



OVERVIEW

# Intelligent Communication Solutions for Accounting Firms



IP Office — the Intelligent Communications solution for small and midsize accounting firms

## Millions of users in small and midsize businesses around the world connect through Avaya daily.

### Avaya helps you achieve your goals.

Every small and midsize business 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 100 years of experience as a leader in communications, we know that the ideal solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

### Get big-business communications — at small-sized business prices.

Businesses around the world rely on Avaya solutions like IP Office — the award-winning communications system that gives growing companies a complete solution for telephony, messaging, networking, conferencing, customer management and much more.

And we make it easy for businesses like yours to buy, by offering an array of financing options.

## IP Office

### 1 What is it?

It is a converged communications solution that uses both voice and IP technology to deliver intelligent ways for you to reduce cost, increase productivity, and improve customer service for your business.

### 2 How can I use it in my business?

Connect with colleagues and customers. Simplify access to information. Keep remote workers in touch. You can save money through conferencing, networking, call management, Voice over IP, and more.

### 3 What are my choices?

Does your business have one location? Multiple locations? With IP Office you can choose from a range of models and add capacity, applications, and phones as you need them. Whether you have few or many employees, IP Office is the optimal choice.



# Serving client needs ... simplifying remote access to information ... tools to make you more productive.

In the frenzy of filing season ... and at every other time ... accountants can rely on Avaya IP Office for the communications capabilities they need to work as efficiently as possible.

Whether it's filing a routine tax return or preparing a complicated year-end audit, it's the accountant's job to get the numbers right and provide the paper trail to back it up.

Recent years have brought a wave of complexity to the centuries-old job of "balancing the books." Technology, new tax regulations and recent legislation such as Sarbanes-Oxley have all placed new demands and responsibilities on accountants.

To meet these challenges, many accountants are looking carefully at how their office communications solution can simplify the flow of information and keep people in touch. A communications system that helps accountants do their job faster, more effectively and more accurately is ultimately going to pay for itself through lower costs and greater revenue generation. That's the idea behind the integrated Avaya IP Office voice and data communications system.



## Simplify access to information

Many accountants do most, if not all of their work, often at the client's location. Working at home and on weekends is a fact of life. But being out of the office shouldn't limit access to important information.

With its secure networking capabilities (i.e., built-in router, firewall), IP Office simplifies secure access to data servers, facilitating information retrieval from anywhere. And the integrated messaging capabilities that are part of IP Office simplify the routing of faxes and emails. Now accountants can retrieve and forward information wherever needed, eliminating or at least reducing the number of documents they carry outside the office.

## 'Reach me anywhere'

IP Office not only increases access to critical information, it enables mobile professionals to take control of their communications. Instead of requiring everyone to guess what number to reach you at, IP Office lets you establish a "personal number" that automatically forwards calls to a mobile, home, or other phone. At any time you can change the setting to have calls forwarded somewhere else. IP Office will actually "recognize" you when you call in. You can screen out unimportant calls. You can even have phone calls and voice messages routed to you as email and play them back using a soundcard and an Avaya "softphone" interface on your laptop.

## Conference easily, control costs

During group audits and those busy end-of-quarter/end-of-year periods when time is at a premium, IP Office helps make sure critical information gets circulated quickly.

*Need to quickly set up a distribution list for voice mails and emails?* The messaging capabilities of IP Office let you do it all through one interface.

*Want the ability to set up impromptu conference calls?* Use IP Office as your own private, secure conference bridge so everyone can conference on demand, regardless of their location, for faster coordination.

IP Office can eliminate the fees you pay to outside conferencing services. And in addition to the audio call, use IP Office Conferencing to broadcast documents on the Web. A firm that holds just a couple of one-hour conference calls a day with 4 participants (or more) can see a return on its investment in as little as 9-10 weeks (depending on location and provider fees.)

## Easily manage your communications system

We know that growing companies have better things to do than administer their communications system — particularly if they have more than one office. With IP Office, you can manage the entire communication system from one location via a single web browser interface. That means you can manage multiple systems across multiple sites from one location. Add and delete employees, change system settings and make it easy for employees to move from site to site and office to office. Avaya IP Office simplifies the job of managing multiple locations — formal offices, offices in a home, temporary work locations, etc.

## Dealing with Sarbanes–Oxley

The Sarbanes–Oxley Act has many implications for the communications and information processes of accountants. The secure, standards-based capabilities of Avaya IP Office can help you ensure the integrity of your data and safeguard your infrastructure. For example, the ability to track and log e-mails, voicemails and faxes in association with a particular account will allow your firm to quickly assure that it acted appropriately and in accordance with the highest standards.

## See the value of IP Office

Want to know how much IP Office can help lower your communications costs? Use the IP Office Quick Calc tool at [avaya.com/ipofficeroi](http://avaya.com/ipofficeroi). It takes just a few moments to enter your firm's information and see the savings calculated online. See your Avaya Authorized BusinessPartner for how you can save even more with our financing offers.

# So, what do you want Avaya IP Office to do for you?



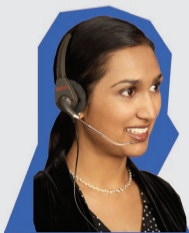
## Work from anywhere

Enable instant one-number access regardless of your location. Route incoming office calls to your mobile telephone, and even listen to your e-mails.



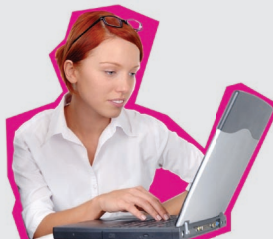
## Measure customer support

Powerful reporting package illustrates how you are serving your customers. See how much time you spend on each call, and how many calls you may be missing.



## Improve customer satisfaction

Maximize customer satisfaction as more calls are handled promptly. Redistribute inbound calls from your busy locations toward idle locations.



## Integrate applications

Enable incoming calls to display company name, location, purchasing history or other vital details; impress customers; sell more strategically; and speed efficiency.



## Protect your investment

Gain more than just communications products and services. Implement a system that delivers immediate results to your business, and is set to grow and change along with it.



## Look more professional

Impress customers and empower staff with state-of-the-art telephones. Sleek, functional telephones designed for the business professional.



## Connect all sites

Save, streamline, and spark collaboration. Integrate business communications to save money on long distance charges. Link remote offices as if they were one.



## Host conferences

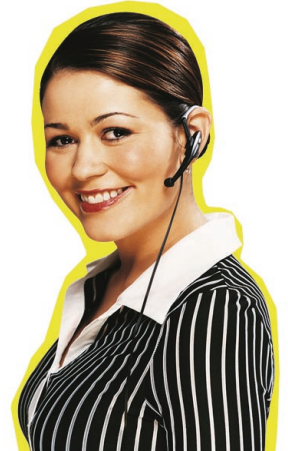
Eliminate conference call costs and speed your decision-making. Schedule, initiate or participate in secure audio conference calls anytime. Launch outbound calls to bring the right people together instantly.

## Keep ongoing management simple.

*Administer communications for a busy staff, quickly and painlessly.*

IP Office comes with a whole set of menu-driven tools to keep ongoing management simple. Leverage a variety of advanced options to power efficiency. The administration tool makes it easy to set up your IP Office and day-to-day tasks such as updating directories and moving phone extensions. Remote diagnostics are also made easy through the intuitive and real-time System Status Application.

# You have questions ... Avaya and our BusinessPartners have answers!



## Does my current phone system give my business what it needs?

**If it is based on old technology, probably not.** Your competitors will be faster and more professional with the latest in communications software. IP Office delivers the capabilities that allow you to keep your business competitive.

## 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 support before, during and after your purchase.

## Do I need to spend a lot?

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

## Is IP technology so new that it's not reliable?

With over 90,000 systems deployed worldwide (Avaya is #1 in IP telephony\*), Avaya IP Office has the track record businesses like yours can rely on. Aside from receiving the **Product of the Year** award by *Internet Telephony* magazine and **Editor's Choice Award 2006** by *IT Week*, businesses like yours are saving money and boosting productivity. Many are even managing the system themselves via menu-driven tools.

## I have old systems but we are adding an office. 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?

A local Avaya BusinessPartner can tailor a solution that's best for you and your budget.

## Avaya IP Office At-A-Glance

<b>Built-in Investment Protection</b>	From 2 to 360 users across the product line; up to 192 lines; 96/120 T1/E1 lines; up to 128 SIP (Session Initiation Protocol) trunk lines. Adding users or intelligence is easy and cost effective.
<b>Converged Communications</b>	An award-winning, small converged PBX that lets you leverage IP, digital, or analog technology.
<b>Unified Communications</b>	Whether the need is collaboration, mobility, messaging or device integration, IP Office has the open software environment to make connecting users easy and seamless.
<b>Customer Contact</b>	IP Office is a suite of tools including interactive voice response, real-time and historic call reports, voice announcements for queuing calls and ready integration with Microsoft® CRM.
<b>Self-Management/Administration</b>	Windows-based, menu-driven tools cut the time and expense of administration. Moves, adds and changes are easy and quick.
<b>Remote Diagnostics</b>	The Avaya network of BusinessPartners can provide you with proactive services that will detect issues before they emerge, alert you, and outline a resolution.

### Three-Year Warranty

Avaya IP Office is designed to be highly reliable, and is backed with a three-year warranty on IP Office hardware and one-year warranty on IP Office telephones.

### Learn More

For more information about how Avaya Intelligent Communications solutions can benefit your accounting firm, contact your Avaya Authorized BusinessPartner or visit us at [www.avaya.com/small](http://www.avaya.com/small)

### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red rectangular background.

INTELLIGENT COMMUNICATIONS

[avaya.com](http://avaya.com)