

# Engagement Everywhere For Midsize Business

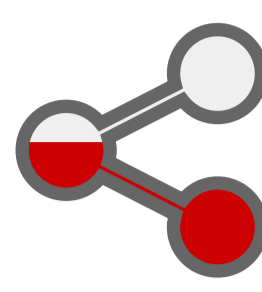
The digital revolution has happened. Our economies are more global and connected.

E-Commerce is a \$300-billion market accounting for more than 10% of total retail sales<sup>1</sup>



69% of customers expect omnichannel engagement in real-time<sup>2</sup>

55% use social media to interact with organizations<sup>3</sup>



## New generations of workers are here too, and they don't want boundaries.

Highly engaged employees are 87% less likely to job hop<sup>4</sup>

Nearly 1/3 of the global workforce expected to work remotely<sup>5</sup>

Video usage at home has increased by 100% in last 3 years<sup>6</sup>

By 2017, half of employers will require employees to supply their own device for work purposes<sup>7</sup>

59% of midmarket companies have reduced or planned to reduce office space because of flexible/remote workers needing fewer desks<sup>8</sup>



## Business communications NEED to promote engagement everywhere.

When organizations empower customers and employees to engage, productivity and profitability improve by 18% and 12%, respectively<sup>9</sup>



Companies with engaged employees outperform those without by 202%<sup>10</sup>



Today's contact centers are not all based in brick-and-mortar buildings. 59% of organizations use remote (at-home) agents<sup>11</sup>



Customers who consistently experience good service are 3x more likely to repeat a purchase<sup>12</sup>



## The opportunity to compete aggressively in the digital economy is here.

2 out of 3 execs under age 35 are frustrated by technology at work<sup>13</sup>



Reducing operational costs is one of the top 3 concerns for midmarket businesses<sup>14</sup>



25.2% of C-suite executives say that budgeted for new technology is the biggest IT challenge they face<sup>15</sup>



More than 54 million employees now do some form of remote work<sup>16</sup>



By 2016, 90% of companies will compete almost entirely on the basis of customer experience<sup>17</sup>



9 of 10 of business leaders believe collaboration improves productivity<sup>18</sup>



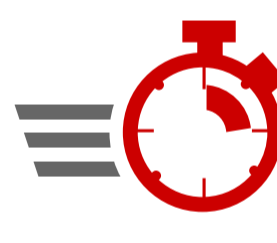
## So much for so little.

30% to 50%

Fewer virtual machines (VMs) than competing products



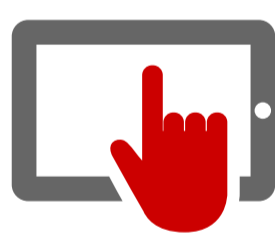
Common code base and product feature parity across premise, cloud and hybrid



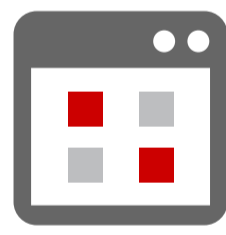
Faster configuration for networking and video components



Secure and simpler roll-out of smartphone apps and IP phones through Identity Engines and "Plug-and-play" technology



The software, networking components and services you need for engagement everywhere, on the most innovative and complete system on the market



WebRTC enabled clients that integrate UC directly into browser-based apps like Office365, Google Apps and Salesforce.com



Faster configuration and user deployment than competition through IP Office Web Manager with unique Quick Swipe feature

## Why the time is now? Customer expectations are higher than ever

Almost 80% of B2B buyers now conduct more than half of their research online before making an offline purchase.<sup>19</sup>

71% of customers would like apps that allow them to communicate with service staff while online.<sup>20</sup>

85% of customers say it should be easier to contact a company by phone, Web chat and e-mail.<sup>20</sup>

87% of customers would rather spend with companies who make it easy.<sup>20</sup>

9 of 10 consumers form an opinion about a company's image through their interaction with its contact center.<sup>20</sup>

### For more on transforming your business with Avaya's engagement solutions:

Avaya can help your midsize business achieve engagement everywhere. Contact your Avaya Account Manager or Authorized Partner, or visit us online at [www.avaya.com/midmarket](http://www.avaya.com/midmarket).

### About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services.

For more information, please visit [www.avaya.com](http://www.avaya.com)

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