

Avaya Leads Worldwide Contact Centre Market in Both Revenues and Shipments

Submitted by: FleishmanHillard Fishburn

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Leading Industry Analyst Firm Issues Annual Research Report on Contact Centre Markets, Showing Avaya as #1 in \$2.4 billion Global Market

Guildford, UK – Avaya Inc. is leading the worldwide contact centre market, according to Gartner's new report (1) on this key market, driving customer service for companies around the globe. The report, which measured 2007 global contact centre market share, states that "Avaya is number one" in contact centre revenue and shipments across all measured categories and regions, including the market for Internet protocol (IP)-based contact centres.

According to Gartner, Avaya represents 38 percent of the global market for contact centre revenue and 40 percent of the global market for contact centre shipments -- figures that are in both cases about 25 points ahead of the nearest competitor. Specifically in the Europe, Middle East and Africa (EMEA) contact centre market in revenue, Avaya leads with 32 percent of the market, which is 14 points ahead of its nearest competitor.

In the North American contact centre market, including the U.S. and Canada, Avaya leads with 43 percent of the total market for contact centre revenue. In other regions, Avaya delivers similar strength in contact centre revenue, leading Asia Pacific with 35 percent. In the Latin America region, Avaya grew more than 100 percent, and represents half of the region's share for contact centre revenue – about three times its next competitor.

According to Gartner, the market for contact centre revenue is nearly \$2.4 billion. Gartner defines contact centres as computer-based systems that provide call and contact routing and prioritisation for high-volume telephony and multimedia transactions. They support critical customer service functions around the world through specialist answering "agents" and use sophisticated real-time contact management and reporting systems.

Additionally, Gartner's report highlighted the rapid growth of IP-based contact centres, with shipments growing 37 percent year over year to now represent 49 percent of the worldwide contact centre market (comprised of both TDM and IP technologies). Next year, Gartner expects the migration to IP-based contact centres to accelerate, as more businesses turn to IP for its more functional multi-site and virtual customer service capabilities. According to Gartner's report, Avaya led the IP contact centre category with 36 percent, 16 points ahead of its nearest competitor.

Avaya's portfolio of contact centre solutions incorporates a broad range of capabilities and applications that meet the needs of a full-scale customer service operation. They include software for contact management, intelligent routing, self service, outbound calling, home agents and more.

For more information on Avaya contact centre solutions, visit:

<http://www.avaya.com/gcm/master-usa/en-us/pillars/contactcenters/index.htm>

(1) Gartner Market Share, Contact Centres, Worldwide 2007. Drew Kraus. June 2008

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centres and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large.

For more information visit the Avaya Web site: <http://www.avaya.com>.

Press contact:

Amy Mills
Fleishman-Hillard
Email: amy.mills@fleishmaneuropa.com
Tel: +44 (0) 20 7395 7186