

# Why businesses are choosing Avaya Cloud Office

The Best Communication Solutions  
are the Simplest Ones

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# UCaaS adoption is growing

By 2021, 90% of IT leaders will be turning away from purchasing premise-based UC infrastructure in favour of cloud UC solutions - up from 50% today. Future cloud UC offerings will deliver greater features, functionality, portals, analytics and dashboards.\*

## The stats stack up\*

**35%** the share of the market for on-premise PBX platforms will drop to by 2023

**80%** of businesses use or plan to use Cloud technologies

**21%** of the UCaaS market is predicted to grow by 2022 across EMEA

**44%** decline in premise-based UC deployments versus the total UC&C mix in 2018

**80%** of call centre managers now seriously considering moving to the cloud

\*Sources: Gartner and MZA 'The Global Telecommunications Market' Migration to the Cloud & Cloud Go To Market





# Simplify your customers' communications so they can focus on their business

## Business survival is paramount

To survive businesses need to:

- drive revenue
- delight customers
- ensure employees are productive

Keeping all these plates spinning is challenging enough without the additional challenge of poor communications.

Avaya Cloud Office can enhance how businesses communicate with their customers, partners and across the organisation by simplifying the way they call, chat, meet and collaborate.

## Communications in a safe pair of hands

If all these capabilities sound like a lot to manage for your customers, don't worry – Avaya Cloud Office takes care of that. The public cloud solution from Avaya makes it easy:

- Avaya will keep the solution updated and secure with the latest releases so your customers don't need to lift a finger
- Avaya Cloud Office's flexibility makes it easy for your customers to expand as their business grows – in people or locations.



# Simplify your customers' communications so they can focus on their business

## Gain control of communications

Avaya Cloud Office places your customer, and their users, in control of their communications, and delivers a unified communications experience that's intuitive to use and accessible from:

- a phone
- a browser
- any mobile device

From a single interface it is possible to:

- chat with colleagues
- make and receive calls
- plan and join meetings
- collaborate with screen sharing and video
- keep teams on-task with file sharing, task management and virtual team rooms

Allowing everyone to easily share and stay up-to-date.

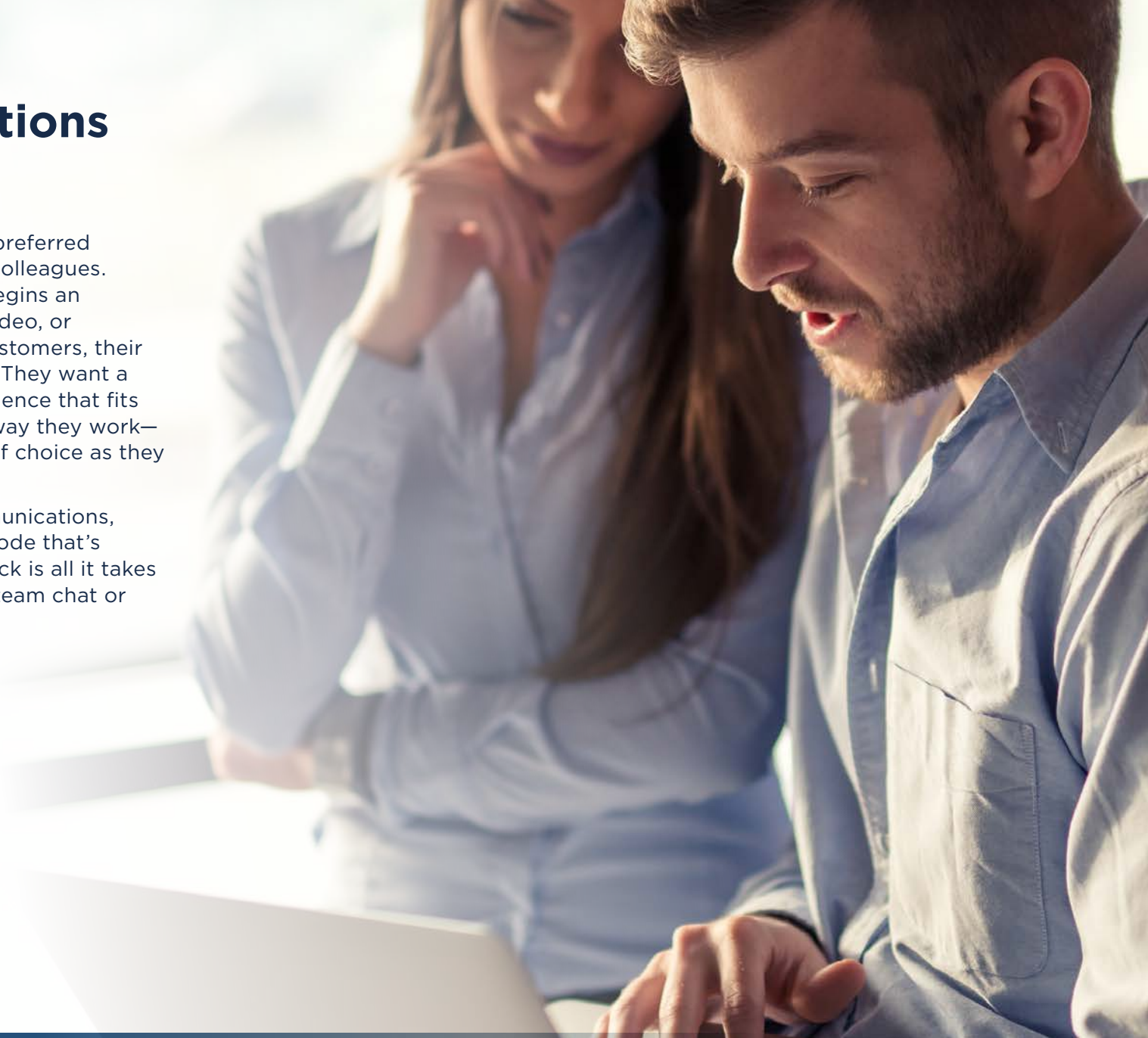




# Bringing communications into the 21st Century

Voice is no longer the only way—or even the preferred option—to stay in touch with customers and colleagues. Instead, chat/Instant Messaging (IM), often begins an interaction that may escalate into an audio, video, or content sharing session. The reality is your customers, their employees and their customers expect more. They want a seamless and intuitive communications experience that fits into how they work, instead of changing the way they work—helping people stay in touch on their device of choice as they move throughout their day.

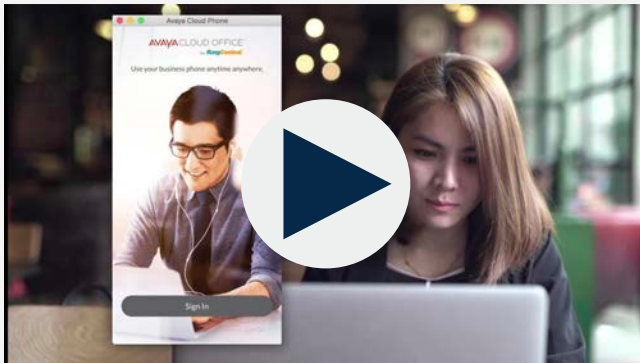
Avaya Cloud Office creates a portal for communications, allowing people to quickly transition to the mode that's exactly right for them at any moment. One click is all it takes to start a call, join a meeting, contribute to a team chat or share content.



# Unifying communications across the enterprise

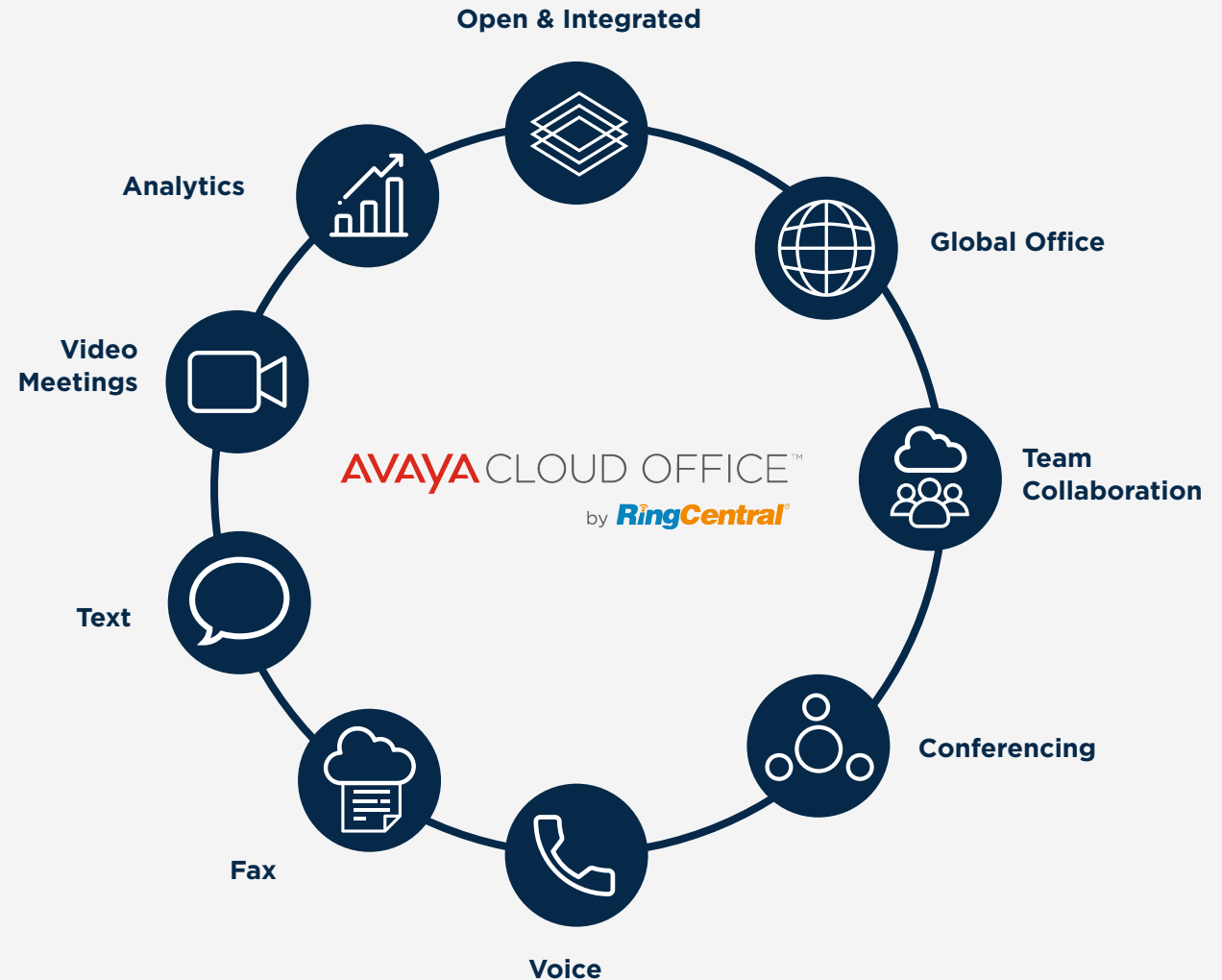
Avaya Cloud Office provides a single solution for all your customers communication needs:

- calling
- chat
- meetings and collaboration
- file and desktop sharing
- task management
- application integration



View the video to get an insight of why Avaya Cloud Office is the best UCaaS solution to offer your customers.

<https://youtu.be/qDc77VnnR1c>



# Reduce costs and simplify conferencing services with integrated meetings

With Avaya Cloud Office, there's no need to pay for separate meeting services. Your customers will enjoy unlimited audio and video conferencing with up to 500 participants (video conferencing) or 1,000 participants (audio conferencing). It allows your customers to share their screen and files with colleagues, integrate with their existing conference room systems and create impactful webinar experiences for large audiences.

## One number does it all

With Avaya Cloud Office, one number does it all – voice, fax and multimedia messages all come to a single number. Ensuring communications are easy to manage, easy to control, and easy to see at a glance. And your customers will always know what's going on even if they can't pick up, through instant notifications for voice and fax messages via email or the Avaya Cloud Office app.



# Secure, reliable communications for your customers' critical business needs

The Avaya Cloud Office's platform ensures your customers receive the security, reliability and coverage they need to move their business forward. Enterprise-grade capabilities like multiple, globally distributed data centres, enterprise single sign-on, and flexible role and permissions for administrators ensure critical business communications remain secure and available when your customers need them.

## Understand communications. Understand business

Your customers can take the guesswork out of understanding how communications work at their business as Avaya Cloud Office comes complete with an up-to-the hour advanced call management system and analytics. It provides built-in reports or the ability to create bespoke dashboards with over 30 Key Performance Indicators (KPIs). Your customer will be able to understand such metrics as utilisation, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).



# Integrations that make sense

Your customers rely on a variety of different tools to get their work done every day: desktop apps, workflow automation, and customer relationship management from vendors such as Google, Salesforce, Oracle and Microsoft. With Avaya Cloud Office, your customers can integrate those apps with their communications, creating a seamless experience that eliminates the need to switch between applications. Simple, intuitive and fast. It lets your customers get more done.

Google

ORACLE®



zendesk®

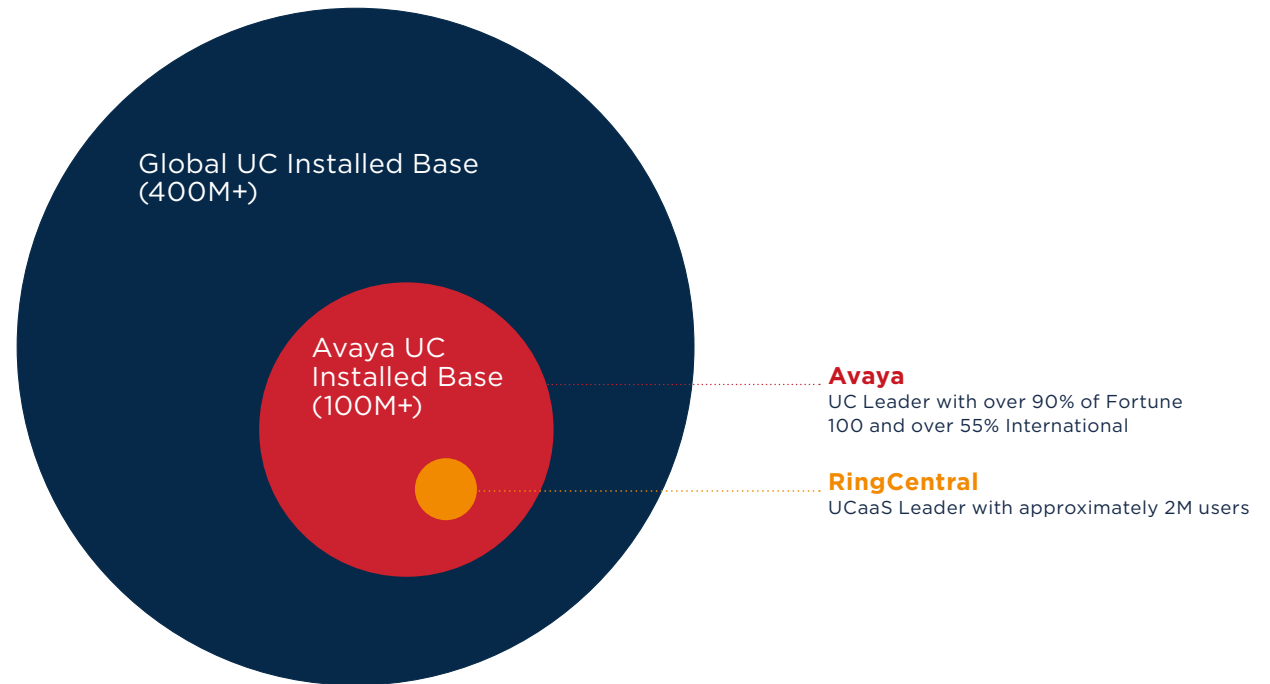
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# Go beyond

With Avaya Cloud Office, your customers will be able to go beyond voice communications to a world where multi-media collaboration brings unprecedented productivity to their users and unprecedented responsiveness to their customers. Flexible, easy to use, feature rich, mobile friendly and backed by Avaya's award-winning support and Westcon's know-how, Avaya Cloud Office is available today to simplify your customers' communications so they can focus on driving their business forward.

## Delivering cloud solutions to a Large UC installed base





## Why Avaya?

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, Avaya have enabled organisations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions.

## Why RingCentral?

RingCentral work with customers to reimagine the world of business communications and collaboration. This relentless passion to innovate has made RingCentral the #1 cloud communications provider worldwide. RingCentral have created a flexible, cost-effective cloud communications and collaboration solutions that delivers the ideal workplace, where business can be done more efficiently and effectively. From an all-in-one cloud phone system with team messaging and video conferencing to a complete contact centre and more, RingCentral builds solutions for every business, no matter how big or small.

<https://www.ringcentral.com/whyringcentral/awards.html>

# Why Westcon?

With over 30 years of expertise in UC and collaboration Westcon is the clear distributor of choice as your Master Agent for Avaya Cloud Office - testament to this is we've been awarded Avaya Distributor of the Year consistently for last 10+ years.

**Our team** are technically skilled to clearly guide you and your customers on the benefits between on-premise vs UCaaS and we are the only Master Agent that offers value-added distribution support such as technical design, x-sell and marketing support.

By taking advantage of this UCaaS solution we can help you **grow your business** by generating **incremental revenue** by wrapping in complementary technologies such as security, networking and devices with our technical know-how.

Only Westcon has skills and expertise to enable you expand the sale beyond just UCaaS, plus with finance offerings, we can convert virtually any product or services solution-sell into a monthly consumption service with your business receiving up-front payments.





## Westcon's 'best-in-class' complementary vendor portfolio



ORACLE®



AVAYA



SD WAN

SECURITY

NETWORKING

DEVICES

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