

Cloud - Making The Shift

Businesses are making the shift to the Cloud as they realize the myriad of benefits of hosting. Gartner predicts that the bulk of new IT spending by 2016 will be for cloud computing.* Simply IPO allows you to ensure that Avaya IP Office is a part of your cloud offering.

* Source: Gartner Says Cloud Computing Will Become the Bulk of New IT Spend by 2016.

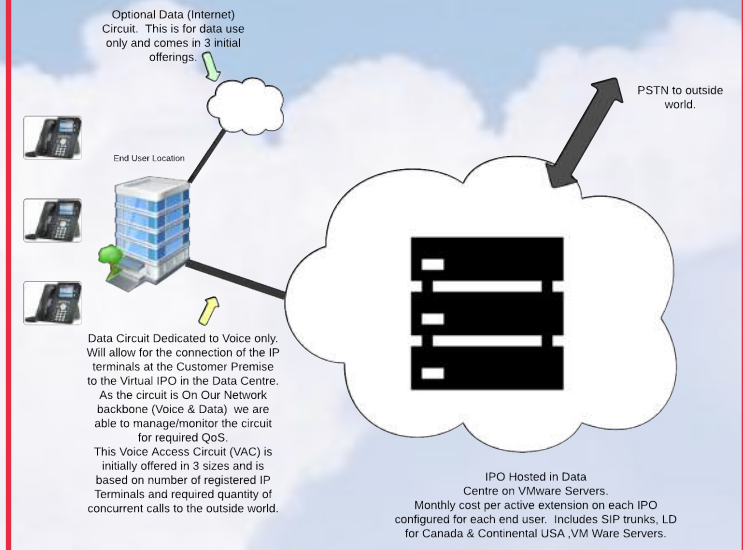
How Does This Work?

- A Voice Access Circuit is installed between the End Customer location and the Hosted IP Office. This is dedicated to carry only voice traffic.
- The End Customer is sold the appropriate quantity of User Licenses which will be activated on the Hosted IP Office and are billed monthly.
- All IP Terminal Hardware is sold separately by you to the End Customer.
- Simply IPO provisions and maintains the VMware Servers including the activation of the IP Office for the End Customer based on the licenses ordered.
- All telephone lines are assigned and/or ported to provide dial-tone.

Qualifying Questions to the End Customer

- Have you considered moving from a CAPEX to an OPEX model?
- Simply IPO generally leads to significant cost savings. Do you know what you are paying for long distance or your overall phone bill?
- Does your staffing levels fluctuate during the year? If yes, a cloud model can definitely help.
- Is there an initiative in place to leverage the benefits of cloud technology?
- Are your telephone users in one location? If they are in a highly distributed environment, then cloud is a strong option.

Simply IPO - The Fundamentals



Target Customer

The target customers are midmarket customers who are interested in flexibility, reliability, and an OPEX spend model for their Avaya IP Office system. These customers either currently have cloud as part of their business strategy or are interested in moving more of their on-prem appliances and applications into the cloud.

Why Simply IPO?

- ALL INCLUSIVE Bundled Solution which includes the Hosting Environment (VM Servers, Storage, Rack Space). It also includes lines and long distance on a fixed cost basis, not usage based. This makes it simply to administer and manage.
- You retain ownership of your End Customer. You control all technical management, communications and billings with the End Customer.
- No need for additional staff training - your technicians/engineers use the same IP Office management interfaces and sales staff are knowledgeable on the feature set of IP Office.