



## Messaging Server Consolidation Refreshes Multinational Food and Beverage Firm.

With 300 locations, a multi-billion dollar international food and beverage company had a powerful need for efficient, cost-effective communication. The firm was facing unparalleled competition and had an urgent need to increase efficiency and productivity of its branch office employees while controlling operating expenses. Yet its existing 10,000 mailbox voicemail network, made up of 150 disparate, traditional voice messaging and PBX systems from Avaya and others, was not keeping pace.

### **Avaya solution provides centralized voice mail and a consolidated infrastructure to reduce operating expenses and enhance productivity...**

The Avaya team consisting of Sales and Design Specialists analyzed the customer's operations and, with the assistance of the Avaya Network Integration Center began rolling out **Avaya Modular Messaging on S3400 server, Avaya Communication Manager on S8300 media server, and Avaya Message Networking on the S3210 server.**

This solution allowed the firm to consolidate their messaging infrastructure from 150+ Octel messaging servers to 4 centralized Modular Messaging deployments. With Message Networking on the S3210 they were able to move to a centrally managed hub and spoke configuration that was far more efficient than the previous point-to-point voice mail network.

Fewer messaging-server endpoints are far easier and cost efficient to administer and upgrade, so over time this customer will save millions in administration and upgrade costs. Fewer servers also mean less equipment to maintain. The four centralized Modular Messaging deployments cut the firm's maintenance costs by 40+%, saving them more than \$500,000 annually. In addition, administration costs associated with 100+ leases were immediately displaced thanks to the consolidation of voice mail.

### **Avaya's solution provides seamless messaging capability across the enterprise ...**

In the past, the disparate, non-networked systems prevented users from sending and retrieving messages using the same features and capabilities across the firm's 130 locations. The Avaya messaging solution provided an enterprise-wide standard of message management. It also integrated voice mail with the Microsoft Outlook messaging client. For the first time across North America, the customer's employees had desktop access to voice messages, fax communications and e-mail through Microsoft Outlook. They also immediately reaped the benefits of improved customer service, employee productivity and associate satisfaction.

## Innovative Avaya SBS technology was a key enabler for the server consolidation of the voice mail network without costly expansion of the Data Network...

The company upgraded select remote sites to Avaya Communication Manager R2.0, with Avaya Softphones connected to the S8300 media server. Communication Manager R1.3 or greater contains the software feature SBS (Separation of Bearer Voice and Signaling), which allows the customer to route voice calls economically over the public switched telephone network (PSTN), while using the existing low bandwidth data network for call control and to light the MWI lights on phones at remote sites. Avaya was also able to showcase capabilities, such as EC500 extension to cellular, to further improve the customer's business and operations and increase their marketplace advantage throughout their enterprise. Savings realized from decreased operations and maintenance expenses allowed the customer to consider and deploy additional Avaya innovations, while extending solution features and benefits to remote sites.

### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



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