



Avaya™ Enterprise Manager

A CRM solution from Avaya

What happens after your company makes a commitment to a customer? How your organization fulfills that promise can cement or sever the relationship you've worked so hard to cultivate. To maintain customer loyalty, yet contain costs, follow-through must be meticulous and timely. Avaya™ Enterprise Manager streamlines business processes and effectively leverages enterprise resources—enabling your company to make promises to stakeholders that can be defined, automated, and measured for success. Expectations are consistently met on time, earning customer loyalty and increased profitability.

Converged Voice and Data Networks
 Customer Relationship Management
 Unified Communication
 Supported by:
 Avaya Labs and Services

Enterprise Manager is an integral part of the Avaya CRM Solutions portfolio—a complete system of software, services, and communications technology for successful customer relationship management.



Avaya Enterprise Manager, the fundamental component in the Avaya CRM Commitment Management portfolio, provides the business process automation and enterprise work management your organization needs to fulfill obligations satisfactorily to customers, partners and employees. This comprehensive platform monitors, supervises

and orchestrates business processes and resources from the time an initial request is made by a customer through final resolution of the request. Avaya Enterprise Manager assures customer satisfaction is achieved at minimal cost.

Customer contact is just the beginning

Throughout the customer lifecycle, Enterprise Manager determines the optimal method for cross-enterprise fulfillment and uses intelligent routing algorithms to identify the best resources to handle work. All relevant enterprise-wide information regarding the activity and the customer is automatically attached to the work item, so the selected employee or business partner has a 360° view of work in process. Workers can efficiently meet the commitments the company has made to its customers. In addition, the customer sees your enterprise as a consistent, unified force. There's no need for frustrating "answer shopping" to get results.





Keep your promises

Avaya Enterprise Manager ensures “cradle-to-grave” fulfillment activities get prioritized and managed effectively in appropriate timeframes. “Predictive” tools automatically alert appropriate staff when commitment goals are in jeopardy. Workers can then reach out to customers proactively before irreparable damage is done to the relationship. The dialogue can occur via any communication channel, allowing customers to interact with you in whatever way is most convenient for them. Consistent work management minimizes fulfillment time and increases staff productivity.

Streamline business processes

Through constant “business activity monitoring” (BAM), Enterprise Manager offers end-to-end visibility of transaction flows, and application integration, to generate maximum operational efficiencies. The system monitors events along the fulfillment path and identifies inefficiencies in business operations. Fulfillment processes can then be easily adjusted to ensure commitments are met. There is no need to interrupt work or productivity since business process changes occur in real-time.

Enterprise Manager features sophisticated modeling and development tools for rapid design and deployment of business processes that bring all your operations into one customer-centric workflow. In one application, this unique visual development environment enables you to model both the customer process *and* the activities required to fulfill customer requests and exceed expectations.

Track and measure results

Enterprise Manager completes the business process improvement cycle with comprehensive real-time and historical data presented in intuitive 3-D graphical Web-based reports. All communications and work activity throughout the customer lifecycle are automatically tracked and reported upon—offering a universal view of the entire relationship. With access to timely, consolidated performance metrics, your organization can effectively and efficiently optimize results.

Partner for success

Your enterprise relies on a variety of applications and databases containing information and resources pertinent to fulfilling commitments. Avaya works closely with its business partners to ensure seamless integration to, and interoperability with, third-party applications, data and legacy systems so you'll have all resources required to improve business operations and meet obligations.

In addition, Avaya's superior team of integration, operation and support experts will deploy your Enterprise Manager solution rapidly and ensure it integrates seamlessly with your IT infrastructure. As one of the top 40 global IT consulting firms, serving more than 25,000 clients worldwide, Avaya Professional Services helps you build successful relationships.

Contact Avaya

To learn more, call toll free 1-866-GO-AVAYA (1-866-462-8292), or visit our Web site at avaya.com/solutions.



Earn customer loyalty and increase profitability with Avaya Enterprise Manager

- Fulfill commitments consistently
- Manage work effectively across your company
- Automate business processes throughout the enterprise