

Executive Overview

- Aura is a global communications service provider.
- Born in the UK to support Avaya customers and help them simplify their complex and international environments by offering one single contract, co-terminus and SLA globally.
- Expert in Microsoft Voice, Aura enables voice to users regardless of the setting, device or country, simplifying management and user experience.

Product & Service Offerings

Avaya in 145 countries

- Support
- Professional Services
- Hardware
- Licenses
- Consultancy

Microsoft Teams Voice in 89 countries

- Direct Routing
- Operator Connect
- Attendant
- Call Recording
- Analogue
- SMS
- DECT
- Handsets
- Professional Services
- Managed Service
- Consultancy

Session Border Controller

- Hosted
- as a service.
- On Premise

Key Features & Differentiators

- **We are channel-first.** Elevating our partners capabilities with solutions that can be easily integrated into their offerings without disruption, extra resources or investment.
- **We are agile.** We are experts in communications solutions, we've worked with numerous vendors and can adapt to any setting

customers have, to deliver perfect solutions tailored to each customer.

- **We are flexible.** We can offer Trusted Advisors as much or as little support as needed. Have an engineer in house? We can provide solution-only, prefer a hands-off approach? We offer modifiable managed services.

Top Industries Served

- Healthcare
- Education
- Hospitality (Hotels, Food, Beverage)
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Customer: Companies using Avaya as primary phone system

- Existing Avaya customer that has been neglected by their existing provider, there are lots of new and exciting developments from Avaya to be sharing!
- Customer that wants to add multichannel to their existing contact centre.
- Customer that wants to integrate with Microsoft Teams or Zoom.

Prospect: Companies using ANY collaboration solution, and moving to Microsoft Teams Phone

- And are using a cloud collaboration tool and need PSTN for Teams.
- And are using a on-premise collaboration and need to phase their migration to Teams
- And need PSTN outside the US and need international numbers.

Qualifying & Technical Questions

- What is the primary business driver, cost savings, better customer engagement, simplified management etc
- How many Microsoft Teams users do you have?
- Do you need to bring multichannel to your existing Avaya contact center?
- Do you have users on Avaya that would like to use Microsoft Teams or Zoom?
- Are your users increasingly mobile and want to take their calls with them?

Elevator Pitch

At Aura, we bridge the gap between on-premise and cloud communications as a hybrid expert in Avaya and Microsoft solutions. We have 30 years of Avaya experience and Diamond Partner, coupled with our highly-coveted Operator Connect certification, we are the go-to specialists for seamless migrations.

We empower Avant Trusted Advisors with innovative solutions and turnkey services to support their customers with complex multi-vendor environments, tailored migration strategies, and flexible SIP trunking solutions.

Whether your customer stays with legacy Avaya systems or scaling globally with Microsoft Teams, our flexible, secure solutions are designed to simplify your communications management under one roof.

Let's elevate your communications together.

Objections & Rebuttals

I need to bring Whatsapp and email (multichannel) into my contact center but don't want to replace my Avaya.

You can now bring additional services into your existing environment using Avaya Experience Portal.

I need to enable users for collaboration but Avaya can't do that.

Avaya can now support your users whichever system they would like to use with native integration to Microsoft Teams and Zoom. This enables you to enable new features with no disruption and minimal investment.

Microsoft becomes too expensive at scale.

We can optimize costs based on your usage requirements driving down the cost of ownership per user.

I have users that cannot move to Microsoft Teams.

We have an entire practice, tricky as a service, that we have built to ensure that all of your user requirements can be addressed with Microsoft Teams.