



AVAYA TREND ADVISOR

FIVE BIG IDEAS FOR BETTER COLLABORATION

AVAYA
The Power of We™

INTEGRATING TECHNOLOGY INTO YOUR DAILY WORKFLOW.

There's no shortage of technologies to improve collaboration in your business, and no shortage of benefits. In this Trend Advisor, we'll walk you through five real-world scenarios that show how organizations today are working smarter.

NOW IS THE TIME

Changes to technology and culture are reaching a tipping point. Communication solutions are reaching an ideal balance of sophistication and ease-of-use. You and your coworkers probably have a laptop and smartphone, perhaps a tablet or ultraportable netbook. You enjoy wireless connectivity in the office and on the road.

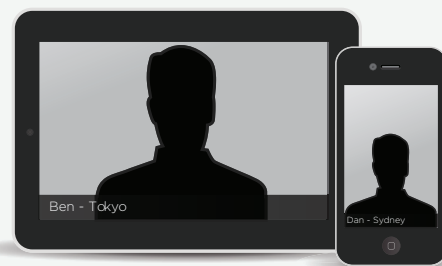
But are you making the most of these technologies? Are you integrating them into your daily workflows to make innovation and collaboration part of every interaction?

These types of changes can seem overwhelming, requiring a completely new way of thinking

about communication, IT, security, management and more. But they can help you provide efficient, productive processes that would've been unthinkable even a few years ago. Let's take a look at five examples to explore how today's collaboration solutions can help you work smarter, not harder.



50% of information workers work from multiple locations.¹



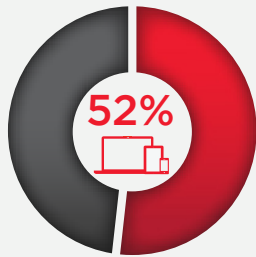
80% of Fortune 100 companies are deploying iPhone and iPad devices.²

1. THINK FAST, ACT FASTER

A statewide electric utility relies on a large team of service personnel in the field. In the past, it was difficult to coordinate the team since it was dispersed between different offices and work sites, or traveling in between.

Today, each employee is equipped with a tablet featuring the latest unified communications technologies. If there's a sudden spike in power usage at a particular location, presence capabilities lets a dispatcher instantly contact the nearest repair technician. She can start a video chat to quickly advise the technician on the situation, connecting him to team experts for advice and quick decisions. Workers can now be on-site, armed with the necessary information, in a fraction of the time it used to take, often fixing an issue before the customer even knows there's a problem.

51% of organizations now use video conferencing.³



52% of information workers use three or more devices, and 63% of those devices are mobile.⁴

2. CUSTOMER SATISFACTION, SIMPLIFIED

An account executive for a multinational manufacturer was traveling when a key client called his office phone with an emergency. Instead of sitting in voicemail for hours, the simultaneous reach feature directed the call to his smartphone, too. The account executive learned a critical delivery needed rerouting for the client to fulfill an order for his top customer, and he promised to resolve it immediately.

Thanks to the collaboration solution in place, these weren't idle words. The executive started a video conference with a team based in several different sites across the country, updating them on the situation. He received real-time reports as they tracked down the delivery and rerouted it to another site. The issue was settled in an hour, the customer was happy, the client looked like a hero. No travel required.

3. THE NEW BRAINSTORMING

Collaboration tools not only make face-to-face meetings possible no matter where the participants are, they also help remote workers hash out ideas and make fast decisions. A designer for a marketing firm was developing concepts for a client's new logo and wanted to get quick feedback from his director — who happened to be at a conference on the other side of the country.

The designer initiated a basic text chat to see if the director was available. She was, so they instantly switched to a video chat with a collaboration interface on their tablets. The designer shared his latest files and the director suggested some new color options and sent links to some sites for inspiration. In matter of minutes, the designer had the feedback he needed, with no interruption to his workflow.

In 2012, 53% of information workers used their own devices for work.⁴

80% of companies with BYOD policies report an increase in productivity.⁵

4. BYOD AND CYOD ASAP

With more and more workers either bringing their own device to work or selecting a preloaded device provided by their company, Bring Your Own Device (BYOD) and Choose Your Own Device (CYOD) have become the new norm in business.

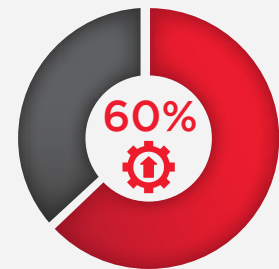
A huge sporting event needed to provide reliable, wireless connectivity to thousands of athletes, coaches and media workers. Because it was impractical to train users or control what devices they brought, the decision was made to build a large network capable of supporting consumer devices — reliably and securely.

By using a simplified, open infrastructure, event organizers could easily add new users, switch on new services and adjust capacity during spikes in demand. That way, everyone could use the devices and apps they were accustomed to, or choose devices designed to “just work” with the network.

5. BE OUR GUEST

The sporting event was essentially providing a large-scale guest network, giving simple access to outsiders. But this can be a smart offering even for smaller businesses. For example, a law firm brought an accountant on-site for a week while she worked on their taxes. She needed a plug-and-play connection to the network to access email, file sharing and calendar apps.

The network was already equipped with a centralized policy engine that controlled user and device access. All the IT manager had to do was grant the accountant limited guest status, defining exactly how long she can stay on the network and what kind of access she was granted. These credentials automatically expired at a specified time and date. The accountant immediately got the communication tools she needed, and the IT manager didn't have to lose sleep about security.



60% of workers report higher productivity when using their own devices.⁶

ANYWHERE AND EVERYWHERE

These are just a few scenarios made possible by collaboration technology, but they are all defined by letting you connect to the people and applications you need, exactly when you need them, no matter where you are. Once you incorporate video conferencing, chat, presence, social media, file sharing and more into easy-to-use devices, the opportunities for working smart become endless.

ABOUT AVAYA

Companies of all sizes depend on Avaya for unified communications solutions and technology that improve collaboration. Our people-centric solutions integrate voice, video and data, enabling users to communicate and collaborate in real time, in the mode best suited to each interaction. This eliminates inefficiencies in communications to make organizations more productive and responsive.

For more information about Avaya collaboration solutions, please visit avaya.com/mobility or call **1-855-428-2922**.

¹Forrester, *Mobile Solutions Connect information Workers to Collaboration and Innovation Processes*, 2012.

²Steve Jobs, Apple press event, 2011.

³Frost & Sullivan, *Overcoming the Challenges of Mobile Video Conferencing*, 2012.

⁴Forrsights *Workforce Employee Survey Q4 2011, 2012*.

⁵Forrester, *Key Strategies to Capture and Measure the Value of Consumerization of IT*, 2012.

⁶Forrester, *BYOD in Government: Prepare for the Rising Tide*, 2012.