



Press Release

Avaya Leads Worldwide Contact Centre Market in Both Revenues and Shipments

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 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.

Your media contact

T&N Telekom & Netzwerk AG
Corina Dicech Capecchi
Industriestrasse 2
8305 Dietlikon
Tel. 044 835 36 24 – c.dicech@t-n.ch

About T&N Telekom & Netzwerk AG

T&N Telekom & Netzwerk AG, with its head office in Dietlikon and branch offices in Zurich, Frauenfeld, Olten and Crissier, is a service provider offering custom-made solutions in the areas of telecommunications and information technology in Switzerland and neighboring countries. T&N creates connections: telephony, information technology, servers and PCs, hardware and software, Wide Area Network and Local Area Network communication and cable engineering. Whether in terms of engineering, advisory services, project implementation or outsourcing, T&N offers networked and integrated solutions to meet its customers' needs. For further information, please visit: www.t-n.ch

More about Avaya

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

TELEKOM & NETZWERK AG
8305 Dietlikon
Industriestrasse 2

8047 Zürich
Flüelastrasse 32

8500 Frauenfeld
Hungerbühlstrasse 22

4603 Olten
Platanen 23

1023 Crissier
Chemin de Closalet 20

Tel. 0844 835 356
info@t-n.ch
www.t-n.ch