HP ProCurve and Avaya Voice over IP (VoIP) Solution for SMBs

Alliance Sales Battlecard

Solution overview
Voice over IP (VoIP) solutions are a recognized way to increase employee efficiency and customer reach while reducing technology expenses. Avaya, a leading vendor for voice application and appliances, and HP ProCurve Networking, a leading provider of networking infrastructure technology, have joined forces to architect a fully tested joint solution that enables small and midsized businesses to easily deploy VoIP in an integrated, cost-efficient, and scalable design. This solution combines a secure and reliable network infrastructure with an IP telephony system to deliver enhanced communication capabilities, ease of use, and reduced operating costs.

The solution consists of an Avaya IP Office communications server, Avaya IP phones, and the HP ProCurve 2520 Switch Series. Avaya is an HP ProCurve Open Network Environment (ONE) Alliance Partner, and Avaya DevConnect has fully tested and certified the solution’s interoperability.

HP and Avaya value proposition for SMBs
- Affordable solution with fast ROI
  - Superior ROI (e.g., average 473% ROI of Switched Ethernet Networking Solutions for the Midmarket; IDC, August 2009)
  - Reduced carrier charges and travel costs
  - Energy-efficient design
  - Lower maintenance costs
- Increased efficiency
  - Improved internal collaboration
  - Better customer communication
  - Easy-to-use application
- Quality and reliability
  - High-quality components from leading manufacturers
  - Fully tested and certified end-to-end solution
  - Highest voice quality through traffic prioritization and advanced features
  - World-class support offered through joint channel partners
  - Network infrastructure backed by HP ProCurve Lifetime Warranty

Why we win
- Avaya and HP ProCurve lower customer TCO, resulting in faster ROI, as validated by Nemertes Research for Avaya and IDC for HP ProCurve.
  Both companies’ products are also Miercom Certified Green, which saves our customers money.
- Open standards–based technology provides scalable and future-proof solutions.
- Avaya and HP ProCurve reduce customer risk by providing fully tested and compliant solutions from market-leading and financially stable companies.
  HP quality is backed by an industry-leading warranty, and both companies provide world-class service and support through joint channel partners.
- Avaya and HP enhance customer agility by providing an industry-leading solution based on open standards that does not lead to vendor lock-in, and an evolutionary approach to Unified Communications that allows customers to deploy capabilities easily when and where they need them.

Business and competitive environment
Small and midsized businesses that want to:
- Enhance internal and customer communication
- Empower their distributed and mobile workforce to communicate and collaborate efficiently
- Excel in a competitive environment that requires them to focus on increasing efficiency while managing costs
- Make it easy to implement and maintain a technology-based communications system without having to rely on extensive information technology personnel

Sales opportunity
- Customers with 20 to 250 employees in their businesses
- Customers lacking trained and experienced technology staff
- Customers with legacy TDM-based PBXs where their existing systems and support contracts are nearing end-of-life status
- Customers needing assistance in designing a converged network to handle voice, data, and video traffic
- Customers needing network configuration, deployment, and implementation services
- Customers looking to reduce communication costs while providing remote and mobile workers with an efficient way to communicate and collaborate:
  - Putting in place a secure and reliable high-performance IP infrastructure for both data and voice traffic
  - Putting in place an easy-to-use voice communications system with a low up-front investment to control and reduce operating costs
  - Partnering with industry-leading manufacturers for investment protection and world-class support
  - Differentiating their companies from the competition through efficiency gains and enhanced communications power

What do I sell?
A proven Unified Communication solution from Avaya and HP ProCurve that consists of the following products:
- Avaya products:
  - Avaya IP Office 500 communications server
  - Avaya 1600 Series IP Telephones
  - Avaya 5600 Series IP Telephones
- HP ProCurve products:
  - HP ProCurve 2520 Switch Series with PoE
  - HP ProCurve Manager 3.0

Ideal customer profile
Company target
- Small and medium business customers (20 to 250 employees)
- Customers who want to enable their employees with state-of-the-art communications capabilities to enhance collaboration and customer service
- Cisco installed-base customers who are looking for alternative Unified Communications and networking solutions
- Customers looking to upgrade or enhance their telephony and network infrastructure
- Customers who want the option of using industry-leading solutions

HP Restricted. For HP and Channel Partner Internal Use.
Functional/Contact target
- Business owners, CIOs, and CEOs looking for communications efficiency and customer service improvements and cost reductions on technology budgets

Sweet spot
- Companies that are planning to migrate from analog voice communications to VoIP and need to upgrade network infrastructure

Qualifying questions
- Have you deployed or do you plan to deploy VoIP applications?
- Does your network support traffic prioritization?
- Can you trust your network reliability to support your applications?
- How do you support workforce collaboration (conference calls, etc.)?
- How do you help ensure that your customers can reach out to your employees?

Customer pain points
- Pain: Increasing communication costs
  Solution: Joint Avaya and HP ProCurve cost-effective solution provides efficiency gains and reduces operating costs. If a customer currently purchases conference calling from a service provider, Avaya IP Office greatly reduces or eliminates those fees with its two built-in conference bridges.
- Pain: Existing telephony solution is poor and does not support the customer’s business needs
  Solution: Solution offered through Avaya, HP ProCurve, and their value-added reselling partners helps companies increase employee productivity and collaboration, improve customer service, and reduce costs by integrating multiple forms of communications, including telephony, email, and instant messaging.
- Pain: Lack of dedicated resources for technology implementation and management
  Solution: Joint Avaya and HP ProCurve solution is fully tested for interoperability and designed for simplified implementation and ease of maintenance. IP Office’s simplified management interface makes moves, adds, and changes quick and easy.

Positioning against the competition

Avaya/HP competitors: Cisco Unified Communications Manager Express, ShoreTel Enterprise Edition, and Mitel 3300 ICP

Avaya/HP competitive advantage
- Seamless growth to 384 users without having to remove or replace equipment
- Password-protected Meet-me conferencing standard with IP Office Preferred and Advanced Editions
- Advanced messaging options like Text-to-Speech, forms filler, and fax messaging supported with IP Office Preferred and Advanced Editions
- Automatic call recording and offline recording storage standard with IP Office Advanced Edition
- Highly reliable network infrastructure
- Scalability and investment protection through open standards-based technology
- Reduced TCO on network infrastructure and phone solution

Overcoming objections

Objection 1: How do I know the solution components from HP and Avaya will work together?
Response: Avaya and HP ProCurve reduce customer risk by providing fully tested and compliant solutions from market-leading and financially stable companies. HP quality is backed by an industry-leading warranty, and both companies provide world-class service and support through joint channel partners.

Objection 2: Does your solution fully support seamless interoperability? With the joint Avaya and HP ProCurve solution, you gain flexibility and scalability, and reduce TCO at the same time.
Response: Moving from a telephony platform to a UC&C solution will not only help to reduce operating costs, it will also enhance your workforce efficiency and improve your customers’ experience. Overall, it helps to reduce TCO and enhance ROI within a short period of time—and it provides the competitive edge for small businesses to be faster and more flexible than large enterprise companies.

Support tools and resources

Business partners who are Avaya authorized resellers can get the latest Avaya sales/marketing and technical resources at: https://partner.avaya.com/ptlWeb/smb/
To learn how to become an Avaya authorized reseller, visit: www.avaya.com/gcm/master-usa/en-us/corporate/alliances/businesspartners/index.htm
For the latest HP ProCurve sales/marketing and technical resources, go to: http://portal.procurve.com/en-us/pages/default.aspx
For HP ProCurve solutions and product information, visit: www.procurve.com

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- For as long as you own the product, with next-business-day advance replacement (available in most countries). The following hardware products have a five-year hardware warranty for the disk drive and lifetime hardware warranty (as long as you own the product) for the rest of the module: HP ProCurve ONE Services zl Module, HP ProCurve Threat Management Services zl Module, and HP ProCurve MSM765z Mobility Controller. The following hardware products and their related series modules have a one-year hardware warranty with extensions available: HP ProCurve Routing Switch 9200m series, HP ProCurve Switch 8100m series, HP ProCurve Network Access Controller 800, and HP ProCurve DCM Controller. The following hardware products have a one-year hardware warranty with extensions available: HP ProCurve M111 Client Bridge, HP ProCurve MSM3xxR Access Points, HP ProCurve MSM7xx Mobility and Access Controllers, HP ProCurve RF Manager IDS/IPS Systems, HP ProCurve MSM Power Supplies, HP ProCurve 1 Port Power Injector, HP ProCurve CNMS Appliances, and HP ProCurve MSM317 Access Device. Standalone software, upgrades, or licenses may have a different warranty duration. For details, refer to the ProCurve Software License, Warranty, and Support booklet at www.hp.com/go/procurve/warranty.
Over three years, the Avaya solution’s total cost of ownership is 33% less than Cisco’s.