

AVAYA

Converged Communications Services for the Mobile Enterprise

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Malmö, Sweden

M-H. Carolyn Nguyen
Strategy & Technology, EMEA

**GLOBAL
FORUM
2004**
Shaping the Future

Appliances

IP Telephony

Contact Centers

Unified Communications

Services

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AVAYA

Enterprise Imperatives Drive Innovation

Business Imperatives

- Revenue growth
- Customer service
- Cost reduction
- Employee productivity
- Business continuity

User Imperatives

- Flexibility
- Ease of use
- User control
- Privacy & security

IT Imperatives

- Rapid, flexible deployment
- Security
- Investment protection
- Scale, secure, reliable, manageable

**Converged
Communications**



At desktop ...



At home...



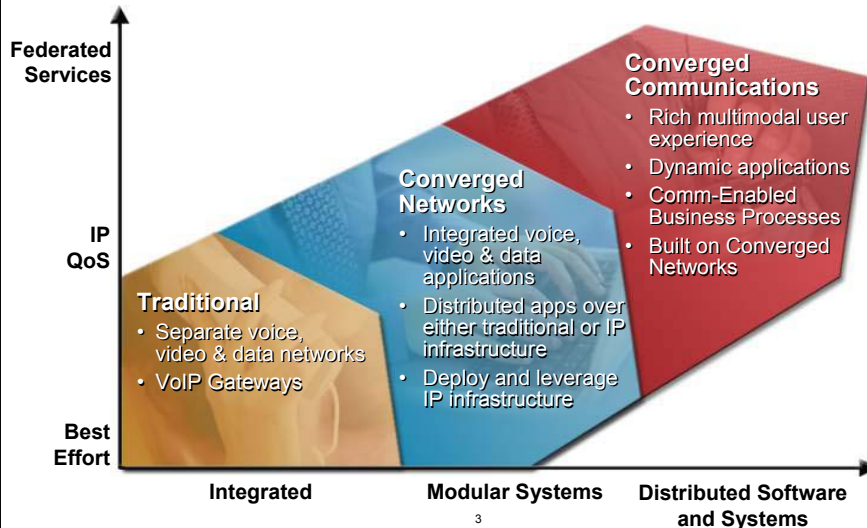
On campus...



While roaming...

Evolution to Converged Communications

- Enterprises evolve at their own pace
- Enterprises will be in multiple phases simultaneously
- Majority are transitioning from Traditional to Converged Networks



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The Conversation Is Changing: Communication Is Strategic

**Anyone, anywhere,
anytime, any way**

The **right** person,
in the **right** place,
at the **right** time,
in the **right** ways

Emerging
Integrated, intelligent communications

**Operations and processes
in real time figure out
who, where, when, how**

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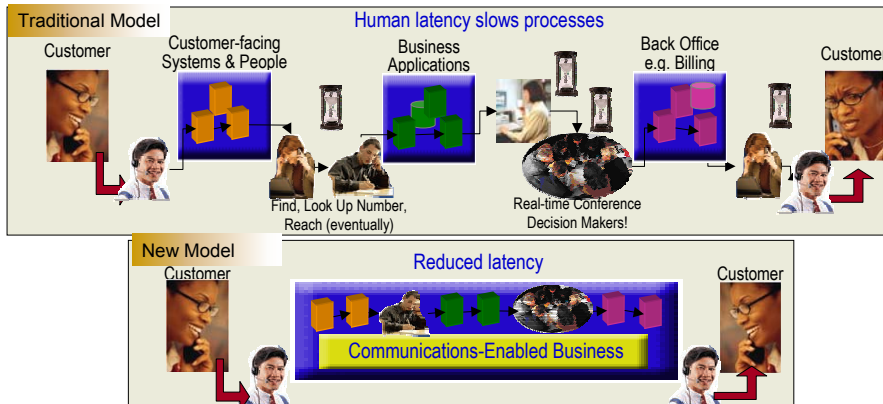
Communications Transform a Business Process

Superior Execution for Deeper Customer Relationships



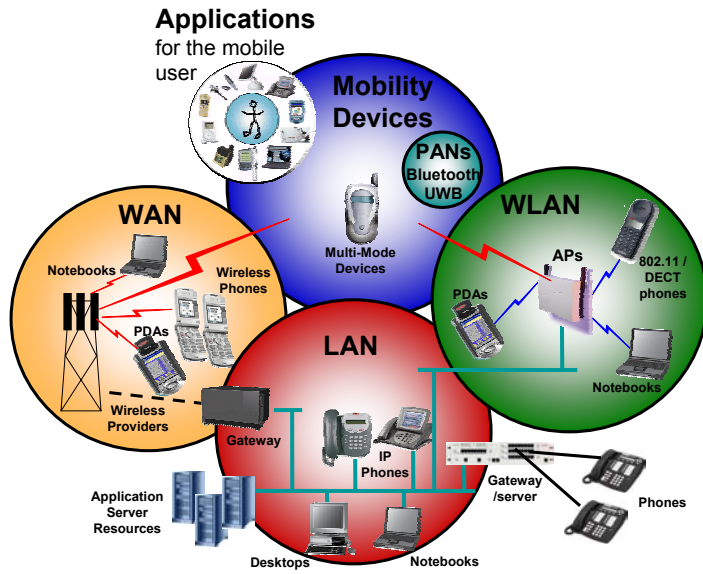
Reducing Latency in Business Processes

- Mobilizing people in real-time
- Intelligently respond to business events: customer interactions, emergency, decision making
- Communications can be automated, initiated and terminated by a software application, as part of the business solution



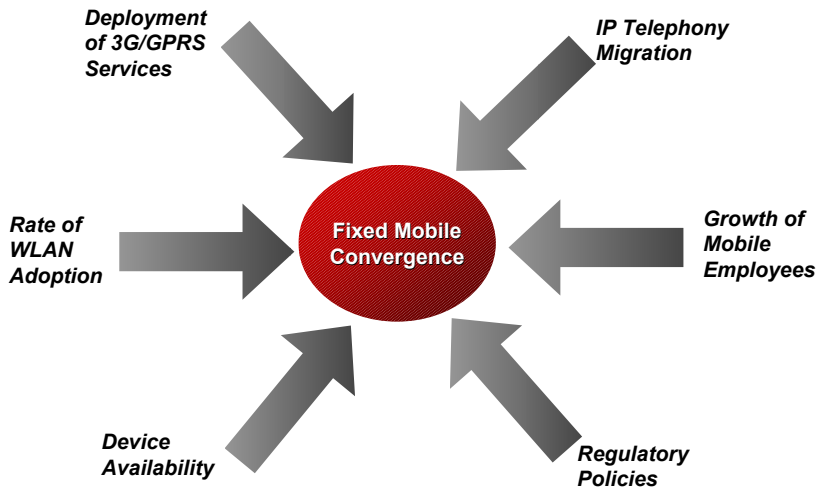
Enterprise Mobility Environment

Enabling Secured and Reliable Access & Delivery Across Multiple Networks



Environment Enablers for Fixed Mobile Convergence

Adoption & Growth Rates Will Vary from Region to Region



Summary

- IP Telephony Enables Rich and Flexible Applications
- Converged Communications Enables New Business Models by Integrating Communications with
 - Enterprise Applications
 - Business Processes
 - Personal Communications
- Mobility Improves Productivity and Employee Satisfaction

A New Era of Enterprise Effectiveness

People More Productive

Processes More Intelligent

Customers More Satisfied



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