



ATTRA SELECTS AVAYA SOLUTION FOR COMMUNICATIONS MODERNIZATION

CHALLENGES

- Support a growing business
- Install an easy-to-use solution to address communication needs

VALUE CREATED

- Increased flexibility
- Improved communications and collaboration
- Improved productivity and enhanced efficiencies

Attra is a multinational IT solutions and services delivery firm with a focus on the banking, finance and payments industries. Attra Infotech Pvt. Ltd, Bangalore, India is a subsidiary of Attra Pty. Ltd., headquartered in Melbourne Australia. As the company grew and expanded into multiple delivery centres across different cities, it felt the need to boost its communication resources and turned to Avaya. Attra decided to deploy the Avaya Internet Protocol (IP) platform. It now has a more sophisticated, flexible and reliable communications system that is enabling improved productivity and collaboration within the organization.

The Need for a Reliable Solution

As Attra grew rapidly, communication became complex and difficult to manage. The communication system installed was not able to meet the company’s requirements. Moreover, its customers are geographically spread across the world and reliable communication had become even more important for the business to succeed. The company saw an increased need for a more modern communications platform along with enhanced flexibility to support its expanding operations. Attra began to look for a solution that would help overcome these challenges. It sought to connect its two offices in Bangalore which are housed in different buildings within the same complex.

Avaya: The Clear Winner

The company evaluated leading vendors and chose Avaya. It reached out to Avaya to have a demo machine installed. *“We wanted a scalable solution which would also be easy to configure, manage and maintain. We found that Avaya IP Office addressed our needs perfectly. Moreover, the solution suited our budget reasonably well,”* says Mr. Srinu Nagasundram, Head IT & Facilities, Attra.

Attra deployed Avaya IP Office with Avaya 9600 Series IP Deskphones, Avaya B179 SIP Conference Phones and IP Office Voicemail. The company initially aimed to improve call quality and had a long term goal of achieving total connectivity. The move to Avaya IP Office has given Attra a reliable and



Simplifying Expansion with Avaya

The company wanted seamless connectivity via intercom between its facilities. When Attra opened its office in Pune in a temporary premise, there were initial apprehensions about setting up a communication system. However, with Avaya, setting up the communication infrastructure in its temporary office in Pune proved to be very easy, not the expensive and long drawn-out process that they feared. In addition to realizing savings on internal calls with IP telephony, the company has also recognized the possibility of simplifying expansion while adding new sites and new users.



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more sophisticated communications platform as well as new features that have benefitted the company.

A Good Implementation

The solution was devised and implemented by an Avaya channel partner, Zener Systems. Attra worked with Zener Systems, discovered additional features and customized the solution to suit its needs. For instance, a short code for mobile numbers was added which has been very useful for the company. Zener Systems guided and advised Attra through the transition process which began with the implementation at the company's Bangalore office. Attra is satisfied with the implementation experience. After the successful first phase in its Bangalore office, the company decided to extend the system to its other offices in Pune and Hyderabad.

Scalability, Reliability, Connectivity

With Avaya IP Office, Attra has a reliable system in place, and the entire organization has been experiencing the advantages of the platform. Attra has been using the different features and functionalities provided by IP Office. User friendly characteristics, call routing, call hold, caller ID, group audio conferences, voicemail and speed dial are all features that have helped in streamlining operations while allowing employees to work better and in a more organized manner.

New Features, New Benefits

Approximately 900 users in the organization are benefiting from the features offered by the Avaya solution. Attra uses many features, including intercom calls between its different offices, telephone directory, code authorization and conference bridging, which has led to time savings and enhanced efficiencies. Easy to manage and easy to use, IP Office is helping Attra drive productivity and enhance collaboration.

Meetings can now be conducted more efficiently and the quality of calls has improved tremendously. This is a significant benefit to the company for customer-facing calls which are crucial for its business. *“Now, we do not receive any complaints. Avaya is helping us achieve our mission. Connectivity is another advantage. In fact, we have stopped thinking about connectivity,”* says Mr. Nagasundram.

Softphones Offer Real-Time Communication

Attra is also experimenting with softphones on a trial basis. This feature is especially useful when the staff needs to communicate with customers across different geographies. IP Office enables Attra to allow its employees to work from home, where they can communicate and collaborate in exactly the same way as if they are in the office, using the softphone functionality. Avaya helps Attra provide an efficient collaboration environment for its employees.

While the benefits from increased efficiency and improved productivity are already clear, Attra also anticipates cost savings in the future following the recent upgrade in communication and connectivity with its Pune and Hyderabad facilities managed via IP Office.

Looking to the Future

Thanks to Avaya, Attra has a solution with the ability to grow and adapt to its business and its future needs. *“We are very happy with the new system. We will turn to Avaya when there is a requirement to connect with our overseas offices. Moreover, we have a very good relationship with Avaya; they have been a trusted partner. We are friends!”* concludes Mr. Nagasundram.

About Attra

Attra is a leading IT solutions and services provider with a focus on the banking, finance and payments industries. With global delivery centres in India (Bangalore, Hyderabad, Pune), Australia (Melbourne), UAE (Dubai), Attra provides a broad range of IT services which include Advisory, Application Management, Testing Services, System Integration, Digital, Mobility and Analytic Solutions. The services predominantly cover the areas of cards & payments, switching, fraud & risk, leasing & lending as well as core financials. The organization is a PCI DSS certified company with CMMi Level 5 mature processes.



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The company's client base includes leading multinational banks, financial institutions, ATM Service providers and payment processors across nineteen countries and five continents worldwide. It is a preferred vendor and service provider to many of these organizations and has a track record of successfully delivering engagements across geographies.

With a team of over 1300 professionals, the company aims to address the changing needs of businesses with solutions that are flexible, cost-effective, quick to deploy and reliable. Attra's philosophy of "We believe it can be done, so we make it happen" drives the dictum of "Customer First" and "Get the job done first time right" in its engagements.

Attra's mission: To continue to be a global strategic partner to clients in the banking, finance and payments industries, providing quality assured information, secured IT services and solutions delivering competitive advantage to our clients, creating growth for our employees and value to all stakeholders.

PRODUCT AND SOLUTIONS

AVAYA IP Office 500v2 and Preferred Edition	Avaya B179 SIP Conference Phones
Avaya 9600 Series IP Deskphones	Avaya IP Office Voicemail

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

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