
meeting with customers.

**HOW EFFECTIVELY  
ARE YOU ENABLING  
THEM TO SUCCEED?**

# Now you can engage **EVERYWHERE**

***Take advantage of growth opportunities anywhere, at any time, on any device.*** Avaya is making market-leading ***Engagement Everywhere technology*** more accessible to midsize businesses — a full stack, purpose-built midmarket system built on our IP Office™ platform and packaged with unified communications (UC), contact center (CC), Web videoconferencing, mobility, devices, networking, support services and cloud capabilities.

The IP Office Platform is a ***proven, simple, powerful and affordable*** solution for midmarket organizations. Enabling seamless voice, video and mobile communications, IP Office delivers an engaging experience on virtually any device and the ability to scale up or down as your midsize company's needs change.

Avaya solutions consist of fully virtualized, easily configured software and hardware that reduce deployment costs and have proven lower total cost of ownership (TCO) over the life of deployment. Industry-leading support services and software upgrades are included to reduce the cost to set up, optimize and maintain system uptime as you scale. ***You don't need a large IT department to build a quality engagement experience for your employees and customers.***





## So much for so little.

Avaya's IP Office solutions for midsize companies feature:

- The software, networking components and services you need for **engagement everywhere**, on the most innovative and complete system on the market.
- Common code base and product feature parity across **premise, cloud and hybrid**.
- **30 percent to 50 percent fewer virtual machines** (VMs) than competing products.
- **Faster configuration** for networking and video components.
- **Secure and simpler rollout** of smartphone apps and IP phones through Identity Engines and **"plug-and-play"** technology.
- **50 percent faster configuration and user deployment** than competition through IP Office Web Manager with unique **Quick Swipe** feature.
- **WebRTC-enabled clients** that integrate UC directly into browser-based apps like Office365, Google Apps and Salesforce.com.

# Why **NOW** is the time to act

***Demands are greater than ever.*** Economies are growing and connecting. Generational expectations have changed. Technology has changed the way commerce happens. For midsize businesses, the risk of falling behind is higher than you think:

Midmarket IT leaders need to embrace and adopt new IT capabilities and delivery models to raise productivity levels and become more competitive with organizations that have greater resources than they do.<sup>12</sup>

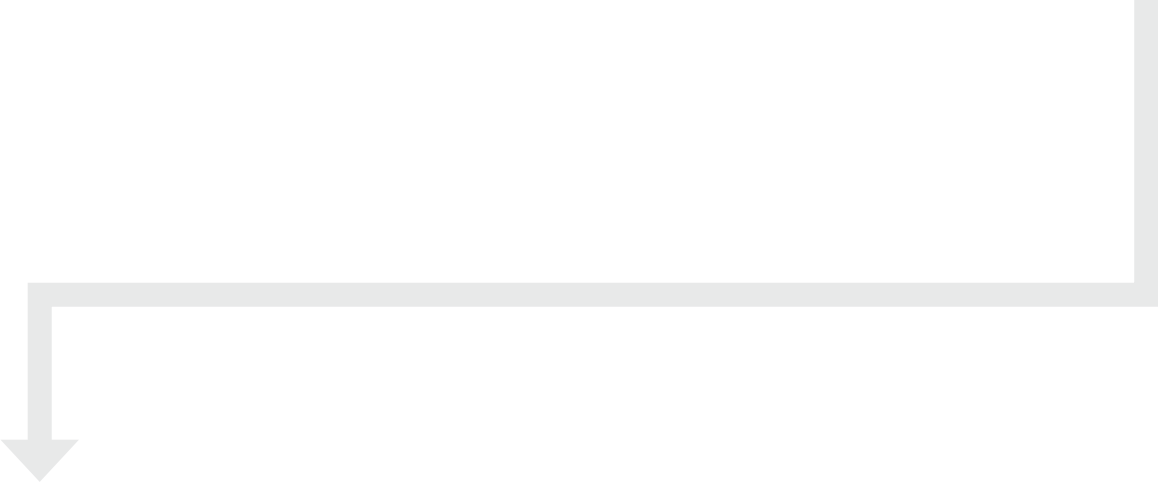
Almost 80 percent of B2B buyers now conduct more than half of their research online before making an offline purchase.<sup>13, 14</sup>

Eighty-five percent of customers say it should be easier to contact a company by phone, Web chat and e-mail.<sup>15</sup>


Seventy-one percent of customers would like apps that allow them to communicate with service staff while online.<sup>16</sup>

Nine of 10 consumers form an opinion about a company's image through their interaction with its contact center.<sup>17</sup>





**WINNING** is defined  
by those who best grasp the  
technology opportunity to  
**engage everywhere** —  
regardless of the size of your business.





# The Era of Engagement is here.

Avaya is here to help your midsize business prepare and adapt, to take full advantage of **engagement everywhere**. We are providing unparalleled access to communications, collaboration and support services innovations — capabilities that enable your employees to engage seamlessly with each other and customers regardless of place, time, device or app. Avaya delivers a single unified system, with unsurpassed quality and value, to enable unbound growth.



# You can rely on Avaya.

We have more than 500,000 systems installed in the midmarket today.

We have the highest quality ratings in the industry — four of five

Avaya customers say they prefer to do business with Avaya.

Gartner Research recently positioned Avaya in the Leaders Quadrant

in the 2015 Gartner Magic Quadrant for Unified Communications

for midsize enterprises.



## Learn more

For more information about how to transform your midsize business with Avaya's engagement solutions, contact your Avaya Account Manager or Authorized Partner, or visit us online at [Avaya.com/Midmarket](http://Avaya.com/Midmarket).

## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

### ENDNOTES

<sup>1</sup> "Autonomous Customer 2015 Research: On hold for Intelligent Customer Service," British Telecommunications plc, 2015, commissioned by Avaya, [www.globalservices.bt.com/nordics/en/point-of-view/autonomous-customer-2015](http://www.globalservices.bt.com/nordics/en/point-of-view/autonomous-customer-2015).

<sup>2</sup> Ibid.

<sup>3</sup> "Meta-Analysis: The Relationship Between Engagement at Work and Organizational Outcomes," Gallup Organization, 2012.

<sup>4</sup> "Driving Performance and Retention Through Employee Engagement," Corporate Executive Board, 2004.

<sup>5</sup> "Customer Satisfaction and the Success of Your Organization," Carson Research, 2008.

<sup>6</sup> Gartner, quoted in "Mobile learning statistics for 2014: 6 trends you need to know," Elucidat, June 11, 2014, <https://blog.elucidat.com/mobile-learning-statistics-for-2014-6-trends-you-need-to-know/>.

<sup>7</sup> "Empowering Customer Engagement with UC Integration," Lisa Durant, Nemertes Research, 2015.

<sup>8</sup> Gartner.

<sup>9</sup> <http://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/>.

<sup>10</sup> "Forecast: The Internet of Things, Worldwide, 2013," Gartner, updated December 2014.

<sup>11</sup> Forrsights Networks And Telecommunications Survey, Q1 2013," Forrester, April 9, 2013.

<sup>12</sup> Agenda Overview for Small and Midsize Business IT strategy, 2015, Gartner

<sup>13</sup> Forrester.

<sup>14</sup> Ibid.

<sup>15</sup> Op cit, BT "Autonomous Customer 2015 Research."

<sup>16</sup> Internal Avaya net promoter score.

<sup>17</sup> "Magic Quadrant for Unified Communications for Midsize Enterprises, North America," Gartner, May 5, 2015, <http://www.gartner.com/technology/reprints.do?id=1-2DTRFWF&ct=150421&st=sb>.