



Exchange Newsletter

Issue No. 2

April 2008

Quick Links...

[Our Website](#)

[Jan 2008 Newsletter](#)

[Hosted Exchange](#)

[Join Our Mailing List!](#)

Technical Tip



Senior Avaya IP Engineer **Scott Carline** has passed on the following tip:

Phone Manager Pro

"Using Phone Manager to call customers or pop contacts is a fantastic and cost effective way to enjoy the full benefits of your IP Office telephone system.

The call facility allows users to stop relying on old fashioned speed dial lists and start to fully use the benefits that Microsoft outlook provides.

As a user you will be able to call from your personal saved contacts or access your companies global address list making communications with your customers quicker and more accessible throughout your company.

Dear Marketing Department,

Welcome to the second issue of our newsletter, (albeit slightly delayed), which marks the end of yet another extremely busy quarter within Exchange!

Since the last newsletter was issued many developments have taken place and we are delighted to share our news with you.

Product launches:

- **Hosted Exchange/ExConnect**
- **Exchange Broadband**
- **Hotel Systems and Software Pack**
- **WLR3**
- **Mobile Services**

We hope you enjoy our latest newsletter and we would appreciate any comments or feedback you may have on any of the topics covered. Please do not hesitate to contact us on **0800 008 7600** or email marketing@exchangecommunications.co.uk.

Happy reading!

Future Events



"Have a Wee Dram on Us!"

On **Thursday 5th June 2008**, we are holding a one day event to showcase our Avaya portfolio at the **Auchentoshan Distillery** in Clydebank. We are delighted that Roger Jones from Avaya will be our guest speaker and light refreshments and a buffet lunch will be provided.

We would be delighted to see you there. Places are limited though so

The ability to pop contacts from outlook is a great way to keep up to date with customer notes using a commonly used utility in Outlook".

Scott

What is Avaya Certification?

The Avaya Certification Program goal is to build and recognise competent professionals. Avaya has established performance thresholds for individuals who sell, design, implement and support Avaya Solutions. These standards are measured through the Avaya Certification Program. Avaya then recognises competent professionals by awarding Certification credentials. Avaya customers are assured that qualified individuals sell, design, implement and support Avaya products and solutions. Individuals cite certifications as validation of their competencies.

In today's marketplace, customers expect a high degree of technical proficiency for solution providers. More and more multi-vendor/platform solutions require better understanding of complex integration practices. Even basic products are becoming more complex with converged solutions.

The Avaya Technical Certification Program was developed to ensure that qualified individuals are supporting Avaya products and solutions in the marketplace. Technical Certification leads to global consistency for customers and allows Avaya and its Business Partners to exceed customer expectations with high degrees of technical proficiency.

The ACE is the highest level of achievement for individuals who wish to be recognised for their knowledge and skills across the Avaya portfolio of solutions. The Expert level credential identifies individuals who demonstrate deep competencies both across and within a portfolio.

ACE candidates will have the competencies and skills to solve customers' business problems with Avaya premier converged solutions in an applications rich environment. The Expert's job responsibilities will include understanding technical requirements behind complex large converged networking solutions. The Expert will propose strategies to integrate new technologies with customer's

please contact us today on **0800 008 7600** to book your place. A free whisky tour and prize draw is also on the agenda, so don't delay please contact us now!

Hosted Exchange/ExConnect



*****Sneak Preview*****

Hosted Exchange or ExConnect is a ready to go business grade system, which does not require complicated installation but allows you to port your existing

telephone numbers and start using the advanced features immediately.

What's more it requires **no expensive onsite PBX equipment**, with **no ongoing maintenance costs and service charges** and **no ISDN costs**, ensuring more signification savings. **You also get to keep your telephone number forever - wherever you move to!**

Features of ExConnect include:

- **Free anytime UK landline calls.**
- **Free 'on-net' calls anywhere in the world.**
- **Best-of-breed solution, the world's fastest most reliable IP backbone.**
- **Soft and hard phone options.**
- **Enhanced connectivity for home users, sales teams and clients.**
- **Online phone management and system administration tools.**
- **Full service training from ExConnect.**
- **Full scalability.**
- **Quality of Service and ADSL/SDSL broadband.**
- **Session Border Controller security.**
- **Advanced business features.**
- **Disaster Recovery.**

To find out more information on this exciting new product please contact us now on **0800 008 7600** or visit [hosted exchange](#).

Top 10 - CIO/IT Manager Business Priorities for 2008

- Delivering better service to customers.
- Improving business processes.
- Contributing to the creation of new business strategies.
- Cutting costs.
- Coming up with innovative new products and services.
- Generating more business from new and current customers.
- Improving workforce productivity.
- Ensuring business continuity.
- Complying with regulatory requirements.
- Differentiating my company from competitors through the use of IT.

Avaya Intelligent Communications Transforms Business

infrastructure. The Expert will design, implement and support solutions that maximize system performance and efficiency.

Useful Contacts

Sales Director and Principal

Tom Sime

0870 085 5000

Director

Karen Sime

0870 085 5000

Operations Manager

Michael McMillan

0870 085 5000

Office Manager

Isobel Bell

0870 085 5000

Service Manager

Audrey McGarry

0800 027 7202

Marketing Manager

Karen Davidson

0800 008 7600

Finance Manager

Lorraine Connolly

0870 085 5000

Managed Svs Manager

Shahed Ashraf

0800 008 7400

Customer Trainer

Michelle Manson

0870 085 5000

Avaya News



Updated Modular Messaging 4.0 Announcement

The upcoming release of Modular Messaging with Avaya one-X Speech will be a major release known as Release 4.0. *Publication Date: 28-Apr-2008*

General availability of Avaya Modular Messaging with Avaya one-X Speech 4.0 is on target for May 05, 2008.

Possibilities into Realities

- Business process acceleration and human latency reduction through embedding communications into process.
- Simplified and seamless communications experiences for users across devices, networks and interfaces.
- Richer differentiated Customer Contact experiences with open SIP standards. New business insight with integrated analytics.
- Expanded, market-leading scale, security and high availability infrastructure, broadest portfolio of fixed and wireless endpoints meet unique enterprise user needs.

Let Exchange and Avaya help you to meet your goals and Priorities in 2008.

Prostrate Cancer - Charity Dinner



Prostate cancer is a serious issue in Scotland. Numbers are on the increase: every year over 2000 men are diagnosed and around 800 men die of prostate cancer. Prostate cancer is the second most common cancer in men in Scotland.

Exchange Communications has supported many Charities and fund raising events throughout the years, and I would like to inform you of an upcoming sporting dinner to raise money for this very serious illness and the charity that helps Thousands of men throughout Scotland on a yearly basis.

The Dinner will be held at McDiarmid in Perth on **Friday 6th of June @ 7pm**, the cost of the tickets are £45 per person and tables can be bought and accommodate twelve people.

Your host for the Evening will be Jim Leishman. Anyone who has seen Jim at these events will be used to his funny stories and anecdotes. Accompanying Jim will be a special guest.

There will be a raffle and auction also held on the evening to raise as much as we can for this Charity.

If you would like further information, please contact **Michael McMillan** on **0141 776 8853**. If you are unable to attend but you would like to donate something to the raffle, this would be most welcome and gratefully received. Thank you.

Exchange Company News

Newest Members of Staff



We are delighted to welcome our newest members of staff on-board and wish them a long and successful career within Exchange:

Sandra Smyth - Pre-sales/Technical Service Liaison

The May release of ASD will no longer configure the Cajun switch

The previously announced End of Sale of the Cajun C36x LAN switches will have an impact on the configuration of S87xx and S85xx systems in ASD (Avaya Solutions Designer) starting in May 2008.
Publication Date: 30-Apr-2008

The May release of ASD will no longer configure the Cajun switch, instead it will provide an Extreme Ethernet switch.

Commitment to the Environment

Avaya is committed to protecting the environment. Consistent with that is the protection of the health and safety of our employees, our customers, and our communities. From product lifecycle management to recycling and more, our programs reflect our support for the highest standards of protection and compliance.

CM 5.0 Upgraded Firmware downloads for IP wireless phones

Publication Date: 9-Apr-2008

Upgraded firmware for 3616, 3620, 3626, 3631, 3641 and 3645 Wi-Fi phones is now available for download, providing CM 5.0 support for all and adding French, German, Italian and Spanish UI support to the 3616, 3620 and 3626. Remember, the 3631 is an excellent complement to the deskphone for general office environments, while the other devices offer rugged solutions for verticals like hospitality and manufacturing.

5410 Product Hold Notice Update

Publication Date: 7-Apr-2008

In January 2008 you were informed about an issue affecting 5410 phones with serial numbers in the range 07N543xxxxxx to 08N503xxxxxx when performing a firmware upgrade.

At that time we issued a returns process for affected 5410 phones that were in stock at Avaya Distributor and BusinessPartner locations, and also requested that 5410 phones that are installed at a

David McKenna - Hosted Exchange Sales



Exchange Engineers Pass Avaya's Highest Technical Qualification

We also would like to announce that **Steve Best** and **Andy Lee-Brown**, Senior ECG Engineers, have gained the prestigious **ACE** (Avaya Certified Expert) accreditation. This is Avaya's highest qualification which can take many years of study and experience to complete. They now take their place among the elite few in the UK who have achieved this very high accolade. This is a fantastic achievement for them both and everyone at Exchange is delighted at their achievement.

Please see left hand side article "What is Avaya Accreditation?" for more information.



Exchange Broadband



Exchange Communications is now proud to offer a wide range of business grade engineered broadband products with guaranteed contention ratios and very competitive pricing. In our ever evolving market place VoIP, SIP and of course high speed data are more important than ever, engineered broadband eliminates high priority packet loss, jitter and latency giving superb quality.

Please try our service and experience for yourself the difference our business grade engineered broadband can bring to your systems and your business.

For more information please call us on **0800 008 7600** or visit [exchange broadband](http://exchangebroadband.com).

Hotel Solution



At Exchange we understand that running a hotel is a tough business.

Today's guest expects nothing less than a home from home. Comfortable furnishings, good food and friendly staff are just the beginning. Guests - from tourists to business clients - also expect user-friendly communications that offer a lot more than a link to reception and wake-up calls. Now, they expect everything from a

customer premises remain installed, as there was no risk of failure.

Shipment of new telephones is operating at normal capacity and replacement telephones have been shipped for any return received.

End-of-Sale of the IP Office 406v2 and IP Office Small Office Edition

Publication Date: 7-Apr-2008

Avaya is announcing End-of-Sale of the IP Office 406v2 and IP Office Small Office Edition, both effective on May 5, 2008. The replacement product for both the IP Office 406v2 and Small Office Edition is the IP Office 500, launched in February 2007. To learn more about the transition strategy and other key information, please refer to the Product Update below.

Announcing the availability of Quick Edition Release 3.3

Publication Date: 2-Apr-2008

Effective March 28, 2008, Avaya is announcing the availability of Quick Edition Release 3.3. Please refer to the Product Update to learn more about the features available in this new release, ordering information and more.

Bluetooth Adapter for 9600 Series IP Deskphones: Makes Life Easier for the Mobile Infoworker

Publication Date: 7-Feb-2008

The Bluetooth Adapter for 9600 Series simplifies communications for highly mobile info-workers, allowing them to utilize a Bluetooth headset (Avaya branded or 3rd party) in conjunction with their 9600 Series deskphone.

If you require further information on any of these news points please do not hesitate to contact us.

direct line to their room and a personal voice mail system to voice guidance in their own language or even Internet services.

At the same time, as a manager you naturally expect any improvements in guest satisfaction to translate into higher revenue opportunities, whether through greater staff productivity, more efficient hotel management, higher spending per customer or more bookings.

Mission impossible? Then choose our winning formula.

At Exchange we have taken all your specific concerns to heart and devised a series of hotel solutions that blend the very best in telecommunications with the very best in hotel management systems.

It all adds up to a better quality of life for your guests, for you and your staff.

For more information please call us on **0800 008 7600** or email us @ info@exchangecommunications.co.uk.

What is WLR3?

WLR3 enables Exchange Communications to offer a branded telephony service to our customers using the BT Network. We are one of the first companies in Scotland to go live with WLR3.

- A PSTN telephony service supplied, by Openreach, through equivalent systems and processes.
- Inbuilt order handling intelligence resulting in higher automation, lower order rejections and simpler processes.
- Introduction of dialogue services. Used correctly these will enable Exchange Communications to enhance provisioning and assurance work-flows by using the dialogue services on offer including knowing what is on a line, what network availability exists, whether an appointment is required etc.
- No system limit on volumes.
- No on-going forecasting requirements or associated order priority.
- Single interface for fulfilment and assurance, using common specification.
- Regular updates of order progress via 'keep customer informed (KCI) notifications.
- Call data records (CDR's) available.
- New processes to support existing scenario's (e.g. change of address) allowing a partner to control the order chain(s).

For further information please call Managed Services on **0800 008 7400** or email managed.services@exchangecommunications.co.uk.

Exchange Communications Win Further European Business



We are delighted to inform you that Exchange Communications have been awarded a major contract to design, implement and maintain a further six Avaya enterprise systems throughout Europe.

The countries involved are Switzerland, Luxembourg, Austria, Poland, Czech Republic and Germany. These sites now take Exchange Communications' European business to over 30 sites now deployed within major cities.

These in addition to our Canadian and American deployments make Exchange one of the most experienced and leading companies for Avaya Global enterprise communications within the UK.

A Final Word from Michael McMillan - Head of Operations



First of all let me apologise to you all as on this occasion this issue of our newsletter comes a little bit later than expected. I do although have a lot of exciting news to tell you about and I hope you will forgive me in advance as my final word may be a few paragraphs longer than usual (sorry!).

We certainly haven't been idle over the last few months.....In fact it has been one of the busiest quarters we have ever experienced here at Exchange. As you have already seen in the newsletter we have added several new faces to the team with a few more on the way to accommodate the continual growth we are experiencing within the company. This is with the view of striving to give our customers a more personal and professional service. We have also added to our ever growing portfolio to enhance and compliment what is already on offer:

- **Hosted Exchange Communications**
- **Hotel Systems and Software Packages**
- **WLR3**
- **Mobile services**

I will not explain all of these items individually as there is a short summary within the newsletter. Please feel free to get in touch and we can have a chat about any of the products that may be of interest you.

It has always been my aim not to dilute our knowledge on too many products or alternative vendors, but to concentrate on the best products available and to become experts on that equipment. This gives us the stability of ensuring every department throughout the company is product confident and this in turn benefits our customers and meets their requirements in our ever evolving and complex industry.

I would like to highlight one product in particular in some depth if I may. Our biggest announcement for me personally is that we have launched our very own Hosted VoIP Solution - **Hosted Exchange Communications**. I am very excited about this launch as one of the first major Distributors of Hosted VoIP based in Scotland, once again emphasising that Exchange Communications keep themselves at the forefront of technology. This allows our customers the ability to experience the very latest in telecommunications ahead of time.

I am convinced that Hosted VoIP will play a major part in our industry, and rather than challenge the existing PBX market it should be seen

as an alternative to or to complement the existing systems that you have installed. Hosted telephony will not suit every business model and vertical market I agree but the benefits are wide ranging and I believe that Hosted VoIP should be considered and not dismissed immediately.

VoIP and SIP were hailed as the next "big thing" although some end users have sometimes regarded these technologies as flaky or temperamental (i.e. calls cutting off and poor speech quality). Most issues were down to the supplier not knowing technically how these technologies worked and also that the IP stream was a "contended" service. This is something I was very aware of when putting our hosted package together. I am happy to inform you that our service works on data stream which is "uncontended". This affords to both myself and our customers the piece of mind that their quality of service will never be diminished and gives them the confidence to grow their business on a strong and reliable backbone.

The benefits of Hosted are plentiful and we will very soon be inviting you to attend our product launch on our Hosted platform. Please take the time to come and see this product in operation as it really is very impressive. Hopefully we can answer all the questions you may have on this new technology and you can see for yourself how this developed and is now a very serious option when considering your own telephony infrastructure

Thank you for taking the time to read this. As always I look forward to your thoughts and comments and please do not hesitate to get in touch with me if you would like to discuss any topic within the newsletter or any queries you may have. I look forward to hearing from you.

Kind regards

Michael McMillan

e:michael.mcmillan@exchangecommunications.co.uk

Direct No. 0141 776 8853

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to karen.davidson@exchangecommunications.co.uk, by

karen.davidson@exchangecommunications.co.uk

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Exchange Communications Limited | Exchange House | 11-17 Kerr Street | Glasgow | G66 1LF | United Kingdom