Power your communications with IBM and Avaya
How can you gain new business and build on existing customer relationships—and reduce costs at the same time? The answer lies in exploring advanced business communications solutions.

Forward-thinking CEOs are expanding their communications from anytime, anywhere to any way. Instead of using a costly rip and replace strategy, they are leveraging their current investments by seamlessly migrating existing communications systems onto new platforms. For secure, reliable, integrated communications, today’s leaders put their trust in IBM and Avaya.
IBM and Avaya solutions: Better together

The uniquely complementary IBM and Avaya partnership was forged in 2001. Our communications solutions—the result of joint development, joint collaboration and joint services—enable us to take advantage of shared technologies, platforms and roadmaps. For example, Avaya Unified Communications solutions are validated through the multiple IBM industry frameworks and are built on the IBM WebSphere® platform. Our combined strengths in solutions are helping clients worldwide—as well as our own organizations—to increase productivity and improve time to ROI.

IBM and Avaya solutions for unified communications, contact center and data are driving improvements in customer service that translate into a better, differentiated customer experience. Our streamlined, plug and play communications options deliver new capabilities into existing multi-tiered networks. Consistent services can be delivered across platforms and locations, helping to consolidate assets, reduce costs and mitigate risk.

Together, IBM and Avaya offer:

- Proven ROI and risk mitigation through fully integrated intelligent communications solutions
- Business-changing best-practice expertise on technologies and processes for your industry
- Peace of mind as you grow, through scalable solutions—both domestic and worldwide—with proven, experienced practitioners

Communication at the speed of business

IBM and Avaya can help organizations to speed responsiveness to routine, priority and emergency requests. Our services and solutions can help you:

- Provide higher levels of service, and the interoperability and collaboration needed throughout your organization and ecosystem
- Accept and interact with new forms of communications (photo, video, text or voice messaging)
- Define a clear roadmap of the processes and tools that best support strategic goals and regulatory guidelines
- Share advanced applications and distribute costs over several sites

Unified communications: Setting new standards for productivity and customer service

Unified communications (UC) is the result of data being connected intelligently: The right people get the right information at the right time. The Avaya Aura platform, incorporated into IBM UC services, uses session initiation protocol (SIP) to simplify complex multi-vendor networks in a cost-effective manner. Avaya Aura is the SIP-based architecture that simplifies complex enterprise communications networks, reduces infrastructure costs and quickly delivers voice, video, messaging, presence, web applications and more to employees anywhere, anytime and from any device.

This strategy can address a host of problems for companies that, through acquisitions or changes in strategy, wind up with multiple, cobbled-together home-grown systems. Over time, these segmented communications infrastructures create continuous interoperability challenges. IBM and Avaya have experience in streamlining and optimizing the world’s most tangled networks, providing clients with new ways to:

- Collaborate productively—anytime, anywhere, any way
- Achieve persistent context relevant to every task and situation
- Communicate seamlessly across multi-vendor devices and networks
- Share responsive mixed media social experiences

IBM and Avaya helped the US Virgin Islands to increase citizen safety through a large-scale e-911 system that integrated computers, networking, IP telephony, critical applications and contact centers. The unified dispatch system provides easier management and administration since operators and dispatchers no longer have to manually coordinate efforts across multiple departments by transferring multiple phone calls.

“This project represents this administration’s long term commitment that will help to protect our residents and visitors from crime as well as natural or man-made disasters, and provide a level of safety and security necessary to foster robust economic growth by attracting more businesses and visitors,” said USVI Governor John P. deJongh. “We’ve come to value IBM’s technical experience and professional project management.”
“Shanghai Airlines is benefiting from the combined power, expertise and solutions offered by both IBM and Avaya that were incomparable to any other option,” said Wang Lu Ping, General Manager of Information Technology at Shanghai Airlines. “Today our customer satisfaction rate has improved immensely and we are capitalizing on the strengths of an alliance that is continuing to evolve.”

IP telephony done right
IBM and Avaya IP telephony solutions offer a complete communications architecture that provides software, infrastructure and services. These solutions can help enterprises stay nimble, reduce costs, lower risk and grow their revenue.

With IBM and Avaya, there is no need to rip and replace current systems. Our solutions can help businesses continue to maximize their existing assets, and maintain traditional analog/digital phones, while migrating to IP devices such as next-generation IP/PBX call processing servers. Avaya Aura Session Manager links existing multi-vendor telephone systems using SIP and transitions the existing systems at the clients’ pace. IBM can deliver new capabilities to existing systems by centralizing call processing for various end points, creating single-number instance for the multiple devices—such as fixed/mobile, hard/soft phones—used by each user.

To help companies reduce complexity and operational costs, IBM Managed Services offers 24x7 proactive monitoring and management of the Avaya solution. This service can help to ensure that your global UC infrastructure is operating at optimal levels of performance and availability.

Integrating real-time, intelligent communications
The Avaya Agile Communications Environment™ (ACE) is a service-oriented architecture (SOA)-based application that uses web services to integrate multi-vendor communications. The software runs on the IBM WebSphere middleware and IBM DB2® software. ACE enables customers to improve business agility by removing delay from people-dependent business processes and by reducing the time associated with repetitive tasks. The Avaya ACE suite of packaged applications and developer toolkits can help enable IT developers to easily develop applications—in a matter of days—that once required specialist telecommunications developers weeks or months to develop.

Avaya was the 2010 winner of the IBM IMPACT Smart SOA award for its ACE-based Healthcare Portal solution that helps hospitals deliver improved patient care, and reduce costs through real-time, intelligent communications.

Why IBM and Avaya for your contact center
IBM professionals have deep call center experience and proven, reusable methodologies and assets. We have extensive integration experience with back-office systems and associated call center applications with clients of all sizes and industries around the world.

More than a million enterprises, including nearly 90 percent of the Fortune 500, use Avaya solutions for unified communications and contact centers.

IBM and Avaya products and services help simplify complex communications and integrate with technologies from other vendors to help clients unlock value and potential from their network.

Together, we’ve helped companies all over the world increase customer satisfaction and decrease operating costs. We helped a European insurer, for example, to realize 20 percent annual sales growth from its contact center through cross-sell and up-sell opportunities, while simultaneously earning higher customer satisfaction ratings.
High flyer: Shanghai Airlines
With the deployment of an IBM and Avaya solution, Shanghai Airlines now offers improved customer service through contact center applications, agent desktops, scheduling applications and a knowledge database. The solution delivers a seamless user experience throughout the sales cycle, powered by an integrated contact center solution that consolidates the airlines’ once-fragmented areas of business.

By 2012, 50 percent of all investments in large enterprise channels of communication will be part of a unified communications deployment. By 2011, more than 50 percent of Fortune 500 companies will interact directly with their customers by using mobile devices.¹

Contact center: Making a positive first impression
Contact centers can make or break a customer’s relationship with an enterprise. IBM and Avaya offer highly reliable contact center solutions that can help you to deliver better customer service at a lower cost.

IBM and Avaya contact center solutions can help you:

- Provide customers with flexible communication options, including video, messaging, chat and “virtual hold” call back, along with conferencing and consultation with third-party specialists
- Reduce the cost of each customer interaction. Enhanced routing that is location independent balances availability, workload, skills and expenses
- Increase revenue with cross-sell and up-sell opportunities, customer profiles that reach your entire enterprise and contact routing to match the best agent to customer needs

Data solutions for business value, performance and competitive advantage
Our integrated suite of tools provides unified management capabilities over data and voice networks—including switches, routers, and call servers. This offers you a single view of your network, which can help streamline and integrate workflows.

These data solutions support heterogeneous network infrastructures, reducing installation, configuration and maintenance time. With IBM and Avaya, you can more effectively address the management of faults, configuration, performance and security. You can be confident of top performance with a system that provides up to 7 times more resiliency, 20 times the performance and uses up to 40% less energy than other systems.

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, visit www.avaya.com.

Avaya delivers the most distinguished resiliency model in the industry, providing up to seven times more resiliency than the competition, delivering customers 100 percent call completion even during failure scenarios. Avaya data solutions are totally scalable, energy efficient, cost effective and perform up to 20 times better than the competition. And Avaya data solutions use up to 40 percent less energy across the network as well.²

About IBM
IBM is the world leader in IT services and consulting. IBM takes its breadth and depth of insight on issues, processes and operations across a variety of industries. IBM invents and applies technology to help solve its clients’ most intractable business and competitive problems. For more information, visit ibm.com/solutions/avaya.

For more information
To learn more about how you can power your communications, contact your IBM or Avaya client representative or visit ibm.com/solutions/avaya.