

# AVAYA B100 CONFERENCE PHONE RIS 1.0 OFFER DEFINITION

February, 2011

## INTRODUCTION OF THIS DOCUMENT

The purpose of this offer definition is to:

- Articulate the Avaya value proposition and help you to understand where the Avaya B100 Conference Phones may “fit” into your market and territory
- Provide both the conference phone portfolio overview and details in terms features and functionalities by model
- Provide product level details in terms of material code, pricing, countries availability, available dates
- Help you to understand elements around pre-sales support, services, and additional resources

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## PRODUCT OVERVIEW

On Jan. 3rd, 2011, Avaya acquired Konftel, a cutting-edge innovator in audio collaboration technology and one of the industry's leading conference telephone manufacturers. Konftel is now a wholly-owned subsidiary of Avaya. Avaya is excited to introduce Avaya B100 Series Conference Phones, Avaya branded versions of Konftel products.

The Avaya B100 Conference Phones provide the convenience and productivity benefits inherent in a powerful, hands-free conference phone. It offers a range of phones suitable for midsize and large conference rooms. B100 Series offer both SIP and Analog connections. Together with the existing Avaya conference phone 1692 (H323) and 2033 (UniStim), Avaya now offers a complete range of conference phones across various protocols and market segments.

Avaya B100 offers superior HD sound quality for a lower cost without consuming bandwidth. Here are a few benefits to the customers:

- Increase business efficiency – telephone meetings are efficient, spontaneous, and simple. They help companies streamline their processes
- Increase ROI – you create savings by reducing travel time and expense
- Safeguard our environment – you protect our green environment when you substitute traveling with a highly efficient conference call
- Be, and sound, professional – top-quality sound is essential for efficient, misunderstanding-free meetings
- User friendly experience – B100 is packed with unique user friendly features that are not found on other competitors' products, such as connectivity with GSM cell phones, DECT, USB, Analog, and SIP, Conference Guide, PA connectivity, Wireless Headset Connection
- Enjoy the leading SIP technology – B179 (a model in B100 series) is a SIP based model which allow you to create more savings and efficiency in you telephony network

## PRODUCT COMPONENT DETAILS

This section of the document includes description, features and functionalities of each model, a feature comparison within the context of complete Avaya conference phone portfolio, accessories, compatible platforms, and countries the products are available in terms of Type Approval and Localization.

The Avaya B100 Series Conference Phones offer sophisticated and easy to use communication solutions for small to large companies. Providing superior voice quality with the award winning OmniSound® audio technology, the B100 Conference Phones cost effectively offer a variety of low bandwidth, plug-and play deployment options, that address the unique needs of different user groups within your organization with a broad choice of models.

With a sleek appearance and suite of smart productivity features, the B100 Series are an ideal choice for companies wanting to add endpoints to their existing infrastructure or with the deployment of a new network. The Conference phones can be used to complement scheduled meetings and training sessions or for impromptu calls between globally dispersed offices and remote workers.

**Crystal Clear Sound:** OmniSound audio technology guarantees clear transmission during meetings – so you and your team don't miss a beat. Full Duplex transmits and receives sound simultaneously to prevent audio clipping, 360° surround sound

and powerful speakers optimize sound pick-up and broadcasting. Noise suppression filters out static background noise and an Equalizer lets you adjust pitch to suit your preference.

**Plug and Play simplicity:** Connecting the Avaya B100 Conference Phones is fast and easy. There is a conference guide included, perfect for making multi-party calls and a handy phone book which is ideal for storing your key contacts.

**Flexibility and Productivity Enhancing Features:** The Avaya B100 Conference Phone portfolio compliments your existing solutions and can be easily re-deployed as your business grows or when needs change. Enhance web conferencing, video and other communications environments with the addition of these audio conferencing solutions.

## **Avaya B179**

The Avaya B179 is a flexible SIP-based conference phone, perfect for companies that use IP voice services. It's clear, natural sound comes from OmniSound 2.0, Avaya's patented wideband audio technology. The stylishly designed Avaya B179 is packed with intelligent features for more efficient conference calls. Use the conference guide to call pre-programmed groups with just a few simple pushes of a button. Conveniently import and export contact details via the Web interface. Create your own phone book with the personal user profile feature. The Avaya B179 is ideal for large conference room up to 30 square meter or 320 square foot. It is also perfect for larger conferences since it can accommodate expansion microphones, an external wireless headset and a PA system. With the Avaya B179 your company will have a conference phone that combines all the benefits of IP voice service with innovative new features. The Avaya B179 has the following advantages:

- OmniSound® 2.0
- SIP based
- 5-ways conference calls
- SD call recording
- Built-in bridging function
- Expandable with microphones
- Connection for Wireless headset
- Phonebook
- Conference guide
- Expandable for PA System
- Web-based configuration of import/export of contacts and settings
- PoE (Power over Ethernet)

## **Avaya B159**

Avaya B159 is packed with many smart features and designed for flexible performance. Record your conversations on SD memory cards, while the line mode allows you to switch between and combine three connectivity technologies — analog, cell phones and USB. The conference guide helps you make multiparty calls and save call groups, which is very useful if you make regular calls to the same group. The Avaya B159 is also ideal in larger contexts as you have the option of adding expansion microphones, a wireless headset and a PA system too. It goes without saying that the Avaya B159 delivers

ultimate sound quality, based on a brand new generation of OmniSound® 2.0, Avaya's crystal clear audio technology. Last, but not least — the Avaya B159 has an intriguing Scandinavian design that enhances any conference table. The Avaya B159 has the following advantages:

- OmniSound® 2.0
- Analog connection
- Connects to DECT/mobile phones
- USB-connection
- Connection for Wireless headset
- Expandable with microphones
- SD call recording
- Expandable for PA System
- Line selector
- Phonebook
- Conference guide
- Built-in bridging function

## **Avaya B149**

Avaya B149 is an excellent choice when holding telephone conferences with-out compromising sound quality. The Avaya B149 is equipped with Avaya's pa-tented OmniSound® 2.0 audio technology, for crystal-clear sound. Save your contacts in the phone book and use the conference guide to easily set up multi-party calls or pre-programmed group calls. Avaya B149 also has a built-in recording function that enables you to record your calls on an SD memory card. With its modern design, Avaya B149 will be a welcome addition to any conference room. It's also ideal in larger settings with the addition of optional expansion microphones. Hold productive telephone conference meetings that not only save time but the environment as well by cutting travel expenses. The Avaya B149 has the following advantages:

- OmniSound® 2.0
- Analog connection
- SD call recording
- Expandable with microphones
- Phonebook
- Conference guide

## **FEATURES COMPARISON OF COMPLETE AVAYA CONFERENCE PHONE PORTFOLIO**

By offering the B100 series, together with the current Avaya conference phone offering (1692 and 2033), Avaya now offer a complete range of conference phones across various protocols (SIP, Analog, H323, and UniStim) and across small and

large enterprise market. The Avaya B179 SIP Conference Phone fills a gap within the Avaya portfolio, offering a conference phone complimentary with Avaya Aura SIP architecture.

Below is a comparison across Avaya conference phone portfolio.

	<b>B149</b>	<b>B159</b>	<b>B179</b>	<b>1692</b>	<b>2033</b>
<b>AREA OF USE</b>					
<b>Large situation</b>		Y	Y	Y	Y
<b>Medium-sized conference room</b>	Y	Y	Y	Y	Y
<b>Number of people / Area</b>	Up to 10 / 30 sq mt or 320 sq ft	Up to 10 / 30 sq mt or 320 sq ft	Up to 10 / 30 sq mt or 320 sq ft	37 sq mt or 400 sq ft	37 sq mt or 400 sq ft
<b>Number of people with expansion microphones / Area</b>	Up to 16 / 70 sq mt or 750 sq ft	Up to 16 / 70 sq mt or 750 sq ft	Up to 16 / 70 sq mt or 750 sq ft	55 sq mt or 600 sq ft	Up to 20' x 30' / 6.1m x 9.1m)
<b>Number of people with PA connection</b>		More than 16	More than 16		
<b>CONNECTION LINE</b>					
<b>Protocol</b>	Analog	Analog	SIP	H323	UniStim
<b>To cell phone and cordless handset</b>		Y			
<b>To computers for VoIP</b>		Y			
<b>FEATURES</b>					
<b>Sound technology</b>	OmniSound 2.0	OmniSound 2.0	OmniSound 2.0	Acoustic Clarity Technology	Acoustic Clarity Technology
<b>Power over Ethernet</b>			Y	Y	Y (with PIM)
<b>USB port for computer connection</b>		Y			
<b>Keypad</b>	Y	Y	Y	Y	Y
<b>Display</b>	128x64 pixels	128x64 pixels	128x64 pixels	255x128 pixels	246x68 pixels
<b>MENU with phonebook, language selection, call duration, etc</b>	Y	Y	Y	Call Server dependent	Call Server dependent
<b>Date/Time</b>	Y	Y	Y	Y	Y
<b>SD call recording</b>	Y	Y	Y		
<b>Phone book (Number of user</b>	Y(1)	Y(1)	Y(4)	Call Server	Call Server

profile)				dependent	dependent
Conference guide	Y	Y	Y		
Line selector with bridging function	Y	Y			
Connection for wireless headset		Y	Y		
<b>OPTIONAL ACCESSORIES</b>					
Expansion Microphones	Y	Y	Y	Y	Y
Cables for GSM/DECT connection		Y			
Interface box for PA system connection		Y	Y		

## ACCESSORIES

This section provides a list of accessories and compatible models. For more details about material code and pricing, please see Pricing & Material Code session.

When you order any of the 3 models, the phone comes with some accessories already. In the box, it includes:

- B179: the phone, AC adaptor 14 V DC, power cable, Ethernet network cable, SD memory card 2GB
- B159: the phone, AC adaptor 14 V DC, dual power / Analog line cable, SD memory card 2GB,
- B149: the phone, AC adaptor 14 V DC, dual power / Analog line cable

B100 offers various accessories. The section below explains how various accessories works in different situations.

- Power cable (material code 700501551) vs. extension power cable (material code 700501542): The power cable can work with all 3 models, connecting the AC Adapter and the phone, length 7.5M. You can increase the length to 15M by adding extension power cable. However, the extension power cable will not connect the AC Adapter and phone by itself. It will always need the power cable.
- Dual power/Analog line cable (material code 700501541) vs. Dual power/Analog line extension cable (material code 700501543): These cables work with B149 and B159 only. The power cable and analog cable are attached together. You will need the dual power / analog line cable to connect between the AC adapter, the RJ11 port, and the phone. In the case you want to double the length of the cable, you should add the dual power/Analog line extension cable to Dual power/Analog line cable. Extension cable power and analog tele, 7.5 meters EIIJA-5320 class IV and 6/2. Extension adapter included.
- Various mobile phone cables: These mobile phone cables can connect your mobile phone to the conference phone and turn the conference phone into a loud speaker to share the conversation with other people in the room.
- USB cable for PC connection (material code 700501544): This USB cable provide connectivity between the phone and your PC to make VoIP calls
- PA interface box (material code 700501537): For connection to external loudspeaker and microphone system (PA system). Plug: RCA in/out. Connection cables 2.5 meters.



ACCESSORIES	MATERIAL CODE	AVAYA B149	AVAYA B159	AVAYA B179
<b>Power adapters, Mics, Other Accessories</b>				
AC adapter 14 V DC	700501534	✓	✓	✓
Wall mounting bracket	700501536	✓	✓	✓
PA interface box	700501537		✓	✓
SD memory card 2GB	700501538	✓	✓	✓
Expansion microphones (one pair)	700501539	✓	✓	✓
<b>Power, USB Cables</b>				
Security cable with key lock	700501540	✓	✓	✓
Dual power/Analog line cable (7.5M)	700501541	✓	✓	
Extension power cable (7.5M)	700501542	✓	✓	✓
Dual power/Analog line extension cable (7.5M)	700501543	✓	✓	
USB cable for PC connection	700501544		✓	
Power cable (7.5M)	700501551	✓	✓	✓
Ethernet network cable	700501552			✓
Video system connection cable	700501554		✓	
<b>Mobile Phone Cables</b>				
Mobile Phone Cable Sony Ericsson	700501545		✓	
Mobile Phone Cable Nokia N96	700501546		✓	
Mobile Phone Cable Nokia	700501547		✓	
Mobile Phone Cable DECT	700501548		✓	
Mobile Phone Cable HTC	700501549		✓	
Mobile Phone Cable Iphone	700501553		✓	

## COMPETIBILITY & INTEROPERABILITY

The B100 series models support a wide range of Avaya platforms with Analog and SIP software. Below is a summary of the compatible systems.

	AVAYA B149	AVAYA B159	AVAYA B179
Communication Manager	CM 5.0 +	CM 5.0 +	CM 5.0 w/ SES 5.2.1 CM 5.2.1 w/ SES 5.2.1

	AVAYA B149	AVAYA B159	AVAYA B179
Avaya Aura	AURA 6.0 +	AURA 6.0 +	CM 6.0.1 w/ SM 6.1
IP Office	IPO 7.0 +	IPO 7.0 +	IPO 7.0 +
CS1K	CS1000 6.0 +	CS1000 6.0 +	CS1000 6.0 +

## COUNTRY AVAILABILITY & LANGUAGE

Following is a summary of all countries that these models are approved for sale. Countries not listed below will be restricted from sale using the price files. There is a process for local partners to complete type approvals. Avaya can support these efforts with the testing results and documentation.

Avaya is working on making B100 available in more countries in the next few months. Please note that certain market type approvals will be complete after the GA of the models. This will be controlled via price file visibility in those markets. If you have questions, please contact your local representative.

North America	Europe	APAC
United States	Austria	Australia
Canada	Belgium	
	Bulgaria	
	Cyprus	
	Czech Republic	
	Denmark	
	Estonia	
	Finland	
	France	
	Germany	
	Greece	
	Hungary	
	Ireland	
	Italy	
	Latvia	
	Lithuania	
	Luxembourg	

	<b>Malta</b>	
	<b>Netherlands</b>	
	<b>Poland</b>	
	<b>Portugal</b>	
	<b>Romania</b>	
	<b>Slovakia</b>	
	<b>Slovenia</b>	
	<b>Spain</b>	
	<b>Sweden</b>	
	<b>UK</b>	

The B100 series support various languages as the current versions. Below is a summary of the various languages supported within the user interface and documentation.

	<b>User Interface</b>	<b>Customer Documentation</b>
Danish	✓	✗
Dutch	✓	✗
English	✓	✓
Finnish	✓	✗
French	✓	✓
German	✓	✓
Italian	✓	✓
Norwegian	✓	✗
Polish	✓	✗
Russian	✓	✗
Spanish	✓	✗
Turkish	✓	✗
Swedish	✓	✗
Portuguese	✓**	✗

\*\* Portuguese is only supported on B179, but not on B149 and B159.

## COMETITIVE ANALYSIS

The Avaya B100 conference phones offer customers superior audio quality, rich functionalities, diverse and adaptive solution integrations including a SIP interface at competitive price points as compared to equivalent Polycom models.

Polycom is the current leader in conference phone market with thousands of employees. The B100 series originated from a successful but smaller company which is headquartered in Sweden. Konftel has highest market share in Nordics Desktop Audio Endpoint market. Worldwide, Konftel has about 10.7% of the Desktop Audio Endpoint market share \* which positions them as No. 2 in the market. Branding these devices under the Avaya name will help with growth in North America and other emerging markets.

Polycom is a well known name by the market. Polycom products, specifically the SIP products, are very competitive in terms of their super wideband technology. Konftel, on the other side, offers HD quality for a lower cost without consuming bandwidth. Konftel also offers more user friendly functionalities.

- Superior sound quality from OmniSound® technology supporting G722 wideband codec
- User friendly features such as
  - SD Card recording
  - B159 offers dynamic connections including Analog, GSM cell phone, USB, and DECT
  - Phone book and conference guide
- Flexibility to business customer with expansion options of external microphones and connection to PA system for large conference
- Plug and play capability through easy installation and user friendly functionalities

## MATERIAL CODE AND PRICING

The table below shows global list price. The material codes will sit in MPG IT.

MATERIAL CODE	SAP MATERIAL DESCRIPTION	LIST PRICE
700501533	AVAYA B149 ANLG CONF PHONE	750.00
700501530	AVAYA B159 ANLG CONFERENCE PHONE	1,200.00
700501532	AVAYA B179 SIP CONF PHONE	1,300.00
700501534	AVAYA B100 SER PWR ADPTR	130.00
700501536	AVAYA B100 SER WALL MNTG BRKT	50.00
700501537	AVAYA B100 SER PA SYS INTF BOX	400.00
700501538	AVAYA B100 SER MEMORY CARD 2GB	70.00
700501539	AVAYA B100 SER EXP MIC 1PR	300.00
700501540	AVAYA B100 SER SECURITY LOCK/CBL	200.00
700501541	AVAYA B100 SER ANLG/PWR CBL 7.5M	100.00
700501542	AVAYA B100 SER PWR EXT CBL 7.5M	100.00
700501543	AVAYA B100 SER ANLG/PWR EXT CBL	100.00
700501544	AVAYA B100 SER USB CBL 1.5M	50.00
700501545	AVAYA B100 MOBILE CBL SONY ERICSSON	60.00
700501546	AVAYA B100 MOBILE CBL NOKIA N95	60.00
700501547	AVAYA B100 MOBILE CBL NOKIA 2.55MM	60.00
700501548	AVAYA B100 MOBILE CBL DECT/2.5MM	60.00
700501549	AVAYA B100 MOBILE CBL HTC USB	60.00
700501551	AVAYA B100 SER PWR CBL CONN 7.5M	70.00
700501552	AVAYA B100 SER ETH CBL 6.5M	70.00
700501553	AVAYA B100 MOBILE CBL IPHONE	70.00
700501554	AVAYA B100 SER VIDEO CBL 1.5M	100.00

## ORDERABILITY

Pre-orders for these products (except B179, Material Code 700501532) can be placed in Heritage Avaya system, including ASD CM Configurator and EZ Quote, starting March 7<sup>th</sup>, 2011, but shipments will not start until April 11<sup>th</sup>, 2011. For Heritage Nortel system, these products (except B179, Material Code 700501532) will be available for quoting in EC starting March 7<sup>th</sup> for both IP Office and CS1K platform. However, they are not discountable or orderable in Heritage Nortel system. Partners need to place orders in the Heritage Avaya system with shipment date of April 11<sup>th</sup>.

For B179 (Material Code 700501532), quoting and ordering will start on May 2<sup>nd</sup> in the Heritage Avaya system, including ASD CM Configurator and EZ Quote. Quoting will start on May 2<sup>nd</sup> as well in EC in Heritage Nortel system. However, Partners still have to go to Heritage Avaya system to place orders starting May 2<sup>nd</sup>.

Below is a table to help you grasp the various dates.

	Heritage Avaya System			Heritage Nortel System		
	Quoting in ASD CM Configurator, EZ Quote	Ordering in SAP	Shipment	Quoting in EC IPO and CS1K Configurator	Ordering in SAP	Shipment
<b>B149</b>	March 7 <sup>th</sup> (EZ Quote)**	March 7 <sup>th</sup>	April 11 <sup>th</sup>	March 7 <sup>th</sup> (EC IPO)**	*	April 11 <sup>th</sup>
<b>B159</b>	March 7 <sup>th</sup> (CM Configurator and EZ Quote)	March 7 <sup>th</sup>	April 11 <sup>th</sup>	March 7 <sup>th</sup> ( EC IPO and CS1K Configurator)	*	April 11 <sup>th</sup>
<b>B179</b>	May 2 <sup>nd</sup> (ASD CM Configurator, EZ Quote)	May 2 <sup>nd</sup>	May 2 <sup>nd</sup>	May 2 <sup>nd</sup> ( EC IPO and CS1K Configurator)	*	May 2 <sup>nd</sup>

\* Heritage Nortel Partners will have to place orders in Heritage Avaya system or with distributors

\*\* B149 can always be added as catalog or merchandise item in a CM or CS1K quote

## RESOURCE

### TRAINING

Avaya B100 uConnect: This session provides and overview of the Avaya B100 Conference Phone portfolio. As part of this session, an overview of the new conference phones that have been added to the Avaya portfolio as a result of the Konftel acquisition will be reviewed. These models include the Avaya B149 Conference Phone, B159 Conference Phone and B179 SIP Conference Phone.

### SALES & MARKETING TOOLS

Sales and marketing tools can be access on the sales and partners portal at <https://enterpriseportal.avaya.com/ptlWeb/gs/products/P0197/AllCollateral>

- Conference Phones Family Brochure
- Fact Sheets
  - Avaya B149 Conference Phone

- Avaya B159 Conference Phone
- Avaya B170 Conference Phone
- Customer Presentation
- Conference Phone Positioning Guide

## PRE-SALES SUPPORT

Please utilize the various resources available to support pre-sales questions. Avaya Sales Engineers and the technicenter have been trained on the new 9600 series models and are prepared to support your enquiries.

Please direct all pre-sales questions to the technicenter listed below explicitly listing the model and software version you are enquiring about in the title line or following the prompts.

Pre-sales Technicenter: 720-444-7700, email [technictr@avaya.com](mailto:technictr@avaya.com)

## SUPPORT AND MAINTENANCE OFFERS

The support for these new models will continue to follow the standard processes for Avaya Phones. They have the same warranty terms as the other Avaya phones. Avaya provides a one-year limited warranty on the Avaya B100 Conference Phone hardware. Refer to the sales agreement or other applicable documentation to establish the terms of the limited warranty. In addition, Avaya's standard warranty language as well as details regarding support, while under warranty, is available through the web site or Enterprise Portal:

<http://support.avaya.com/>

<https://enterpriseportal.avaya.com/ptlWeb/gs/services/SV0452/JobAidsTools>

List of support numbers:

For Help With	Call	Description
<b>Customer Maintenance</b>	800-242-2121	Maintenance technical support for telephony, voice messaging, call center systems, applications, data products, and conferencing.
<b>Partner Support</b>	877-295-0099	Implementation and maintenance support for authorized Business Partners. Security Module Access Required.
<b>Premium Maintenance</b>	800-282-1361	Maintenance technical support for Premium Services customers (Enhanced Remote Services, Managed Services, SPOC-Single Point of Contact, and Premium Data). Unique four-digit PIN required for customer access.
<b>Programming, Administration</b>	800-225-7585	Remote Configuration Helpline (RCH). Programming and administrative assistance for DEFINITY, MultiVantage and Communication Manager systems.
<b>Consulting, Optimization</b>	800-345-4960	Avaya Expert Resource Services. Provides Customers and Business Partners easy access to assistance with changes, consultation or optimization of their solution, where and when they need it. Our Software Engineers are Avaya Certified Software Professionals. They are trained and experienced, with a skill set ranging from traditional voice and messaging services to complex IP and converged network telephony.

<b>Other</b>	866-462-8292 (866-GO-AVAYA)	Help with sales, product information, locating a reseller, order status, invoices, and investor relations.
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Complete listing of support numbers per country

[https://support.avaya.com/css/appmanager/css/support?\\_nfpb=true&\\_pageLabel=Support\\_Directory\\_Private](https://support.avaya.com/css/appmanager/css/support?_nfpb=true&_pageLabel=Support_Directory_Private)

### **ADDITIONAL PRODUCT INFORMATION**

Customer documents such as user guide and software download can be found on Avaya support site:

<http://support.avaya.com/css/Products/P0968>

### **OFFER RESOURCES CONTACT**

- Product Manager  
Xi Grace Chen, 908-953-7930, [xichen@avaya.com](mailto:xichen@avaya.com)
- Product Marketing Manager  
Florence Sollo, 908-953-6953, [fsollo@avaya.com](mailto:fsollo@avaya.com)