

Avaya showcases its solutions with NEC displays

Quick Facts

Facility: Avaya, Inc.

Location: Miami

Challenge: Demonstrate solutions using multimedia and color graphics with clear imaging

Solution: 20.1" NEC MultiSync LCD2090UXi, 40" NEC LCD4000

Date: Summer 2006

Giving consumers the ability to personally experience a product holds a strong influence over their purchase decisions. These demonstrations also provide companies the ability to cross-sell their "total service approach," while helping to attract new customers and increase overall sales.

Avaya, an international company headquartered in Basking Ridge, New Jersey, creates IP telephony solutions. Avaya uses their showcase room to demonstrate their current products and services. The room was in-need of an upgrade for their large screen displays.

Avaya turned to NEC Display Solutions and its big, bright LCDs to better market its products and software to their customers.

The Challenge

Every year Avaya welcomes an average of 500 unique visitors to its showcase room to demonstrate current telephony applications that have been developed and prototypes for applications that will soon be released. It is the company's goal to flawlessly demonstrate its software and products to each person who enters the room. The old

displays being used were not meeting Avaya's expectations.

Before receiving the new displays Avaya believed they were not reaching their fullest potential at servicing customers in their showcase room. The old displays did not have the quick response times or high resolution required by the software that was being used. New monitors for Avaya's showcase room would need to be able to handle the high image quality of its applications, have an aesthetic appeal and demonstrate a level of flexibility for the monitors to fit into the current room's floor plan.

The Solution

Avaya had used NEC monitors in the past to demonstrate their IP telephony solutions and when the management team for the executive briefing program decided to re-vamp the showcase room to keep up with the latest technology trends, they once again turned to NEC for a solution. Avaya understood the need for large-screen displays with crystal clear imaging and a sleek design to adapt to their showcase room.

Avaya had previously used large-screen displays in their showcase room, however the NEC brand performed better than the competition. Two 40" MultiSync LCD4000 large-screen displays were installed in the showcase room along with two 20" MultiSync LCD2090UXi desktop monitors to demonstrate a call center configuration. Avaya needed the NEC monitors to run vibrant graphics, telecomm-based applications, text, PowerPoint slideshows and customer relationship management (CRM) applications for call-center demonstrations, and the NEC LCDs' clarity, brightness and lush colors handled the job.



With both NEC desktop and wall-mounted large-screen LCDs in its IP telephony showcase room, Avaya is able to create an interactive, engaging experience for its visiting customers.

"We found that the visual representation of our appli-

What could you see with NEC?

NEC
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cations is just as important as the product itself," said Alex Lopez, senior manager executive of Avaya's briefing program. "The vibrant graphics and multimedia images that are being projected over the NEC display are very pleasing to look at."

Avaya also wanted to demonstrate its software and products on state-of-the-art technology. By using NEC displays, the software was able to perform as it was designed to, resulting in increased sales. Last year, Avaya's closing rates on sales reached 90%.

Avaya immediately recog-



The two NEC MultiSync LCD4000s and two NEC MultiSync LCD2090UXis create a call center-like configuration, displaying telecomm-based applications, text, PowerPoint slideshows and customer relationship management (CRM) applications for call-center demonstrations.

nized the difference with the NEC displays. Customers have commented on the positive change in the Avaya showcase room, mentioning that it is easier to see what is on the display because of the clarity, wide viewing angles and size of the large-screen displays. In fact, with the NEC large-screens vs. its old projectors, Avaya can now use the redesigned showcase room as an auxiliary briefing room. "We were held back when using a projector," said Lopez. "Now, with the displays, we can run our presentations off a PC and will not miss a beat."