

**Avaya Intelligent
Xperiences™**

Avaya IX™ Workplace

**People are a
company's most
valuable resource,
and that makes
the employee
experience
critically
important.**

Innovations like process automation, virtual assistants, embedded communications and mobility have transformed how businesses and people work, offering exciting new opportunities for meeting the needs of an increasingly diverse workforce. Studies show that 49% of workers are interested in more innovative technology for boosting productivity, with 77% saying that flexibility at work is vital. At the same time, the majority (71%) want their employer to provide them with the same level of technology they use in their personal lives.

Change has never come about so fast in the workplace, and it's not slowing down anytime soon. Everything from job types and responsibilities to working conditions and requirements have fundamentally shifted in a new era of business. Organizations must create an environment where employees can have meaningful experiences and bring their best selves to work, starting with technology.

Avaya IX Workplace represents the first of its kind, prioritizing choice and integration across the entire Avaya IX portfolio of solutions (UC, collaboration, next-gen tech) to deliver employee experiences that matter. The Avaya IX Workplace portfolio is carefully designed to improve key measures of engagement and productivity with powerful capabilities related to calling, collaboration and meetings, as well as a range of flexible, connected phones and devices.

This integrated solution portfolio enables employees to more intelligently act on data to create insight-driven improvements, connect enterprise-wide to support the end-to-end digital customer journey, and feel more immersed and fulfilled in their roles not just as workers but innovators. For employers, this translates into improved costs, higher revenue and enhanced operational performance.

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Calling: Strengthening a Classic

Over 85% of employees cite ineffective communication for workplace failures, according to Salesforce, leading to team misalignments and missed deadlines that can have a direct impact on their employer's bottom-line results. At the heart of this is calling, a tried-and-true form of communication that has gotten a fresh makeover with the rise of smartphones. With so many channels of communication in the workplace (chat, SMS, email, video) calling remains one of today's most frequently performed tasks among employees who use their smartphone for work every day (which is pretty much everyone by now).

Avaya IX Workplace simplifies and enhances calling by making the channel part of one easily accessible collaboration hub with unparalleled audio quality and security. Employees can access virtually every communication and collaboration need—not just calling but also messaging, meetings, presence and more—from one simple cloud application available on any device.

Through Avaya IX Workplace, employees can gain access not only to Avaya communication and collaboration apps but a slew of others from third-party leaders like Slack and WhatsApp via an open ecosystem of integration partners. In this way, employees can work when and where they want as well as how they want leveraging the apps they know and are already familiar with. For example, an employee could simply drag and drop a contact from Slack into a call via Avaya IX Workplace to quickly bring that individual—say, a SME or external resource—into the conversation. The result: faster and more efficient communication that drives more targeted business outcomes.

Collaboration: One App, Endless Possibilities

According to SmartSheet, 46% of organizations use six or more collaboration apps across a range of teams and departments. In sales, for example, a team may use Slack for communication while using Salesforce for contact management. In marketing, this could be WhatsApp for communication and HubSpot for data tracking and project management. Avaya IX Workplace enables teams to embed real-time communications directly into workflows and applications to save time, improve efficiency and drive better overall outcomes.

Consider the sales team example above. As opposed to having to cut and paste phone numbers to make calls—an inconvenient and error-prone process—team members could simply embed real-time communications directly into Salesforce so that calls could be placed or messages could be initiated with the click of a button using Avaya's underlying infrastructure. In this way, teams can eliminate the need to hop in and out of multiple disparate applications (a workplace issue that research shows can waste up to 32 days of employee productivity a year).

Avaya IX Workplace serves as a virtual war room that intelligently brings people and content together across the entire organization, enabling teams to seamlessly communicate, manage tasks, share files and meet on-demand. Employees can quickly view information like meeting schedules, call history (including details like inbound/outbound, length of time and number of attendees) and presence of people from meetings or calls.



Any information shared during a meeting will be available to team members even if an attendee couldn't make it. All files of information—videos, screen shares, links—will remain available to attendees regardless of what device it was originally shared on (i.e. smartphone to desktop, tablet to smartwatch). This lack of flexibility and loss of context are key issues plaguing many workplaces today.

Meetings: Simplifying, Streamlining and Optimizing

The question isn't whether business meetings are effective (83% of employees say that meetings have a positive impact on projects) but how they can be improved to maximize overall effectiveness. This goes back to the issue of almost half of companies using six or more collaboration apps across teams and departments.

Think about it: how can you do a cost justification when using different systems from different vendors? How can you efficiently gather data from these apps and vendors to measure productivity and performance in line with key business objectives? This convoluted environment makes this virtually impossible to achieve. As an integrated collaboration hub, Avaya IX Workplace converges audio, video, Web collaboration, webcasting and more to one platform and application, providing managers with one feed for all meetings activity to track performance, reduce admin time (one set of log-in credentials), streamline user training and, of course, save costs.

In this way, an organization can use the many different applications it normally would for different meeting circumstances—audio, Web, room system/video conferencing—as part of one simplified, streamlined app available on any device. Best yet, the scalability of Avaya IX Workplace supports up to 250,000 users. That means one-click meeting access for a group of 500 people, be that your marketing team or entire organization.

About 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, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

There are also key benefits of Avaya IX Workplace from an interoperability standpoint. Organizations that fought to invest in room-based systems years ago now need a way to maximize their existing resources while transitioning to more flexible, desktop-based systems. Built on flexibility and choice of cloud deployment (on-prem, public, private, hybrid), Avaya IX Workplace creates a bridge to this desktop functionality with solutions like huddle room devices while enabling companies to maximize their existing investments.

Avaya IX Devices: The Right Tool for the Right Outcome

More than 33% of employees are regularly connected to conference calls on-the-go via their mobile device, according to research from Voxbone. Huddle room meetings—small, private meeting areas equipped with teleconferencing and collaboration technologies—are set to represent 77% of all room-based video conferencing by 2023, according to Frost & Sullivan. From conference phones to huddle rooms to video systems, Avaya IX Workplace offers a range of flexible, high-quality phones and devices that maximize the impact of every conversation, in-office or on-the-go.

Wireless devices, for example, improve productivity and collaboration by enabling seamless communication anywhere in the office (no wired connection or power outlets needed). Consider a government organization operating out of a 1950's concrete building. This kind of building was not designed for changing out phone wires, yet the organization can easily implement Avaya wireless devices using its existing wireless network to gain access to new features and functionalities for better supporting customers and employees alike.

Huddle rooms—a rapidly growing collaboration option—can provide small teams with the intimate setting they need for targeted, focused engagement regardless of where each person resides. This could be a small team distributed across the globe or in a large enterprise working on different floors. Consider a group of 3-5 people who are working a tradeshow: one person might be on the exhibition floor while another is conducting an interview and two others back at the hotel for retrieving equipment. If an emergency comes up, a huddle room can be instantly initiated from these separate locations to create a frictionless collaboration environment.

All Avaya phones and devices are customizable with extensive interoperability to work with existing systems for full video, audio and content-sharing capabilities. The results: lowered costs, optimized efficiency, customized collaboration, reduced travel time and, above all, more meaningful human connections.

Brands are built on the great experiences that employees deliver, yet those experiences are essentially nothing without sophisticated workplace tools that allow teams to freely communicate, collaborate, share ideas and brainstorm. The right technology is critical for supporting collaboration that fits into how teams work, versus changing how they work, to create real, lasting impact.

Sources

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