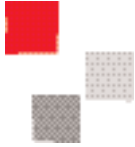




# Avaya IP Office Conferencing Solutions Sales Guide

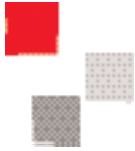
**Including Avaya IP Office Conferencing Center**

October, 2005



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## Introduction

As an integrated platform, Avaya IP Office meets a wide range of business needs for enhancing customer service, streamlining the flow of information and improving the efficiency of business processes.

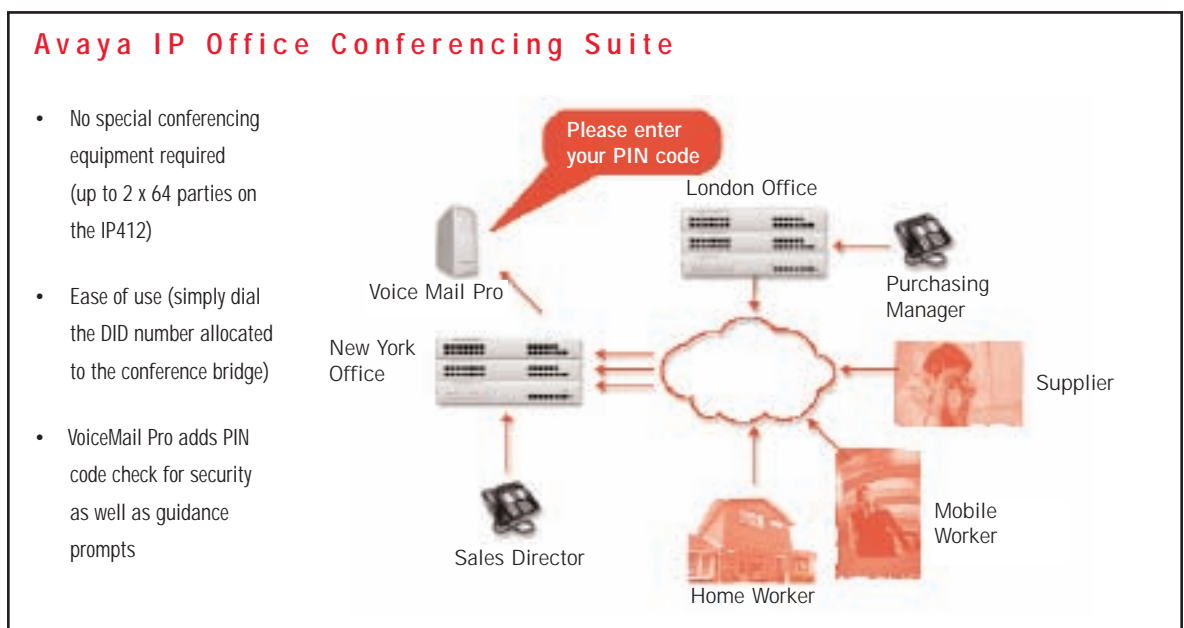
Now add one more: conferencing.

Any business can use IP Office as an alternative to externally managed conferencing services. It provides a private conference bridge available at a moment's notice to quickly share information with a large number of people. Secure, easy to use and very cost-effective, IP Office conferencing is ideal for team meetings, client conferences, training and more.

Having a private conference bridge can reduce or eliminate fees to outside conference services. If a company currently schedules audio conferences using third party providers on a regular basis, the return on investment in IP Office conferencing can be quick. After a few months, a company that holds just a couple of conference calls a day can see a quick return on its investment, depending on location and provider fees.

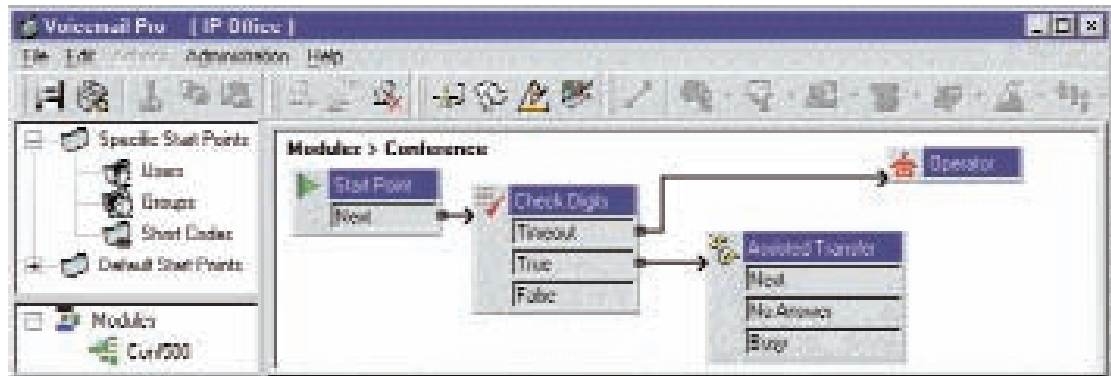
## Product Overview

The Avaya IP Office conferencing solution enables multiple locations to participate in an audio conference. This allows on-site personnel as well as external parties (whether field-based engineers, sales staff on the road, customers or suppliers) to plan conference calls in advance or establish ad-hoc conference calls as and when required. The integrated conference bridge facility within IP Office offers an alternative to renting conferencing facilities from a Service Provider while saving time and reducing costs.



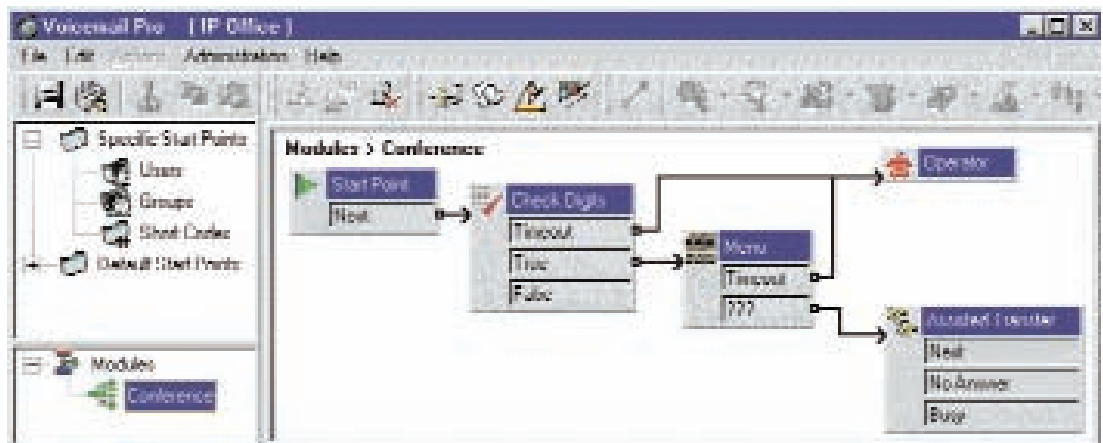


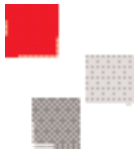
VoiceMail Pro: IP Office VoiceMail Pro complements the built-in conference bridge facility on IP Office by adding guidance prompts as well as requesting PIN codes for security. For example, if conference calls are regularly scheduled, VoiceMail Pro can have pre-programmed Call Flows for weekly conference calls (e.g., every Tuesday between 2pm and 5pm using PIN code 1234 is the weekly sales call).



If multiple conference calls are scheduled, users can alternatively select which one they need to attend via a simple menu. Should users encounter any issues, calls can be automatically routed to the operator for assistance.

In addition (if CLI/ANI information is provided by the network), VoiceMail Pro allows CLI/ANI checks to be performed for further security (only allowing callers whose CLI/ANI match predefined entries).





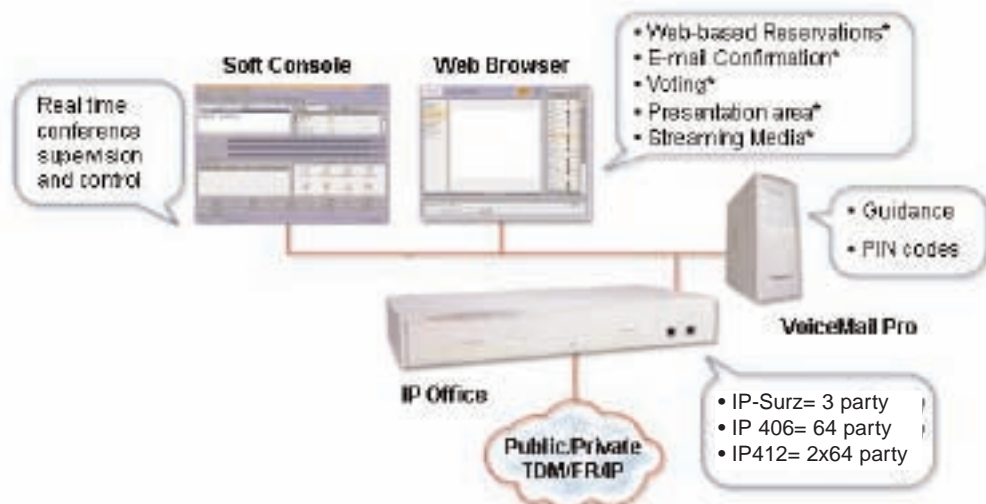
#### IP Office Conferencing Center:

IP Office Conferencing Center adds simple Web-based management and information sharing capabilities that can have a huge impact on productivity.

With IP Office Conferencing Center, available on IP406 and IP412, conferences can be booked, scheduled and confirmed by e-mail using the Web-client, or set up ad hoc, by pointing and clicking using the SoftConsole. Documents and presentations can be saved in HTML format and published to the Web for real-time viewings and briefings (complementing the audio conference), controlled by the host.

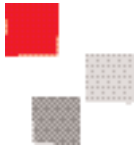
The Web interface allows the host to view/change delegate status online, engage participants in live votes or polling, “whisper” to individual participants and mute one or all participants. The names of participants can be announced, and IP Office VoiceMail Pro can call participants and transfer them into conference calls about to start.

#### Conferencing—with Conferencing Center



#### IP Office Conferencing Center capabilities:

- Web-based reservations for self-service conferencing e-mail notification to participants
- Set up of immediate “ad hoc” conferences via simple point & click using SoftConsole
- Online real-time polling of participants
- Host, speak & listen, and listen-only modes
- PowerPoint or document presentation via Web Client
- Web-based reports on conference usage and voting results
- Hosting Conferences



### Hosting Conferences

From release R3.0 of IP Office, Conferencing Center no longer requires a local server to be operational—it can now be installed on a separate server outside a company's firewall (i.e., on the server of the ISP that hosts the company's Website). This will make Conferencing Center a more viable option for companies that rely on ISPs (the vast majority).

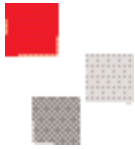
## Target Market

Many companies that need collaborative communications can benefit from the IP Office conferencing solution. Some of the types of usages that can benefit from conferencing are:

- Sales briefing updates (even when sales people are on the road)
- Customer/Supplier calls (e.g. to review quality or manufacturing forecasts)
- Project management (e.g. to review status of a major project)
- Multi-national companies (to save on transport time and costs while keeping in touch)
- Training (e.g. to train staff on a new product or service)

Key questions, which can be used to qualify a customer's requirements, are:

- Do you already use conference call services?
- If so, do you rely on an external service provider facility? What is the monthly cost?
- If not, does your staff regularly meet to review progress? Do you have to cover accommodation and pay for transport for these meetings?
- How many participants do/would usually attend?
- Do you have enough external lines to cope with the extra traffic?

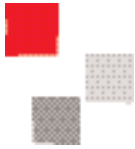


## Customer Benefits

- **Ease of use:** Simply dial the direct number allocated to the conference bridge, type in the PIN if required and you have joined the conference!
- **Audio and Visual Conferencing:** With the use of Conferencing Center, hosts can broadcast documents and presentations along with the audio call.
- **Conference control from IP Office Phone Manager (standard application on IP Office):** For ad-hoc conferences with a few participants, staff can easily set up immediate conferences by calling external parties and bringing them on to the conference bridge. Thanks to IP Office Phone Manager, the instigator of the conference can keep control: the CLI/ANI number (and the associated name if recognized) of each participant is displayed within the Conference tab of Phone Manager. If required, he/she can selectively hang-up a specific participant (see picture below).
- **Online conference control:** IP Office Conferencing Center provides hosts with a range of options for managing conferences online. The Web client enables online scheduling, booking and confirming via e-mail. Setting up a conference ad hoc takes nothing more than pointing and clicking using SoftConsole. During an audio conference, online capabilities include: changing delegate status, presenting information in HTML format, “whispering,” muting, and engaging participants in online polling.
- **Security:** To prevent unauthorized access to the conference bridge, PIN codes and time & date profiles can be set up using IP Office VoiceMail Pro. Furthermore, Conferencing Center adds computer-generated unique PIN codes for user authentication as well as participant name announcement.
- **Privacy:** When security of calls is critical, in-house conferencing is the only way to ensure privacy.
- **Remote Management:** Enables a single person to manage the conferencing bridge facility from any location. Furthermore the full IP Office solution — phone system, voicemail, CTI server, router, firewall and DHCP server — can all be managed from a single management interface called IP Office Manager.
- **No special equipment required:** Connect up to 2 parties with 64 participants each using IP412 — without using external conferencing equipment.

## Avaya™ IP Office PhoneManager Lite/Pro: Easy conference set-up & control





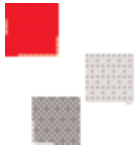
## The Business Case

Below is an example of a Return On Investment (ROI) calculation for a Small to Medium Business (SMB) that currently uses a Service Provider for 2 hours of conference calls per day with 5 participants on each call. It is assumed that conference call participants pay their own call charges and that there are enough external lines available to cater for the conferencing needs.

<b>Service Provider Conferencing costs</b>	
Typical cost of call/minute/participant	\$0.20
Average participants per conference	6
Estimated conference duration/day (Hrs)	2
<b>IP Office Conferencing costs</b>	
IP Office Hardware	\$4 635 (e.g. IP403 with PRI T1)
VoiceMail Pro and optional Conferencing Center RFA	\$6 995 (e.g. 4-port VM Pro and Conferencing Center license)
PC hardware (if not already available)	\$1 000 (e.g. Pentium 300MHz 256Mb RAM min.)
Upgrade requirement on existing switch	\$4 000 (only if piggy-backing to an existing PBX)
Installation costs	\$2 000
<b>Total Equipment Costs</b>	<b>\$18 630</b>
<b>Return on Investment Calculation</b>	25.9 weeks i.e. 6 months
=(Equipment costs-set up costs) /weekly expenditure	

## Product Positioning

- **All-in-one product:** IP Office not only provides a meet-me conference bridge facility, it also provides a fully featured telephone system, voicemail with integrated messaging, H.323 gateway/gatekeeper for IP telephony, CTI server, IP router, DHCP server, VPN and firewall capability.
- **Flexible capacity:** IP Office can support up to 128 conference participants in groups as large as 64.
  - Small Office Edition can support 8-party conferencing.
  - IP406 Office systems can support one conference of up to 64 parties, up to 21 three-party conferences, three 21-party conferences or any other equivalent combination.
  - IP412 Office systems can conference up to 42 three-party conferences or two 64-party conferences or any other equivalent combination.
- **Conference recording:** VoiceMail Pro allows important calls to be recorded by IP Office users in a standard WAV file for documentation purposes or for absent participants.
- **Ease of use:** Regular conference calls are easily set up using VoiceMail Pro's Graphical User Interface or via Internet Explorer using Conferencing Center, while ad-hoc conference calls — with just a few participants — are easily set up by users themselves through Phone Manager (personal productivity tool), via the SoftConsole or straight through the terminals.



- **Web site hosting:** As IP Office is also a WAN router. Companies can host their own Website and publish material (e.g. PowerPoint presentations) for review during the conference call. The WAN port on IP Office offers speed up to 2Mb to the Internet Service Provider (ISP) using the integral X.21 or V.35 interface.

From release R3.0 of IP Office, the Conferencing Center capabilities can be hosted outside a company's firewall (i.e. at the ISP) facilitating broadcast of materials to external parties.

Conferencing Center enhances the solution by allowing hosts to push presentation slides or HTML documents to participants using the Conferencing Center real-time Web Client, and engage participants in live voting.

- **Video-conferencing:** If video is required, IP Office can provide connectivity to third-party video conferencing equipment via the S08 expansion module.

## The Future

The outlook for audio conferencing is very good. Furthermore, Web conferencing is on an upward trend and IP Office is ready to capitalize on this with the Conferencing Center application.

With so much conferencing capacity and flexibility built-in, Avaya IP Office has long been an ideal choice for conferencing. Exciting new enhancements, such as Web-based conferencing tools, make the IP Office conferencing solution even more attractive and easier to use.

## Implementation

IP Office systems support the following conference capabilities:

Note: The term conference party refers to both internal and external callers.

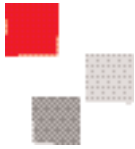
**Small Office Edition:**

Supports 8-party conferencing.

**IP406:**

Supports multiple conferences totaling up to 64 parties. For example:

- 1 x 64-party conference
- 21 x 3-way conferences
- 1 x 10-way conference (10 parties) plus 11 x 3-way conferences (33 parties) and free capacity for 21 more conference parties to join new or existing conferences.



## IP412

Supports twice the capacity of the IP406 with the following planning rules:

- Supports multiple conferences totaling up to 128 parties but with no more than 64 parties in any one conference.
- The IP412 supports two 64-party conference banks. When a new conference is started, the bank with the most-free capacity is used for that conference. However once a conference is started on one conference bank that conference cannot use any free capacity from the other conference bank.

The following table summarizes the maximum number of participants when calling via the different types of interface available on IP Office.

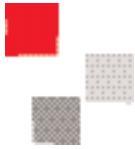
IP Office Conferencing Capacity Specifications			
Maximum participants	Small Office Edition	IP406	IP412
T1/T1-PRI/ISDN PRI	8	72/69/90	96/92/120
IP	8	20	60
Internal users	8	64	2x64
Total max.	8	64	2x64

VoiceMail Pro requirements (if PIN codes or guidance are required):

Dial in prompts and PIN codes for security are included with VoiceMail Pro (Release 1.3 and up). This facility simply requires the VoiceMail Pro system license offering simultaneous access to 4 people, i.e., 4 participants can type in the PIN or access a menu at the same time. Once they are on the conference bridge, VoiceMail Pro ports are free for other users. If additional simultaneous accesses are required, more VoiceMail Pro port licenses (in 2-port increments) can be added (20 ports on the IP406 and 30 ports on the IP412). VoiceMail Pro ports are also used to announce participants' names or to call participants when a conference is about to start, if these options are selected on Conferencing Center. If not already available, a PC will be required on which to install VoiceMail Pro software (no voice cards required). This PC is connected to IP Office via the Local Area Network (LAN). For more information, please refer to the IP Office VoiceMail installation and administration manual.

Important Notes:

1. **Analog Line Restriction:** In conferences that include external analog line calls, a maximum of two analog line calls per conference are supported.
2. **Use of Conference Resources by Other Features:** System features such as call interrupt, call recording and silent monitoring all use conference resources, as does automatic recording if enabled. When any of these features are active, the number of slots available for conference parties is reduced.
3. **External participants:** Each external caller requires a digital or VoIP channel where applicable (e.g., 1 E1 card allows 30 external parties, 1 T1 card allows 23/24 parties, and a VCM-20 allows 20 external parties).



4. Conferencing Center (optional) requires a Windows 2000/2003 server running Microsoft IIS. The Web server running Conferencing Center needs to be accessible by external participants if remote access to the real-time Web Client is required. No client software is required: only Internet Explorer 6.0 or above.

Requirements for IP Office as a 3rd-party conferencing solution:

- Third-party PBX with an E1/T1 interface card supporting clear signaling or with an IP interface supporting H.323 signaling
- E1/T1/IP interface cards (VCM) — with as many trunks/VoIP channels as external conference users are required on both IP Office and the 3rd-party PBX
- E1/T1/IP interface cards to support CLI/ANI presentation if CLI/ANI number checks are necessary for security
- IP Office has been successfully tested as a conferencing solution for DEFINITY and MultiVantage as well as MAGIX. (DEFINITY offers a maximum of 6-way conference calls so IP Office would be beneficial if more than 6 participants at the time are required on DEFINITY/MultiVantage.)

<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>	<p>reach <b>AVAYA</b> a higher plane of communication</p>	
<p>IP Telephony</p>	<p>Contact Centers</p>	<p>Mobility</p>	<p>Services</p>

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Printed in the U.S.A.

10/05