

VIDEO  
COLLABORATION

CONTACT  
CENTERS

PROFESSIONAL  
SERVICES

MANAGED  
SERVICES

MOBILITY

DATA  
NETWORKING

**ALTURA**  
communication solutions

**AVAYA**  
**CONNECT**  
Platinum Partner

## HERE TO SERVE THE STATE OF PENNSYLVANIA

### Corporate Overview

Altura Communication Solutions is a top tier solutions provider of telecommunication products nationwide. Developing and maintaining a strong telephony base in North America, Altura transitioned many customers from previous Fujitsu technology in the 1990s to a more sophisticated voice over IP technology used today. In 2002, Altura reviewed all the major industry players looking for a partner that could provide a seamless migration path for its customers to the next generation of technology. Altura chose to partner with Avaya primarily because of their origins with BellLabs. As one of Avaya's fastest growing partner, earning a platinum level status, Altura has become one of Avaya's largest partners in North America with over 1,500 systems installed throughout the US over the last seven years. Roughly two thirds of its business resides within the state and local government, federal agencies, healthcare and education due to the types of private, campus-style networks in which they operate.

Headquartered in Fullerton, California, Altura Communication Solutions sells and services a variety of products, including:

- Avaya IP Office
- Voice over IP switching systems
- Unified communication systems
- Contact centers
- Multi-media voice and video conferencing systems
- Network security and system management tools
- E911 solutions
- Data switching and routing products

The company has nationwide service capabilities and an enterprise customer base of more than 2,500 companies in the financial, education, healthcare and government markets.

Altura helps their customer base plan, design, implement and service a wide range of world-class voice and data communication networks and applications. Altura services a variety of products including voice switching systems, VOIP (Voice over IP), in-facility and LAN wireless systems, voice and unified messaging systems, contact centers, call accounting, video and voice conferencing systems, local area network, security and systems management tools and remote monitoring systems. Altura has earned recognition for excellence in products and services, engaging in a 'best-of-breed' approach with the market. The annual Telecom Manager's Voice Report has rated Altura the number one service provider in North America for the ninth consecutive year.

### Strategic Vendor Relationships and Solutions

To ensure our customers receive the industry's most powerful solutions, Altura has strategic relationships with industry leading communications equipment manufacturers and software vendors. These relationships enable us to custom tailor integrated communication solutions to meet any communication requirement. Some of these partners include:

- **Avaya**
- **Aruba Networks**
- **Radvision**
- **Nice**
- **HP**
- **Plantronics**
- **@comm**
- **Veramark**

## Technology

Network Convergence & Unified Communication

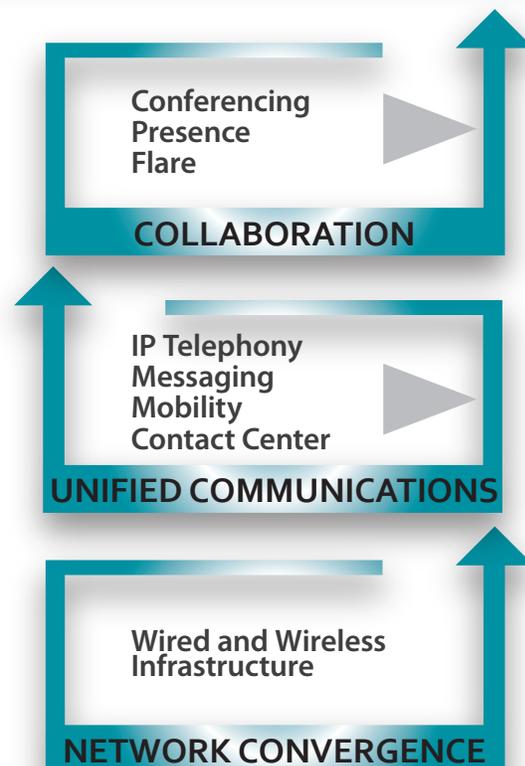
In delivering the power of convergence, Altura is built around three main levels of technology:

- Collaboration
- Unified communication
- Network convergence

The power of convergence brings together voice and data networks while minimizing infrastructure, support, and training expenses. Altura leverages voice, video, mobility, and data solutions to deliver the true power of convergence. Connect anyone TOGETHER, anywhere, on any device, at any time.

## Call Centers

Altura will design, implement and service contact service centers with advanced applications, which allow for intelligent calls and better customer service. When a customer calls in, for example, an agent is able to pull up that customer's entire history in order to quickly respond to the client's needs. If the agent is busy, the system notifies the customer of when he/she will call back, easing the stress and frustration of being put on hold or having to repeat needless customer information through an automated system. With virtual call centers, agents can invite other experts into a conversation to better resolve a client's issue. That's the reason why Avaya is the number one market share leader in contact centers in the world. They dominate that marketplace with over 40 percent market share, because of those advanced applications in call centers and unmatched reliability.



**Connect anyone TOGETHER,  
anywhere, on any device, at  
any time.**



## Avaya Flare

With Avaya Flare for tablet devices, users can:

- Select contacts from a digital rolodex
- Drag and drop various contacts into a call
- Set up video and audio conferences with multiple people

It also allows the user to move contacts off to the side for a side bar conference and capture the last five communications between those people—a hugely productive application.

## Culture of Customer Satisfaction

### Solution Selling

While most telephony companies solely focus on transactional selling, Altura puts a strong emphasis on "solution selling." We take more of a consultative approach to see how our solutions can affect a customer's productivity, image, expense, revenue or safety and security. We focus on the problems your agencies face and how our products would help solve that specific problem.



### Cost-Savings

Participating in a tremendously growth oriented marketplace built around convergence, Altura is able to provide a lot of different applications and solutions to help customers save money. Many customers have dedicated trunking systems with their carriers, for example, spending thousands of dollars on managing those dedicated lines. What we do, in allowing them to transition to SIP, affords them a less costly trunking infrastructure arrangement, more bandwidth and cost savings of as much as 40 percent a month on infrastructure alone. Other cost cutting solutions associated with audio, web and video conferencing save companies and agencies time and money on travel. Meetings can occur in a hi-tech, reliable digital space without having to be physically present. With this type of mobility, customers think they're contacting you at your office. You can be virtually anywhere with all the features of your business system in front of you. market share, because of those advanced applications in call centers and unmatched reliability.

### 24/7 Service First Attitude

Another one of our differentiations in terms of customer service includes our investment in getting our people closer to our customers. With 26 offices in major cities across the country, Alturas technicians are usually within 35 miles of their customers, and thus, are able to rapidly respond to any of their needs at any time. Their never sleep National Operation Center provides remote monitoring customer network coverage on a 24 hour, 365 days a year basis. On average our Support Engineers have over 25 years of industry experience. Our mission is to provide the highest level of product expertise in support of Altura, Avaya and other partner products. Our support services are centrally managed with our Support Engineers strategically placed around the country. This allows unsurpassed flexibility to provide support where and when you need it.

# GAIN THE **ALTURA** ADVANTAGE

Altura's nearly 30+ years of vast experience in the industry in consulting, designing and servicing enterprise wide communications solutions is an advantage for our customers that recognize the value and experience. To learn more about Altura's solutions and service capabilities, please visit the corporate website at [www.alturacs.com](http://www.alturacs.com).

## Capabilities and Past Performance:

### Federal Government

- Installation of Army Reserve National Guard Readiness Center - Avaya Communication Manager PBX, Messaging and 1,500 VOIP telephones
- United States Navy – 25 naval bases, 110,000 ports (NCTAMS LANT program)
- Bureau of Alcohol, Tobacco & Firearms – 79 sites across country and growing
- Department of Homeland Security – 30 sites and growing (DHS CCEP Program)
- Federal Aviation Administration - Maintain 64 sites, over 50,000 ports (FAA FAVES Program)
- Social Security Administration - Originally 870 sites, currently 400 sites, 45 Avaya systems installed
- United States Postal Service - 8,000 sites



### State, Local Government and Education

- State of Maryland WSSC - Avaya Aura PBX contact center with multi-media routing (email, fax, voice, SMS routing, web chat), Avaya voice Portal IVR, IVR application development, Contact Center professional services, Avaya One-X Portal and voice messaging
- University of California, Berkeley - 30,000 lines, Avaya deployment started in 2006
- CSU Fresno, CA - 5,000 IP phones
- State of New Mexico - 48,000 ports, over 450 sites
- Tennessee Valley Authority – 100 sites
- State of Connecticut – 184 sites
- New Jersey Transit - 10,000 ports, over 70 sites



### Commercial Clients

- Mitre - 2 campuses, over 9,000 phones installed
- St Joseph Mercy Health, Troy, MI - 12 sites, 12,000 ports
- Dartmouth Hitchcock Medical Center, NH – 14 sites, 14,000 ports
- Long & Foster - 119 sites
- Unisys - 70 sites
- Bank of NY - 70 sites

## Altura State of Pennsylvania DGS Contracts

- PBX and Key System Contract # 4400010331 (Parent # 6100022456) – Telecommunications Equipment and Services  
[View contract](#)
- Data and Video Contract # 4400011883 (Parent # 6100024938) - Networking Equipment & Related Services  
[View contract](#)

Altura’s SAP # 176433. Contracts are created for qualified purchasers to obtain high quality, reliable products and services directly from the vendors.

## Additional Company Information

- Federal ID: #33-0988967
- Dun & Bradstreet Identification Number: 10-3621814
- E-Rate Spin Number: 143025862
- SIC Codes

4899	communications services, NEC
3576	computer communication equipment
3669	communications equipment, NEC
4813	telephone communications

- Number of Years Altura Has Been in Business: 12+ (since 12/10/01)
- Number of Employees: 300+
- Primary Business Function: Telecommunications Installation and Repair
- State of Incorporation: Delaware

**For more information on State of Pennsylvania solutions, contact:**

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