AVAYA

OVERVIEW

The Avaya one-X™ Deskphone Edition

Display-based IP telephones with an adaptable, intuitive interface that can:

- Boost productivity
- Improve communications
- Increase worker satisfaction
- Radically change the traditional telephone experience for the better
- Expose rich communication features that provide the user with increased call control and call management

Designed to provide the right phone for the right job and meet the specific communication needs of different workers — from everyday communicators, to users for whom the telephone is essential, and more — the Avaya one-X™ Deskphone Edition offers a new experience in communications.

Avaya one-X™ Deskphone Edition is a family of next-generation IP telephones that delivers a new and unique communications experience to drive increased productivity.

Created by users for users, the Avaya one-X Deskphone Edition solution family features an intuitive user interface which helps to make users proficient and confident in performing common telephone tasks such as setting up a conference or completing a transfer. With enhanced high-fidelity audio, it's much easier to hear and understand others, which speeds business while reducing fatigue and stress.

The one-X Deskphone Edition models are built with future growth and enhancement in mind with many modular add-ons that can be included as they are needed — protecting investments and leading to improved total cost of ownership. The new telephones also feature a very stylish and professional design.

Avaya one-X™ is a portfolio of communications solutions which deliver a powerful and consistent communications experience for the end user — across a variety of devices and interfaces. Based on extensive market research, the

Avaya one-X™ Deskphone Edition includes specific phone models to meet the needs of all workers.

Are you an "essential communicator" — someone for whom the telephone is essential in order to do your job — with a phone to your ear all day long? An "everyday communicator" who also relies heavily on IM or email but still requires a high quality phone for several calls each day? A "navigator" monitoring multiple lines and call appearances? Does your business need to support "walkup" telephone users for example in the lobby of your building? Would you like one-touch access for mobility features — such as forwarding your calls? How about having applications like Microsoft Outlook right on the display of your phone to remind you of your next meeting? All that and much more is possible now with the new Avaya one-X Deskphone Edition. The Avaya one-X™ Deskphone Edition

User Interface Simplified and Enhanced

As with today's leading technology devices such as cell phones and MP3 players, where the user interface is critical, the Avaya one-X Deskphone Edition is designed to make every communications function easier and faster to accomplish.

Take the case of transferring a call: How often do you need to "remind" yourself exactly how to do this routine activity? How often do you also provide the extension to your connected party, "in case you lose them?"

The Avaya one-X Deskphone Edition continues to make everyday functions like Hold, Conference and Transfer accessible via softkeys on the display itself — only now, enhanced functionality, timely screen prompts and scroll down menus guide you step by step through the process. Making key features easy to access helps everyone get things done more quickly and confidently.

Display options for conferencing, mobility, directory, and access to third-party applications present a whole new realm of communications. For example, third-party applications deliver corporate-wide LDAP directories right to the display of the phone — with simple look-up and onetouch dialing.

High-fidelity Audio

Avaya one-X Deskphone Edition provides audio quality that sets a new standard in telephony — you'll have to hear it to believe it. Based on the latest VoIP chip technology, Avaya has changed the acoustic design of the phone body and handset to reduce background noise and provide a broader range of audio frequencies to improve audio quality. As a result, participants on calls can better hear each other — eliminating repetition, reducing fatigue and enhancing overall communication. With support for the open standards based G.722 wideband audio codec, along with Avaya Communication Manager integration, you are now able to communicate and collaborate like never before.

Investment Protection and Flexibility for the Future

Avaya one-X Deskphone Edition Telephones are designed for future growth and enhancement. The adapter interface on the backs of the phones provides support for additional wired and wireless network environments. A Gigabit Ethernet adapter is now available with an additional adapter for Bluetooth wireless networks along with a Bluetooth handset coming in the near future. The Module interface on the phones will support a growing list of devices integrated at each desktop. A 24-button expansion module is currently available with additional modules planned. The modular design of the 9600 Series

allows customers to leverage initial phone investments with enhanced capabilities as needed in the future. This flexibility provides enhanced total cost of ownership.

Cutting-edge and Sleek Architectural Design

Phone features have evolved over the years, but a complete overhaul of phone design and user interface creates a new opportunity for enhanced end user experience.

The 9600 Series telephones have been completely reengineered to provide a professional and timeless design that delivers a new level of functionality and efficiency within — plus visual appeal throughout.

Why Make the Switch

For many workers, there is no piece of technology more critical than the telephone. That makes the choice of a telephone an extremely important one, in terms of the end user's experience and satisfaction, not to mention the impact on the broader business brought by productivity gains at the desktop.

Adaptability/Flexibility

Avaya 9600 Series IP Telephones offer a modular, flexible design—enabling you to cost-effectively extend capabilities as needed:

- Gigabit Ethernet Adapter
- 24-Button Expansion Module
- Wideband Headsets

What Type of Telephone User are You?

No matter what your job function or communications scenario — whether you are on the phone sporadically, or all day — Avaya has leveraged extensive market research to create a business phone just for you. The Avaya one-X Deskphone Edition offers the perfect mix of intuitive access to features and capabilities — giving you what you really need in a phone — for the right price.

Avaya has identified several levels of telephone requirements:

The "walkup" telephone user: Solution 9610 IP Telephone

Customers and visitors are examples of "walkup" users. People requiring simple access to information such as a building directory along with the ability to place calls from a telephone placed in a common area such as the lobby of a headquarters building. The 9610 is a streamlined telephone that provides a backlit display along with support for Web based menus and directories designed to make it simple for the walkup user to easily access information such as performing a lookup and then place a call.

The "everyday" telephone user: Solution: 9620 IP Telephone

A frequent user of several communications tools including IM, email, and PDAs, to the everyday communicator the phone is just one of many options. While common functions such as directory and speed dial are important, many other features that would typically be found on a traditional business phone might be superfluous to this user. With three visible call appearances on a smaller display, the 9620 offers a simple interface with easy access to the key features that are important to the everyday telephone user.

The "essential" telephone user: Solution: 9630, 9640 IP Telephones

Someone who conducts almost all of their business by phone, relies on it for real-time collaboration and spends the day hopping from call to call whether at their desk or mobile, falls into the category of essential end user. For these users, the 9630 and 9640 offer a larger context-sensitive display to walk the user through common tasks such as searching directories, while a unique mobility button makes it easy to integrate the 9630 with Avaya mobility applications: Extension to Cellular, Extend call to cell, and more — keeping phone communication continuous.

The 9640 provides the identical functionality and layout as the 9630 – but in addition supports a color ¼ VGA display ideal for running telephone applications.

The "navigator" telephone user: Solution: 9650 IP Telephone

A Navigator user is someone hired primarily to speak on the phone for the majority of each day. Building receptionists, executive admin staff are examples of users answering incoming calls, transferring customers to other extensions, monitoring several bridged appearances throughout the day. The 9650 features button expansion module functionality built right into the phone. The 9650's user interface has been enhanced to emphasize "one touch" access to appearances and feature keys.

Avaya also offers additional feature components suited to both the essential and navigator users:

- **24-Button Expansion Module** — more buttons for speed dial, call appearances and features at hand and when used with Avaya Communication Manager 4.0, the 9650 supports up to three button modules.

- **SupraElite Headsets** — new wideband models offer superior audio quality and a broader range of frequencies. Features include noise canceling microphones and flexible choices for one ear pad or two.

Colored Faceplates

Each of the 9600 Series models will support a changeable faceplate. A standard selection of colors is available for customers to choose from. And in addition, orders for custom colors including logo treatments will be supported. This capability gives customers the ability to further enhance brand image and awareness.

The Avaya one-X Deskphone Edition is designed to meet the needs of individual users while also providing the payback that matters on the bottom line, delivering:

- Improved productivity by enhanced communication and collaboration through its uncluttered, context sensitive interface and exceptional audio

- Easy access to the hundreds of features available with Avaya Communication Manager

- Ease of management and administration

- Highly secure and reliable

- Backwards and forwards compatibility — leveraging your prior investments and scaling with future advances

- Additional investment protection due to the flexibility provided by the Module and Adapter interfaces.

A consistent experience

Avaya recognizes the importance of consistency across your hardware and software endpoints — whether you're an office worker, using your phone at your desk, or a mobile executive always on the go. With the Avaya one-X portfolio of solutions, Avaya strives to ensure your communications experience will be consistent at every level.

Learn More

With over 100 years as a leader in communications, Avaya can help your company maximize productivity with the Intelligent Communications solutions specific to the needs of your workforce.

To learn more about the Avaya one-X Deskphone Edition, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit **avaya.com** for white papers, case studies and other information showcasing Avaya solutions in action.