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Welcome > to the Reach Playbook Addendum

The April 2004 addendum to the Reach Playbook provides you with information to help you position and sell Avaya Global Services. The first section includes the new naming conventions and positioning for Avaya Global Services overall. The second section details new service offers within Avaya Global Services. Additional sections contain important details about Avaya promotions, programs, partnerships, tools, and resources.

> AVAYA GLOBAL SERVICES POSITIONING

NEW POSITIONING FOR AVAYA GLOBAL SERVICES

As communication environments become increasingly complex, our customers need help optimizing their communication to deliver operational excellence and business growth. Accordingly, Avaya Global Services has expanded its breadth and scope of services to better support our customers. At the same time, we have simplified how we discuss Avaya Global Services with customers to be clearer and more consistent. This new approach has been developed from a customer's perspective and validated by extensive market research. It reflects the way our customers buy services and uses standard, industry-accepted descriptive words ("plain speak"). The new naming and positioning will help Avaya Global Services create more awareness and increase consideration rates among customers.

This section introduces the new naming and positioning that will help you easily explain the value of Avaya Global Services and its unique strengths. The information below can be incorporated into your elevator statements and presentations for your customers. In future Playbooks, we will offer additional messages and information to help you sell services.

Positioning Avaya Global Services Overall

Avaya Global Services is a strategic resource for converged communications services and expertise. It provides experienced consultants and service professionals, proven processes, and advanced service delivery technologies that enhance our customers' operations and enable their growth. It offers a single point of accountability, supported by a global network of relationships, to plan, design, build, manage, and optimize secure and integrated multi-vendor communications solutions that deliver superior business results.

The Strengths of Avaya Global Services

To help you clearly articulate the breadth and depth of Avaya Global Services, we have grouped the offers according to the new competencies to reflect our expertise and competitive strengths.

The six new competencies are:

- **Business Communication Consulting**
- **Applications Consulting and Integration**
- **IP Migration**
- **Security and Business Continuity**
- **Comprehensive Support and Network Management**
- **Managed Services**





> Positioning the Six Competencies

1. Business Communication Consulting

Business Communication Consulting is a strategic resource that provides your organization with guidance and insight for creating strategies and plans to derive maximum business value from your communications networks and applications. Our consultants combine business acumen with technical expertise to align your business objectives with your communications investments. We employ industry-leading expertise to develop road maps, define network optimization strategies, leverage investments, and create migration plans. Business Communication Consulting provides an unparalleled breadth of multi-vendor, multi-technology convergence expertise, paired with a legacy of technology and service excellence, to fashion solutions and strategies that support your specific business imperatives.

2. Applications Consulting and Integration

Applications Consulting and Integration services provide expertise to help optimize business applications and enhance productivity across your operations. These services combine new and existing Avaya IP Telephony, Contact Center, and Unified Communication applications with the consultative know-how required to streamline integration, enhance workflow, and optimize your communications. Applications Consulting and Integration offers proven interoperability experience and advanced tools for the design, integration, and optimization of your communications across technologies, platforms, and application vendors.

3. IP Migration

IP Migration provides you with an end-to-end approach to maximizing the business value of IP migration. From strategic planning and initial readiness assessments to comprehensive IP managed services, IP Migration consultants offer solution-focused, multi-vendor IP communications services, implementation services, and management services. IP Migration provides a full range of services and advanced tools to plan, design, implement, manage, and optimize IP communications, enabling you to leverage your existing infrastructure investments, make broader use of key applications, and minimize your security risks.

4. Security and Business Continuity

The Security and Business Continuity competency area consists of risk management services that help ensure the security and business continuity of your communications networks and applications. Our industry-certified consultants provide expertise in communications applications and converged network security to mitigate the impact of intrusions, disruptions, and disasters on your business. We help ensure continuous communications with services that encompass risk assessment and risk reduction planning, policy development, architecture and design, implementation, and management. Security and Business Continuity services offer a holistic approach to delivering superior levels of security, resiliency, and disaster preparedness for your multi-vendor, multi-technology converged networks and applications.

5. Comprehensive Support and Network Management

Comprehensive Support and Network Management helps ensure that your communications networks and applications perform optimally, within specified service levels, and with predictable costs. We provide expertise in proactive monitoring, problem resolution, and continuous optimization of your multi-vendor communications networks and applications. Our offers in this area enable high-performance, high-availability communications backed by patented Avaya EXPERT SystemsSM for diagnostics and resolution, advanced management tools, proven methodologies, and experienced professionals. The Comprehensive Support and Network Management competency incorporates secure remote monitoring, on-site support, diagnostics, repair, parts replacement, help line, security screening, and ongoing fault, performance, and configuration management to address network conditions before they impact performance or availability.

6. Managed Services

Managed Services from Avaya allows you to focus on your core competencies while reducing operational risks and controlling capital expenditures for communications. Managed Services is a flexible, expert resource that can complement, supplement, or completely replace your existing communications management and support capabilities as needed. We provide a full range of scalable service choices, from in-sourcing, out-tasking, and cosourcing to complete outsourcing. Managed Services offers comprehensive solutions from a proven provider with world-class, multi-vendor communications expertise and advanced network management facilities to offer you high service levels with trusted reliability and predictable costs.





New Offers for Avaya Global Services

In addition to new naming and positioning for Avaya Global Services, there are new offers available to help customers enhance their operations and enable business growth.

> NEW OFFERS / BUSINESS COMMUNICATION CONSULTING

1. BUSINESS COMMUNICATION CONSULTING

Description

Business Communication Consulting delivers unparalleled experience and expertise to customers who need a trusted advisor to develop their strategies and optimize and migrate the business and technical aspects of their enterprise communications. Business Communication Consulting services leverage the core proficiencies of Avaya in:

- Voice-only call centers and multi-channel contact centers
- Voice/data convergence and IP telephony
- Enterprise communications and Unified Communication
- Network and infrastructure architecture and performance

The goal of Business Communication Consulting is the enhancement of enterprise operations through better and more efficient communication between suppliers, employees, and customers. It does not focus solely on technology; it also focuses on the customer’s business processes and organizational goals to develop a cost-effective solution regardless of the vendor or platform. Business Communication Consulting delivers this through proven thought leadership, experience, and results-driven methods and tools from Avaya.

This offer differs from general strategic and general business consulting in that it is specifically driven to help clients optimize their communications strategy by addressing problems and pain points related to gaps in that strategy and its execution. While Business Communication Consulting relies on broad and deep knowledge of vertical industries, it does not provide vertical consulting, as such, but instead focuses on industry-specific aspects of communications deployment.

> Range of Services

For simplicity’s sake, the services under Business Communication Consulting can be organized into three broad categories. Think of these as a conceptual framework. In practice, the services will be defined by the needs of individual customers.

- **Strategy services:** Achieving a customer’s strategy requires business and technology acumen to move the business from where it is today to where it needs to be. Avaya helps customers identify what’s possible, what’s realistic, and what it will mean to the competitiveness of their business.