

Powered by **AVAYA**

## Hosted Avaya IP Office Offer

Why are Avaya and West Pier discounting their IP Office Cloud Offering?

We recognise that one of the primary investment obstacles for businesses upgrading their telephone infrastructure is the cost of new phones. In a drive to increase market share in the Cloud market space Avaya are offering free handsets worth up to £499.

Please note, West Pier Telecom is 1 of only 8 partners in the UK approved to sell IP Office direct to end users.

What's on offer?

Get a free Avaya 9608G (monochrome display) or a 9611G (colour screen display) LCD IP Desk Phone with every Telephony User Licence purchased.



**9608G (L) RRP £299**

**9611G (R) RRP £499**



### On-Premises



On-premises communications solutions include PBX systems and other physical devices — and are deployed in the traditional way: within the four walls of your office.

- Has a higher up-front cost (CAPEX)
- Involves fewer ongoing OPEX expenditures
- Gives you complete control of your systems
  - Requires you to have IT personnel

### Hosted Cloud



Hosted cloud communications solutions — also called UC-as-a-service (UCaaS) — hand the details over to the provider, including VoIP capabilities.

- Requires little or no CAPEX investment
- Has ongoing pay-as-you-go OPEX costs
- Puts more responsibility on the provider
- Doesn't require dedicated IT personnel

### Hybrid



Often called “**the best of both worlds,**” hybrid communications solutions integrate on-premises infrastructure with cloud capabilities.

- Maximises investment in existing equipment
  - Allows gradual migration to cloud
- Gives flexibility on where to run applications
  - Provides a failover option for cloud



## Why choose our Stratus telephony solution Powered by Avaya?

West Pier are an Avaya Specialist Cloud Partner. This means that we are part of a small group (just 8) of Avaya partners approved to sell hosted IP Office direct to UK businesses. We regularly hold Cloud telephony events in conjunction with Avaya at their city centre office (Tower 42).

## Why choose our Stratus telephony solution Powered by Avaya?

Unlike most hosted telephony solutions on the market (e.g. Broadsoft) our Stratus (Powered by Avaya IP Office) solution is based on a multi instance architecture. This means you do not share your IP Office with another business, every feature within the solution is available for you to use. The service is uncontented and unrestricted. Please note that West Pier supply the Avaya IP Office in both an On-Premise and Cloud format.

## Does your business have a cloud strategy?

UC deployments in  
2016 vs. plans for 2018  
Source: HIS Markit 2017

2016		2018
on-premises 45%	▼	37% on-premises
private cloud (hybrid) 25%	▲	28% private cloud (hybrid)
hosted cloud 26%	▲	31% hosted cloud
don't know 4%	■	4% don't know

The cloud communications user base is projected to grow at an annual rate of 25% – 30% through 2020.

Frost & Sullivan, The Compelling Business Case for Cloud Communications, 2015

## About West Pier Telecom

West Pier are experts in and providers of business telephone communications and networking products as well as support and consultancy services. In 2015, 2016, 2017 and 2018 West Pier was awarded the prestigious Partner in Customer Excellence accreditation by our partner Avaya for consistently achieving significantly higher scores in customer satisfaction surveys. Our areas of expertise include on-premise business telephone systems, hosted telephony, contact centre solutions, Avaya telephone maintenance and support, internet connectivity, network solutions, Avaya Scopia video conferencing, business mobile phones, SIP trunks and business relocation services.

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