

EXPERIENCE AVAYA

Paris

Redefining UC and Endpoints

Frederick Sabty

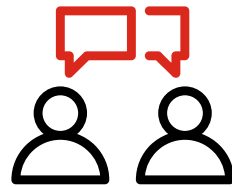
Vice President Hospitality World Wide

#Ideas2Inspire



Employees Need Better Tech to Serve Their Customers

92%



COMMUNICATION
Agree communication and collaboration could be improved

89%



TECHNOLOGY
Believe a technology assisted workplace could help them be more productive

The SMART Endpoints Revolution

Cloud based applications interworking with Enterprise communications at the edge



Custom built applications



Cloud Based Services & applications



And superior performance with the Avaya IX devices & Collaboration portfolio

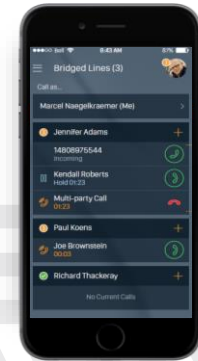
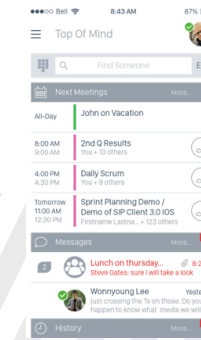
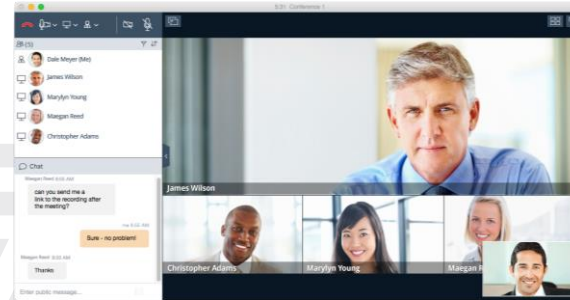
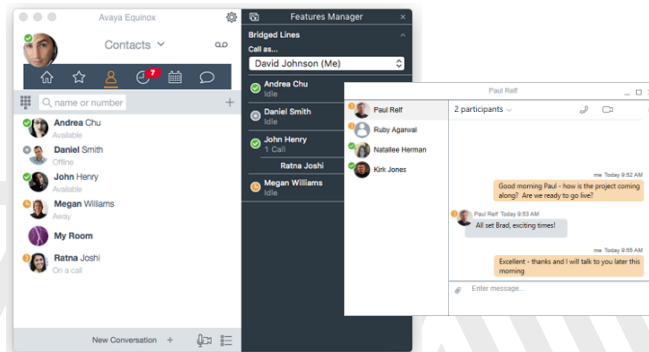




Redefining the Desktop Experience

Avaya IX Collaboration

Mobile First – Enterprise class



Enterprise Class

- Reliable voice & video
- Multi-device access
- Common contacts, logs & messaging
- Simplified recording & playback of important content

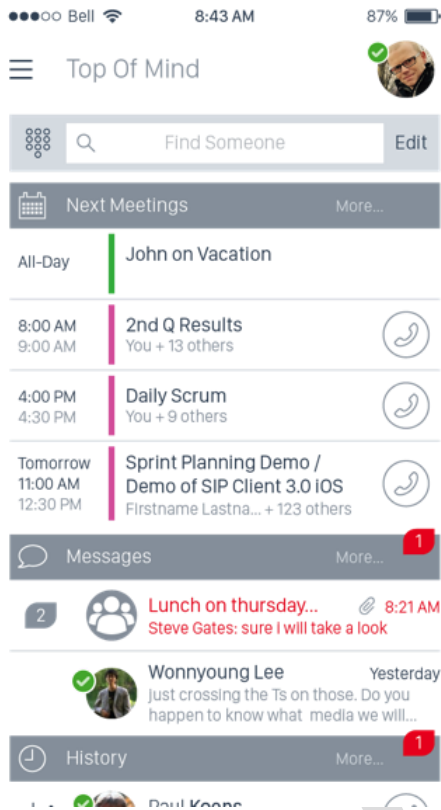
Productivity & Efficiency

- Device optimized experience
- Persistent messaging
- Deep integration supporting applications

Mobile First Ux

- Simplicity & ease of use
- Action oriented work-flow
- Contextual controls
- Auto discovery installation
- One tap to...anything!

Innovative “Top of Mind”



Touch



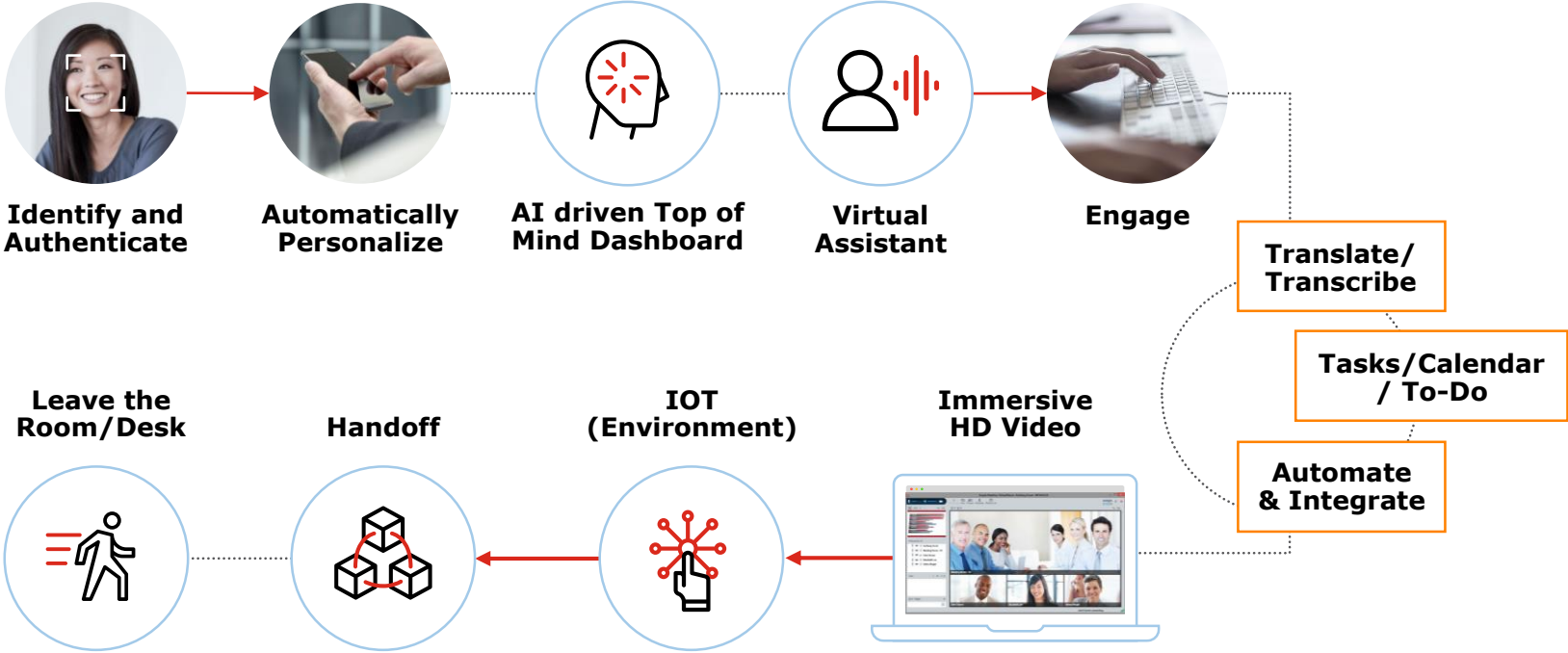
- Mobile first design enabling users to do most things from one simple screen
- One place to keep you Engaged in the moment
- Join meetings directly with one touch
- Stay on top of your Messaging activity
- Quickly return important missed calls



Avaya IX Collaboration

Digital Workspace Showcase

- ✓ Elevates voice as a key interface
- ✓ Leverages power of AI
- ✓ Facilitates seamless front & back office collaboration
- ✓ Automates time consuming processes



CHALLENGE

Disparate, unconnected communication applications and interfaces making communication and collaboration difficult and time consuming

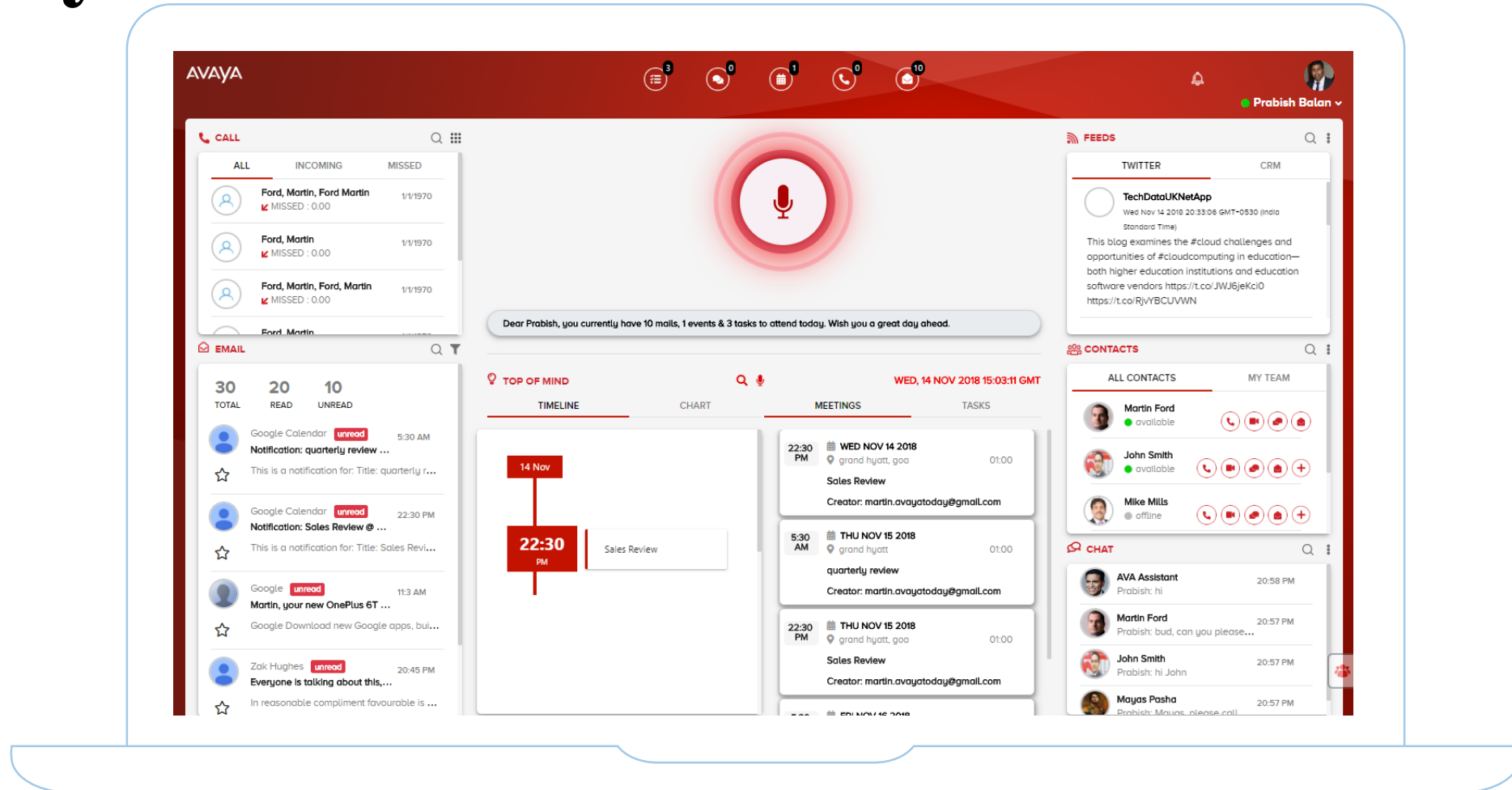
SOLUTION

Provides all-in-one interface for an employee to manage their day

RESULTS

More productive workforce delivering better business results

Single Integrated UI to Manage your Day



Solution Components



IX Desktop



Areas of Innovation Focus



**Any
Platform**



**Complete
Connectivity**



**Cloud
Acceleration**



**User
Experience**



Opportunity

- 1. UC and CC**
by Attaching More Devices
- 2. Deliver a Unique End User Experience** – Position Vantage as a Core UC Video Collaboration Device
- 3. Attack New Logos with Open SIP**
– Expands the Addressable Market

UC and CC

Expand the Core Desktop



Sell Desktop Video



Add Audio Conferencing



Sell Huddle Room Video



Drive Deeper into Verticals



WHAT

- ✓ Four New J Series Models + Expansion
- ✓ Five New Headsets
- ✓ Four DECT Handsets

- Avaya Vantage™
- ✓ Nine Form Factors
 - ✓ Unique to Industry

- ✓ Personal Conferencing
- ✓ Group Conferencing

- ✓ XT Group
- ✓ Executive Solutions
- ✓ New Cameras

- ✓ Three New Hospitality Phones
- ✓ Customizable Work Flows / UX

VALUE

- ✓ Wireless Lowers Cost
- ✓ AcousticEdge™ Technology Improves User Experience

- ✓ Reduces Travel Cost
- ✓ Expands UC Beyond Just Voice
- ✓ Leverage Cloud Apps

- ✓ Omnisound® Technology = Unmatched Quality

- ✓ Conferencing Simplicity
- ✓ Easy to Use
- ✓ Low Bandwidth

- ✓ Personalized Guest Experience
- ✓ Transform Cost to Revenue Center

Deal Expansion Lever #1

Essential Experience J100 Series

2 More J 1XX Under Development



J129 IP PHONE

Delivers dependable communications to **public or walk-up locations** such as lobbies, hotels, meeting rooms, student dormitories, and retail



J169 IP PHONE

Designed for knowledge workers that need the **full range of UC features**. Introduces a **new User Interface** that can be **personalized**.



J139 IP PHONE

Designed for **business workers** that need only the most frequently used **features**.



J179 IP PHONE

Designed for knowledge workers that need the **full range of UC features** and also want **advanced capabilities** such as **wireless connectivity**.

New White Color Option for J169 & J179

- **Avaya IX IP Phone J169 and J179 are Now Available in White Color**
- **Place Your Orders NOW!**
- Refer to J100 Series Offer Definition on the Avaya Sales and Partner Portal for More Information



J100-Series

J179 / 169 Customize – Personalize your Phone



Expansion Lever #2:

Introducing the “Avaya Headset!” Phase 1

L119



L129



L139



L149



L159



AcousticEdge™ Technology

Avaya Innovation

Custom Acoustic Profile for Avaya L100 Headsets
– obtain the highest level of **AUDIO EXPERIENCE**
by combining with Avaya Devices

Magnetic Quick Connect – Allows easy connection
to various device types using the same headset

AcousticEdge™ technology provides Great Sound
plus Hearing Protection.

Integration with Avaya Soft Clients:

**Avaya Equinox™, Avaya One-X Agent, Avaya
Agent for Desktop**



Expansion Lever #3:

DECT Delivers Campus Mobility



3730 DECT HANDSET

- **Cost effective**, entry level
- Designed for **UC environments, executive companion phone.**
- **IP40 certified**



3735 DECT HANDSET

- **Executive Handset**
- Users who need to be always connected - voice & messaging. Supports **Push to Talk (PTT)**
- **Option of Alarm**
- Designed for users who requires to be constantly connected.



3745 DECT HANDSET

- **Ruggedized Handset**
- Designed for **users working in Industrial environments or outdoor environments.**
- Supports **Push to Talk (PTT)**
- **IP65 Certified**



3749 DECT HANDSET

- **ATEX handset** Workers working in **high-risk or dangerous** environments.
- **Supports Push to talk (PTT)**
- **IP65**

Expansion Lever #4:

Audio Conferencing

OmniSound® Technology



Avaya B109
USB Bluetooth

Avaya B149

Avaya B159

Avaya B169

Avaya B179

Avaya B189

AVAILABLE NOW



Q2 Avaya B169 IP DECT
SIP USB DECT

Q3 Avaya B199
SIP USB Bluetooth WiFi

Q4 Avaya B129
USB Bluetooth

UNDER DEVELOPMENT

Expansion Lever #5:

H Series Hospitality Portfolio

- Personalize the Guest Experience
- Deliver Avaya Quality into the Hotel Room

H229



H239 SIP



H249 SIP



H209 Analog

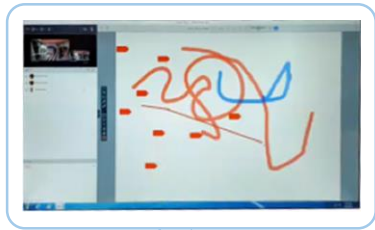


H219 Analog




Expansion Lever #6:

Video Portfolio




Number of participants / immersive effect


Avaya Equinox™ Soft Clients



Avaya Vantage™



XT Executive



THE PERSONAL & DESKTOP EXPERIENCE

CU-360 HC020/050




THE HUDDLE ROOM REVOLUTION

XT4300



XT5000



XT7100



XT Telepresence



THE LARGE GROUP EXPERIENCE



Control By Vantage



Opportunity

1. **Increase UC and CC Deal Sizes** by Attaching More Devices
2. **Deliver a Unique End User Experience** – Position Vantage as a Core UC Video Collaboration Device
3. **Attack New Logos with Open SIP** – Expands the Addressable Market

60% of employees use apps for work-related activities

Enterprise Quality Video Conferencing

- **One Touch Voice** and **Video Calling**
- **Purpose-built** for Highest Quality Audio and Video Communications
- **Using Apps Does Not Interfere** with Incoming Calls
- **Simple UX** Including Voice Control



Position Vantage as a Core UC Video Collaboration Device

Avaya Vantage™

Customize / Personalize Your Device

YOU WORLD WITH ONE TOUCH

Office



Financial



Streaming



Games



Social Media



Weather/News



Google Applications



Microsoft Applications



“My whole world is in that phone!”

- Research shows particular affinity with younger employees
- More likely to use for social and streaming

83%

of millennials open text messages within 90 seconds of receiving them



Opportunity

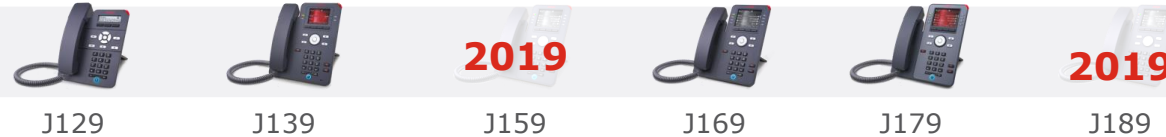
1. **Increase UC and CC Deal Sizes** by Attaching More Devices
2. **Deliver a Unique End User Experience** – Position Vantage as a Core UC Video Collaboration Device
3. **Attack New Logos with Open SIP** – Expands the Addressable Market

Avaya Open SIP Portfolio

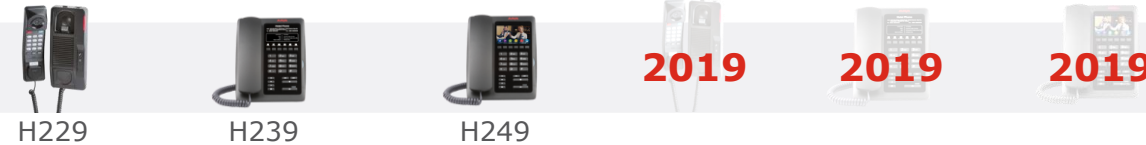
PLATFORM AGNOSTIC

- ✓ Avaya Aura
- ✓ Avaya Cloud
- ✓ Avaya IP Office
- ✓ Open SIP

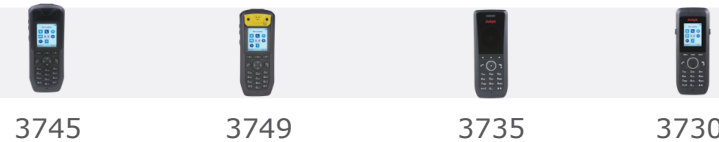
Essential Experience IP Phones



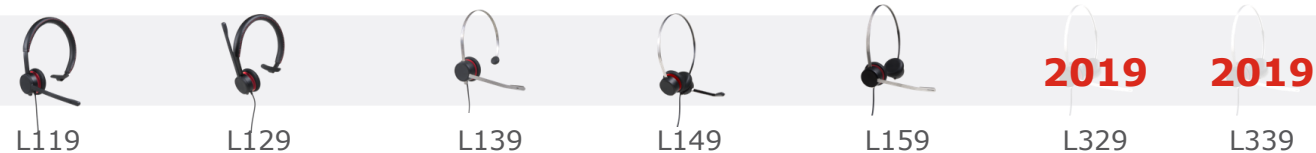
Essential Experience for Hospitality



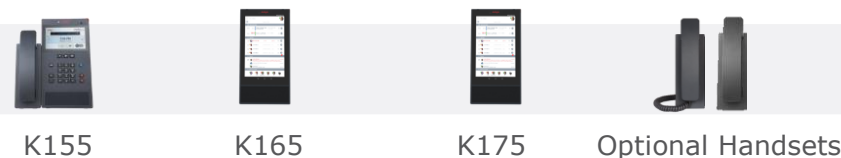
Essential Experience Wireless Handsets



Essential Experience Headsets



Avaya Vantage™ Multimedia Communications



Avaya Conferencing Experience



Must Have

Order Now from your Distributor!

\$2,200* One part code

Essential Experience

Desktop devices that are modern, connected, and personalized



Vantage Experience

Connects the desktop with all the cloud has to offer



Conferencing Experience

Simple and Seamless group conferencing solutions



Wireless Experience

Mobilizing your workforce with purpose-built devices and applications





Avaya Hospitality Innovation



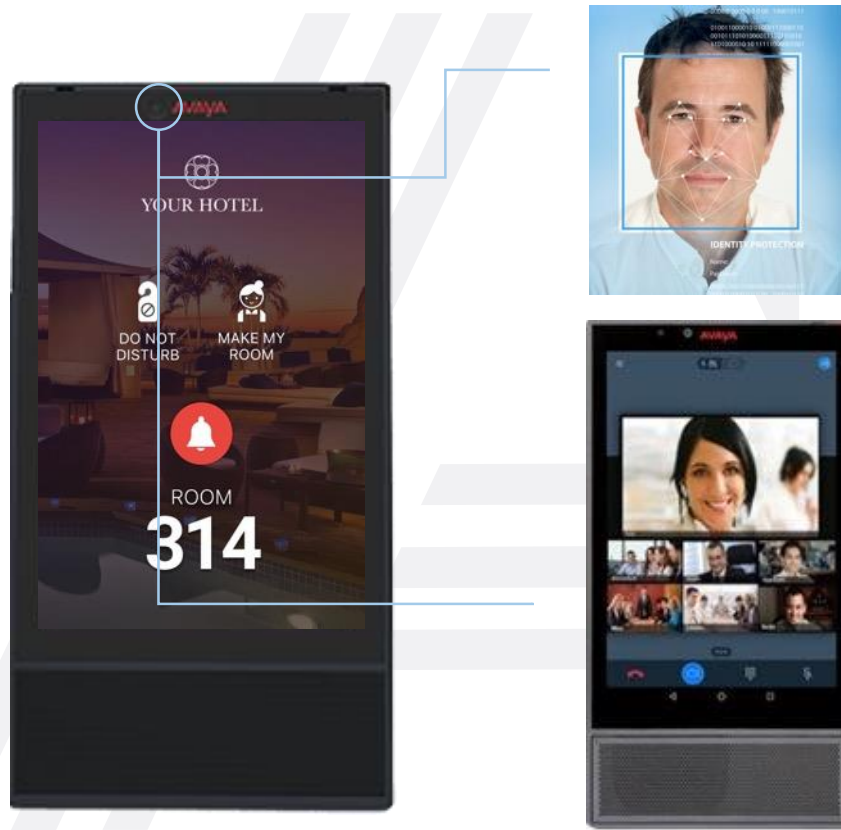


Hospitality

- **Unique** business model.
- **This industry** will not bear large sums for technology.
- **Personalized Guest Experience.**
- **Chains** drive brand, service and functionality with business applications.

Door Phone Controller

Door Phone Controller to Provide Communication between Guest and Visitor



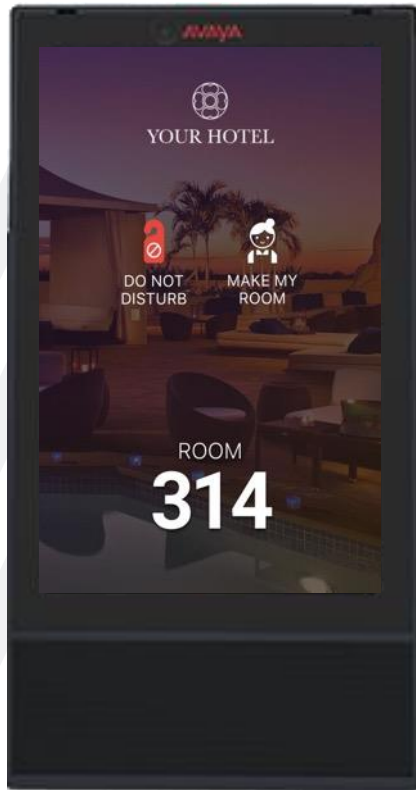
Facial recognition to allow guests access to their room without the trouble of carrying around an access card.

Video conference with visitor to see who is at the door and what they are here for.

Housekeeping can see whether the guest wants to have their room cleaned now or not. The guest won't be disturbed just to let housekeeping know to come at another time.

Ring the room bell directly from the door phone controller.

Door Phone Controller (DND)



The guest can let visitors know that they do not wish to be disturbed by turning on the **DND icon**.

If the guest turns on the DND icon, **the ring doorbell option is disabled**.

Home Screen



Configurable Homescreen.
The primary real estate is provided for hotels to market their offers & services.

Home Screen Seamless with the Guest Mobile



Home Screen Features

Additional Content & Services Accessible from Homescreen (Swipe Up)



- In house restaurants table booking
1. Spa services and booking
 2. In house Events promotions
 3. Membership and Loyalty Signup
(New guests can become members at the lowest rung of the loyalty program upon registering on the app)
 4. City Guide
 5. eCommerce – additional ecommerce & booking features can be enabled if required to promote local businesses and services such as local city tours from within the City Guide

Connected Hospitality Experience



Curtains open



Lights On



**Contextual Communications
with Staff**



Connected to
Hotel Staff

Create
#Ideas2Inspire





EXPERIENCE

— AVAYA —