

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?