AVAYA

OVERVIEW

Avaya PARTNER® Small Office Edition

The right solution for *very* small businesses… that are *very* serious about communications.

When it comes to communications, there's no such thing as a small business. With the right communications capabilities, even a one-person firm can compete successfully with much bigger businesses.

The Avaya PARTNER Small Office Edition is the solution for very small companies that are very serious about using communications to:

- convey a professional image

- serve their customers as effectively as possible

- easily collaborate with partners, colleagues and suppliers.

The Avaya PARTNER Small Office Edition, lets you handle calls on multiple lines, take messages 24/7 and add accessories—without adding extra lines. You get advanced features like music-on-hold, call forwarding, Caller ID and more. PARTNER speakerphones and display phones (with an intuitive, user-friendly design—see inside) make it easy to make and take calls, set up conference calls, use the intercom, forward calls to another extension—there are dozens of productivity boosting features that are just right for small and growing businesses.

The PARTNER Small Office Edition is based on technology that was originally invented at AT&T's Bell Laboratories—home to so many of the innovations that have changed business communications.

With its small, compact design the Small Office Edition fits in anywhere. But it will make a huge impression on your business.

Is the PARTNER Small Office Edition right for you? If you are serious about communications and want a proven, reliable, easy-to-use solution, the answer is "yes".

Four telephones and a 4-mailbox messaging solution are included with the PARTNER Small Office Edition.

The right solution for small businesses

If you are running a small office, a clinic, a retail store, restaurant or a home office, take a close look at the PARTNER Small Office Edition—it comes fully equipped with features you won't find on many "small business" systems

A Multiline System

The PARTNER Small Office Edition supports up to 3 lines. That enables your business to handle incoming and outgoing calls without busy signals and without the inconvenience of call waiting. You can have up to eight extensions.

Messaging

The PARTNER Small Office Edition comes with its own built-in messaging system with room for up to four mailboxes.

Incoming Calls

When it comes to handling incoming calls, the PARTNER Small Office Edition gives you plenty of options:

- Have incoming calls ring at every extension.

- Have all calls go to a receptionist—use an attendant console to monitor calls.

Keeping You Open for Business

Power outages, fluctuations and other disruptions are a fact of life. But they don't need to get in the way of your communications. With the PARTNER Small Office Edition, calls can be made or received, even if power is lost, using the two Power Failure Transfer (PFT) ports. Battery backup means all your system programming remains, even in the event of power failure. Additionally, all system programming can be saved and reloaded using the Backup and Restore capability.

- Use the auto attendant to answer incoming calls and route them to the right extension.

Or use any combination of the above—the PARTNER Small Office Edition gives you choices and lets you change them at any time.

Keeping you in touch

When you are out of the office, program the system to find you and let you know that a message is waiting. Forward calls to your cell or home. When you are down the hall or out in the warehouse—take a PARTNER wireless phone with you.

Helping everyone work better

You work hard. Your phone system should eliminate the hassles that keep you from being productive. The PARTNER speakerphone and hands-free answer on intercom make it easy to make and take calls. Conference co-workers, customers and others on the fly.

Choices in Telephones & Accessories ☑

The PARTNER Small Office Edition comes with four phones (three 6-button phones and one 18-button) and you can add up to four more.

Choose from a 6-, 18-, and 34-button desksets (with and without displays)—available in black or titanium white in a new, sleek stylish design.

Also choose wireless phones, an attendant console and plenty of accessory devices (including doorphones, headsets, and contact closures). It's simple to connect standard devices—no extra lines or adapters needed.

Want to use your own phone? That's fine too—you can connect virtually any phone to a PARTNER Small Office Edition.

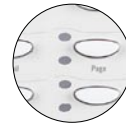# What You Can Do With Avaya PARTNER® Telephones

Check Calls at a Glance
Red and green lights let you see at a glance what lines are ringing, who's on hold, etc.

Easily See Information
Adjustable backlit display lets you see Caller ID, duration of calls, etc.

Customize Your Phone
Removable card makes it easy to label features and lines.

Easily Control Volume
Adjust volume on ringer, handset and speakerphone in increments.

Stay on Top of Messages
Red light lets you know messages are waiting.

Back of Telephone:

Easily Add Accessories
Auxiliary Port makes it easy to attach cordless telephones, answering machines, extra telephones, headsets, etc. (Not available on 6D phone.)

Convertible Stand
For desk or wall mount.

What Features are Active?
For Microphone/Hands Free-Answer-on-Intercom and Speakerphone—lights indicate when features are activated.

Business Basics
Fixed Hold, Conference, and Transfer buttons put these basic features at your fingertips.

Two Fixed Intercom Buttons
For easy internal communications.

Phones available with the PARTNER Small Office Edition:

PARTNER 6-button display phone

PARTNER 18-button display phone

PARTNER 34-button display phone

PARTNER wireless phone

PARTNER® Small Office Edition Features

System	
A complete phone system in one package	• PARTNER Small Office Edition module 308 processor • Three PARTNER 6-button Display Phone Sets • One PARTNER 18-button Display Phone Set • One PARTNER Voice Messaging, 4 Mailbox card
Accessories	Connect accessories—fax machines, credit card readers, modems, or single line phones—without adapters or extra phone lines.
Features (partial listing of over 100 features):	
Call coverage	Redirect calls that are not picked up, to another extension or voicemail.
Caller ID	With subscription to Caller ID service—including name and number Caller ID logging and dialing (stores caller ID records and automates redialing).
Call forwarding	Forward calls to another system extension, either internally or externally.
Conferencing	Up to 5 parties on a call.*
Speed Dial	Create system or personal speed dials for frequently used numbers.Create system or personal speed dials for frequently used numbers.
Contact closure support	For optional electronic door or gate opening.
Music-on-hold	Attach any standard music source—radio, CD player, or MP3 player.
SMDR talk time	Creates call records with actual talk time for call accounting purposes.

*Includes the user and up to two external parties/ 2 internal parties.

Avaya Support Options

Avaya provides comprehensive maintenance coverage for the PARTNER® Small Office Edition. You can select from a range of options.

Learn more

Learn more right now—call your Avaya reseller, or visit us at **www.avaya.com/smb**

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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The Avaya PARTNER Small Office Edition is the solution for very small companies that are very serious about using communications to:

- Convey a professional image
- Serve their customers as effectively as possible
- Easily collaborate with partners, colleagues and suppliers.

The Avaya PARTNER® Small Office Edition lets your customers handle calls on multiple lines, take messages 24x7 and add accessories--without adding extra lines. They use advanced features like music-on-hold, call forwarding, Caller ID and more. PARTNER speakerphones and display phones (with an intuitive, user-friendly design) make it easy to make and take calls, set up conference calls, use the intercom, forward calls to another extension--there are dozens of productivity boosting features that are just right for small and growing businesses.

It is available as a product bundle that includes:

- PARTNER Small Office Edition module 308 processor
- Three PARTNER 6-button Display Phone Sets
- One PARTNER 18-button Display Phone Set
- One PARTNER Voice Messaging, 4 Mailbox card

Maximum capacity is three-lines, eight-extensions only.

Standard single line phones, fax machines, credit card readers, etc. may be connected to a station port or 18 button display phone.

SAP CODE: 700374275   **LIST PRICE : $1199.00**

PARTNER SMALL OFFICE EDITION – FAQ'S

What is the PARTNER Small Office Edition?

The PARTNER Small Office Edition (SOE) Release 1.0 is the first release of this product. It is based on the PARTNER ACS Release 6.0 hardware and software. This "bundle" includes:

- PARTNER Small Office Edition module
- PARTNER Voice Messaging 4-mailbox card
- Three 6D Black telephones
- One 18D Black telephone
- Three line cords for the three line jacks on the module
- Kit (includes documentation CD library, quick setup guide, 18D overlay, three 6D designation sheets, one 18D designation sheet)

Who is the target audience?

PARTNER SOE is targeted toward small-sized business customers, SOHO offices and small residences in the 2-8 station size market. These customers tend to be price conscious and expect systems that require little maintenance and configuration.

What is the capacity of the PARTNER SOE?

3 lines / 8 extensions only. No growth capability. Customers will not be able to reuse SOE processor in a 2- slot or 5- slot carrier.

Are other ACS telephones compatible with the PARTNER SOE?

Absolutely, any PARTNER telephone can be used on the system, as well as analog devices.

Is the Backup / Restore / RAC card included with the PARTNER SOE?

No. As with the ACS R6 "Basic", the RAC card is an optional item.

What is the NPL price of this package?

The NPL will be $1199

When is the targeted GA date?

GA date is targeted for June 13, 2005.

Why Migrate?
Positioning Tips for More Effective Selling to Small and Medium Businesses

From: Existing Spirit 308 Systems with a firm size of 2- 6 employees
To: Avaya™ PARTNER® Small Office Edition

The Business Value of Migrating Now

Avaya™ PARTNER Small Office Edition systems allow customers with older Spirit systems to move into the sophisticated world of today by meeting the total office communications needs of today's small-sized businesses. It allows customers to enhance productivity with state-of-the-art capabilities with a version of the #1 best selling key system, PARTNER ACS. Stress the powerful new capabilities that the applications will deliver for their business. Each PARTNER Small Office Edition system comes with 3 local line ports, 8 station ports, one 18-button display set, three 6-button display sets and standard automated attendant/voice mail. Here's how to "position the transition":

- **Automate message taking** – Does your receptionist still use the old "pink slip" method of taking messages? Could the receptionist's time be put to better use in your business? PARTNER Small Office Edition comes standard with built-in PARTNER Voice Messaging that can help take the load off of your receptionist by allowing calls to be automatically answered and routed to the appropriate employee. Employees can retrieve messages on their own both while in the office and while away, allowing the receptionist to spend his or her time more productively. PARTNER Voice Messaging also lights a message waiting light on the user's phone so they know they need to go into the system and check their messages. No more pink slips!

- **Stop redundant calls** – Does your business get a lot of the same types of calls everyday? Are callers asking routine questions like your business hours or directions to your premises? With the Automated Attendant functionality of PARTNER Voice Messaging, callers with these types of questions can be automatically routed to an informational mailbox which will give them the information they are looking for without tying up an employee in your business. If the caller needs additional information or wants to speak to someone within the business, they can dial "0" and immediately be connected to someone who can help them.

- **Identify callers before you answer** – Would your business like to be able to take advantage of Central Office-provided Caller ID? While this capability is not supported on Spirit systems, it is a standard capability of PARTNER Small Office Edition systems on regular business lines. Both the name and the number of the caller will appear on the display so you can be better prepared to answer calls when they ring in by knowing who is calling *before* you answer the call.

- **Keep track of calls; know when you missed a call** – Imagine being able to log incoming, outgoing and missed calls using your telephone set's display? You can keep track of your daily phone activity and ensure that you never miss out on business simply because you were not at your desk to take the call.

- **Do you dial the same numbers over and over, every day?** – With PARTNER Small Office Edition, your business can program up to 100 commonly dialed numbers that can now be "speed-dialed" using a code. In addition, each phone can program up to 20 numbers that can be quickly dialed either with a code or with the touch of a button. Save time with this standard capability.

- **Are your long distance bills out of control?** – With the toll restriction capability of PARTNER Small Office Edition, you can prevent certain numbers from being called. Specific telephones can also be restricted from making long distance calls, while still being allowed to dial local numbers or other users. You can even "lock" your phone to prevent others from making long distance calls on your phone. You can also connect a printer to the standard Station Message Detail Recording (SMDR) port on the system to get a simple printout of calling activity. This can help your business keep costs under control.

- **Free up your time and reduce lost calls** – Are there times when you have a project to finish and the phone keeps interrupting your work? Forward your calls to another PARTNER telephone or to your voice mailbox for a while and get your work done.

- **Know when *your* phone is ringing** – It is often hard to tell in a small office whose phone is ringing. You can program your PARTNER phone with one of 8 programmable ringing tones so you never miss your calls.

- **Do you wish you could take turns answering calls**? – With hunt groups on PARTNER Small Office Edition, you can set up a group of phones to answer calls, and the PARTNER system will distribute them evenly. You don't have to worry about getting to the ringing call first, or whether or not your co-worker is pulling their share of the load, PARTNER Small Office Edition will do that for you.

- **Reduce line charges** – Do you have your fax machines and modems on separate lines today? Would you like to be able to share the system's lines and eliminate the dedicated fax and modem monthly line charges? With PARTNER Small Office Edition, simply plug your fax machine and modem into spare station ports on the system and let them share your business lines. In addition, you will be able to monitor the fax and modem's usage, and will even be able to detect when the fax machine is in trouble, i.e. out of paper, jammed, out of toner, etc. Save money and work more productively!

- **Never miss a call** – Would it be helpful if you could forward your business calls to your cell phone when you leave the office? With PARTNER Small Office Edition, this can be done with the simple press of a button. Leave the office and never miss a call!

	Before – Existing Spirit 308 System	**After – With Avaya PARTNER Small Office Edition**
Ability to automate message-taking	• Voice Mail only supported via Centrex Central Office service.	• PARTNER Voice Messaging can route and answer calls automatically, provide commonly asked for information and free up the receptionist. • Message-waiting lamps let users know when they have messages.
Ability to identify callers	• The lack of display sets prevents Caller ID service from being used; users never know who is calling until they answer the phone.	• Caller ID information can be provided with no extra equipment. • PARTNER display sets provide Caller ID name and number so that employees can see who is calling before they answer.
Ability to identify missed calls/ Ability for callers to reach people on the first try	• Unanswered calls require the caller to call back and cannot be identified by the person called. • No call forwarding. • No voice mail coverage.	• PARTNER display sets will log incoming, outgoing and missed calls. • Calls can be returned off of the missed call log with simple keystrokes. • Missed calls can forward to other users or to voice mail for coverage. • Missed calls can forward to a user's cell phone.
Connect simple devices	• No way to connect simple devices like fax machines, cordless sets, modems or credit card readers; each device would require a dedicated line which would incur a monthly line charge.	• With spare station ports on PARTNER Small Office Edition, you can connect simple devices like fax machines, cordless sets, credit card readers and modems; these devices will share the system lines which will help reduce monthly line charges.
Ease of dialing	• 70 number speed dialing capability.	• Speed dial buttons and 100 system speed dial codes provide one-touch calling.
Control Long Distance Bills	• Toll restriction is limited to preventing callers from dialing any outside calls; or from dialing calls that begin with 0 or 1. • Users cannot be simply prevented from dialing certain numbers or area codes. • If users are outside toll restricted, they are prevented from dialing local calls as well. • Users cannot "lock" their phones to prevent unauthorized usage. • Call activity cannot be captured on a printer or optional Call Accounting system.	• Toll restriction can prevent users from dialing certain numbers. • Users can be restricted from dialing long distance while still being allowed to dial local calls. • Users can "lock" their phone so that no one can make unauthorized long distance calls when they are away from their phone. • With the standard SMDR port, a printer can be attached to provide simple call activity logs. • For more extensive call activity information, an optional Call Accounting system can be connected to the SMDR port.
Prevent disruptions	• Press Do Not Disturb button.	• Forward calls to other users to prevent disruptions. • Forward calls straight to voice mail to prevent disruptions. • Use the Do Not Disturb feature to prevent both internal and external calls from ringing on the set.
Ability to tell when your phone is ringing	• All calls ring in with the same tones. • Install a gong, bell or horn to change the ringing sound.	• PARTNER set users can choose one of eight distinctive ringing tones so that they can tell whose phone is ringing. • Different rings are standard to differentiate internal versus external calls.