



AVAYA

JUST ONE POINT OF CONTACT FOR YOUR GLOBAL AVAYA DEPLOYMENT



World-leading **Avaya**
Communications, deployed
globally, managed **centrally**,
supported **locally**, all from a
single point of contact.

Your International Avaya Team

The Aura Alliance is an international group of Avaya Business Partners, working together as a single organisation to provide global support for Avaya communications amongst multi-national enterprises.

Each Alliance member covers a dedicated country or region, delivering exceptional levels of customer service and technical support for converged IP communications based on the Avaya Aura Communication Manager.

By maintaining consistent service levels, prices and technical skills across all countries, the Aura Alliance minimises the risks and administration involved in your global Avaya project and ensures the most cost-effective solution.

World-Class Skills

The Aura Alliance provides global support and maintenance for your both new and existing Avaya systems within your global organisation. Aura Alliance members have many years of experience, a wealth of knowledge and the technical skills necessary to design, implement and maintain global communications infrastructure based on the Avaya Aura Communication Manager IP Telephony solution and its many applications including:

- Unified Communications
- Presence Management
- Contact & Call Centres
- Remote & Home working solutions
- Conferencing (voice, video and web) facilities

Globally Consistent Services

Aura Alliance members work together as a single provider to ensure you receive a consistently high level of customer service. All members are accredited Avaya Business Partners within the Avaya Connect programme. In this way, the business partner community is regulated in its ability to deliver products and services to a high standard. Each accredited business partner must hold Avaya Certifications for:

- sales, network design and engineering staff
- product authorisations
- service quality

All these requirements focus on delivering consistency across service levels, pricing and support for multinational businesses that are planning worldwide deployment of Avaya systems.

A Message from the Founding Member



“Some global alliances lack cohesion and a unified effort. With the Aura Alliance we have eliminated these weaknesses by putting in place a strong framework of working practices and a single service level agreement for all countries.”

Tony Parish, Managing Director
G3 Telecommunications Plc

A Message from Avaya

“The Aura Alliance takes a fresh, new approach to fulfilling the service levels expected from this increasingly demanding market and Avaya will be giving its full support to help make that happen.”

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Setting New Standards

The Aura Alliance differentiates itself from other global partnerships by the disciplined approach it adopts to providing customers with seamless planning, implementation and support for complex communications projects that cross international boundaries. The Aura Alliance achieves this by doing things differently:

- **Contractual Commitment**

Unlike other alliances, all Aura Alliance Members are contractually committed to the common aims of the Alliance standards set for customer services.

- **Global Coverage**

With a presence in more countries than any other alliance, the Aura Alliance has greater capability in managing international projects.

- **Product Development**

The Aura Alliance's range of Smartphone applications for remote telecoms management is just the start of a programme intended to develop products that enhance the services offered to customers.

- **Communication Management Platform**

The groundbreaking features of the Converged Management Platform, the remote monitoring and management platform developed by Nectar, facilitates consistent service levels and a single point of contact for global customers.

- **Interaction**

The Aura Alliance encourages knowledge transfer between members and develops a strong rapport with Avaya customers within the local territory.

Service Quality Driven by Integrity

The Aura Alliance brand stands for openness and integrity. Membership of the Alliance demands these qualities along with a track record of professional practices and commitments that include:

- Meeting claims for geographical coverage.
- Working within the skills and expertise available.
- A commitment to create solutions and resolve issues with a "can do" attitude.
- To encourage an honest and transparent approach to dealing with customers.

A Global Framework For Quality

AVAYA
CONNECT

The Avaya Connect programme provides a globally consistent framework that streamlines processes, pricing, training and certification requirements, enabling your Avaya service provider to better serve your requirements.

By adhering strictly to the rules of the Avaya Connect Programme, the Aura Alliance operates at service levels far higher than other global alliances.



Services That Fit Your Working Practices

The Aura Alliance can adapt services to suit your organisational structure and the way your business works. For example:

- Pricing is standardised but billing can be managed centrally or locally.
- The range of service levels is standardised but you can select different service levels for different countries.
- The Alliance provides you with a single point of contact but can tailor your contracts and local service providers to suit you.

Typically, projects are led by the alliance member local to your project management team. The support contract will be the responsibility of that local member. You select the service delivery package that best suits each of your global operations. For example, you could have 24x7 cover at some offices and 9-6 Monday to Friday cover at others.

System incidents and customer enquiries are reported to the local Alliance member. Over 95% of incidents are resolved by dialling into the system to fix the problem remotely. Alternatively, a local engineer can be on site within the relevant response time.

Service Levels

Service Delivery :	Elite Plus	Elite	Standard Plus	Standard	Basic
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Coverage Hours:

Help Desk	7 x 24	5 x 24	9am-6pm M-F	9am-6pm M-F	9am-6pm M-F
Software Support	7 x 24	5 x 24	9am-6pm M-F	9am-6pm M-F	9am-6pm M-F

Response Time:

Helpdesk/Remote	1 hrs	1 hrs	4 hrs	4 hrs	NBD
On Site	4 hrs	4 hrs Major	4 hrs Major	NBD	X

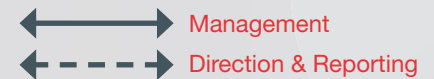
Software Cover:

S/w Support	Standard	Standard	Standard	Standard	Standard
S/w Support & Upgrades	Optional	Optional	Optional	Optional	Optional

Hardware Cover:

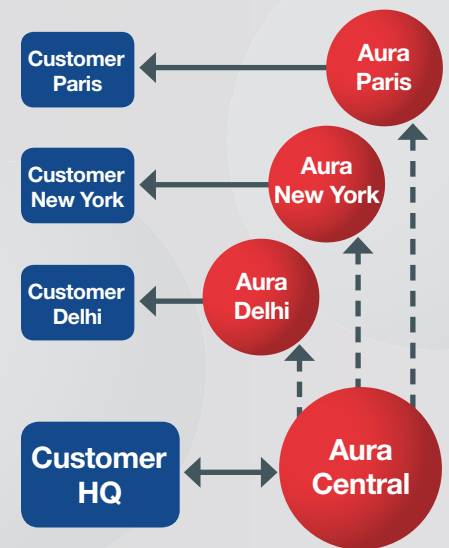
H/w Replacement	YES	YES	YES	X	X
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Typical Operating Scenarios



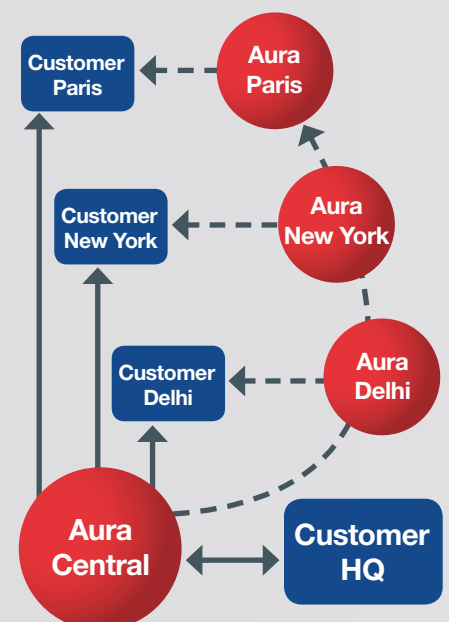
1. Local Management

- Autonomous local implementation
- Local Helpdesk
- Local contract
- Financed locally
- Direction at central level



2. Remote Management

- Centralised helpdesk
- One global contract
- Centralised SLA



Support Teams

Customers have access to local service support desks to report system incidents, request programming changes and for technical enquiries.

Service Delivery Managers

The service delivery manager prepares and presents incident resolution and programming reports.

Account Managers

Account managers support and develop all your communications requirements. They help with day to day requirements and any upcoming projects. Customers are also allocated an office based telephone account manager who assists with smaller but often urgent requirements such as headsets, peripherals and ad-hoc engineering requirements such as cabling and installation changes.

Converged Management Platform

The Aura Alliance also offers a remote monitoring service using the Converged Management Platform (CMP) to provide proactive, centralised management of your entire infrastructure.

The CMP enables global monitoring and management of both voice and data networks, facilitating control of the service levels from a single point of contact.

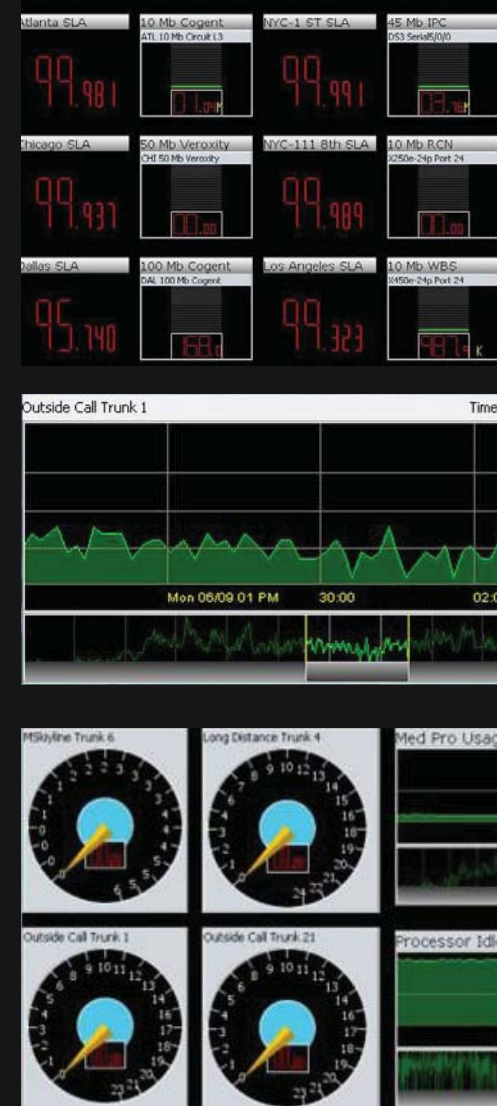
Benefits

- A single view into both the voice & data networks for your organization
- Correlation with network issues and real business processes
- Reduced problem-resolution timeframes to keep business operating smoothly
- Reduced management burden on internal staff

Key Features

- Business Process Impact Views & Dashboards
- Multi-point monitoring
- Advanced reporting
- Voice Quality (QoS)
- SLA Monitoring & Reporting
- Availability & Performance Monitoring
- Centralised Inventory Service

CMP has been developed by Nectar Corp



Global Coverage

With Aura Alliance Members in more than 50 countries (and growing) we have the capability to manage your global Avaya project. Contact us for details of Aura Alliance members in your region.



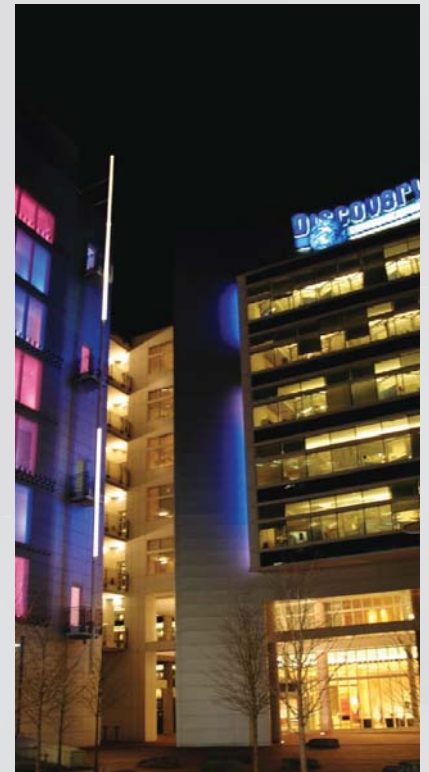
Making the Move

Whether you are new to Avaya, a customer of an Avaya Business Partner or a customer dealing directly with Avaya, contact us to learn how we can transform the management of your global communications services.

No matter how big your business or the area of coverage required, speak with one of our consultants to find out more.

Contact

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"For Discovery, the Aura Alliance has offered a single point of contact for billing, support, purchasing and product knowledge.

For procurement, this has helped us to reduce costs primarily in shipping, import duties and, importantly, time. We have saved administrative time involved with managing several billing and support contracts across the UK and EMEA and this has allowed us to concentrate on our core business.

The Aura Alliance is becoming increasingly attractive to Discovery, particularly their expansion into emerging markets."

Richard Reid,
EMEA IT Infrastructure Manager
Discovery Channel