



## Avaya IP Office Conferencing Solutions

Here's an alternative to externally managed teleconferencing services—Avaya IP Office Conferencing. It's a private “conference bridge” available at a moment's notice to quickly share information with a large number of people. Secure, easy to use and cost-effective, IP Office Conferencing is ideal for team meetings, client conferences, training and more.

### Making meetings easier

People joke and complain about them, but meetings are an essential part of business. Planning and production meetings, sales meetings, client conference calls, briefings of all kinds—they are all needed to get work done.

When in-person meetings aren't possible or practical—whether the reasons are logistical, economical, or matters of personal safety and security—a conference call is a cost-effective alternative. With more and more people working from home or dispersed locations, regular conference calls keep everyone in today's “virtual enterprise” working together.

### Why IP Office Conferencing?

Lower the cost of conferencing with a system that is:

- Easy to use—just dial in
- Easy to book—set up calls from any location using the Conferencing Center Web Client
- Secure and private—PIN codes, participants' name announcements and more
- No special equipment needed
- Convenient—view / change participant status and share information via the Web Client for real-time collaboration

IP Telephony

Contact Centers

Unified Communication

Services



Up until now, arranging conference calls with more than just a handful of participants required scheduling the services of a third party teleconference provider. Now with Avaya IP Office Conferencing, your organization can have its own private, secure conference bridge available at any time.

### Benefits across your business

Having your own conference bridge can reduce or eliminate fees to outside conference services. And because it's always there—and exclusively for your company's use—you can increase your use of conference calling to support and expand your customer base and enhance numerous business processes, from product development to employee training.

IP Office Conferencing can quickly pay its way. If your company currently schedules audio conferences using third party providers on a regular basis, the return on your investment in IP Office Conferencing can be quick. For example, a company that holds just a couple of one hour-long conference

calls a day with 4 participants (or any equivalent), can see a return on its investment in as little as 9-10 weeks, depending on location and provider fees.

Built-in conferencing is part of the Avaya IP Office all-in-one solution for voice, data and Internet communications. A conference bridge is integrated into the IP Office platform, allowing you to set up audio conferences for multiple parties no matter where they are located—even in different countries.

The optional Conferencing Center application builds on these strengths to provide Web-based management and a real-time Web client to complement the audio bridge.

### Conferencing made easy

IP Office built-in conferencing is easy to use. You can arrange telephone conferences with internal and/or external participants. Conference calls can be planned in advance or arranged on the spot. No special conferencing equipment is required.

## IP Office Conferencing vs Other Options

Businesses have a range of meeting format options. All of them provide opportunities for exchanging ideas and making decisions, but with varying degrees of effectiveness and cost.

### ADVANTAGES



### DISADVANTAGES



#### Face-to-face Meetings

Most effective way to exchange information.

Costly in time and travel. Difficult to schedule.

#### Video Conferencing

Effective for most types of meetings. Eliminates travel costs.

Requires significant initial investment and networking reconfiguration. Not available in many parts of the world.

#### Externally Managed Audio Conferencing

Effective for all but the most sensitive "getting-to-know-you" meeting types.

Must be scheduled in advance. Expensive. Sometimes cannot be continued beyond the limits of the initial reservation. Security in the hands of others.

New participants can be easily added while a conference is in progress. All a participant has to do is dial the telephone number reserved for the conference bridge. It's that simple.

Using IP Office PhoneManager, employees can also easily set up an immediate conference call via a PC-based interface, dial the participants and keep control of who is on the conference call—provided that Caller ID is supplied by your network. If the Caller ID is recognized by IP Office, then the participant's name is also listed.

IP Office built-in conferencing gives you flexibility in the number of calls that can take place simultaneously and the number of participants on each call. Depending on which IP Office model you are using, you can have up to 2 different conferences of up to 64 parties, 4 conferences of up to 32 parties, 6 conferences of up to 21 parties, etc.

## Built-in security, easy management

IP Office provides built-in security capabilities that protect the integrity of the telephone conference. With optional VoiceMail Pro, PIN (Personal Identification Number) codes are requested as individual participants join the conference.

IP Office, through its VoiceMail Pro messaging application, makes managing the conference process very efficient. Regularly scheduled conferences (for example, a weekly sales conference call) can be arranged in advance with the PIN code distributed beforehand. User prompts and tones allow easy joining and disconnecting from a conference. Users can also immediately contact an in-house administrator, or operator, for help with any problems.

## Web capability with IP Office Conferencing Center

Your conferences can be further enhanced by using the Conferencing Center application—a powerful collaboration tool that adds simple Web-based management and information sharing capabilities.



## Using conferencing to increase revenues

The availability of inexpensive in-house conferencing can encourage the use of audio conferencing for a wide array of revenue-generating activities that you might not otherwise consider if you were relying on a third-party service. Examples of revenue enhancement using conferencing include:

- Timely sharing of sales opportunities
- Strategy sessions
- Sales training on new products or techniques
- Sales presentations to customers

## Customer service and support

IP Office Conferencing is also an ideal way to enhance the service and support you provide to customers:

- New product/service launch conferences with customers
- Customer service seminars
- Impromptu or scheduled user group conferences
- Teams quickly assembled to solve customer problems

## Streamlining information flow

Audio conferences can streamline the flow of information through your business. Here are a few of the many ways IP Office Conferencing can help:

- Regular or ad-hoc project management conferences
- Management planning sessions
- Employee orientation, benefits conferences, motivation
- Problem solving sessions of all types



With IP Office Conferencing Center, conferences can be scheduled and confirmed by e-mail using the Web Client, or set up ad hoc, by pointing and clicking using the SoftConsole. Documents and presentations can be saved in HTML format and published to the Web (by the host) for real-time viewings and briefings (complementing the audio conference).

The real-time Web interface also provides the host with a range of controls that include “whispering,” muting and engaging participants in live votes. IP Office VoiceMail Pro can call participants and transfer them into conference calls about to start.

### Savings speak for themselves

The Columbia University Medical Center in New York City relies on an IP Office Conferencing solution—and has the savings to show for it. Prior to implementing the IP Office solution, the Medical Center spent over

\$340 per week on third-party conferencing services. After implementing the IP Office on-demand conferencing capability, the Medical Center estimates saving of \$15,000 annually in conference calling costs alone. And they are not alone—IP Office conferencing solutions are delivering significant savings to many happy customers worldwide, including US/UK-based CAP Ventures and Air Product & Chemicals Korea.


### Learn more

IP Office comes not only with the Avaya heritage of technological excellence, but also with our legendary reliability and security. Rely on Avaya solutions for market tested and proven technology. For more information on IP Office Conferencing and other Avaya solutions designed to meet your communications needs, contact your authorized Avaya BusinessPartner or visit us at [avaya.com](http://avaya.com).

## IP Office Conferencing Capacity Specifications

Maximum Participants	IP 403	IP 406	IP 412
T1/T1 PRI/ISDN PRI	48/46/60	48/46/60	96/92/120
IP	20	20	60
Internal users	64	64	2x64
Total Max.	64	64	2x64

NOTE: These are maximum possible capacities. Actual resources available for conferencing will be based on the specific configuration and operation of the system. IP Office - Small Office Edition provides simple conferencing for up to 3 parties.

<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications—and distinguished by comprehensive worldwide services—Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>		
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