



Avaya Strategic Communications Consulting Background

Avaya Strategic Communications Consulting from Professional Services is a framework of consulting services that addresses distinct business needs. These services help companies align their communications with their business strategy through strategic planning, design, architecture and analytics. This suite of services solves challenges specific to various decision makers, including senior executives, line-of-business managers, information technology (IT) and operational managers.

The services span unified communications, contact center and IP telephony technologies and leverage expertise in vertical markets such as financial, healthcare, public sector and manufacturing. Avaya's next-generation solutions, including Avaya Aura™ and Intelligent Customer Routing, are fully realized through the comprehensive framework of services that link the business vision to the technical design in Strategic Communications Consulting.

Avaya Strategic Communications Consulting services are categorized into three different types of engagements:

- **Executive Vision Consulting:** For executive concerns, Avaya consultants examine the current strategy, goals and most pressing challenges facing companies. After assessing their needs and current business environment, consultants recommend appropriate solutions that support the business strategy and help executives reach their desired goal.
- **Realize Consulting:** For line-of-business managers, such as sales, marketing or customer service managers, Avaya consultants focus their expertise on addressing the challenges faced by their department. A combination of activities such as technical assessments, department reviews including employee interviews, process observations and examinations of the overall technical and work environment allow consultants to translate the business strategy into a specific road map for deploying a recommended solution and achieving desired results.
- **Maximize Consulting:** For IT and telecom managers, our experts identify numerous ways to solve day-to-day operational and technical issues by maximizing existing technology investments. Consultants listen to technical, productivity and efficiency issues and conduct assessments. Subsequent recommendations are sometimes a series of slight application adjustments, process or technology use changes that can make a significant impact on costs, productivity and efficiency.

Avaya's Strategic Communications Consulting teams conduct consulting engagements using industry best practices. This uniquely positions Avaya to address key business challenges and helps facilitate transformation. For example, businesses today frequently face two conflicting mandates: reducing cost/total cost of ownership versus efficient planning for the future and customer differentiation. With Avaya's new Session Initiation Protocol-based architecture, Avaya Strategic Communications Consulting can help deliver significant cost reductions while translating a company's vision into a solution with measurable results.

Avaya consulting engagements result in the following business benefits:

- Driving change and maximizing return on investment
- Quick responses to rapid market challenges
- Enterprise consistency and simplicity
- Competitive differentiation
- Risk mitigation

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