

USING THE CLOUD FOR BUSINESS

TRANSFORMATION

AVAYA CLOUD SOLUTIONS DELIVERED BY BT WHOLESAL



SEAMLESS TRANSFORMATION TO THE CLOUD

Life is tough out there. As one of our valued Avaya channel partners, we want to make it easier for you. We realise that you're facing some difficult challenges. Many of your customers have capital constraints and/or are shifting to operating expense (opex) based service models, which involves monthly payments for a 'service' over a contract period. You're also competing for a declining pool of fiercely-contested maintenance contracts. Combined with declining margins on standard upgrade projects, this limits opportunities for revenue and margin growth.

Meanwhile, your customers increasingly want to explore the potential of hosting their communications solutions in the cloud. Unfortunately, the cost of providing a private cloud service for your customers can be prohibitively expensive. However, cloud solutions from competing vendors often require capex investment by the channel partner; they don't always offer a true cloud utility model; or they can fail to support the level of differentiation you need to compete.

So, how can you provide a compelling offer when your customers need to focus capital investment on other business priorities?

HARNESSING THE CLOUD'S TRANSFORMING POWER

Avaya Cloud Solutions, delivered by BT Wholesale, is a new carrier-grade service. It enables channel partners and end customers to leverage the full capabilities of the Avaya Aura® Contact Centre (CC) and Unified Communications (UC) propositions, delivered as a true cloud utility service. This unique solution is a 'pay as you go' utility model, designed specifically for mid-market, enterprise and government customers. It creates great opportunities for you to add more value, deepen your end customer engagement, differentiate your offer and increase pull-through revenues. This service will only be available from channel partners accredited by BT Wholesale to sell and support the Avaya Aura portfolio.



AVAYA CLOUD SOLUTIONS DELIVERED BY BT WHOLESALE

Avaya Cloud Solutions, delivered by BT Wholesale, is an enterprise-grade service that enables you to offer tailored solutions to your customers, underpinned by Service Level Guarantees (SLGs). It's based completely within BT's infrastructure, enabling us to control and manage the quality of every aspect of the service. Because it's provided by two market leaders, it offers **best of breed security and resilience, along with outstanding reliability**.

Our joint agreement with Avaya means that your spend on this service contributes to your accreditation in the Avaya Connect programme and to your aggregate spend with BT Wholesale.

Opening new opportunities. With our model, you no longer need to spend capital on a self-built public cloud system. It allows you to offer complete first-line support, and gives huge scope for channel partner differentiation in the service and commercial model.

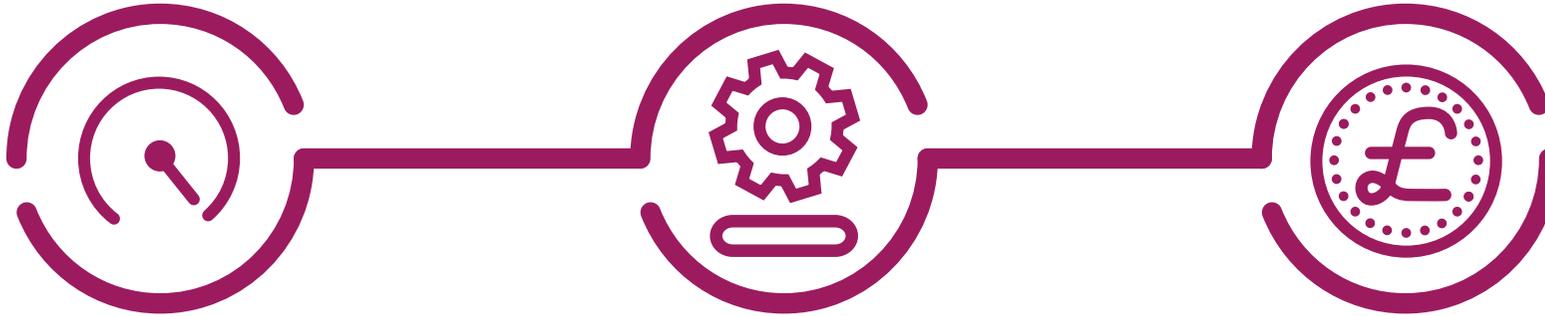
Innovative pricing. Our pricing and service models are designed for two-tier distribution, so you can charge competitive end-customer prices; enjoy sustainable profit margins; and leverage market scale. We've moved away from the legacy licence approach to a true utility model. Our new solution provides you with unprecedented flexibility for tailoring propositions for your customers.

Leaner provisioning. Our provisioning portal transforms how you can order CC and UC services for your customers. It streamlines the provisioning of new deployments, which reduces the process of ordering each end customer solution from days to just minutes.

DID YOU KNOW?

- Cloud-based call centre market to top US\$10.9 billion by 2019, growing at a compounded annual rate of 21.3% from 2014¹
- Unified Communications market is expected to reach US\$61.9 billion in 2018, growing at a compounded annual rate of 15.7% from 2012²
- In UK contact centres with over 100 seats, over half of the agents are supported on an Avaya system³
- Companies using Avaya as a part of their contact centre technology deployments achieve substantially greater annual performance gains than their industry average peers⁴

KEY BENEFITS FOR YOU



GREATER RESPONSIVENESS

With our Avaya Cloud Solutions service, you benefit from flexible terms and a pay-as-you-go commercial model. This will help you to have a faster time to market and to be more responsive to end customer needs and changing market demands.

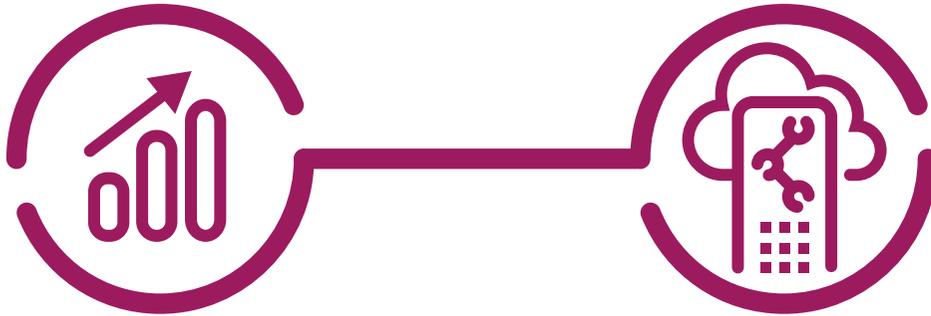
CONTROL AND DIFFERENTIATION

Our commercial model is designed to give you complete control of your solution architecture and the pricing and deal structure for your customers. Each month, we charge you for the average use of your partition on the platform, not on a 'per end customer' basis - exactly as if you owned and operated your own platform. The service is underpinned by pricing tools that will help you to optimise your deals. For contact centre opportunities, this typically gives you a 30% or more advantage over peak concurrent usage models. This gives you the commercial 'headroom' you need to develop winning propositions for your customers.

IMPRESSIVE SAVINGS

Our solution enables you to leverage low start-up costs, to drive increased long-term value and to offer your customers a greatly reduced TCO.

KEY BENEFITS FOR YOU



INCREASED GROWTH OPPORTUNITIES

Selling cloud services will drive both your top and bottom line growth. Our streamlined provisioning process enables you to significantly increase the number of opportunities you can manage simultaneously, freeing up your skilled resources to work on higher value opportunities. As a result, more margin will flow down to your bottom line, creating a growing and predictable cash flow. In addition, there are significant pull-through opportunities for Calls, Inbound, CPE and Ethernet access.

AN ENTERPRISE GRADE, FUTURE-PROOF SOLUTION

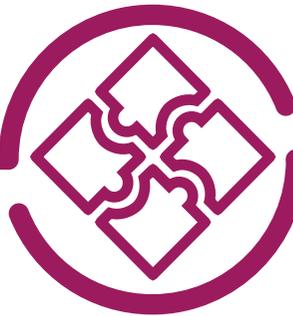
Avaya Cloud Solutions is designed to support enterprise requirements. We recognise that larger businesses have very specific needs, and any CC / UC service supporting these customers will need to be integrated with an existing IT and network environment. One size does not fit all. Our service is designed to help you to tailor solutions to meet each customer's unique set of requirements. It's supported by enterprise-class service guarantees, structured to align with each of your customer SLAs.

KEY BENEFITS FOR YOUR CUSTOMERS



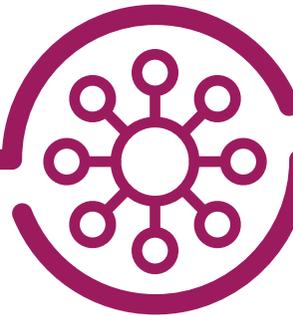
SIGNIFICANT TCO SAVINGS

Our solution provides typical savings of 20% over three years, and 5% to 10% over five years, compared with a traditional on-premise, capex-based Avaya Aura® solution.



SUPPORTING HYBRID MODELS

Many customers will want to continue using their on-premise solution to maximise their return on investment, whilst benefiting from the enhanced features and capabilities delivered from the cloud. Our solution will support hybrid implementation, facilitating their progressive migration to the cloud and allowing you to benefit from Avaya's vast installed base.



ACCESS TO A WEALTH OF FEATURES

Your customers can access the full suite of Avaya Aura Contact Centre and Unified Communications features. For **Contact Centres**, they include skills-based routing (ACD), CTI integration to third party applications, multi-channel interaction management (i.e. web chat, email), outbound calling, self-service (IVR), call recording and MIS. For **Unified Communications**, these include IP telephony, voicemail, mobility, home working, Lync integration, point-to-point video and MeetMe conferencing.



ACCESS TO THE LATEST CAPABILITIES

Our solution enables your customers to avoid the pain and cost of platform upgrades, and to be confident that they will always be up to date with the latest functionality.

WHY BT WHOLESALE AND AVAYA?

- Avaya is one of the world's largest providers of contact centre and unified communications services.
- BT Wholesale is the UK's leading wholesale communications business.
- Customers have access to the full suite of Avaya Aura® Contact Centre and Unified Communications products, delivered over BT Wholesale's high-speed, high quality, managed Ethernet network (which allows us to provide you with service-credit backed, Service Level Guarantees).
- Your customers can access features and services that are normally only available to large enterprises.
- Our solution enables you to harness our combined strengths without any capital investment.

With Avaya Cloud Solutions delivered by BT Wholesale, you can benefit from the combined reach and market share of both our companies, exploiting economies of scale, streamlined provisioning and configuration tools, and enabling you to build innovative commercial deals for your customers.

The best of both worlds: BT Wholesale and Avaya.
A cloud service that provides a clear route to growth and greater profitability.

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Sources:

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2. 'The Trend Towards Unified Communications Continues' - TMCnet, June 2014
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4. 'The Guide to Cloud Collaboration' - Avaya, 2014

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