

## **Avaya Positioned in the Leader Quadrant in EMEA Corporate Telephony Magic Quadrant, 2005 Report**

WATERLOO, BELGIUM -

Avaya (NYSE:AV), a global leader in business communications applications, systems and services, today announced it has been positioned in the Leader Quadrant of the Corporate Telephony Magic Quadrant for Europe, Middle East and Africa (EMEA), 2005, according to a report published by Steve Blood and Chris Lock of research and advisory firm Gartner, Inc.

According to the Gartner research report, the Corporate Telephony Magic Quadrant evaluates the capabilities of a select group of vendors to consistently support the communications requirements of organizations in EMEA. To be included in the Magic Quadrant, vendors need to have substantive sales and operation presence across the region, demonstrable telephony solutions for corporate enterprises, and generated significant vendor interest from leading client segments in the market. Vendors are evaluated against completeness of vision and ability to execute. Vendors listed in the Leader's quadrant are performing well today, have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market.

"Companies should favor vendors with scalable technologies and proven development toward open standards. Cost effective solutions that demonstrate business benefits while enabling enterprises to migrate to IP telephony at their own pace are essential," the report stated.

"With the combined strengths of Avaya and Tenovis, we have the scale and resources to serve customers across the EMEA region and globally, from small businesses to large multi-nationals, as they seek to reap the benefits of IP telephony and applications," said Dave Johnson, president of EMEA for Avaya. "We are investing aggressively in a new category we call Business Communications Applications, comprised of software and services that enable companies to reinvent business processes and innovate new business models."

Avaya is also announcing today that it has been positioned in the Leader Quadrant of the North American Corporate Telephony Magic Quadrant, 2005.

Both reports can be viewed in full at <http://www.avaya.com/gcm/master-usa/en-us/corporate/pressroom/awards/2005/20050823-magicquad.htm>.