

THE TOP 4 MIDMARKET CHALLENGES

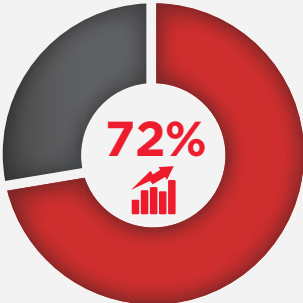
And How Collaboration Can Help



After a rough few years, the midmarket is no longer putting off investing in technology. According to KPMG, 60 percent of midmarket companies plan to increase capital spending, with the highest priority being information technology.¹

This makes sense when you look at some of the key challenges facing the midmarket today. A new generation of mobile workers, the rising popularity of Bring Your Own Device (BYOD), small IT teams, tight budgets requiring low-risk strategies — all of these issues can be addressed with the right technologies, especially those that provide unified communications and collaboration (UC&C) capabilities.

As always, though, you can't simply throw technology at the problem. In this report, we'll take a look at some of the top challenges the midmarket is facing, as well as considerations to keep in mind when choosing a UC&C option.



72% of midmarket companies expect revenue to be higher a year from now.¹

PLANNING FOR GROWTH

Midmarket is anything but small. The U.S. midmarket is the fourth largest economy in the world. After three quarters of decline, companies in this key segment posted average gross revenue increases of 7 percent — stronger than industry predictions — and added 1.17 million new jobs in 2012.² These companies can vary from 100 to 1000 employees or more, with anywhere from \$100 million to \$1 billion in revenue.

There's a lot of room to grow and change, and those opportunities will be expanding in the years ahead. That's why it's critical to establish a system for fast, effective communication between employees, partners and customers. In a dynamic workplace, it can be all too easy for ideas to get lost, decisions to get delayed and departments to become isolated from each other.

A UC&C solution can help break down these barriers to collaboration, but be sure the solution can scale along with your business. If it can't easily support the addition of new users and functionality, the costs and headaches of constant upgrades and maintenance will outweigh the benefits.

The midmarket added over a million new jobs last year.

UC helps you stay nimble enough to respond to changing conditions in real time.

EMPOWERING THE WORKFORCE

Your solution not only needs to support hundreds of users, it also needs to support them wherever they go. The workforce is no longer chained to a desk, locked inside the firewall, but at home, in satellite offices, overseas and everywhere in between. Employees are also using smartphones, laptops and tablets, often the same devices they use in their personal lives.

To stay productive and competitive, midmarket companies need to support these consumer devices both on their network and anywhere workers travel. The fundamental tools of unified communications — voice, video and mobility — help your company stay in touch and nimble enough to respond to changing conditions in real time.

Opening your network to a range of devices from anywhere in the world, however, can be a serious risk. Security needs to be your top priority when upgrading your collaboration technologies. Otherwise, you can find your network vulnerable to hacks, data leaks, outages and unplanned downtime.

STREAMLINING THE INFRASTRUCTURE

Often, improving security begins with simplifying your network. Many midmarket companies have limited IT resources, which means you need an infrastructure that's relatively easy to configure and upgrade. Your UC&C solution also needs to be easy to deploy and manage. To accomplish this, many in the midmarket prefer to invest in complete, all-in-one, pre-integrated solutions to minimize complexity and risk.

Before purchasing a particular product, it can be useful to assess your current network setup. A UC&C solution may provide the communications capabilities you need, but is your network ready to handle the sudden increase in traffic? Does it have the necessary bandwidth for video conferencing? A preliminary assessment can go a long way toward ensuring you get the most out of your investment.

MAKING A SMART INVESTMENT

Controlling costs is a key priority for most midmarket companies, which is why it's so important to choose carefully when it comes to UC&C. The benefits of improving communication and collaboration can be felt across all departments, but not all solutions are created equal. Investing in one that is powerful, simple and complete — from a trusted, proven provider — can dramatically lower your total cost of ownership.

THE AVAYA DIFFERENCE

The right UC&C solution can also help the other challenges we've discussed: scalability, security and network readiness. Avaya can deliver this solution, a complete offering based on its proven Avaya IP Office software which includes networking, security and video collaboration capabilities.

Avaya IP Office is tailor-made for dynamic companies, ready to scale up to 2,000 users. It's easy to use and manage but powerful enough for the demanding needs of your distributed workforce. And it delivers the lowest total cost of ownership of all major vendors.

The end result? Improved operations with more effective collaboration, faster decision making and enhanced business relationships. The things a company needs to stay ahead of the competition and thrive.

The Power of UC&C



Better
collaboration



Faster
decisions



Enhanced
relationships



ABOUT AVAYA

Companies of all sizes depend on Avaya for unified communications solutions and technology that improve collaboration. Our people-centric solutions integrate voice, video and data, enabling users to communicate and collaborate in real time, in the mode best suited to each interaction. This eliminates inefficiencies in communications to make organizations more productive and responsive.

For more information about Avaya collaboration solutions, please visit avaya.com or call **1-855-206-4636**.

¹KPMG, *Mid Market Outlook Survey*, 2012.

²National Center for the Middle Market, *4Q 2012 Middle Market Indicator*, 2012.