

AVAYA



Communication Solutions for Automotive Dealerships



**Avaya IP Office—the “All-in-One” communications solution
for today’s small and medium-size auto dealers**

IP Telephony

Contact Centers

Unified Communication

Services



Over 1 million businesses rely on Avaya solutions

Avaya helps you achieve your goals

Every small- and medium-sized auto dealership needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over one hundred years of experience as a leader in communications, we know that the right solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

Get big business communication—at small business prices

Over one million businesses rely on Avaya solutions like Avaya IP Office—the award-winning business communications system that gives growing companies an

“all-in-one” solution for telephony, messaging, networking, conferencing, customer management and much more.

Growing businesses know they can rely on Avaya for big-business capabilities at small business prices. Avaya has an entire division focused on the needs of small- and medium-size businesses. We support extensive research into new technologies and standards. And we make it easy for businesses like yours to acquire our solutions by offering an array of financing options.

See what Avaya can do for you

You need a communications system—every auto dealership does. To find one that's right for your firm, start with Avaya. With solutions like IP Office, we're revolutionizing how small and medium businesses communicate. Now is the time to see what an Avaya solution can do for your business.

IP Office: The Right Solution for Today's Auto Dealership

1 What is it?

A solution for voice and data communications, messaging and customer management. Uses IP technology to deliver more functionality at a lower cost. Get all-in-one capabilities. Pay as you go.

2 How can I use it in my business?

To connect with colleagues and customers... simplify access to information... keep remote workers in touch. To save money through conferencing, networking, time/call management, Voice over IP and more.

3 What are my choices?

Does your business have one location? Multiple locations? Are you a branch office of a larger organization? A home office? With IP Office you can choose from a range of models and add capacity, applications and phones, as you need them. Whether you have 2 employees, 200 or more, IP Office is the right choice.





Personalizing service ...lowering costs... simplifying the flow of information—Avaya IP Office is ready.

Avaya IP Office gives auto dealers fast, easy and cost-effective ways to communicate.

From the showroom to the used car lot, an auto dealership needs fast, easy and cost-effective ways to connect sales and service reps to customers, and to each other.

Today, with savvy consumers utilizing the Internet and other tools to shop around, the right communications solution is more important than ever to help build and maintain the profitable relationships that are the key to long-term growth.

Buyers choose dealers based on price and the ability to deliver service that is faster, better and focused on their needs—and if they don't find all of that, they'll buy from the competition.

To meet the increasing expectations without increasing costs, auto dealers need solutions that will help them sell more, serve better and do it all less expensively. That's exactly what the Avaya IP Office communications system is designed to do.

Fast, focused customer service

Cars are big-ticket items and customers who buy them want to be remembered. Dealerships that are known for being service leaders experience more growth and are able to have greater earnings.

When your top customers call, can your communications system help to route their calls to the sales rep

best able to take care of them? Can you tell instantly if there are any outstanding issues with this customer and what is being done to resolve them? With IP Office you can—IP Office integrates sophisticated customer service capabilities directly into your communications system in ways that were previously not possible in systems designed for small and medium-size businesses.

With IP Office, when one of your customers calls, a “screen pop” of information about the customer can be automatically routed with the call. Your staff can view detailed customer data, see the status of pending orders and answer queries.

You get the ability to deliver the kind of service that keeps customers coming back because the information is there when it matters most—when the customer is on the phone.

Reducing customer frustration

Cars are important to their owners. So is efficiency. Being transferred and having to repeat the same information over and over are frustrating. The communications system should make it easy for customers to get the information and support they need, when they need it.

IP Office gives you a range of call handling, routing and messaging options you can adapt specifically to your dealership. Do you rely on a receptionist to route calls?

Do you need to create a back-up plan for busy periods? With IP Office you can develop a custom solution to your specific needs.

IP Office can also automate the handling of routine requests (i.e., tracking the status of a car being serviced) through your messaging system. This can relieve the pressure on your staff and give your customers the flexibility to choose self-serve or deal directly with a service/sales rep.

Out on the lot, under the hood— staying in touch

Auto dealers are unique because employees are often so spread out across different departments—down in the service bays, out on the lot, going for test drives, etc. This can leave other customers waiting on the phone. That's why Avaya IP Office supports mobile communications on your premises through lightweight, high quality digital wireless phones. Your employees can use these phones and take all the features of their desktop phones with them—hold, transfer, Caller ID, messaging, you name it.

Connecting your people...and your locations

With the heavy competition dealerships face today, getting ahead means figuring out how to operate more efficiently and at a lower cost. IP Office is designed to save you money.

If you have multiple locations you can route your phone calls over a data link—eliminating toll charges. IP Office also allows you to network the phone systems in each location so they all work together—reach any employee with one-touch dialing; share a receptionist or messaging system across all your locations. You can also manage the entire communication system from one location via a single web browser interface. All of that reduces costs significantly.

Sales flashes...by voice

There are lots of ways to communicate today—often the simplest ways are the best because it means you can reach more people quickly. That's the idea behind IP Office voice mail distribution. You can set up lists—for sales reps, service reps, etc.—and automatically route voice mail messages on a regular basis. Let everyone know of new promotions, price reductions, service offers, finance options and more. Voice mail is particularly good for mobile employees.

Learn more online

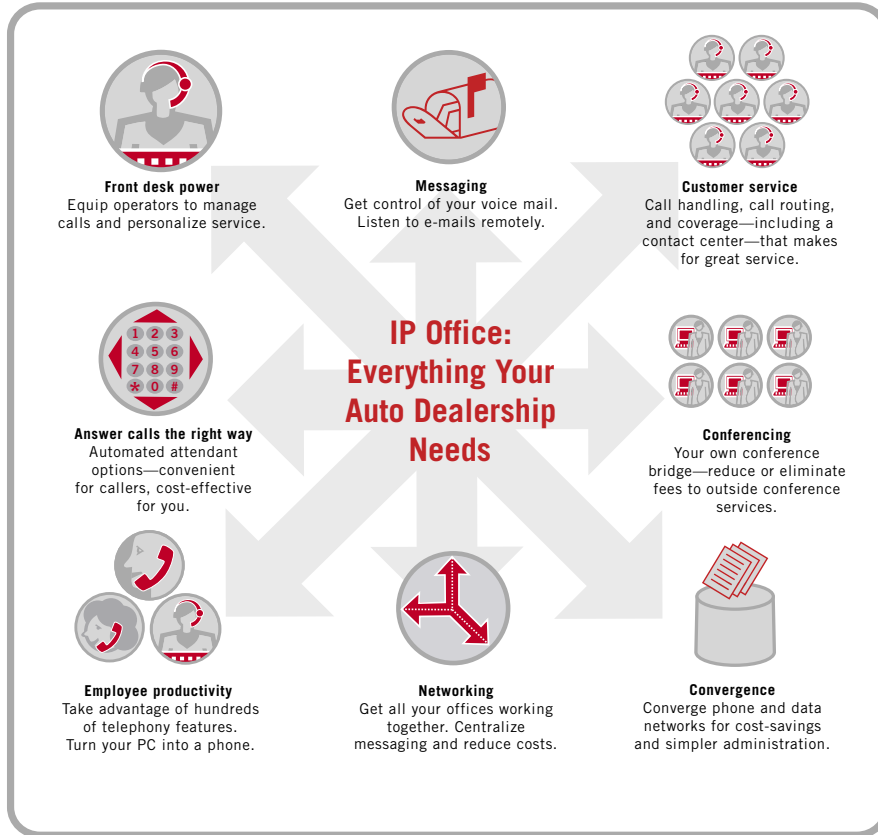
To learn more about how companies around the world rely on Avaya IP Office to streamline communications and control costs. Go to www1.avaya.com/enterprise/resourcelibrary/testimonials/ipoffice.html

For more information about Avaya communications solutions for auto dealers, contact your Avaya Client Executive or Authorized BusinessPartner today or visit us at avaya.com



See the value of IP Office

Want to know how much IP Office can help lower your communications costs? Use the IP Office ROI tool at www.avaya.com/ipofficeroi. It takes just a few moments to enter your dealership's information and see the savings calculated online. See your Authorized Avaya Representative for how you can save even more with our financing offers.



You Have Questions...Avaya Has Answers

Does my current phone system give my dealership what it needs?

If it is based on old technology, probably not. Your competitors may be faster and more professional. IP Office delivers the capabilities that allow you to overtake the competition.

Do I need to understand the technology to implement it?

No. IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your Avaya BusinessPartner for the support you need before, during and after your purchase. We'll take care of you so you don't have to worry.

Do I need to spend a lot to get the latest technology?

Not at all. You have choices based on your budget needs. Easy leasing or financing plans not only make this affordable; they help you quickly cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

Is IP technology reliable for my needs?

With over 35,000 systems deployed worldwide (Avaya is #1 in IP Telephony shipments), Avaya IP Office has the track record businesses like yours can rely on.

Can my firm use IP Office as just a phone system?

Absolutely. Start by taking advantage of the many telephony features IP Office provides and add advanced capabilities as you need them via a simple upgrade.

I have old systems but am adding another dealership. Should I consider the new technology?

Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

How quickly can I get up and running?

Just say "when"—an authorized Avaya BusinessPartner can tailor a solution to your needs and your budget.

Avaya IP Office at a glance



The right model for your business	With several models to choose from, there's an IP Office to meet your needs.
Ready to grow	Capacities: 2-360 extensions; up to 192 lines; 96/120 T1/E1 lines
Call handling and messaging	Get 24-hour support for callers/customers without a 24-hour staff. IP Office has a range of messaging, auto attendant and Interactive Voice Response (IVR) capabilities. Integrate messaging and advanced call handling into your customer service operations. Handle voice mail and e-mail in a single mailbox.
Communication with customers	Set up a formal or informal customer service center with voice, e-mail and Web chat. Integrate your customer data base into your call handling. Manage the quality of your customer interactions
Work anywhere	Give your employees all the communications capabilities they have at the office whether they are working from home, a hotel or a remote office.
A complete conferencing solution	Don't pay any more fees to outside conferencing service providers. Get Web- and audio-based conferencing that are easy to set up and use.
Secure, converged communications	Use IP Office as a secure router with a built-in firewall/VPN. Route voice calls over a managed Internet service (VoIP) and pocket the savings.
Simple administration	Windows-based, menu-driven tools cut the time and expense of administration.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

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.

reach
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