

Why Migrate From Avaya MERLIN MAGIX®

TO Avaya IP Office 7.0

Improve
Productivity
& Service

Reduce
Expenses

Protect your
Investment

Why

How Your Business Will Benefit

| | |
|--|---|
| Improve Productivity & Customer Service | <ul style="list-style-type: none"> ✦ Now voice mail messages can be routed to email so users only have to check messages in one place – saves time and ensures timely response to messages ✦ Since messaging is included, calls can be routed quickly and professionally using the built-in automated attendant ✦ With many of the large display sets available with IP Office systems, Visual Voice shows users how many new and old voice mail messages they have, and provides the user with one-touch access to the voice messaging system and several voice mail features. Visual Voice simplifies the ability to manage your voice messages and to respond in a timely manner to clients (IP Office Large displays sets only) ✦ Several available methods of one-number access means that calls will never be missed – this means increased service and customer retention ✦ Programmable Call Recording can help increase service to your customers by giving supervisors the tools to improve agent skills; available with IP Office Preferred and Advanced Editions |
| Reduce Expenses | <ul style="list-style-type: none"> ✦ With IP Office Preferred and Advanced Editions, all of your locations can be connected together to improve collaboration and to eliminate calling charges between offices ✦ SIP trunks can save your business money and offers added services like direct inward dialing – see our “Flip to SIP” ROI tool to see what your business can save ✦ Enjoy the productivity of PIN-protected, Meet-me conference calls for up to 128-parties (64-parties per call), free with IP Office; saves money over network-based services |
| Protect Your Investment and Simplify the Transition | <ul style="list-style-type: none"> ✦ Reuse most of your MERLIN MAGIX sets with Avaya IP Office; protect your investment like you can with no one else ✦ Reusing phones from you MERLIN MAGIX system not only protects a big part of your telephone system investment, but it also eases the transition into a new system by offering a familiar desktop interface while bringing new, PC- and Web-based tools to enhance productivity |

Before and After

Factors

Avaya MERLIN MAGIX®

Avaya IP Office

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| Scalability | <ul style="list-style-type: none"> Maximum capacity is 272 users with costly networking capability | <ul style="list-style-type: none"> Up to 384 users per Up to 1000 users over 32 sites can be cost-effectively networked together |
| Reliability | <ul style="list-style-type: none"> Highly reliable but no resiliency offers | <ul style="list-style-type: none"> Solid state components with no moving parts reduces points of failure and increases resiliency In multisite environments, software based IP phone, application and voice mail resiliency is available with IP Office Preferred and Advanced Editions |
| User Applications | <ul style="list-style-type: none"> Cell phone connect allows calls to be forwarded to a cell phone and to cover back to system voice mail if unanswered Remote working capability is limited which inhibits productivity Users must check voice mail messages via voice mail and email messages via email; takes more time and slows response time to messages No PC- or Web-based desktop call control software No point-to-point video calling support 5-party ad hoc conferencing; no Meet-me conferencing No multi-party video conferencing support | <ul style="list-style-type: none"> One-number access via Mobile Twinning allows calls to ring simultaneously at the desk phone and a cell phone so the user can take the call at either device; calls can be transferred between devices with the touch of a button; if call goes unanswered, it will cover back to system voice mail – increases productivity Remote working available with IP Office via Hot desking, Avaya one-X Mobile™, Mobile Twinning, Telecommuter mode and VPN phones (not available on all versions of IP Office) Voice mail and email messages can both be accessed via email – saves time and increases responsiveness PC- and Web-based call control software allow you to use your PC screen to place and answer calls, log incoming, outgoing and missed calls and provide instant messaging tools and presence status among users; saves installation time and expense; available with Office Worker, Teleworker and Power User solutions Point-to-point video calling standard with Teleworker and Power User solutions enhances collaboration and communication 128-party Meet-me conferencing standard with Preferred Edition (64-participants per call) saves money and enhances collaboration 4-party video conferencing support |
| Endpoints and Device Integration | <ul style="list-style-type: none"> No IP phone support; no SIP phone support No DECT No Bluetooth headset support | <ul style="list-style-type: none"> IP, analog, digital, wireless, DECT, Bluetooth and third-party SIP phone support (varies by IP Office version) Support for Norstar and BCM digital and IP phones, most MERLIN MAGIX and InDeX sets and many sets from MERLIN Legend and Aura® |
| Management & Admin | <ul style="list-style-type: none"> Standard installation and administration tool Optional multi-site administration tool | <ul style="list-style-type: none"> Standard proactive monitoring and alarming (Preferred and Advanced Editions) Standard IP Office Manager enables configuration and management of Avaya IP Office systems in a distributed network of up to 2,500 IP Office systems (Preferred and Advanced Editions) |
| Networking | <ul style="list-style-type: none"> Expensive OPX circuits and gateways make networking of MERLIN MAGIX systems cost-prohibitive No QSIG support means no networking with non-Avaya systems | <ul style="list-style-type: none"> IP Office Preferred and Advanced Editions support with up to 32 sites/up to 1,000 users across sites with sophisticated feature transparency; QSIG supported Sites can be connected together with IP Office Preferred and Advanced Editions with free calling between networked locations |