

**EXPERIENCE** AVAYA

Paris

# Experiences That Matter

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#Ideas2Inspire



# SuperServe Avaya Survey

**What Do  
Customers Want?**





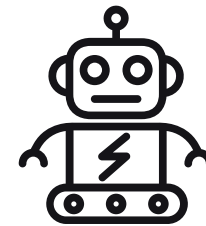
# #1 Voice Technology is the future

67%



**VOICE  
BIOMETRICS**

2 out of 3



**Consumers  
say chatbots  
should be like  
Google**

# #2 Convenience is Key, But So is Security

74%



## IMMEDIATE

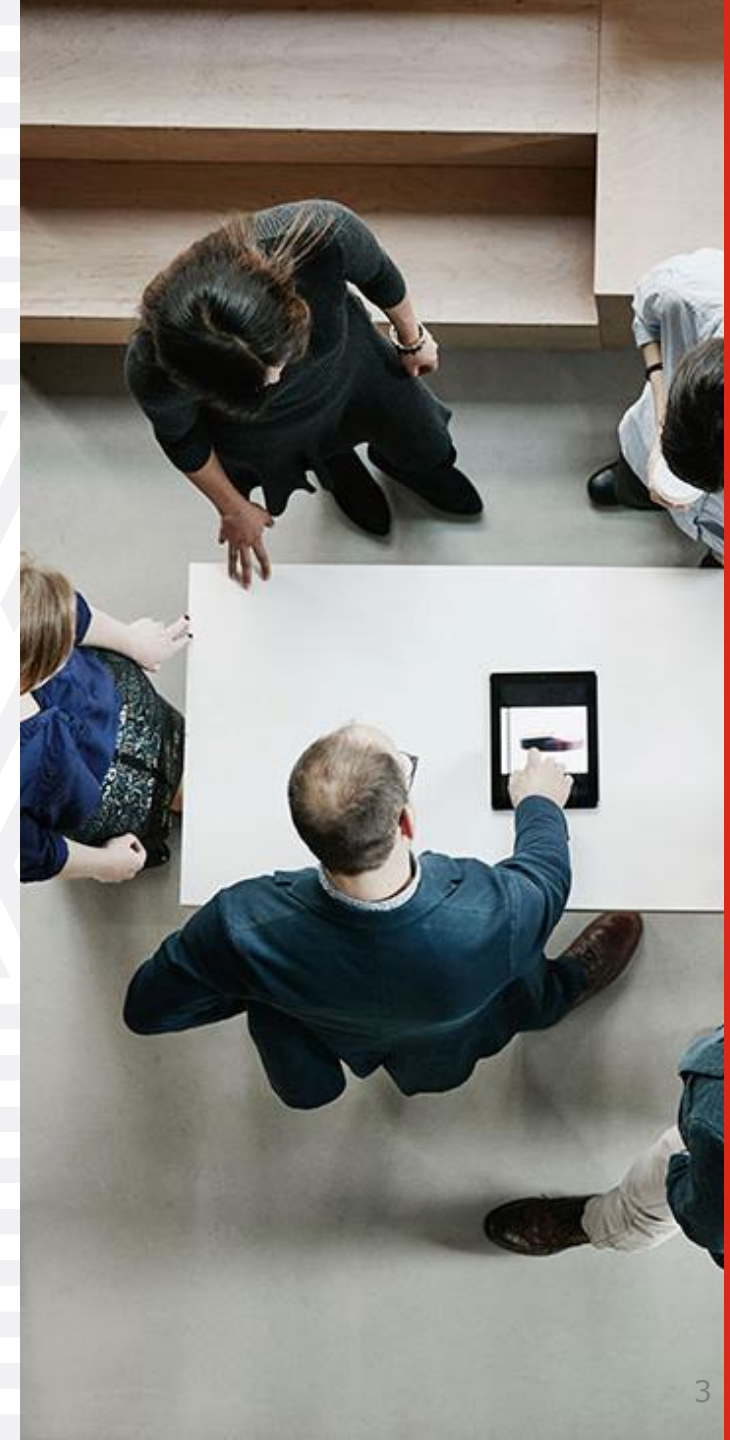
Consumers want an immediate response from organisations

80%



## SECURE DATA

Worry about security when giving card details by phone AND Believe orgs. don't keep customers' data secure







# #3 Intelligent experiences across every channel drive customer satisfaction

65%

Switching CHANNELS is difficult

40%

are disappointed with their AI experience

Consumers using new customer service channels...

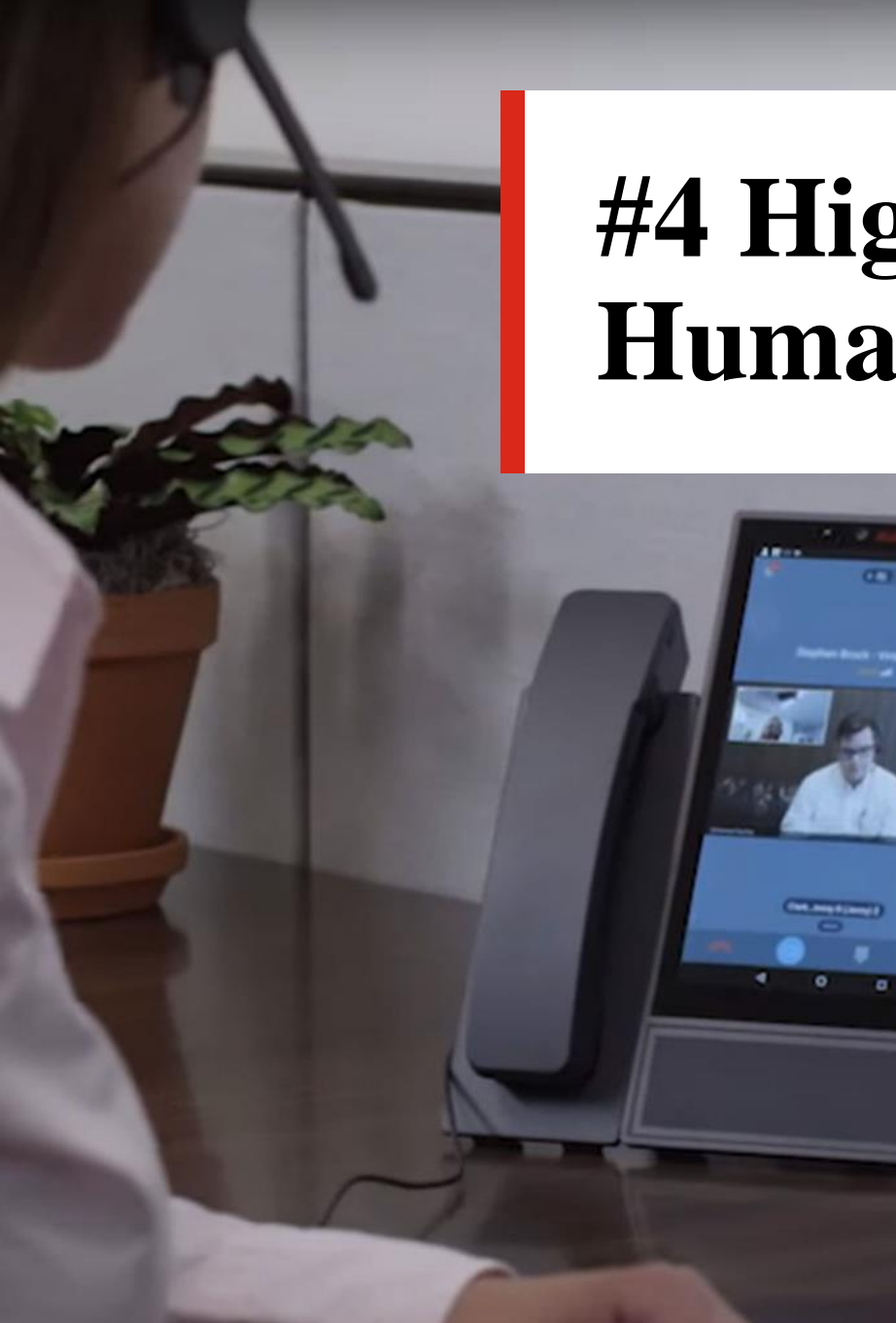


20%



15%

# #4 High-quality Human Interactions are Vital



>84%

**SPEED** 

Agree phone contact is best to speak to someone quickly

40%

**VIDEO**

Would like to easily use video at work

# #5 Employees Need Better Tech To Serve Their Customers

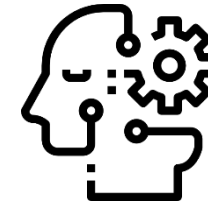
>80%



## COMMUNICATION

Agree communication and collaboration could be improved

>60%



## TECHNOLOGY

Believe a technology assisted workplace could help them be more productive



**Customers  
demand  
organizations  
provide  
‘SuperService’**





# Digital Transformation

at the  
Heart of the Race  
to Lead





# 2018 - A Year to Celebrate!

# Our Focus

**Open  
Integrated  
CX & EX**

**Flexible  
Deployment**  
Private/Public/Hybrid



**Innovative  
Solutions**

**World-class  
Support  
Services**

**AVAYA**

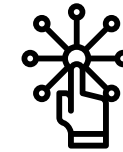


# Customer Centricity

## Outside-In Innovation

**\$150M**

Avaya investment  
in Core in 2018



Open Platforms



API Mindset



Cloud Ready



# Platform-based Innovation



AI

IOT

Analytics

Blockchain

Omni-Channel

## Avaya 2018

**> 80%**

**Revenue S/W & Services**

**300%**

**Growth In Cloud seats**

**> 7000**

**New Customers**



# Rich-Ecosystem

**Avaya**  
**2018**

**>100K**

DevConnect  
Partners

# Rich Ecosystem

**AVAYA**

Open API: Connections supported through an open architecture

**afiniti.**

**Google**

**ORACLE**

**NUANCE**

**amazon**

**IBM Watson**

**salesforce**

**eGain**  
Trusted by Leaders™

**SESTEK**

**Microsoft**

**VERINT.**

**ScoreData**

# Avaya in Europe in 2018 @ a Glance:

## Active participator in Modernization of Services across Various Verticals

### Leading the emergency services transformation across the continent

- eCall solutions with Avaya partners in Netherlands, France, Spain and Italy
- Active members of European emergency services NGOs, ie EENA
- Leading with thought leadership and next gen applications with IOT

### Incredible appetite for UCaaS and CCaaS

- Highest growth of UCaaS in Europe
- Launch pad of Avaya Public cloud in Germany

### Partners with major operators

- Orange
- Telecom Italia
- Deutsche Telekom
- BT
- Vodafone



### DX Journeys with leading brands

- Xtrasource
- Florius
- Croatia telecom
- Serbia telecom



# Avaya 2019 Investment Strategy



**Richer  
Ecosystem**



**High-Value  
Services**



**CC – UC  
Intelligent  
Platforms**



**Multi-Cloud  
Ecosystem  
Avaya  
OneCloud**

**Imagine**

**Design**

**Build**

**End-to-End Solution**

**AVAYA**

#ExperiencesThatMatter