



## FACT SHEET

### Avaya at a Glance EMEA (Europe, Middle East and Africa)

**Name:** Avaya Inc.

**Fiscal 2007 revenues:** \$5.279 billion

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**EMEA Headquarters:** Avaya House, Cathedral Hill, Guildford, Surrey, GU2 7YL, UK, phone: +44-1483-308000  
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#### Key Facts

- 6600+ employees
- 33 countries
- 1600+ business partners
- 7 training centres
- 11 Global Delivery Support Centres

#### About Avaya

Avaya delivers Intelligent Communications solutions that help companies of every size transform their businesses to achieve marketplace advantage. More than one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centres and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.co.uk>.

#### A Look Back: A Short Overview of Avaya's History

Avaya was created as an independent company on October 2, 2000 when it was spun off from Lucent Technologies. Prior to being part of Lucent, it was part of Western Electric and AT&T for more than a century.

At the heart of Avaya is the company's technology innovations, which come from Avaya Labs, Avaya's research and development group that focuses on forward-looking technology, and from developers in Avaya's business units. Developers at the business units and Avaya Labs collaborate to generate and test ideas for new communications applications. Worldwide, Avaya has almost 4400 patents issued and pending for business communications that companies use to keep their operations running and their customers satisfied. The company's portfolio of US patents grew 40 percent over the last five years.

Avaya is also well-known for the solid integration of other technologies into its product set. In November 2004 Avaya acquired Tenovis, a major European provider of enterprise communications systems and services.

In June 2007, Avaya announced that it had entered into a definitive merger agreement with Silver Lake, a leading investment firm focused on large-scale investments in technology-driven growth industries, and TPG Capital, a leading private investment partnership. The \$8.3 billion dollar (US) transaction was finalised on October 26, 2007. For more information, visit the Avaya website at <http://www.avaya.co.uk>.

#### What Avaya Does

Avaya makes communications a business advantage. Companies rely on communications, and many businesses can both enhance and advance their competitive market position by using the right mix of software, services and hardware to create truly "unified" communications across employees, customers and partners rather than just relying on the status quo of telephony systems.

Avaya has a rich heritage of research and development of market-leading software applications, enterprise telephony and IP technologies. It uses leading industry best practices to map

business processes to internal and external communications in a way that allows companies to better interact with their customers.

In this new era of unified communications, many companies now have an opportunity to use Avaya products and services to turn what used to be "just a utility" into a networked, unified system. This unified system allows their businesses to grow successfully by increasing worker and system productivity, streamlining processes and systems and reducing operational costs.

By unifying communications and operations with Avaya, companies of every size, in every industry, are able to change the way they work to better serve their customers in turn.

#### Avaya: The Four Pillars of Intelligent Communications

Avaya creates communications that operate as a foundation for every business, which rests on four key "pillars" of intelligent communications: IP Telephony, Unified Communications, Contact Centres and Communications Enabled Business Processes (CEBP).

##### IP Telephony

IP telephony ensures business continuity while reducing costs, sometimes dramatically, due to its ability to dynamically map to continually-adjusting network usage and ever-expanding device needs. IP telephony is the basic building block that ties corporate users and their extended value chain – supply chain, vendors, customers and employees – into one manageable communication "web" and marries telephony basics with advanced business software.

##### Unified Communications

Unified Communications helps businesses focus on the content of a conversation, rather than on the management of communication channels by bringing together every type of device with every type of communication to allow users to truly "connect". Using Avaya's Unified Communications, companies don't have to rely on specific devices, as employees may seamlessly shift between their mobile and desk phones while a call is in progress. With Avaya, communication is truly "embedded" into every job role.

##### Contact Centres

As more transactions shift to the Internet, consumers are bringing their bricks-and-mortar service expectations to the Web-based world, demanding deeper support for products and a greater level of knowledge than contact agents can handle on their own. In a rapidly globalising marketplace, call centres of all types must actively seek ways to improve the customer experience in order to retain customer loyalty. Session Initiation Protocol (SIP), a multimedia open-standard protocol, allows customers to interact with the right agent (or expert) at the right time, regardless of location. In an era where companies must ensure the best possible contact centre experience, SIP is critical, making the physical location of agents irrelevant – and taking customer service to an entirely new level.

##### Communications Enabled Business Processes (CEBP)

Companies have many sources of information that tie-in with every aspect of communications. Administering those processes can often be overwhelming; however, effective

management provides businesses with a new way to improve efficiency and reduce costs. Communications Enabled Business Processes (CEBP) allows businesses to identify and respond to critical events automatically. Avaya has 22 patents covering the technology behind CEBP, which oversees all communication and keeps track of each contact, contact type and response to determine an overall "context" for the communication. As opportunities and issues arise, CEBP triggers proactive outreach. In addition, CEBP allows companies to audit their communications, facilitating compliance with operational, government and financial regulations.

### **Summary**

For companies of every size, in every industry, Avaya is helping to change the way they communicate. Every day, more than 100 million people around the world access Avaya voicemail boxes. All across Europe, Middle East and Africa, companies are choosing Avaya to ensure that they can best leverage their communications as a business driver.

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