



Avaya Vantage™ is the Best UC Endpoint of 2018—according to UC Today!

Revitalising the Business Endpoint with Avaya

1

Avaya Vantage can accelerate your business



For **CIOs**, Avaya Vantage is a critical part of your company's digital transformation roadmap.



For **UCaaS service providers**, Avaya Vantage can differentiate your offering and deliver everything the cloud has to offer to your customers.

But don't just take our word for it...

2

Avaya Vantage Meets the Needs of a Diverse Workforce



BABY BOOMERS
(1946–1964)



GENERATION X
(1965–1980)



MILLENNIALS
(1981–1995)



GENERATION Z
(1996–2005)

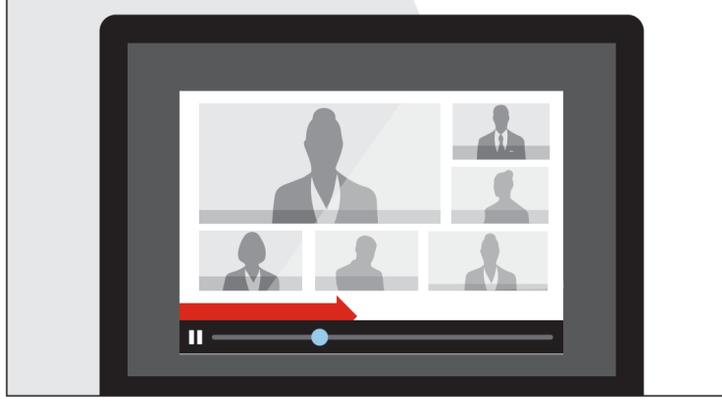


GENERATION C
No birth Year Constraints

	BABY BOOMERS (1946–1964)	GENERATION X (1965–1980)	MILLENNIALS (1981–1995)	GENERATION Z (1996–2005)	GENERATION C No birth Year Constraints
Work Motivation	Working longer retiring later	Independent and self-reliant	Independent and self-reliant	Not entering workforce	Digital natives who trust technology
Values	Defined by their work	Work / life balance	Working to make life and society better	Global, diverse workplace	Technology makes life better, stay current relevant and reliable
Workstyle	Value face time	Do not require face time	Want an equal seat at the table regardless of their location	Prefer live or visual interactions	Connection, community, creation and curation

3

Quantifying the Benefits of Business Video



BENEFITS OF VIDEO

RESULTS FOR THE ORGANIZATION

Improved learning

Attendees **learn 200% more** with video than with voice only.

Increased content retention

Participants in a meeting that includes video retain **28% more information** than in audio-only meetings.

Faster decision making

Meetings that include video **finish on time 73% more often** than those that utilize audio only.

Faster absorption of information

Video meeting attendees **absorb information 40% faster** than those participating in traditional voice calls.

Improved persuasiveness

Video users report that the **power of persuasion is improved 43%** over audio or written communications.

High-impact communications

Video **increases the impact of communications by 67%**.

4

An Avaya Vantage device can start meetings with a single tap

Quantifying the Benefits of Business Video

Average Meeting Access



Wasted time to join a Meeting due to technology

Avaya Vantage Meeting Control Point Access



Join w / single click access



Average US employee compensation



per employee, per meeting cost savings

If an employee attends an average of just three meetings a week, that's a total savings of \$1,289 per employee, per year.

5

Avaya Vantage vs. Bring Your Own Device (BYOD)

The ZK Research 2018 Security Survey found that 83% of companies now have a BYOD policy in place.



6 out of 10

workers admit to **sharing devices** with other employees or family members.



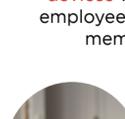
70%

of workers admit to **disobeying policies**.



68%

of companies **do not remove company data** from devices when employees leave.



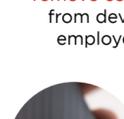
58%

of businesses that allowed BYOD were **breached by an employee-owned device**.



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The cost of a mobile breach was **greater than \$250,000** for a little over one-third of companies.



75%

of IT and security leaders feel mobile security is **their biggest challenge**.



Cloud UC providers should use Avaya Vantage to differentiate their offerings.

IT leaders should use business-level metrics to justify the Avaya Vantage purchase decision to executive management.

Employees should customize Avaya Vantage to their own workstyle.