



IP Telephony

Contact Centers

Mobility

Services

# The Avaya one-X™ Deskphone Edition

## OVERVIEW

Display-based IP telephones with an adaptable, intuitive interface that can:

- Boost productivity
- Improve communications
- Increase worker satisfaction
- Radically change the traditional telephone experience for the better
- Expose rich communication features that provide the user with increased call control and call management



Designed to meet the specific communication needs of different workers—everyday communicators, users for whom the telephone is essential, and more—the Avaya one-X™ Deskphone Edition offers a new experience in communications.

Avaya one-X™ Deskphone Edition is a family of next-generation IP telephones that delivers a new and unique communications experience to drive increased productivity.

Created by users for users, the Avaya one-X Deskphone Edition solution family features an intuitive user interface which helps to make users proficient and confident in performing common telephone tasks such as setting up a conference or completing a transfer. With enhanced high-fidelity audio, it's much easier to hear and understand others, which speeds business while reducing fatigue and stress.

The one-X Deskphone Edition models are built with future growth and enhancement in mind with many modular add-ons that can be included as they are needed—protecting investments and leading to improved total cost of ownership. The new telephones also feature a very stylish and professional design.

Avaya one-X™ is a portfolio of communications solutions which deliver a powerful and consistent communications experience for the end user—across a variety of devices and interfaces. Based on extensive market research, the Avaya one-X™ Deskphone Edition includes specific phone models to meet the needs of all workers.

Are you an “essential communicator”—someone for whom the telephone is essential in order to do your job—with a phone to your ear all day long? An “everyday communicator” who also relies heavily on IM or email but still requires a high quality phone for several calls each day? Would you like one-touch access for mobility features—such as forwarding your calls? How about having applications like Microsoft Outlook right on the display of your phone to remind you of your next meeting? All that and much more is possible now with the new Avaya one-X Deskphone Edition.

## User interface simplified and enhanced

As with today's leading technology devices such as cell phones and MP3 players, where the user interface is critical, the Avaya one-X Deskphone Edition is designed to make every communications function easier and faster to accomplish.

Take the case of transferring a call: How often do you need to “remind” yourself exactly how to do this routine activity? How often do you also provide the extension to your connected party, “in case you lose them?”

The Avaya one-X Deskphone Edition continues to make everyday functions like Hold, Conference and Transfer accessible via softkeys on the display itself—only now, enhanced functionality, timely screen prompts and scroll down menus guide you step by step through the process. Making key features easy to access helps everyone get things done more quickly and confidently.

Display options for conferencing, mobility, directory, and access to third-party applications present a whole new realm of communications. For example, third-party applications deliver corporate-wide LDAP directories right to the display of the phone—with simple look-up and one-touch dialing.

## High-fidelity audio

Avaya one-X Deskphone Edition provides audio quality that sets a new standard in telephony—you'll have to hear it to believe it. Based on the latest VoIP chip technology, Avaya has changed the acoustic design of the phone body and handset to reduce background noise and provide a broader range of audio frequencies to improve audio quality. As a result, participants on calls can better hear each other—eliminating repetition, reducing fatigue and enhancing overall communication. With support for the open standards based G.722 wideband audio codec, along with Avaya Communication Manager integration, you are now able to communicate and collaborate like never before.

## Investment protection and flexibility for the future

The Avaya one-X Deskphone Edition for 9600 Series IP Telephones is designed for future growth and enhancement. The adapter interface on the backs of the phones



provides support for additional wired and wireless network environments. Gigabit Ethernet, adapters for 802.11 WiFi and Bluetooth wireless networks will all be available in the future. The Module interface on the phones will support a growing list of devices integrated at each desktop. A 24-button expansion module, wide-band speakerphone and video modules are also planned. The modular design of the 9600 Series allows customers to leverage initial phone investments with enhanced capabilities as needed in the future. This flexibility provides enhanced total cost of ownership.

## Cutting-edge and sleek architectural design

Phone features have evolved over the years, but a complete overhaul of phone design and user interface creates a new opportunity for enhanced end user experience.

The 9600 Series telephones have been completely re-engineered to provide a professional and timeless design that delivers a new level of functionality and efficiency within—plus visual appeal throughout.

### Adaptability/Flexibility

**Avaya 9600 Series IP Telephones offer a modular, flexible design—enabling you to cost-effectively extend capabilities as needed:**

- Gigabit Ethernet Adapter\*
- 24-Button Expansion Module
- Wideband Headsets

\*when available

## Why make the switch

For many workers, there is no piece of technology more critical than the telephone. That makes the choice of a telephone an extremely important one, in terms of the end user's experience and satisfaction, not to mention the impact on the broader business brought by productivity gains at the desktop.

## What type of telephone user are you?

No matter what your job function or communications scenario—whether you are on the phone sporadically, or all day—Avaya has leveraged extensive market research to create a business phone just for you. The Avaya one-X Deskphone Edition offers the perfect mix of intuitive access to features and capabilities—giving you what you really need in a phone—for the right price.

Avaya has identified several levels of telephone requirements:



**The “everyday” telephone user: Solution: 9620 IP Telephone** A frequent user of several communications tools including IM, email, and PDAs, to the everyday communicator the phone is just one of many options. While common functions such as directory and speed dial are important, many other features that would typically be found on a traditional business phone might be superfluous to this user. With three visible call appearances on a smaller display, the 9620 offers a simple interface with easy access to the key features that are important to the everyday telephone user.



**The “essential” telephone user: Solution: 9630 IP Telephone** Someone who conducts almost all of their business by phone, relies on it for real-time collaboration and spends the day hopping from call to call whether at their desk or mobile, falls into the category of essential end user. For these users, the 9630 offers a larger context-sensitive display to walk the user through common tasks such as searching directories, while a unique mobility button makes it easy to integrate the 9630 with Avaya mobility applications: Extension to Cellular, Extend call to cell, and more—keeping phone communication continuous.

Avaya also offers additional feature components suited to the essential user:

- 24-Button Expansion Module—more buttons for speed dial, call appearances and features at hand.
- SupraElite Headsets—new wideband models offer superior audio quality and a broader range of frequencies. Features include noise canceling microphones and flexible choices for one ear pad or two.

## More solutions on the way

Avaya is adapting additional 9600 Series telephones for other office scenarios:

- A “walk-up” phone—for lobbies or other places where simple directory dialing is needed.
- The “navigator”—for the receptionist or administrative assistant whose phone is the central tool used to get their work done and needs a larger display and additional features.
- Additional models with extra features such as a color display will also be available.

The Avaya one-X Deskphone Edition is designed to meet the needs of individual users while also providing the payback that matters on the bottom line, delivering:

- Improved productivity by enhanced communication and collaboration through its uncluttered, context-sensitive interface and exceptional audio
- Easy access to the hundreds of features available with Avaya Communication Manager
- Ease of management and administration
- Highly secure and reliable
- Backwards and forwards compatibility—leveraging your prior investments and scaling with future advances
- Additional investment protection due to the flexibility provided by the Module and Adapter interfaces.

### A consistent experience

Avaya recognizes the importance of consistency across your hardware and software endpoints—whether you're an office worker, using your phone at your desk, or a mobile executive always on the go. With the Avaya one-X portfolio of solutions, Avaya strives to ensure your communications experience will be consistent at every level.

### Learn more

With over 100 years as a leader in communications, Avaya can help your company maximize productivity with the Intelligent Communications solutions specific to the needs of your workforce.

To learn more about the Avaya one-X Deskphone Edition, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit [avaya.com](http://avaya.com) for white papers, case studies and other information showcasing Avaya solutions in action.



### 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.

# AVAYA

COMMUNICATIONS  
AT THE HEART OF BUSINESS

[avaya.com](http://avaya.com)