

## Avaya at a Glance

**Name:** Avaya Inc.    **Headquarters:** 211 Mt. Airy Rd., Basking Ridge, N.J. 07920 USA

**Phone:** 908-953-6000 or 1-800-784-6104 (Main Number)

### ABOUT AVAYA

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

Avaya's unique combination of communications applications, software and services helps companies simplify complex communications and integrate with technologies from other vendors, enabling customers to unlock value and potential from their network. By embedding communications into the operations of an enterprise, Avaya helps improve the way organizations work – making people more productive, processes more flexible and customers more satisfied.

Avaya focuses on these major businesses:

#### Unified Communications

Avaya's unified communications solutions help companies increase employee productivity, improve customer service and reduce costs by integrating multiple forms of communications, including telephony, e-mail, instant messaging and video all across multivendor networks. With Avaya unified communications, customers can communicate effectively regardless of location or device.

Avaya's open, standards-based UC software and hardware are widely recognized as the most reliable, secure and comprehensive offerings in the industry.

#### Contact Centers

Avaya is the global leader in the contact center market. Avaya offers highly reliable, scalable communications solutions that improve customer service and help companies compete more effectively.

Avaya's contact center solutions include intelligent routing, self-service and proactive contact applications that drive effective communications and transactions with customers. In addition, Avaya's analytics and reporting platform, Avaya IQ, provides companies with detailed customer information that improves profitability and customer retention.

#### Avaya Global Services

Avaya Global Services evaluates, designs, implements and manages enterprise communications networks for superior business results. Avaya's consulting and implementation services are backed by approximately 8,700 employees worldwide; 32 global delivery support centers; and unique, patented design and management tools.

#### Small & Medium Enterprise Communications

Avaya's Small and Medium Enterprise Communications unit is focused on enterprises with up to 250 employees. The company offers complete solutions that bring together telephony, messaging, networking, conferencing, and customer management designed for the requirements of small and medium enterprises. The products and services are sold primarily through Avaya's global channel partners.

#### Data Networking

Avaya's Data Networking portfolio offers the reliable, secure, end-to-end solutions needed to fully use real-time communications, delivering world-class performance and superior return on investment. Avaya's diverse data portfolio is committed to delivering innovative technology, energy-efficient hardware, and improving the effectiveness of business by creating a simpler and more effective network. Organizations should never be constrained by their networks, and Avaya's proven data solutions ensure the network is accepted and valued as a genuine real-time communications enabler.

## KEY AVAYA FACTS

- Avaya employs approximately 20,000 people worldwide, including 3,400 research and development professionals.
- Avaya has approximately 5,100 patents or patents pending, and about 10,000 channel partner worldwide.

Avaya consistently is recognized as a global leader by industry and technology experts and has achieved worldwide leadership positions in the following:

- No. 1 in Worldwide Unified Communications and Telephony Systems<sup>1</sup>
- No. 1 in Worldwide Contact Center<sup>2</sup>
- No. 1 in Worldwide Enterprise Messaging<sup>3</sup>
- No. 1 in Worldwide Audio Conferencing<sup>4</sup>
- No. 1 in Worldwide Maintenance Services<sup>5</sup>

Additionally, Gartner places Avaya in the Leaders Quadrant based on its completeness of vision and ability to execute:

- Leaders Quadrant in Gartner Magic Quadrant for Corporate Telephony, Worldwide, 2009<sup>6</sup>
- Leaders Quadrant in Gartner Magic Quadrant for Unified Communications, 2009<sup>7</sup>
- Leaders Quadrant in Gartner Magic Quadrant for Contact Center Infrastructure, Worldwide, 2009<sup>8</sup>

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**Sources:** <sup>1</sup>Dell'Oro Group, *Enterprise Telephony Report, 3Q09, November, 2009*; <sup>2</sup>Gartner Inc., *Market Share, Contact Center: Worldwide, 2008, Drew Kraus, March, 2009*; <sup>3</sup>T3i Group, *InfoTrack for Converged Applications, Full Year 2008, Messaging, May, 2009*; <sup>4</sup>MZA, Ltd., *The World UC Applications Market, 2009 Edition, June, 2009*; <sup>5</sup>Intellicom Analytics, *Services Market Dashboard, YE 2008 Global Lifecycle Services Market Workbook, May, 2009*; <sup>6</sup>Gartner Magic Quadrant for Corporate Telephony, Worldwide, 2009, August, 2009; <sup>7</sup>Gartner Magic Quadrant for Unified Communications, September, 2009; <sup>8</sup>Gartner Magic Quadrant for Contact Center Infrastructure, Worldwide, February, 2010.

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## SENIOR LEADERSHIP

Kevin Kennedy, President & Chief Executive Officer

Todd Abbott, Senior Vice President, Global Sales and Marketing, and President, Field Operations

Mohamad Ali, Senior Vice President, Corporate Development and Strategy

Alan Baratz, Senior Vice President and President, Global Communications Solutions

Matthew Booher, Treasurer

Jim Chirico, Senior Vice President and Chief Restructuring Officer and President, Operations

Pamela Craven, Chief Administrative Officer

Chris Formant, Senior Vice President and President, Avaya Global Services

Roger Gaston, Senior Vice President, Human Resources

Joel Hackney, Senior Vice President & President, Avaya Government Solutions and Data

Anthony Massetti, Senior Vice President and Chief Financial Officer

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced, and the 'A's and 'Y' have a distinctive shape.

INTELLIGENT COMMUNICATIONS