

AVAYA



Avaya IP Office

Converged Communications

Streamlining and simplifying communications by
bringing your voice, data and Internet all together



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IP Telephony

Contact Centers

Unified Communication

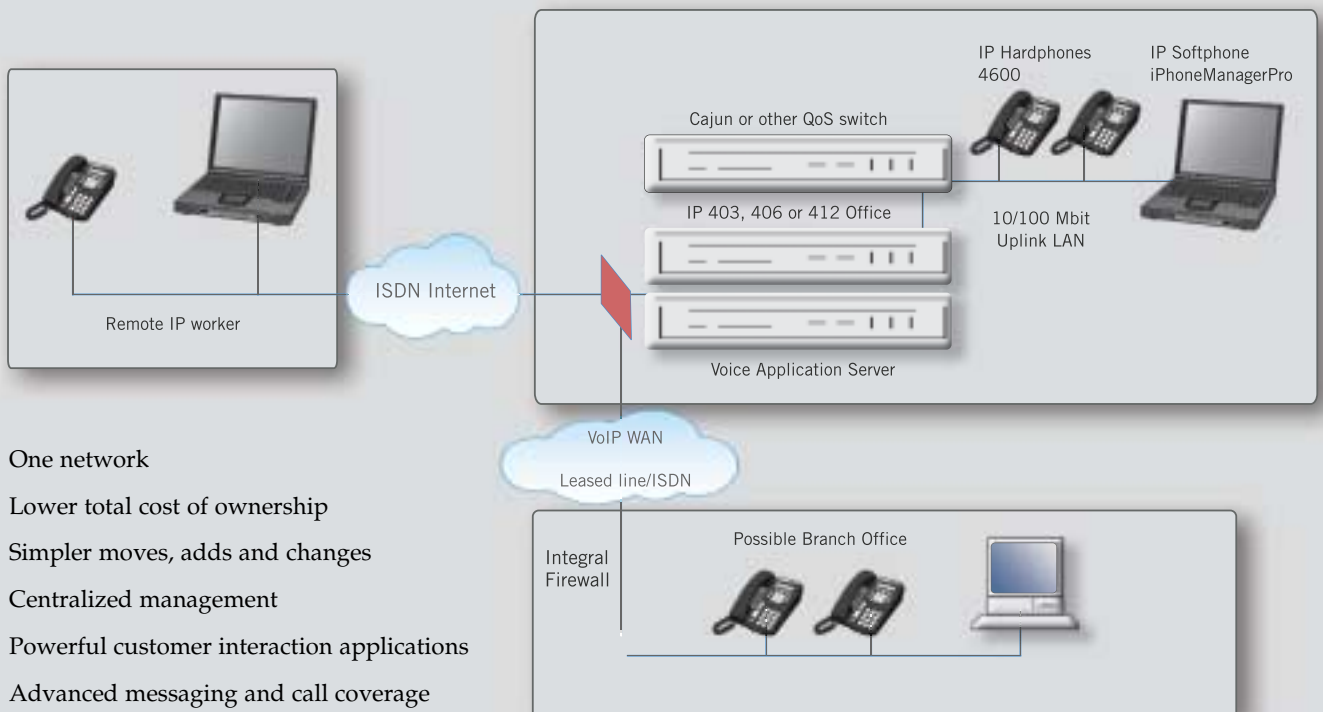
Services



Simplicity is the key to effective communications and lower costs. Avaya IP Office is designed to simplify and lower the cost of communications by bringing together voice, data and the Internet in one easily managed solution. Instead of relying on separate networks and separate systems, you can consolidate the communications that are important to your business in one system. Convergence not only simplifies and streamlines communications—it supports new ways of serving customers, connecting locations and streamlining information flow.

Avaya IP Office simplifies the transition from today's separate voice, data and Internet networks to tomorrow's fully converged communications. It's a system designed for the future...that's ready to meet your needs today.

Convergence—The Power and Simplicity of One System



- One network
- Lower total cost of ownership
- Simpler moves, adds and changes
- Centralized management
- Powerful customer interaction applications
- Advanced messaging and call coverage
- Personal productivity applications



Features... quality... reliability

Avaya IP Office is the result of ongoing technological innovation to ensure that one system can handle both voice and data communications without sacrificing user features, voice quality or reliability. Avaya IP Office has demonstrated over and over again that it can achieve those goals—a key reason why it was selected as a “Convergence Product of the Year” in 2002 by *Communications Convergence* magazine.

Beyond the technology itself, convergence means business. The convergence capabilities of Avaya IP Office enable it to deliver vital, business-building applications—from IP Telephony to unified messaging to multimedia contact centers. These applications can make your businesses more efficient, effective and responsive ...to your employees, your partners, your customers and your bottom line.

- Converged solutions make everyone more productive by making it simpler to use applications and share information.
- Having one network to manage lowers your communications costs.
- IP phones are easier to move than traditional phones, slashing the cost of system administration.
- IP Telephony allows seamless remote working

Convergence is about meeting business needs—today and for the future. It helps you meet those needs without unexpected add-ons and hidden costs.

Simple communication...seamless communication...converged communication without compromises. Avaya IP Office delivers what businesses need...today.

Four reasons to consider convergence today

1

Your customers



The Internet, eBusiness, wireless communications and a host of other advances are giving customers more information, more control and the ability to easily switch their loyalties. Relying on Avaya IP Office as a converged system lets you take advantage of a wide range of capabilities from consolidating local/wide area networking to sophisticated communications applications like unified messaging and multimedia contact centers.

2

Your bottom line



The wide range of customer service and communications applications that are possible with Avaya IP Office can deliver many economic and operational advantages: lower network costs, simpler management, more productive use of personnel, lower travel costs, higher customer retention rates and more. Enterprises that don't embrace convergence will miss out.

3

IP Telephony



Quality advances in IP Telephony are driving enterprises to look at converging their LAN and WAN networks, even if only for internal communication. Small and medium size companies are leading the way—Avaya IP Office will help you get there.

4

Virtual Enterprise



Today's business organizations are more virtual, more collaborative, relying on an extended network of partners, suppliers and employees spread across remote locations. Avaya IP Office supports the critical applications and delivers the networking and remote access capabilities that enable extended enterprises to collaborate and communicate with speed and quality in a dynamic networked environment.

Convergence without compromise

Avaya IP Office meets the communications needs of businesses today by providing full-featured capabilities for voice, data and Internet communications. Avaya IP Office gives you what you need in a phone system: traditional PBX and key system features; traditional phones and new IP-based phones; wireless phones; extensive call routing capabilities; comprehensive support for messaging, and more.

Data networking

In addition to being a full-featured phone system, IP Office is ready to handle your local and wide area data networking needs:

Local Area Network—LAN support on IP Office includes eight integrated, dual-speed LAN ports on smaller platforms and a 2-port Ethernet switch on the IP 412. This allows you to easily use Avaya IP Office for linking computers and sharing information and applications.

Wide Area Network—Avaya IP Office also delivers the wide area networking needed to link multiple offices via ISDN dial-up or 56k/64k T1/E1, leased lines, managed IP or Frame Relay. Avaya IP Office can also be connected to a digital leased line service using either X.21 or V.24 or V.35 for speeds up to 2 Mbps.

DHCP Server—To facilitate data communications, Avaya IP Office can act as a DHCP server, assign IP addresses and simplify the IP address allocation process.

Secure Internet access

The X.21/V.35 WAN interface provides shared, secure, high-speed access to the Internet via external T1/PRI or digital leased line services.

Avaya IP Office comes out of the box with an integrated firewall, alleviating the need for (and the expense of) a separate firewall. The largest

Ensuring voice quality

One of the most important technological challenges in a converged communications environment is ensuring voice quality. Unlike a phone system, which is designed just for voice, a converged communication system like IP Office can mix voice and data packets together over a single connection. The technology managing the transmission of these packets must be aware of their content, so that voice packets are sent at regular intervals to ensure crystal clear voice quality, even if it means delaying or discarding data packets—which are tolerant of this—to ensure that voice packets get through.

IP Office is designed with a number of Quality of Service (QoS) capabilities that ensure voice communication has the priority and protection it requires to deliver business class service. All Avaya IP Office platforms support Bandwidth Allocation Control Protocol (BACP) and Multilink PPP to add, delete and manage bandwidth as needed to support quality of service, in addition to standards based DiffServ to ensure voice packet priority.

Avaya IP Office system (IP412) employs dual segment LAN ports with a firewall break so internal/external networks are physically separated. The firewall will perform Network Address Translation, filter IP protocols (FTP, HTTP, VoIP, H.323), manage Internet access, and can even place limits on calls to a particular IP Service. This helps to provide secure support for a variety of remote access situations while protecting your private data network from the Internet.



Flexible options for the converged future

Without a doubt, voice networks and data networks are converging. Communications will no longer be restricted to voice only or data only networks or devices.

Avaya IP Office makes you ready for that future today by allowing you to take advantage of the latest networking and remote access technologies (including new “connectionless” IP phones) while still using Avaya IP Office as a traditional phone system with the analog and digital handsets that are in your office today. You can use Avaya IP Office out of the box for traditional communications or as an IP-only solution.

Built on open standards

While traditional phone systems use a proprietary design, Avaya IP Office contains an industry-standard H.323 Gateway and Gatekeeper, allowing Avaya IP Office to work with traditional phone lines and allowing devices from different manufacturers to work together.

Simplifying the management of your system

A key selling point for converging your communications on one system is the opportunity it creates to simplify and streamline the management of your communications system. IP Office delivers on the promise of simplification through the Office Manager, its Windows-based for system and application management, including remote locations.

Everything IP Office does can be controlled from a single point using the Office Manager: the phone system, router, firewall, DHCP server, third party provided devices, voice mail, and all other applications. Office Manager provides a complete picture of your entire communications infrastructure. The ability to pre-set performance parameters allows you to “manage by exception”—instead of constantly monitoring the system, you need take action only when you are alerted that a parameter has been exceeded.

Add voice to these networks and leverage your investment

Avaya IP Office supports a full range of voice and data networking options:

Private Data Circuit Many companies lease private data lines (e.g., for downloading files between locations) and with IP Office you can now use these same lines for voice traffic. With the IP Office VoIP Gateway and Voice Compression Module (VCM), up to 40 voice calls can be carried at any one time, along with the normal data traffic.

Frame Relay Network High-speed communication via a frame relay network is used by many companies to connect LANs in branch offices for sharing information between locations. With IP Office your organization can now use the frame relay connection for voice calls. IP Office employs a Frame Relay Assembler Disassembler (FRAD) so that voice and data traffic is formatted and framed for Frame Relay.

IP Virtual Private Network To connect remote users and multiple sites, many companies are taking advantage of Virtual Private Networks (VPNs). IP Office allows you to use a VPN for voice traffic, leveraging your existing investment and network reach. Security standards such as L2TP and IPSec ensure that information transferred via VPNs is protected.

Local Area Network IP Office is an ideal way to leverage your existing LAN for voice calls between locations in a campus environment using the built-in 10/100 Mbps LAN port, which can be copper or fiber.

