



We're about to change the way  
you do business.

# 07.20.2010

Dear Valued Customer, join us as we unveil the latest game-changing Avaya products, solutions and services.

On July 20, Avaya will unveil its broadest and deepest line of new collaboration and contact center tools ever, and you are cordially invited to be among the first to see it via a very special one-hour virtual event. You'll watch a new definition of collaboration and customer service materialize before your eyes, with:

- New solutions that help contact centers handle 24% more calls, without increasing agent headcount.<sup>1</sup>
- Architecture solutions, including the incredible, growth-enabling Avaya Aura™ 6.0, that help reduce ongoing operational expenses by up to 36% through centralization.<sup>2</sup>
- Avaya data networking that can provide up to 7 times more resiliency than any competitor and give businesses up to 50% better TCO.<sup>3</sup>
- Award-winning Avaya advisory services to help you implement solutions faster than ever.

See for yourself how Avaya can empower you to do more for your customers, more for your agents and more for your business. You can't afford to miss this.

Sincerely,  
[Contact Name]  
[Contact Info]

**Event Date:** Tuesday, July 20, 2010  
**Event Time:** 1:00 pm – 2:00 pm EDT

**Speakers:**

Kevin Kennedy, President & Chief Executive Officer, Avaya

David Downing, Vice President & General Manager, Avaya Unified Communications

Joel Hackney, Senior Vice President & President, Avaya Sales and Marketing and Field Operations

Anthony Bartolo, Vice President & General Manager, Avaya Contact Center Solutions

Jorge Blanco, Vice President Product Marketing, Avaya Contact Center Solutions

Drew Kraus, Research Vice President, Gartner

**Register Now ▶**

**REGISTER  
NOW**

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Click here to register for  
our virtual event. ▶

<sup>1</sup> InAAU Conference Survey to Contact Center users - The question was asked: "If you have deployed Avaya (or Nortel) CC solutions, please estimate the increase in number of calls per agent." The response from 42 attendees who provided an answer: average = 24%, with a range from 0% to 100%.

<sup>2</sup> Nemertes Research: The True Cost of Voice Over IP, 2009CAPEX and OPEX is 36% less expensive than leading competitors on a 3 year rollout for a company greater than 250 employees.

<sup>3</sup> 7x resiliency compared to other vendors from The Tolly Group, January 2008. 50% TCO savings from InfoTech, January, 2008.

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