

## Avaya at a Glance

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### 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](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 business processes of an enterprise, Avaya helps improve the way organizations work – making people more productive, processes more intelligent 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. 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 6,000 employees worldwide; 27 network operations and technical support centers; and unique, patented design and management tools.

### Integrated Office Communications

Avaya's Integrated Office Communications unit is focused on enterprises with up to 250 employees. Its flagship product, IP Office, is a complete solution for 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.

## KEY AVAYA FACTS

- Avaya employs approximately 16,000 people worldwide, including 2,300 research and development professionals.
- Avaya has approximately 4,400 patents or patents pending.
- Avaya has more than 4,000 channel partners worldwide, including system integrators, service providers, value-added resellers and business partners that provide sales and service support.

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>
- Leader in Worldwide Hardware Maintenance and Software Support 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 Contact Center Infrastructure, Worldwide, 2008<sup>7</sup>

**Sources:** <sup>1</sup>Dell'Oro Group, *Enterprise Telephony Report, 4Q08, February, 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>Frost & Sullivan, *World Audio Conference Bridge Market, September, 2008*; <sup>5</sup>Gartner, Inc., *Network & Internet Services Worldwide Market Share, E. Goodness, April, 2008*; <sup>6</sup>Gartner Magic Quadrant for Corporate Telephony, Worldwide, 2009, August, 2009; <sup>7</sup>Gartner Magic Quadrant for Contact Center Infrastructure, Worldwide, 2008, November, 2008.

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## SENIOR LEADERSHIP

Kevin Kennedy, President &  
Chief Executive Officer

Todd Abbott, Senior Vice President,  
Sales & President, Field Operations

Mohamad Ali, Senior Vice President, Corporate Development

Anthony Bartolo, Vice President & General Manager,  
Contact Center & Integrated Office Communications

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

Matthew Booher, Vice President & Treasurer

Lorie Buckingham, Chief Information Officer  
& Senior Vice President

Jeremy Butt, Vice President,  
Worldwide Channels

Jim Chirico, Senior Vice President & President, Operations

Pamela Craven, Chief Administrative Officer

Chris Formant, Senior Vice President & President, Global Services

Michael Frendo, Vice President & General Manager, Unified  
Communications Solutions

Roger Gaston, Senior Vice President, Human Resources

Anthony Massetti, Senior Vice President & 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

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10/09 • MIS2077-48

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