



INTELLIGENT COMMUNICATIONS

Medium and Enterprise Communications

Product Strategy & Roadmap

White Label Solutions



Key Topics:

Small and Medium Enterprise Communications

Leadership

Avaya is now the #1 WW Leader in small business communications

Vision

To be recognized by SME markets and channels as the provider of choice for delivering the best plug and play communications experience in the industry.

Portfolio Strategy

The strategy is to apply the key principles of simplicity, customer service and user experience in all of our portfolio and go-to-market activities.

Roadmap

The roadmap is about investment protection for all of the combined company's products, innovation for the future, and a view of how we'll get there.

SME Markets: The Power of **Avaya**^N

Expert in SME: Proven Track Records

Focus: One of 3 Business Units

Trusted Innovation and Investment Protection

**SIP Software technology
For SME Markets**

**Strong Service Provider and
Reseller Relationships**

**Known Reputation for
“Evergreen”**

**Simplified Packaging
For SME Markets**

**Strong Reseller Base WW
& Avaya Connect Program**

**Solid Track Record for
Converging Platforms**



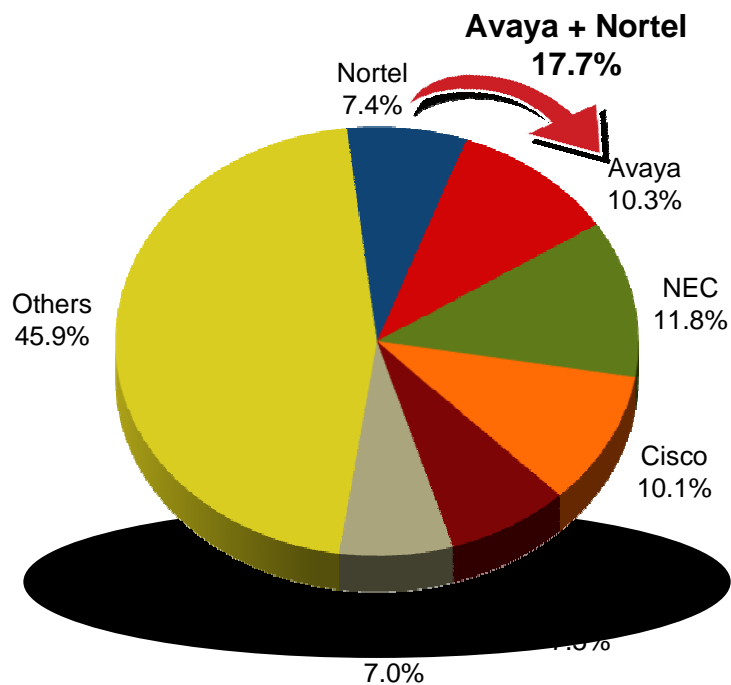
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**Small Business
Communications WW¹**

¹ Source: Canalys, Calendar 2008 (Line size: 20-99)

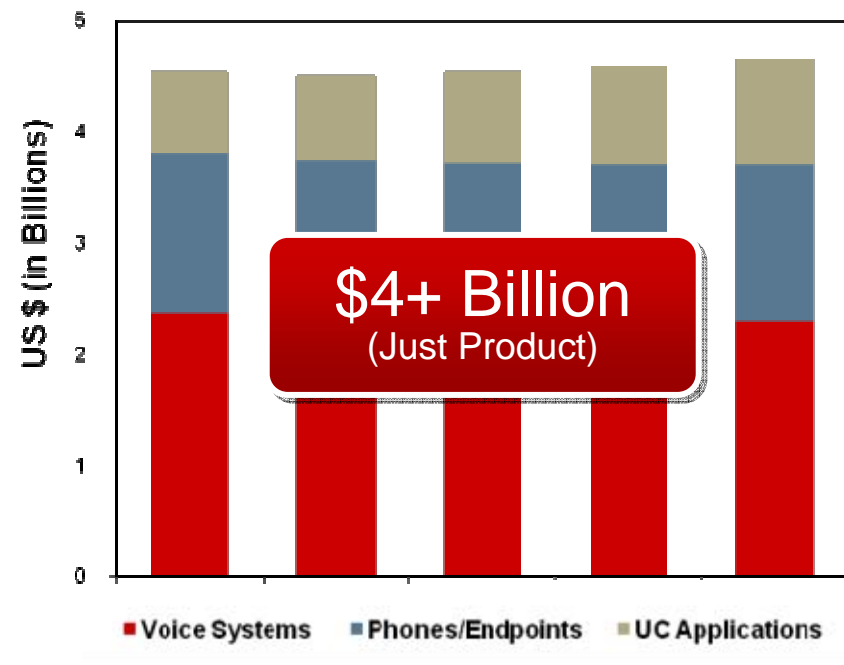
Global SME Market Leadership

Global SME Telephony Market Share



Source: Canalsys, Calendar 2008 (Line size: 20-99)

Worldwide SME Unified Communications Product Market Opportunity (\$End-User)



Source: Avaya analysis based on multiple industry reports (6/09); SME= firms with <250 employees UC Applications include Contact Center, Messaging, Audio/Video/Web Conferencing

NOTE: Nortel results from industry analysts include results for LG-Nortel and other shipment activity that will be restated in developing a true baseline for combined Avaya-Nortel performance; Historical market shares may change.

Avaya Strategic Priorities For SME Markets



Simplicity



Customer Service



User Experience



Customer Benefit

Easy to understand, to buy and finance

Solutions that help SMEs retain and acquire customers

Applications that are intuitive to use

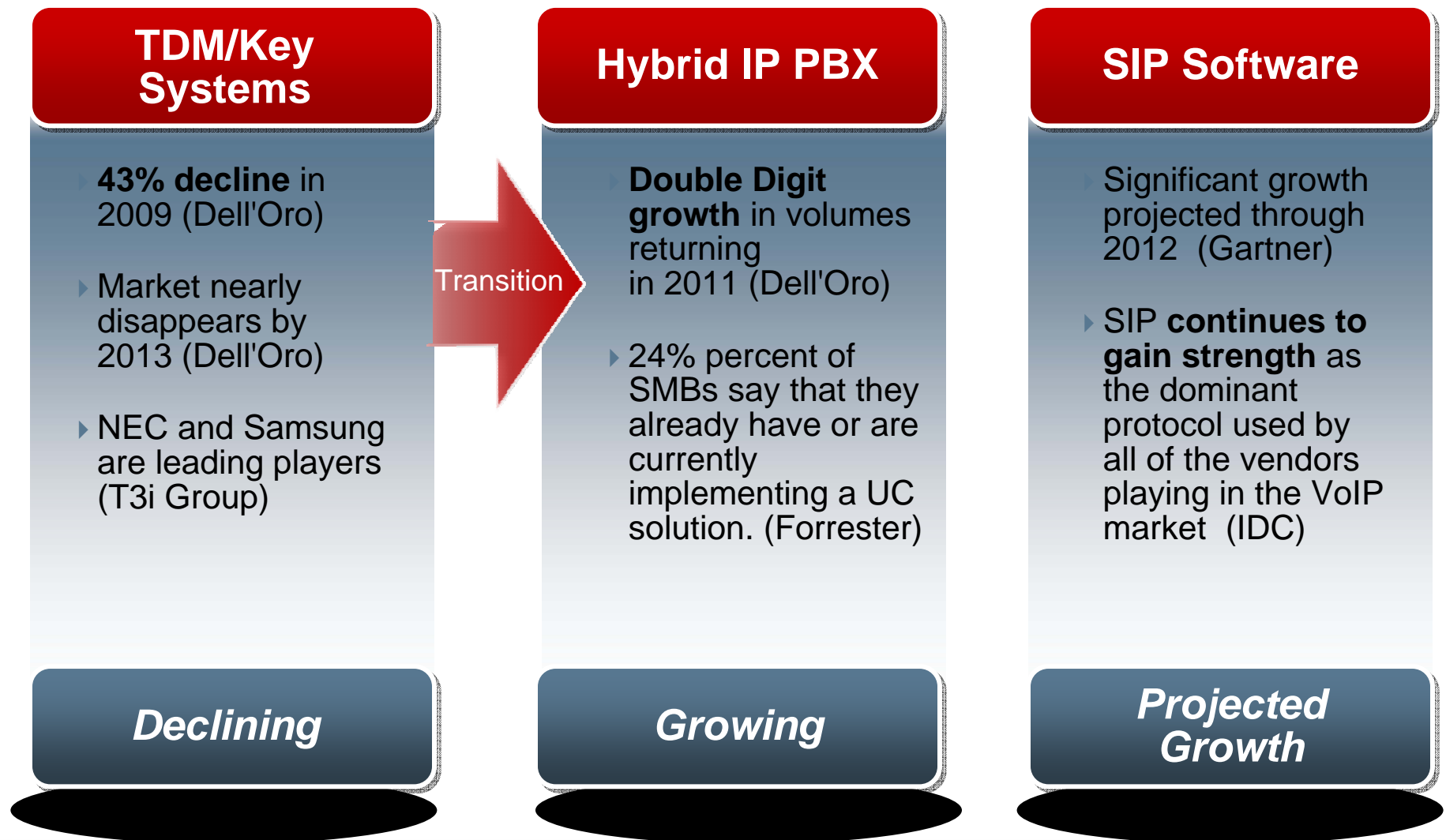
Channel Benefit

Simple and profitable for channels to learn, sell, install, support

Differentiated value propositions and services that save time

Seamless integrations, EZ quote tools, roadmap influence (GRIP)

Investment Focus: Coverage Of Where Market Is Buying



Day One Portfolio: SME Communications

TDM/Key Systems



Avaya PARTNER®
Avaya Integral 5
Avaya Norstar

Hybrid IP PBX



Avaya IP Office
Avaya BCM

SIP Software

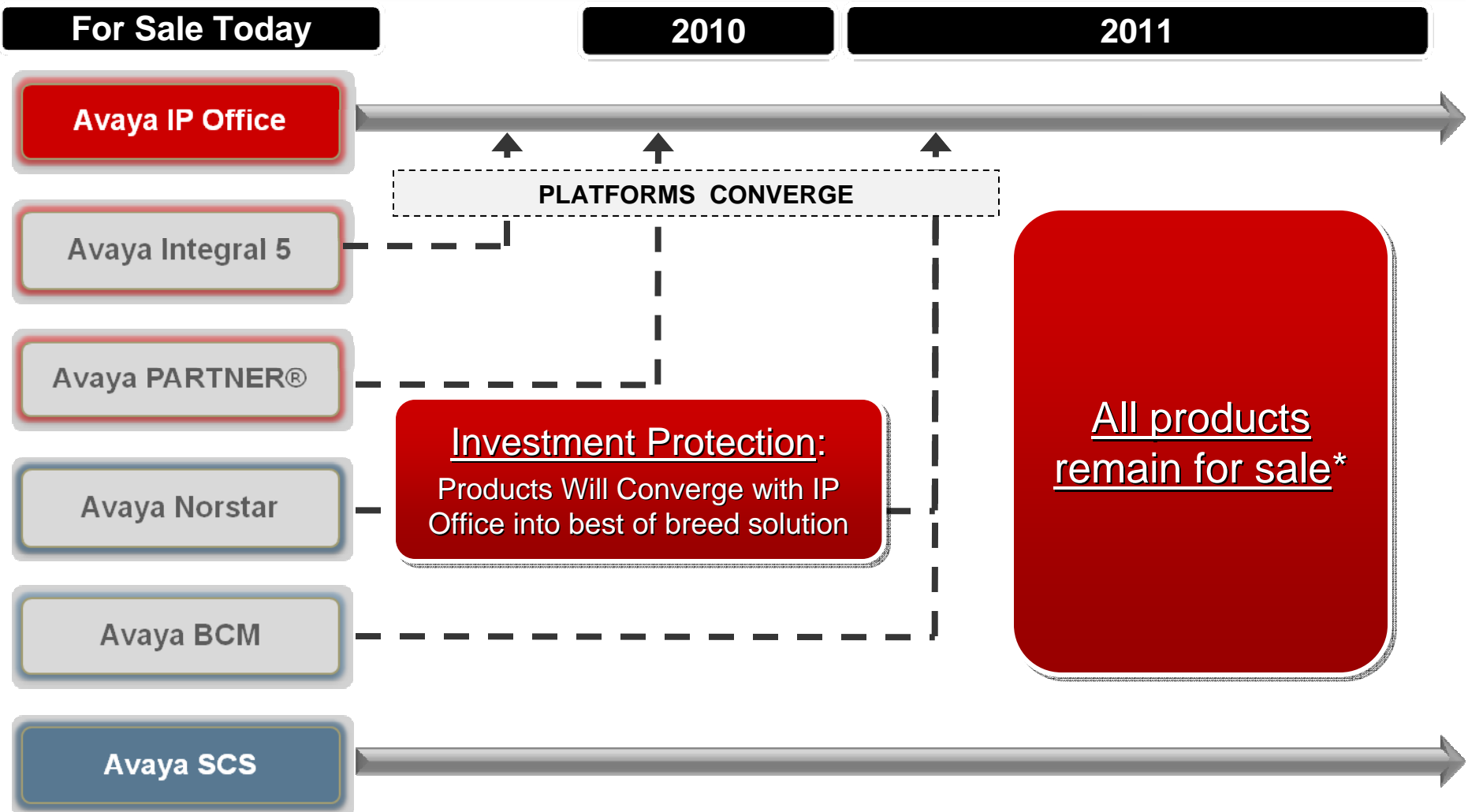


Avaya SCS



The SMEC Roadmap

Will Streamline for Simplicity, Focus On Innovation



***Note:** In addition, support policy includes 3 years of manufacturer support beyond any effective end of sale date, as well as 3 years of Avaya service support beyond end of manufacturer support.

BCM & Norstar Convergence

With IP Office

**What you like
about BCM and
Norstar stays**



Nortel Partners

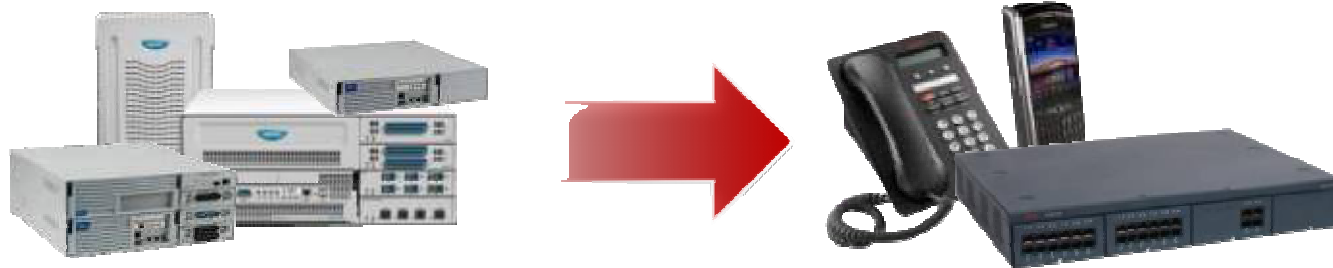
Nortel Installed Phones

Nortel Interface

Nortel Features

BCM & Norstar Convergence

With IP Office



What you like about BCM and Norstar stays

IP Office DevConnect Eco-Systems

Nortel Partners

Avaya New & Installed phones

Nortel Installed phones

IP Office Management

Nortel Interface

IP Office Features (Resiliency, Mobility, etc.)

Nortel Features

IP Office Platform

**You benefit from what is unique to IP
Office**



Avaya IP Office

Ideal for Converging Portfolio and for SME Markets



IP Office 500

Single, Modular Platform
Scales to 384 users per system, 32 sites
Simple, role-based solutions

5.0



AGENT



POWER
USER



MOBILE
WORKER

3.0

4.0

6.0

7.0

Merlin Integration

PARTNER® Integration

BCM, Norstar Integration

Integral Integration

Avaya Aura™ Integration



Investment Focus: IP Office and SCS Overview



IP Office

Hybrid IP PBX
Single, Modular UC Platform

Launched 2002
6,000,000 users WW

Managed on premise

Telephony-centric buyers

Voice Resellers
Service Providers



Software Communication System (SCS)

SIP Software
Open, Native UC Application

Launched 2008
Current deployment: <15,000 users

Managed in the data center

IT-centric buyers

Data Resellers
Regional SIs

Evolutionary Path: SME Communications Portfolio



- ▶ Support of Nortel Phones on IP Office
- ▶ Nortel management interface emulation on IP Office
- ▶ Eco-system of technology partner migration



- ▶ Nortel data management for migration
 - ▶ E.g. call log, PBX configuration
- ▶ Feature Parity

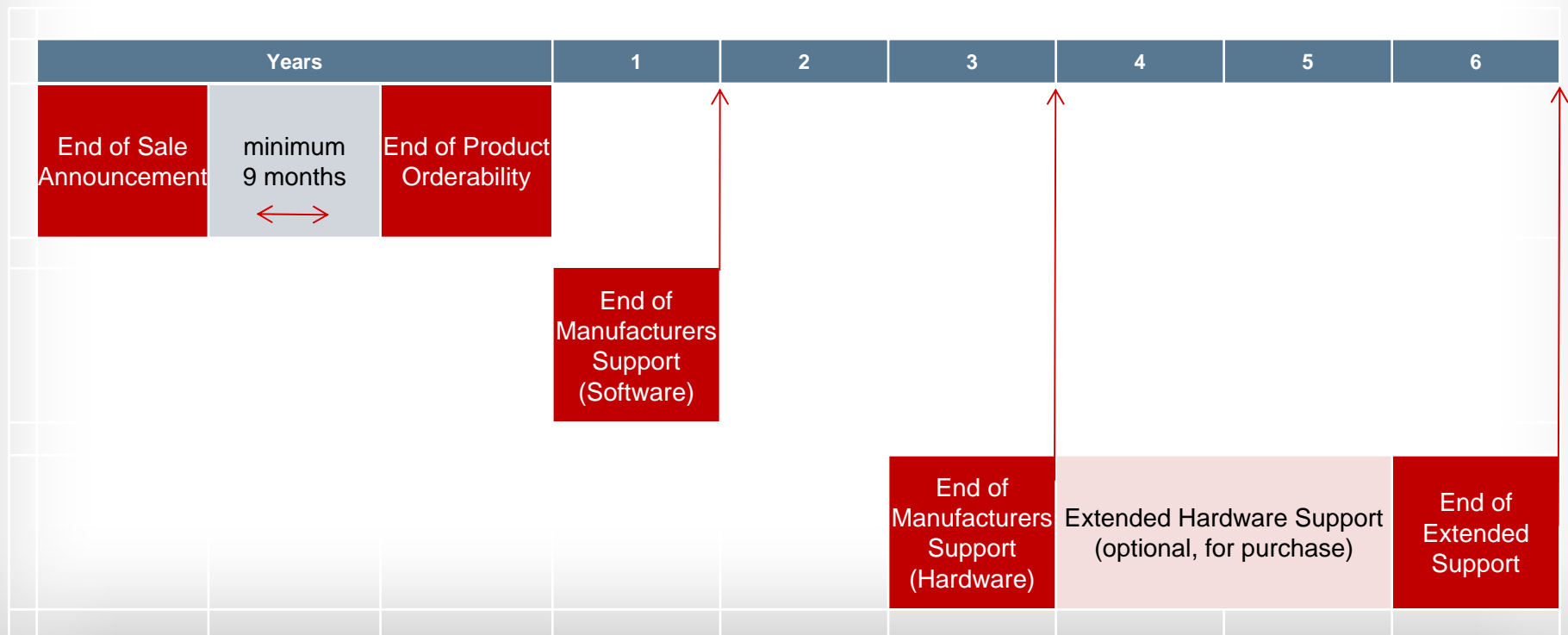


- ▶ Increased R&D investment to focus on new features
 - ▶ New talent, greater resources to focus on fewer products
 - ▶ Innovation and market differentiation

Avaya Product Lifecycle Policies



- ▶ All current SMEC products are available for sale throughout FY2010
- ▶ No end-of-sale to be announced in FY2010 for any SMEC Nortel products
- ▶ Any future end-of-sale for any product will have at least 9 months notice
- ▶ Products have 6 total years of support following any end-of-sale



Enablement Plan For Our Partners



thank you

For More Information:

Contact White Label Solutions

WWW.white-label-solutions.com

