Business Communications Manager:

Help Your Business Grow... and Keep Growing

Lower your costs, serve your customers better and get the flexibility that supports business success. Let Avaya Business Communications Manager (BCM) help you get started today.

Learn More About Avaya Solutions for Growing Businesses:

❱ See Customer Stories

❱ Get Information to Help Make the Right Choice for Your Business

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Communication is constantly changing. The Internet, Voice-over-IP, unified communications—these and other technologies are all making it possible to connect and collaborate more effectively with customers, employees and partners.

Avaya Business Communications Manager is designed for this new world of communications— it's a smart, simple, adaptable solution designed to deliver the communications power growing businesses really need, without adding extra costs and administrative burdens.

From basic call handling and messaging to enhanced customer service, conferencing, presence and more, BCM delivers capabilities that help keep employees productive and operations streamlined.

BCM will help your business:

- Enhance teamwork and collaboration

- Cut communications and other costs

- Serve customers better

- Support home-based and mobile workers

BCM is a proven, reliable solution already in use at growing businesses around the world. And it's from Avaya—the global leader in business communications solutions. If you are ready to tap the power of today's new style of communications, you are ready for Avaya BCM.
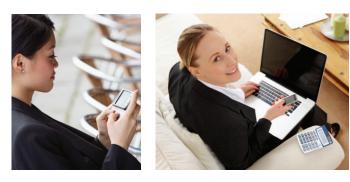
Communications Designed for Your Specific Needs

Every business has different communications needs. Finding the one solution that delivers what you need can be a challenge. Avaya makes it easy—the BCM solution is available in different models and software options, all managed through a single-server that's designed to deliver the right combination of power and simplicity:

Call handling—Give all your employees easy access to calling features, speed dials, programmable buttons, Caller ID and more. Integrate your phone system with your contact management software. Streamline call handling with point-and-click call controls on a PC screen. Have one receptionist provide coverage for multiple offices.

Unified communications—Communications works best when it's all working together. Use Avaya BCM to link your office phone, mobile, e-mail and fax so important communications and documents get through right away, on the device that's most convenient for you.

Conferencing—When people in different locations need to meet, conference calls are the way to go. Avaya BCM makes it easy to bring conferencing "in house" by providing your business with two built-in conference bridges (for up to 120 callers) as well as a browser-based portal for setting up and managing the calls. It's an easy, secure, reliable and very cost-effective alternative to expensive third-party conferencing services.

One-number reachability—Having employees give out home or mobile numbers is never a good practice. With "one-number reachability" on Avaya BCM it's no longer necessary. Employees give out only their business number and Avaya BCM automatically routes the call to their mobile, home or other extension. Schedule your find me/follow me options to change as your needs change throughout the day.

Digital Mobility—When your mobile users roam the premises, their services can follow them on rugged, reliable wireless handsets. Messaging, routing, caller ID, conferencing and more will all work the same. In fact, users can switch between mobile and desktop phones during a call with a simple call transfer.

LOWER YOUR COMMUNICATIONS COSTS

Avaya BCM is designed to help small businesses save money. Here's how:

Lower calling costs: Avaya BCM gives you options for routing mobile phone and long-distance calls through the system and over broadband links, helping to lower your monthly calling charges. Businesses with more than one location can virtually eliminate calling costs between sites.

Lower staff costs: Built-in call routing capabilities mean less staff-time devoted to answering routine calls and more time focused on important customer needs. And the remote worker options give you the flexibility to hire extra staff who can work less expensively from home.

Lower conference calling fees: The built-in conference bridge means there's no longer a need for expensive, third-party conferencing services.

Lower administration costs: For businesses with more than one office, Avaya BCM enables remote management and administration from a central location. No need to have an administrator at every site. Staff in one location can manage calls for another office—allowing you to reduce or re-deploy personnel to increase business effectiveness.

Get Customer-focused Communications

Communications is critical to customer service. Giving customers fast, accurate, responsive service over the phone keeps them coming back. Big businesses have long benefited from communications systems that support customer sales and service centers. With Avaya BCM's Intelligent Contact Center, any growing business can have many of these same capabilities including:

Skills-based call routing—use the system to direct calls to the first available person with the right skills.

Self-service—allow callers to get routine information and complete their own transactions with simple and easy-to-use interactive phone menus.

Flexible reporting—get data that helps you understand and optimize call flows for improved customer service, employee productivity and cost savings. Judge the value of marketing campaigns and see how well agents are handling sales and service calls.

Monitoring and training—monitor and record calls to help improve employees' customer service abilities and identify areas for improvement.

Screen pops—most companies have lots of information about the people who call their business, such as regular customers or suppliers. By integrating Avaya BCM with company databases, you can take advantage of this information to generate an automatic "screen pop" with information about the caller. The result is better, faster, more personal service.
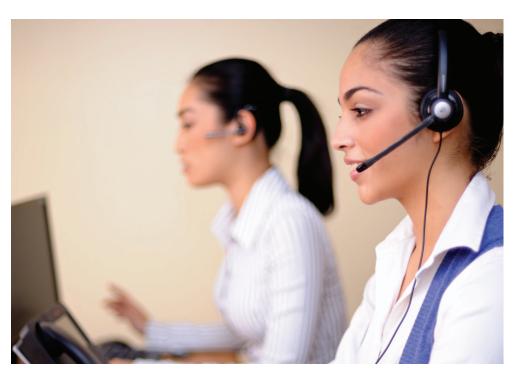
Remote workers

Avaya BCM lets you turn any home or mobile phone into an actual office extension. The features that make communications so easy back at the office now "follow" your employees anywhere. It's like having an office phone at home—without the office commute. Work from home during inclement weather or a minor family emergency without missing a beat. Hire new employees, even if they are located far from where your business is located, and save on expensive real estate costs. Because it all goes through the Avaya BCM system, there's no issue with allocating expenses.

Presence

Presence is a capability that lets your employees see at a glance who is available and how best to reach them (i.e., phone, e-mail, text message). It's a must for companies that have more than one location or are spread out. Avaya BCM lets anyone in your company get presence information via applications such as Skype or MSN (requires additional software and licenses).

Get the word out—quickly

Businesses that are spread out—across a sales floor, factory, warehouse or on multiple floors—can also take advantage of Avaya BCM paging and text messaging to broadcast information quickly across all areas. Take advantage of pre-recorded announcements and text messages to make getting the word out even easier. The text message option is ideal for environments where paging is not possible or appropriate.

Put Together a Solution That's Right for You

A selection of phones

One of the most important decisions in selecting a phone system is choosing the actual phones your employees will use. Avaya BCM makes the decision easy—it works with a wide range of analog or digital sets, in-building wireless phones, audio conferencing phones, receptionist terminals, as well as phones designed for advanced, IP-based capabilities (such as web browsing and presence).

Choose the features that will really help you

Avaya BCM makes it easy to pick and choose just the features you want. All features and applications are pre-loaded onto the BCM system and easily activated through the use of a simple keycode. Want to try out applications to see which are right for your business? Avaya makes it easy to decide by offering a free trial for most applications.

Easy to install... easy to manage

Avaya BCM comes with a built-in, intuitive management application for monitoring and programming the entire system, including its many software applications. When you are setting up or expanding the system, Avaya BCM lets you create templates for "typical" users and quickly roll them out to all employees or specialized groups.

Because Avaya BCM uses Internet Protocol—the same technology that powers the Internet—it's flexible and scalable: it expands as your needs grow and change, and also lets you take advantage of tools your business is already using, such as telephones and contact databases.

Avaya BCM works with other Avaya systems including IP Office (also for small and medium-sized businesses) and communications systems designed for larger enterprises: Avaya Aura™, CS1000 and CS2100. This gives you the flexibility to evolve your network—wherever the future leads you.

And with BCM you have the backing of Avaya—a global leader in business communications systems—and our network of experienced, authorized Avaya Partners: smart, local experts who understand the challenges facing small and growing businesses and know how unified communications can help solve them.

WE'LL HELP YOU GET THE CAPABILITIES YOU NEED

Your authorized Avaya Partners will work with you to tailor an Avaya BCM solution to meet your needs and budget. Learn more about what Avaya BCM can do for you at **avaya.com/small**

About Avaya

Avaya is a global leader in enterprise 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.

INTELLIGENT COMMUNICATIONS