

Technical Account Services: absolute confidence, reduced risk

Do you have the right blueprint for success?

IT departments are pressured today, more than ever, to deliver the services demanded by the business, yet to do so at the lowest possible cost and often with limited resources. If you propose to go forward with a project—for example, upgrading telecommunications systems or contact center capabilities—you must have confidence in two key areas:

- Knowing that you've chosen the right solution, one that achieves your business objectives and ROI expectations.
- Having a blueprint for successful deployment, one that mitigates the key risks associated with the project.



But there's the rub, isn't it? With the complexity of telecommunications infrastructure and applications today, how can you know with certainty that it's the right solution and that it can be implemented with minimal risk? Many issues come into play, including:

- **Evolving standards.** Time-division multiplexing (TDM) is acknowledged by most as being old school,

but many companies still use this type of digital telephony. Internet Protocol (IP) telephony has largely replaced TDM as the standard for converged communications in the past few years. Yet the next generation in technology, Session Initiated Protocol (SIP), is quickly emerging on the scene to replace IP telephony. With all three types of technology being used, often



Certainty comes with experience and knowledge

The Avaya Technical Account Services (TAS) program gives you direct access to Avaya Advanced Solution Architects. Whether it's for review and validation of your technical architecture and design, planning for solution integration and implementation, or for best practices in all these areas, our TAS experts are the best and brightest. We help you explore ways to improve the effectiveness of your telecommunications solution while mitigating risks associated with it.

What distinguishes Avaya Advanced Solution Architects? First is experience. Most of our Advanced Solution Architects have worked at least 15 years with large, complex, global telecommunications projects—multimillion-dollar implementations involving products from multiple vendors and deployment in multiple countries around the world. We hold many patents for our unique solutions, and we apply for new ones every year as we continue to develop innovative new technologies.

We are often asked to participate in pilot programs and proof-of-concept projects, both at Avaya and elsewhere in the telecommunications industry. We are proud to bring this experience to our conversations with customers.

Backgrounds? Our Advanced Solution Architects have worked for years at Avaya and other major telecommunications providers, holding key roles in R&D, Tier 3

within the same enterprise, complexity grows and certainty suffers.

- **Contact center capabilities.** Integrated voice response, automatic call delivery, segmentation and intelligent call routing, advanced call management—when you start looking at the capabilities of today's call center applications, the complexities of basic telecommunications infrastructure grow exponentially.
- **Interoperability.** Especially challenging are multivendor environments. Whether by design or through mergers and acquisitions, many organizations operate telecommunications systems that include products from a wide variety of providers—Aspect, Cisco, Genesys, Interverse, NICE Systems, Nortel, just to name a few. Making these systems work together involves both art and science.

- **Globalization.** As the world economy grows, more businesses than ever are operating across borders. Yesterday's decentralized point solutions are giving way to more centralized and unified telecommunications systems that span many countries. Knowing with certainty what resources your company has and how they are managed becomes more challenging every day.

Which leads back to the central question: If you need to expand, contract, update or otherwise change your backbone infrastructure, PBX or call center solutions, how can you know you're making the right choices and that the risks inherent to implementation are managed effectively?

The need is real and urgent. Avaya has the answer.

backbone support, software specialist teams and product teams, among others. If we need more detailed information about a specific configuration or product, we have a direct line to the Avaya experts who designed and produced it.

Perhaps most important, our Advanced Solution Architects understand the business issues associated with implementing and using telecommunications products. We know what works in a wide variety of environments, both in public and private enterprises. We offer a critical and practical perspective on your technical architecture and design, as well as the integration and implementation plans, with the sole objective of making it work efficiently and cost-effectively.

Lastly, confidence comes in numbers and availability. Currently, Avaya has more than 50 Advanced Solution Architects in strategic locations around the world—and our ranks are growing. This means that no matter where you need resources, we can put them on the ground with an understanding of the local culture, business practices and technology infrastructure. It's critical that you know exactly what you have in any given location and what you'll be dealing with going forward. We give you that confidence.

Proven practices lead to reduced risk

Experience and knowledge are important. But only with proper governance, discipline and processes can you be certain that risks are being identified and addressed—

especially in global implementations that have so many moving parts.

Our Advanced Solution Architects employ a unique and time-tested solution recommendation methodology to accomplish this. With this tool, we develop a comprehensive overview of your existing and envisioned environment, along with very targeted business solution requirements. But we don't stop there.

In addition, we research and document a high-level overview of your existing architecture, including:

- Enterprise trunking and station overview
- Enterprise IP data network overview
- Enterprise application architecture
- Call center applications, capabilities and resources
- IP telephony system review, including system topology
- Network management and monitoring

With this detailed understanding of your existing environment, we then document the corresponding high-level overview of the recommended architecture, encompassing all the same elements. We add to that a set of network assessment recommendations and—this is very important—a detailed list of risks and assumptions. This way, you know in advance if any areas pose potential challenges or if issues or questions remain open.

AVAYA TECHNICAL ACCOUNT SERVICES AT A GLANCE

Number of Advanced Solution Architects:
50+

Where?

Our Advanced Solution Architects and our Centers of Excellence support businesses in 93 countries around the globe.

Average experience:
>15 years

Types of backgrounds:

- Multivendor experience
- Global implementation experience
- Experience with R&D, Tier 3 backbone support, software specialist teams, product teams

Strength in numbers applies to this proven approach, as well. Over the course of hundreds of global implementations, we have compiled a library of best practices available to all our Advanced Solution Architects. This constantly growing and evolving collection helps avoid costly mistakes, optimize performance, use resources most efficiently and create the flexibility to scale the solution to your changing needs.

Once your solution recommendation document is drafted, it goes through Avaya's internal peer review, so you benefit from the collective thinking and experience of the top experts at Avaya.

Include the best and brightest on your team

Who else can possibly know Avaya products and solutions better than the Advanced Solution Architects who work with them every day?

No one understands more about how Avaya solutions integrate with products from other suppliers than the experts who have performed such integrations in hundreds of implementations around the world.

No one offers a more practical and objective perspective on your proposed solution than an Avaya expert who combines unique technical knowledge with business experience.

Make sure your next telecommunications project includes Advanced Solution Architects from Avaya.

Learn more

To learn more about Avaya Technical Account Services, our other award-winning solutions and Avaya Global Services, talk to your Avaya Client Executive or Authorized BusinessPartner. Also, visit us at www.avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information, please visit www.avaya.com.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

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