

PilotHouse Award Summary

For the past two years, Nemertes Research has asked IT decision-makers to rate their strategic partners for Unified Communications. This year's project includes 1,393 total participants. Thirty UC vendors received votes. These results help companies evaluating a new UC strategy, reassessing an existing one, or considering unified-communications options.

What makes this project so different from any other research available? **The results are based 100% on the experiences of UC decision-makers.** Nemertes' staff determines the methodology, conducts the research and analyzes the findings. But we have no influence over how any given vendor performs; that rests with their customers. In addition, no vendors sponsor this research. (For detailed methodology, please see the complete report.)

IT practitioners rated their providers on a 1- to 5-scale (5 is the highest score) in the following areas: Value, technology, customer service, integration, and management tools. We achieved statistical validity across the survey and interviews by ensuring the questions we asked were the same, and that the interview group and survey group represent discrete samples of the same population. Survey and interview validity are achieved through pre-scripted interview forms and peer review of interview protocols.

Avaya earned the highest overall score, and thus, the PilotHouse Award. Avaya also led all vendors in technology, integration, and management tools. Because there are many definitions of "unified communications," it's important to note Nemertes' definition used for this award: Unified communications integrates voice, video, conferencing, messaging, and presence with office and business-process applications to improve collaboration. This PilotHouse Award for Best UC Provider recognizes vendors identified and rated by end-user organizations as their strategic partner for delivering unified-communications products.



Why Avaya Won

Implicit in the results is that Avaya has provided a solution that creates a solid customer experience. Several of Avaya's customers say Avaya has focused on pulling in the right partners, products, and services to create solutions designed for them.

Avaya's selection as PilotHouse Award winner for UC highlights its efforts over the last year to transition from "VOIP" or "PBX" vendor to "UC vendor." Avaya is also once again the only legacy voice vendor to garner

enough ratings for inclusion in this year's awards. It beat Cisco, IBM, and Microsoft for the PilotHouse award.

Avaya's strongest showings are in technology, integration, and management tools. Avaya's efforts to extend UC to mobile devices, integrate with Microsoft and IBM platforms, extend UC to the contact center, and improve management offerings are but a few areas driving its scores.

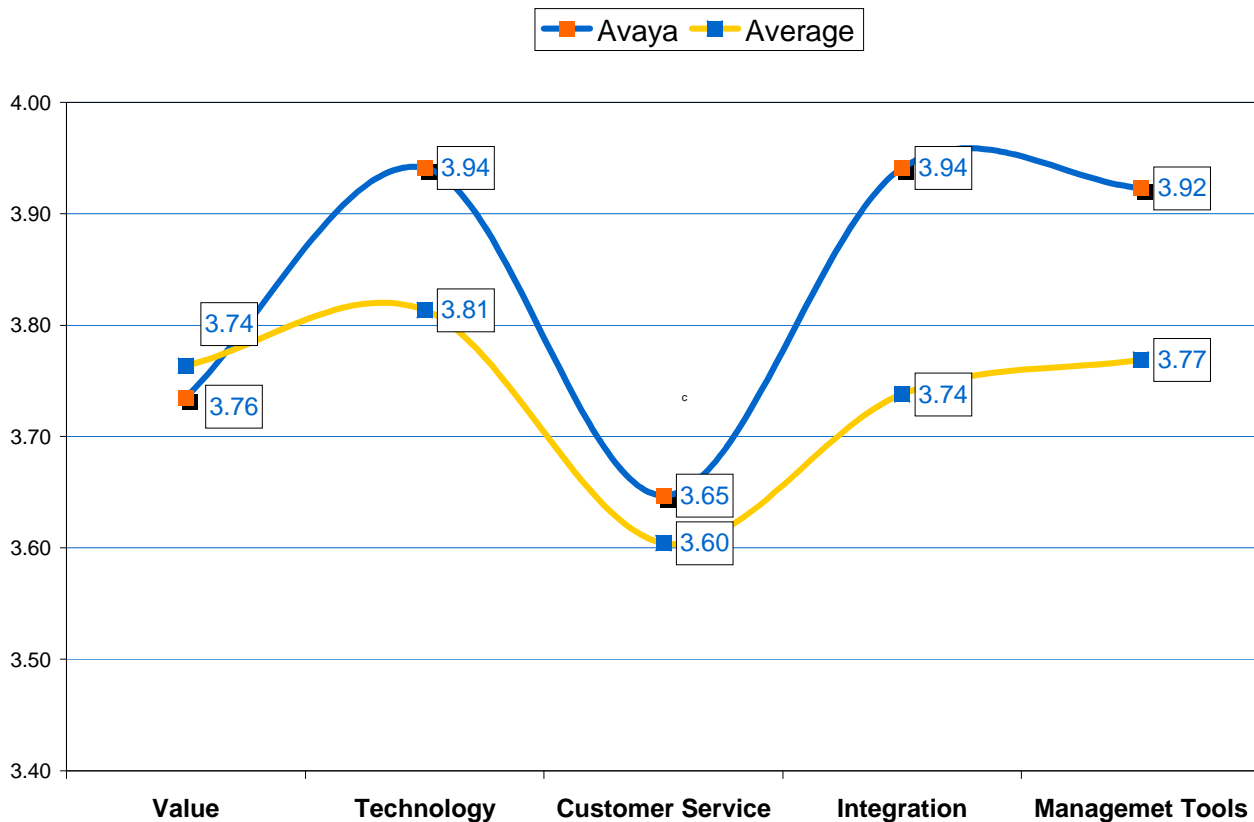
Another key area of praise for Avaya is its reliability, perhaps owing to its roots as a

PBX manufacturer used to meeting 99.999% availability requirements. “One of the key strengths of Avaya is they understand high availability,” says the IT director of a large utility company.

The common thread among participants that favor Avaya is its technology, integration capabilities, and management tools. The technology rating evaluates the sophistication of the underlying technology and operating

systems and includes software, platforms, intelligence and standards compliance. Integration highlights the ability of the solution to work with other UC applications such as instant messaging, video conferencing, and legacy voice systems. Management tools reflect the capabilities provided to enable customers to proactively ensure ongoing performance, as well as quickly react to problems as they arise.

UC: Avaya Scores vs. Average



About Nemertes Research: Nemertes Research is a research-advisory firm that specializes in analyzing and quantifying the business value of emerging technologies. You can learn more about Nemertes Research at our Website, www.nemertes.com, or contact us directly at research@nemertes.com.