



AVAYA CLOUD OFFICE & CYTRACK CONTACT CENTRE - SOLUTION OVERVIEW

Cytrack + Avaya Cloud Office All in One
Cloud Telephony & Contact Centre

AVAYA CLOUD OFFICE™  cytrack.io

A Cloud Phone System
and Contact Centre that works
where and how you do



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Cytrack + Avaya Cloud Office Overview

Simplify your communications with the world's leading cloud communications solution

For many businesses, the proliferation of communication channels can cause more problems than it solves. Huge volumes of carrier voice calls, instant messages, group chats, social media, video conferences and email can make it harder to keep track of – let alone improve – employee and customer engagement. In fact, nine out of 10 employees agree that disjointed communication technologies negatively impact their workflow, and 74 per cent report having to toggle between apps to solve simple customer issues.¹

By integrating all your communication channels on the one platform, Avaya Cloud Office eliminates the complexity. Avaya Cloud Office's Unified Communications as a Service (UCaaS) solution includes a private branch exchange (PBX) system and communications applications on an open, globally scalable cloud platform. Cytrack + Avaya Cloud Office unifies your voice, team messaging, collaboration, video conferencing, online meetings, omnichannel customer engagements and contact centre functions.

Cytrack + Avaya Cloud Office transforms both your customer experience and employee engagement. Customers can interact with the organisation when, where and how they want to. And by unifying all customer-facing and internal channels on one platform, Cytrack + Avaya Cloud Office can also simplify the employee experience, greatly improving your team's productivity and engagement. Your employees will have all the tools they need to provide an outstanding customer experience.

In summary, we can enable you to:

- Access the cloud-based phone system on any device, anywhere in the world
- Break down borders between international teams and customers
- Empower employees to work better together with intuitive collaboration software
- Scale faster and more cost-effectively by taking hardware out of the equation
- Integrate your communication system with the software you use every day
- Give contact centre agents the tools they need to deliver seamless, consistent customer experiences
- Take the risk out of your communications with seven layers of security
- Eliminate network downtime through geographically distributed redundancy
- Get real-time visibility into your business operations, as well as actionable analytics.

Join the 420,000 businesses around the world using Avaya Cloud Office UCaaS solution to simplify their communications and transform the employee and customer experiences.

A platform built for integration

Avaya Cloud Office is a truly global cloud communications platform, so it's easier and more cost-effective to manage – and to scale – than on-premises PBX systems. A new branch, for example, can be deployed in a fraction of the time it takes to set up an on-premises system. You only have to deal with one communications provider, rather than multiple telcos and software vendors across the globe. And with open application programming interfaces (APIs), the platform facilitates the powerful Cytrack integration for a fully customisable solution to suit your business's unique needs.

¹ These figures are taken from CITE Research and RingCentral's survey of 2,000 customer-facing knowledge workers and customer support employees in Australia, the US and the UK.

Simplify system management and reduce communication costs

- Manage all offices and users with a single easy-to-use interface from anywhere, including mobile devices
- Enjoy complete administrative control, self-service capabilities for users, and reduced dependence on service providers
- Get quick, simple, streamlined system setup and user activation
- Scale easily as your business grows
- Simple per-user pricing, no separate maintenance and support contracts • Low total cost of ownership (TCO) and savings on capital expenditure (capex).

Industry-leading customer care

- Get up to speed quickly with our private and personalised onboarding training program.
- A dedicated project manager for your entire on-boarding experience.
- Optional 24/7 technical and customer support 365 days a year • Comprehensive self-service support portal and knowledge base.

Global availability

- Deploy and manage a single solution globally
- Instantly provision and activate employees in countries with local capabilities • Number availability in over 100 countries for local business presence
- Multilingual product and support.

Global private backbone

Avaya Cloud Office offers a truly global unified communications as a service (UCaaS) solution, capable of supporting your organisation no matter where you do business. Avaya Cloud Office provides connectivity through a private backbone that's independent of local providers or telco operators and offer local access numbers in countries worldwide.

Privacy and commitment are integral to our work

Security and privacy is top of mind for customers, and that's why they're a priority for Avaya Cloud Office. You can trust Avaya to provide transparent, up-to-date information on network operations, security, privacy, and compliance.

Seven layers of security

Avaya Cloud Office's robust seven-tiered approach to risk management builds security into every layer of your communication architecture. These include the physical, network, host, data, application, and business processes, as well as the enterprise level of your organisation.

Enterprise-grade reliability, guaranteed quality of service, and security with best-in-class encryption standards.

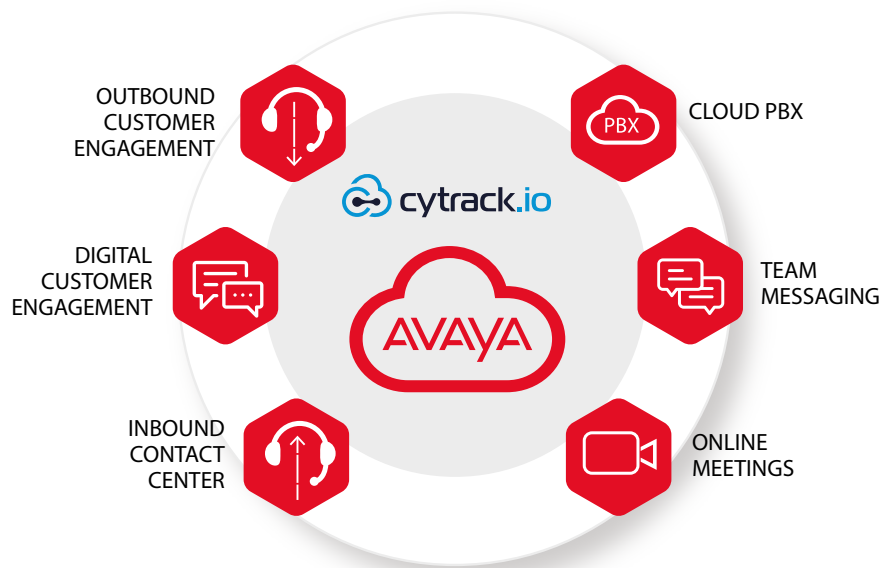
The solution

Empower your business with the world's leading cloud communications solution

One intuitive platform. Endless possibilities. Drive team productivity with voice, video and team messaging software. Empower your workforce with a cloud communications solution they can access anywhere in the world. Set up high-definition video meetings between up to 500 users, in one click.

Deliver tailored customer experiences on any channel with the Cytrack Collaborative Omni Channel Contact Centre, Engage Voice and Engage Digital solutions. Activate offices and reach out to customers and team members on the other side of the world in seconds. Do this and more, at any time, anywhere, on any device.

Best of all, the whole suite takes weeks, not months, to set up. All you need is an internet connection – we'll do the rest.



One solution, limitless capabilities

From click-to-dial functionality to one-click video conferencing, every employee can access the same must-have digital tools through a unified platform that works seamlessly across office sites and mobile devices.

Scale across the globe

Experience the efficiency and convenience of using one comprehensive solution across all markets. Activate international numbers instantly in more than 80 countries and add more whenever you need them. We provide local numbers, free global extension-to-extension dialling and free inbound calling. You'll also have a dedicated Technical Account Manager and Customer Success Manager to help with implementation and provide ongoing support.

Ensure the highest quality

A wide array of connectivity options and powerful analytics works together to give you the best voice and video quality possible within your existing infrastructure. From planning to implementation, Avaya Cloud Office equips your IT administrators with the tools they need to maintain consistently excellent voice and video quality.

Consolidate communication costs

Reduce your total cost of ownership by eliminating multiple vendors. By switching to one vendor with all-inclusive monthly pricing, you can save 30 per cent or more on communications costs – and lock in more predictable expenses. You can forget about the costs of connecting your infrastructure to local telcos, integrating third-party add-on services like video conferencing and navigating multi-site complexities. We've got it all covered.

Secure and reliable

With Avaya Cloud Office geographically dispersed data centres and seven layers of security, you can take advantage of 99.999 per cent uptime service level agreements (SLAs), and rest easy knowing you're protected from system failures caused by operational errors, cybercrime and natural disasters. Avaya Cloud Office experts monitor and optimise the platform 24 hours a day, seven days a week, guarding against risk at every juncture.

Simplify business operations

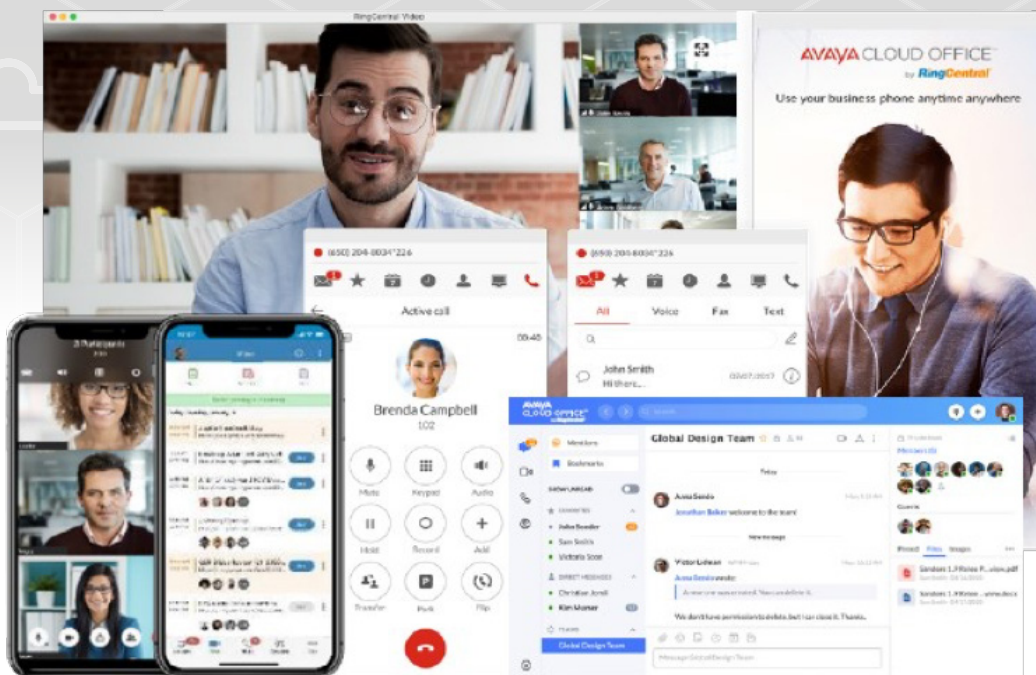
Combining Avaya Cloud Office with Cytrack transforms the platform so you can integrate the software your business already relies on into your communications system. Integrate more than 100 leading business apps – as well as your company's existing in-house solutions – straight out of the box. Or create customised integrations and apps to suit your business's unique needs.

Cytrack is compatible with Salesforce, Microsoft CRM, Freshworks, Zoho CRM, Netsuite, GoldMine, Pipedrive, simPRO, Vertafore, Xplan, MYOB – along with many other leading apps.



Dynamics 365





Avaya Cloud Office for enterprise suite

Cloud PBX

Say goodbye to clunky legacy phone systems that take up space and keep you tied to the office. Avaya Cloud Office's cloud phone system features HD voice quality, inbound call management, toll-free and local numbers, and multiple extensions – features you can access at anytime, anywhere, from any device.

Global Office

The all-in-one solution to your international communication needs. Activate offices around the globe in minutes. Communicate with overseas team members, customers and vendors, without the cost, complication or lack of quality control.

Chat team messaging

Empower your team to work better together with Avaya Cloud Office Chat collaboration software. Share messages, files, videos, SMS and calendars in real time. Assign tasks and timelines in team chats and monitor team members' progress on the interactive platform.

Meetings

Avaya Cloud Office Meetings is the HD video and web solution to your business's conferencing needs. One-click conferencing makes meetings simpler, while in-meeting screen sharing, file sharing and instant messaging functions boost productivity by supporting collaboration.

Engage Digital and Engage Voice

Meet your customers at anytime, anywhere, on any device. And empower your service and sales agents with a unified view of customers.

Contact Centre

Revolutionise your customer engagement with the Cytrack collaborative omni-channel contact centre technology. Eliminate waiting times with smart skills-based routing, troubleshoot problems, and access the realtime service data you need to improve the customer experience.

Online fax

With Avaya Cloud Office Fax, you can send and receive faxes from your computer, tablet, phone, cloud storage provider or any integrated app. It's secure, easy, costeffective and completely portable.

Cytrack Contact Centre



Revolutionise your customer relationships

In an always-connected world, customer expectations have never been higher. Exceed these expectations and revolutionise your customer engagement with the Cytrack CyCX Connect Contact Centre solution.

Meet your customers on the channel of their choice

With voice, chat, social media and email functions, Cytrack CyCX omnichannel contact centre lets your business meet your customers wherever they are, and gives your agents a single, unified interface with a holistic view of customers to enable deeper interactions.

Eliminate waiting times

Cytrack CyCX uses smart, skills-based call routing to put your customer in touch with the right agent straight away. And with one-click access to experts anywhere in the world, they can put out fires faster.

Improve your sales

Automate simple tasks, make multiple calls at once and eliminate awkward delays when greeting callers. Your agents get more time to focus on what they do best: connecting with customers and maximising revenues.

Act on the facts

Choose from a wide range of customisable formats to access the real-time sales and service data you need to make critical business decisions. Use intelligent bots to monitor service levels and alert you before problems even arise.

Keep getting better and better

Make sure the customer experience keeps improving by using actionable analytics and automated key performance indicator monitoring to enhance your sales and service performance. CyCoach Workforce Optimisation provides agent self-evaluation and feedback features equip your team members with every tool they need to work at their best.

CyCX Connect adds Collaboration & Omni Channel Contact Centre Services



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- **Chat** – Customers increasingly start their relationship with your business online and it's a simple next step to just click and chat with a member of your team. CyChat will manage your agent rules and allocations, show chat presence to members of the team and also integrate your communications and history into the agent history, reporting and even add all the history to your CRM.
- **Social Media** – Cytrack's CySocial message server brings open, rich media chat and messaging capabilities across WhatsApp and Facebook Messenger to provide real-time communication and collaboration.
- **SMS** – Add SMS as a means for your customers to reach you and request customer service, SMS in queue, SMS Call-Me, Telemarketing SMS bulk-out, SMS system alerts for administrators, or SMS to and from your desk to clients, partners and team members.
- **Web call-back** – engage the power of the web and allow customers to join a queue just from your web page, the agent gets a pop of the web page the customer was viewing and the customer get a telephone callback.
- **Telemarketing & Outbound** – Beyond telemarketing with proactive opportunity creation - speak to more customers and prospects with CyCall omni-channel outbound & telemarketing contact centre.
- **Self-service & IVR** – Our CyLive Intelligent IVR solution and design tool allows you to get personal without the person. Sophisticated features with a user configurable interface that uniquely provides an IVR designer tool in a flow chart design.

Security and reliability

Privacy and commitment are integral to our work

We know security and privacy are top of mind for customers, and that's why they're a priority. You can trust Avaya Cloud Office to provide transparent, up-to-date information on network operations, security, privacy, and compliance. 350,000+ customers and millions of users trust our commitment to privacy and security.

Seven layers of security for risk-free communications

The security of your business communications is paramount. That's why Avaya Cloud Office's approach to risk management is seven-tiered – they guard against risk at every juncture.



Avaya Cloud Office integrates security into the application and infrastructure layers from the ground up, with top-tier data centres and Transport Layer Security (TLS) on web applications. This is built into the processes that govern development and operations, with risk-management strategies embedded in perimeter and service delivery layers. Security guides the team as they design data policies and governance practices, and it's the primary focus of the full-time security and fraud prevention department.

Avaya Cloud Office security features

Real-time security management

Businesses can use our simple interface to manage account policies, add or remove extensions, set user permission levels, manage extension passwords, enable international calling, allow specific international call destinations and block inbound caller IDs.

Application security

Avaya Cloud Office builds security into the design, development and quality assurance (QA) phases of all applications and performs year-round security testing on existing applications. Also offered are mobile and desktop applications that support the encryption of customer data at rest.

Network and infrastructure security

Avaya Cloud Office's service perimeter is protected with firewalls and session border controllers, and administrative access to the service environment requires two-factor authentication. Intrusion detection systems, system logs and fraud analytics secure the Avaya Cloud Office architecture, while system- and service-level monitoring, system hardening, change management protocols and regular vulnerability scans mitigate operational risk.

Transmission security

Avaya Cloud Office uses TLS 1.2 to encrypt web-session traffic and phone provisioning sessions for Avaya Cloud Office desk phones. All Avaya Cloud Office desk phones, mobile applications and desktop applications support encrypted calls with Session Initiation Protocol (SIP) over TLS for signaling, and Secure RealTime Transport Protocol (SRTP) for media.

Fraud mitigation

Avaya Cloud Office employs multiple safeguards against toll fraud, including access control, detection controls, usage throttling and customer-controlled settings for enabling and disabling international calling to specific destinations. In addition, our security department detects and notifies you about anomalous calling patterns on your account.

Disaster recovery

Avaya Cloud Office's architecture is designed to support failover conditions in emergency situations. Avaya Cloud Office's services are hosted in data centres audited according to SSAE-18 and/or ISO 27001. The wide geographic distribution of these centres and real-time replication among them mitigates against the risk of data loss and service interruption due to natural disasters or other unplanned events.

The most secure business communications guaranteed

Avaya Cloud Office and Cytrack regularly undergo independent verification of our security controls to protect our customers' data and communications and to meet regulatory and compliance needs.



SOC 2 Type II



SOC 3



HIPAA compliance



HITRUST



Skyhigh CloudTrust™

Cytrack Professional services

Cytrack Professional Services help you optimise your investment, through our portfolio of services, ranging from planning, designing, and implementation to project management, ongoing support, and consulting, Cytrack Professional Services enables you to reduce infrastructure costs while establishing a framework to drive employee efficiency and accelerate business performance.

Consulting services

Cytrack Professional Services is a n ongoing resource you can utilise at any point as a Cytrack customer, especially when your company is going through a major change. Our strategic and technical consultants will work closely with you to accelerate ROI and deliver an improved customer experience.

Onboarding and implementation services

Launch your new system to the company with no worries and no downtime to your IT organisation. Our Professional Services consultant will provide end-to-end project management until you successfully deploy the system.

- Pre-deployment consultations to understand your unique environment
- Network readiness assessment to identify your implementation requirements
- Hands-on training for administrators and users to ensure smooth onboarding
- Your business depends on an efficient and sustainable business communications system. Cytrack provides extensive support to ensure your Cytrack service is evolving with you, and your communications system is leveraging the best practices that drive business success.
- Engage with our designated team of cloud-domain experts for proactive network monitoring, premium technical support, delegated administrative maintenance, and more.

Customer Care

Our Customer Care Centre provides real-time updates on the status of your Cytrack service. In the rare case there is an issue, our CyPulse health monitoring services proactively alerts us to the event over a range of issues, and also customers can request assistance and detailed information as soon as they log in to the Cytrack Support portal. The Customer Care Centre also provides various training resources and documentation.

- Assigned Technical Specialists and Customer Success Manager professionals to resolve technical issues
- Expedited technical support with heightened escalation processes for timely resolutions
- Proactive case management, monitoring, and notifications keep you across any issue.

Industry awards

Read about some of prestigious awards and accolades Avaya Cloud Office has received



Digital.com's Best Business Phone Services of 2020

December 2020: Avaya Cloud Office is on the list, notable for its calling, video, and collaboration features, as well as service plans, a cost-saving equipment management model, SIP trunking, and extensive support.



Digital.com: The Best VOIP Phone Services Of 2020

November 2020: Avaya Cloud Office makes the list for its variety of feature-rich, cloud-based phone system packages.



TMCNet Communications Solutions Product of the Year

July 2020: Avaya Cloud Office, rapidly expanding to new markets worldwide, is named a for enabling enterprises to leverage cloud communications to digitally transform their workforces.



2020 CUSTOMER Magazine Product of the Year

une 2020: Avaya Cloud Office won CUSTOMER magazine's 2020 Unified Communications Product of the Year Award, which honors the most innovative unified communications products and solutions available over the past year.



CRN 5-Star Rating

April 2020: CRN, a brand of The Channel Company, has given Avaya a 5-Star rating in its 2020 Partner Program Guide, recognizing our Avaya Edge Partner Program for the 11th consecutive year.



Aragon Research Globe for Unified Communications and Collaboration, 2020

April 2020: Avaya is identified as a leader for the third consecutive year based on innovative cloud offerings that include completeness of strategy and performance in addressing customer needs.