

## OVERVIEW

# The Power of Two

## Avaya and AT&T

The new AT&T is one of the largest telecommunications providers worldwide and delivers an unsurpassed portfolio of traditional and IP-based voice, broadband Internet, data transport and wireless services. AT&T and Avaya have joined together to deliver a suite of solutions that include IP Telephony, supported by a complete managed services offering and Contact Center Solutions. AT&T provides comprehensive technical, operational and consulting expertise. The solutions AT&T and Avaya offer will address customers' successful migration to IP based communications including applications for customers, from small businesses to large multinationals and government agencies. AT&T was recognized in 2007 as an Avaya Alliance Partner – Platinum Level, which is the highest recognition in Avaya's Global Alliance Program, and further substantiates AT&T's ability to provide leading edge IP Telephony solutions to customers on a global basis.

In January 2006, AT&T and Avaya announced a global strategic relationship to help businesses and government agencies manage through one of the most significant technology evolutions they face – the migration to Voice over IP/IP telephony. This relationship utilizes AT&T's industry-leading global IP network, network design and management expertise along with Avaya's premises-based enterprise IP communications technology to deliver end-to-end managed solutions from the wide area network to the desktop IP phone. It provides comprehensive migration to IP telephony and the associated local area network (LAN) and wireless LAN infrastructure. This relationship enables a single point of contact for virtually every aspect of the customer's migration; including design, implementation, operation, ongoing management and maintenance. This relationship accelerates global VoIP and IP telephony deployments for the customer and simplifies the integration with traditional circuit-switched enterprise voice networks.

### Values to the Customer

- Enables migration to a converged network at the customer's pace
- Provides flexibility and control to deploy IP telephony when and where it makes sense

- Enables a single source for the seamless integration of IP-based voice and data networks worldwide as well as trouble reporting and fault management
- Provides certainty of compatibility because Avaya IP Telephony and Communication Manager have been certified to be compatible with AT&T's network services including: AT&T IP Flexible Reach, IP Toll Free and AT&T Voice Over Enhanced VPN
- Receives benefit of AT&T's quality network which includes around-the-clock proactive network-monitoring and fault isolation and resolution via AT&T's integrated Global Enterprise

### Management System

- Provides visibility and management control over customer's enterprise VoIP network and IP telephony infrastructure through the award-winning AT&T BusinessDirect® Web portal
- Provides convergence of analog, digital, and IP endpoints and of WAN, LAN and PSTN networking
- Enables flexible and mobile deployment options in both Avaya and non-Avaya environments with SIP and H.323
- Supplies distributed or centralized call processing capability
- Provides comprehensive contact center portfolio to complement Avaya products and services

### Solutions

- AT&T Managed IP Telephony and LAN Service with Avaya Communication Manager provides an end-to-end fully-managed solution offered with embedded Avaya Global Services
- Customer managed Avaya IP Solutions provided by AT&T and packaged with AT&T network, transport or professional services and Avaya Services



- Client Managed IP Telephony
- Avaya Customer Interaction Suite with versatile and modular applications including contact management, self service, proactive contact and operational effectiveness tools

**Sample Customer Profiles and Solutions**

**Customer A: Profile**

- Desires single point of contact for contact center equipment, professional services and maintenance
- Already purchasing from AT&T
  - IPT
  - Network Services
- Potentially looking to:
  - SPOC for support
  - Purchase adjunct contact center applications
  - Migrate from TDM to IP and have a hybrid network environment
- Focused on security and network reliability
- Have a mix of telephony infrastructure and looking toward enterprise standardization, mobility and ROI through convergence

**Solution:** Avaya Communication Manager software with S8700 media server and G700 media gateway, with IVR, CTI and web/e-mail applications.

**Customer B: Profile**

- Interested in a hosted solution
- Desires a single point of contact/supplier for IPT and transport

- Potentially looking to:
  - Satisfy or exceed revenue commitment levels with AT&T
  - Retire MAC
  - Protect existing infrastructure investments

**Solution:** Avaya IP Telephony hosted in an AT&T Data Center (managed or non-managed).

**Customer C: Profile**

- Working through a phased migration to AT&T’s MPLS network
- Phase 1 Plan to consolidate purchases via one channel, embed IP Telephony in the enterprise and test certain network services
- Looking to contract for managed services in phase 2 or phase 3

**Solution:** AT&T Unmanaged Avaya CPE and services resale during phase 1. AT&T Managed IP Telephony and LAN Service in phase 2 or phase 3.

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**For more information or to schedule a visit to a joint demo facilities, contact your AT&T Representative, or visit [www.att.com/strategicpartners/att\\_avaya.html](http://www.att.com/strategicpartners/att_avaya.html).**



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