



# The World-Class IBM and Avaya CRM Solutions

**Two Leaders Join Forces to Help You Attract and Retain Valuable Customers**

The IBM and Avaya strategic alliance offers a powerful combination of industry leadership, global reach, and focus to help you provide superior customer service. This alliance combines the e-business technology, software, hardware and systems integration expertise of IBM with the market-leading networking, integrated telephony, contact center and application services expertise of Avaya. Together, IBM and Avaya deliver a complete integrated Customer Relationship Management (CRM) and contact center solution — creating a single source for applications, infrastructure and implementation. This can help you address your strategic need to control costs, maintain business continuity and reduce operational risk. The power of this alliance is another way to help your enterprise excel in today's customer economy.

## **Raising Customer Satisfaction at a Lower Cost**



Now, you can meet your customers' growing demands for superior service without raising your cost of doing business. Avaya CRM solutions deployed by IBM Global Services can help you better manage your customer relationships, while leveraging skills and disparate customer data. So you can improve your customer service and corporate decision-making.

IBM and Avaya can help manage critical customer data and enable you to offer customers a variety of ways to do business with you — including

telephone, e-mail, Web, fax and wireless channels. It's all about providing the ideal blend of CRM capabilities, functionality and integration to make it easier and more economical to do business with your company — rather than your competition.

## **A Powerful Alliance: How IBM and Avaya Work Together to Meet Your CRM Needs**

IBM and Avaya offer your enterprise open, standards-based, infrastructure, applications and services that enable end-to-end CRM solutions. The two companies deliver a tested and integrated contact center solution



#### Business-Building Highlights

- Can transform contact centers into revenue-producing centers
- Streamlines processes to increase operational effectiveness and efficiencies
- Helps reduce operational risk
- Captures, manages and derives business value from relevant customer information
- Can maximize the profitability of customer interactions with personalized service
- Provides easy access to critical customer information for “actionable intelligence”
- Can foster long-term customer relationships and loyalty by offering multi-channel access to your company

that helps you leverage your technology investments, build customer loyalty at lower cost, and respond quickly to market-driven change. These solutions are integrated, implemented and supported by IBM Global Services and Avaya Services — which can mean a strong return on your CRM investment.

The combination of IBM and Avaya's industry leadership, global reach and focus on overall customer satisfaction can help you:

- Gain a strategic advantage in serving customers by deploying leading-edge technologies that grow your business
- Cut deployment costs with a single implementation team and point of contact — eliminating "vendor management" workflow responsibilities
- Streamline the assessment, design, implementation and servicing of your company's environments through benchmarked practices
- Save time and money with improved implementation cycles
- Support worldwide business operations with the combined resources of two global leaders

#### Successful CRM Integration

Today's customers expect real-time access to basic information, such as order status, account activity and shipping schedules. To provide such information, CRM must integrate multiple channels, data and processes.

CRM integration lets you add more value to each customer interaction...track those interactions... and tie that information together for a complete view of customers. And managers can use real-time and archived CRM information to monitor

#### IBM CRM Solutions

In addition to being a leader in providing valuable consulting services, IBM also offers a powerful portfolio of @server™ hardware, along with industry-leading WebSphere software for integrating CRM with e-commerce and the rest of your enterprise.

##### The IBM @server Family of Servers

The IBM @server family supports the industry's broadest range of platforms — including Linux and Microsoft® NT operating systems. IBM @server xSeries servers have been thoroughly tested with Avaya software to ensure interoperability. IBM @server pSeries™ servers deliver reliable, cost-effective solutions for commercial and technical computing applications in the entry, mid-range and high-end UNIX segments.

##### The IBM DB2® Family of Products

The IBM DB2 Universal Database™ is an enterprise data management system that can integrate content from disparate sources, turn these myriad data formats into lucrative corporate assets, and deliver it seamlessly to any end user, using any device. The Avaya™ Interaction Center uses a database abstraction library that supports this industry-leading database.

##### The IBM WebSphere® Family of Products

The IBM WebSphere family of products provides the tools you need to Web-enable your business

efficiency, balance agent workloads and serve customers.

Integrated CRM also enables you to:

- Segment customers and utilize appropriate service strategies
- Predict fluctuations in contact center volumes and schedule staff accordingly
- Match individual customers with the most appropriate agent or resource for superior service

processes and develop and maintain a first-class, personalized Web presence. IBM WebSphere Application Server is a complete software platform solution that can help you create a robust Java™-based e-commerce site for deploying your CRM transactional applications. IBM WebSphere® Voice Response with DirectTalk Technology is a versatile voice processing platform that supports many applications, integrates information from multiple sources, and can deliver direct access to the information and services you need. IBM WebSphere® Voice Server is a software middleware product that can help you quickly develop and deploy conversational e-business solutions. Avaya Interaction Center plans to support eCommerce and eBusiness systems using industry standard interfaces provided by WebSphere.

### IBM Global Services

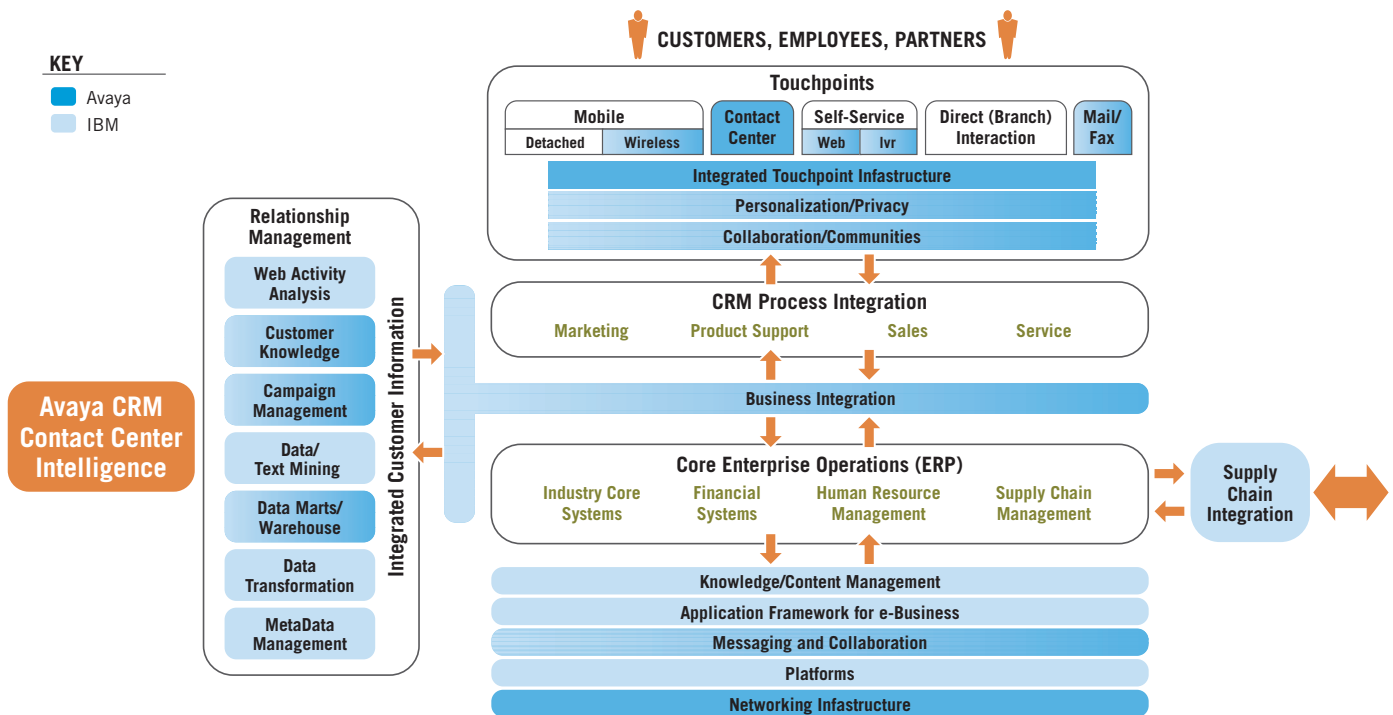
As the world's largest information technology services provider, IBM Global Services provides

the people, technology, and services to help you achieve real business results in e-business outsourcing, systems integration, business transformation, education, and networking. IBM Global Services has invested in the development and deployment of repeatable methodologies in CRM and has consultants trained and experienced in the assessment, design and implementation of Avaya solutions.

### Avaya CRM Solutions

Avaya complements IBM by bringing extensive communications expertise and industry-leading contact center applications to your CRM challenges. The Avaya solutions portfolio enables you to blend solution capabilities that will help you achieve service-level objectives and provide meaningful customer interactions.

## IBM and Avaya CRM Solutions



## Two Industry Leaders: Avaya and IBM Profiles

Both IBM and Avaya offer impressive credentials to give your business a competitive edge.

Avaya is a global data and voice systems leader with solutions designed to help businesses put customers at the center of their enterprise networks. As the global market leader in call centers, Avaya has more than 22,000 customer care center and multi-channel contact center customers worldwide.\*

\* Percentage based upon compilation of regional reports issued by independent industry analysts in 2001.

As the world's largest e-business provider and #1 hardware, software, and information technology (IT) services provider, IBM offers a variety of robust IT and e-business products and solutions, as well as world-class consulting and implementation services and management support. IBM's time-tested project management and business transformation methodologies help thousands of customers worldwide make informed business decisions.

### Multimedia Contact Center Solutions

With Multimedia Contact Center Solutions, you can deliver personalized customer service consistently across all channels — even if a customer uses several channels to complete a single transaction. You can also provide customers with a variety of options for self-service via phone, fax, pager, email, Web or wireless. So your customers can access information around the clock, in the way that is most convenient to them, and which can be more cost-effective for you.

### Self-Service Solutions

These solutions empower customers through Avaya™ Interactive Voice Response (IVR) and Avaya™ Natural Language Speech Recognition (up to 18 languages) and content analysis for powerful self-service capabilities — without the need for “live” agent assistance. It enables you to offer voice, e-mail and Web self-service automation to serve your customers 24/7, along with self-to-assisted service capabilities (with return to self-service mode).

### Proactive Contact Management Solutions

These outbound solutions help you increase “correct party” connects which can lead to a higher return on your contact center investment. Automated dialing for outbound contacts is provided, in addition to call scripting, routing and outbound campaign management. You can also take advantage of individual preview contact and blended inbound and outbound capabilities.

### For More Information...

See how IBM and Avaya provide you with one of the most comprehensive contact center and CRM solutions that can help demonstrate rapid ROI, reduced operational risk and improved business performance. To learn more about IBM and Avaya CRM solutions, contact your local IBM or Avaya sales representative, or visit:

[ibm.com/industries/telecom](http://ibm.com/industries/telecom)

[avaya.com/alliances/ibm/](http://avaya.com/alliances/ibm/) or [avaya.com/learnmore/crm](http://avaya.com/learnmore/crm)

#### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. More than one million businesses worldwide, including 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.



IP Telephony

Contact Centers

Unified Communication

Services

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