



AVAYA

Business Continuity

...for Small & Mid Sized Businesses

RETURNS

FLIGHT NO.	GATE	REMARKS
45946	A1	CANCELLED
03211	C3	CANCELLED
5638	A2	CANCELLED
3323	B4	CANCELLED
2753	A6	CANCELLED
2317	A5	CANCELLED
9032	B1	CANCELLED
5610	C4	CANCELLED
7792	A4	CANCELLED
5433	C1	CANCELLED
5468	B2	CANCELLED
3280	B4	CANCELLED
753	A4	CANCELLED
80	A2	CANCELLED





The Importance of Business Continuity

Customer service can be the difference between business success and failure. Providing superior customer service can help to breed loyalty and deliver competitive advantage. Therefore, it is imperative for SMEs to be able to serve their customers at any time. With customers continually looking to get a better deal and lower prices and with fewer customers to go around, SMEs will live or die by their ability to provide seamless, continuous, high-quality service to their customers.

To enable SMEs to stay ahead of the competition and retain their most valuable asset – their customers, the best place to start is their communications infrastructure. Modern communications applications can, more than ever, deliver on the promises of enhanced productivity and increased efficiency for the users, key deliverables to a business in difficult times.

Nobody can predict when or how business continuity will be negatively impacted but there are numerous occasions when the ability to maintain continuity with customers can become a real challenge. Some examples include:

Continuity Influence	Effect on Continuity
Travel Disruption	From industrial action that can cancel flights and trains through to unexpected traffic delays, such factors can at best severely delay staff from reaching the office and customer meetings. At worse they can completely prevent staff from carrying out their daily duties.
Personal Challenges	Unexpected absence such as mild illness, sick children, a broken down car – all of these things can have a major impact on staff productivity and therefore the continuity of any SME.
Pandemic	The recent emergence of ‘Swine Flu’ raised widespread concerns around travelling into densely populated areas such as cities. As workers become ever more concerned about such issues businesses will ultimately be affected.
Terrorism	A natural concern in modern times – particularly for individuals who commute to major cities and through major airports. Even without actual terrorist activity, constant reports of potential threats can be enough to keep workers away from the office and impact the continuity of a business.
Extreme Weather	UK residents are only too painfully aware of the impact to businesses of inclement weather. With public transport instantly thrown into chaos at the slightest snowfall it pays for a business to have a contingency that allows workers to have flexibility around where and how they carry out their daily duties.

SMEs that do not have a contingency plan to address these, or any other factors stand to be hugely disadvantaged over the coming months and years. In this document we will look at how key technology areas can help to deliver business continuity. To support this document there is a series of product and application guides. Each guide clearly highlights the technology area that it is applicable to.





Key Technology Areas Driving Business Continuity

Collaboration

The ability to bring two or more people together instantaneously to communicate across multiple media types and devices
Key technologies:

- Video/Audio conferencing
- Presence & Instant Messaging.
- Allows workers to communicate almost instantaneously with each other
- Geographically agnostic - Workers are no longer tied to a specific location.
- Greater flexibility in how users communicate with each other, suppliers and, most importantly, customers.
- Quicker issues and query resolution + faster decision making = faster order processing + better customer service + happier customers.

Mobility

Wide-ranging umbrella term for many communications applications and solutions.

Any product or solution that allows a worker to be as productive away from the office as they would be sat at a desk can fall under the umbrella of 'Mobility'.

- Business mobile-based clients that provide functionality such as transfer, conference & hold
- PC-based telephony applications that allow users to make and receive calls from a laptop, regardless of their location = less down time when travelling.
- Voice-messaging applications that ensure users never miss 'urgent' messages – users can even pick up emails and respond to them whilst on the road, making use of 'dead time' whilst stuck in another traffic jam on the M25!

Call Centre

- Any organisation can benefit from call centre functionality whether they realise it or not.
- Automated, interactive attendants and voice recognition can dramatically improve the performance and customer service of any business from the smallest informal workgroups to large customer facing/service containing up to 150 agents.team through to the largest contact centre containing 1000's of agents.
- Advances in presence and messaging applications, call recording and detailed, advanced contact centre reporting allow businesses to gain a competitive advantage in tough economic times through superior customer service.

Resiliency

No matter the size of a business and the advanced applications and technologies that are deployed, if that business cannot function because of a network, equipment or software failure the result could be a lost customer and lost revenue. It is prudent to deploy a solution that gives businesses a 'back-up' plan.

SMEs have a range of options with modern communications technology.

- Full, dual-server redundancy for business-critical applications
- Redundant systems that allow IP/SIP telephones to immediately re-register in the even of a network 'outage' to allow business to continue as normal.
- Resilient unified messaging server providing backup and full messaging survivability.

Whatever survivability option is chosen, a business' ability to maintain their communications, regardless of the environmental or human factors is a major factor in achieving seamless business continuity.



Overcoming Business Continuity Challenges

Issues affecting business	So What Does This Mean?	What Is The Solution?	This Means...
TRAVEL DISRUPTION EXTREME WEATHER TERRORIST THREAT PANDEMICS UNPLANNED STAFF ABSENCE	<ul style="list-style-type: none"> • Missed meetings • Delayed projects • Unanswered calls • Unhappy customers • Lost revenue • Delayed decision making • Stressed staff • Lost productivity • Fear of travel • Staff/organisation relocation • Increased OPEX costs (Insurance risk management) • Increased demands on healthcare • Disaster recovery/back-up & failover 	Collaboration: Conferencing & ad-hoc video calls <ul style="list-style-type: none"> • Meeting without travel • Instant sharing of information to speed up decision making • Reduced work backlog • Reduced travel costs Presence and Instant Messaging <ul style="list-style-type: none"> • Real-time communication regardless of location • Faster query/problem resolution • Accelerating knowledge transfer 	<ul style="list-style-type: none"> • Missed meetings are avoided • Projects are kept on track ensuring time to revenue is minimised • Worker stress is reduced and customers are happier because backlogs are kept to a minimum • Right person, right time, right information = sustained customer service
		Mobility: Web-based business tools (Email/telephony) <ul style="list-style-type: none"> • Ad-hoc access to key business communication tools Remote business telephony <ul style="list-style-type: none"> • Everyday, remote/mobile access to business communication tools • Reduced Business Mobile solutions <ul style="list-style-type: none"> • Twinning a work phone with a mobile device for 'anywhere' connectivity • Presence awareness to colleagues = Faster query/problem resolution Remote/mobile message management (Voice/email) <ul style="list-style-type: none"> • Utilise 'dead-time' for enhanced productivity • Improved customer service through quicker responses 	<ul style="list-style-type: none"> • Less lost business and revenue • Continued customer loyalty • No drop in productivity and customer service • Transparent communications with customers for seamless, uninterrupted, high-quality customer service • Reduced office running costs • Happier employees through Improved work/life balance
		Call Centre: Remote contact centre agents <ul style="list-style-type: none"> • No need for travel – 'virtual agent' • Seamless contact with colleagues for faster customer query resolution • Capture lost revenue – Ensure all sales calls are answered • Capacity planning – handling peaks in traffic as required Customer self service Regulatory compliance <ul style="list-style-type: none"> • Customer interaction reporting & recording 	<ul style="list-style-type: none"> • Customers are unaffected as service levels are retained during travel restriction/extreme weather – revenue is not negatively impacted • Customers are not lost • Differentiation from competitors
		Resiliency: High availability network infrastructure <ul style="list-style-type: none"> • Increased application availability for Collaboration, Mobility & Contact Centre • Disaster recovery (Data Centre) Network security <ul style="list-style-type: none"> • Prevent unauthorised access • Improved network/application availability • Reduced risk/exposure to business means continued, high quality levels of customer service 	<ul style="list-style-type: none"> • Uninterrupted business transactions = uninterrupted customer service

Avaya IP Office - A Business Continuity Solution

Office Worker	Mobile Worker	Tele-Worker	Power User	Reception Worker	CCR	Essential Edition	Preferred Edition	Advanced Edition
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POWERED BY:

Collaboration (PC-based telephony)	Avaya Video Softphone (PC client) Full telephony features Presence management Instant Messaging Easy-to-use interface Integration with one-X Portal provide additional features Video compatibility Location independent	x	x	✓	✓	x	x	x	x	x
	Avaya one-X Portal (Web browser client) Full telephony features Presence management Instant Messaging Telecommuter mode (not Office Worker) Easy-to-use interface Integration with messaging & conferencing Mobile Twinning configuration Operating Software independent Web-browser independent Location independent	✓	x	✓	✓	x	x	x	x	x
	Avaya SoftConsole (PC client) Full telephony features Presence management Integration with messaging & conferencing Easy-to-use interface Integration with MS Outlook contacts Call Scripts & Queue Panel Supports multiple networked locations Ideal for receptionist, secretary or group leader functions	x	x	x	x	✓	x	x	x	x
Collaboration (Messaging)	Basic Messaging Voicemail for every users Voicemail to email No server required Basic auto-attendant Dial by name	x	x	x	x	x	x	✓	x	x
	Advanced Messaging Voicemail for every users Voicemail to email synchronisation Sophisticated auto-attendant, call routing & greeting options Estimated Time to Answer & Queue Position Call Recording Centralised features in a networked environment	x	x	x	x	x	x	x	✓	x
Collaboration (Conferencing)	Avaya Conferencing Conferencing for up to 2 x 64 users 'Meet Me' conferencing PIN code secure conferencing Record conference calls	x	x	x	x	x	x	x	✓	x
Mobility	Avaya one-X Mobile	x	✓	x	✓	x	x	x	x	x
Call Centre	Avaya Call Centre Reporter (CCR) Supervisor Historic reporting PC Wallboard	x	x	x	x	x	✓	x	x	✓
	Avaya CCR Agent	x	x	x	x	x	✓	x	x	x
	Avaya Call Recording	x	x	x	x	x	x	x	✓	✓
	Avaya Interactive Voice Response (IVR)	x	x	x	x	x	x	x	x	✓
	Avaya Campaign Manager	x	x	x	x	x	x	x	x	✓
Resiliency	Avaya Resiliency options Resilient messaging User profile resiliency	✓	✓	✓	✓	✓	x	x	✓	x

Note: The above chart is provided for guidance purposes only. Please contact us for more information.

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