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## Avaya Unified Communications Streamlines Desktop and Mobile Communications for Redback Networks

- Avaya BusinessPartner, **BrantTel Networks**, delivers Avaya and Microsoft Office Communications Server 2007 integration and broader support for virtual workforce

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**Basking Ridge, N.J.** – At Redback Networks, an Ericsson (NASDAQ: ERIC) company that makes video-centric routers for 75 percent of the world's largest triple-play networks, unified communications makes time and distance virtually obsolete. A global company with a large mobile workforce, efficient communications and greater connectivity for Redback's employees translates to faster business cycles, better service for customers and lower costs.

With help from Avaya, Inc. and BrantTel Networks, Redback integrated its existing Avaya Intelligent Communications and Microsoft Office Communicator desktop applications. The company also added the Avaya one-X Mobile application, which makes cellular phones another extension on the corporate network.

To bring the Avaya and Microsoft platforms together, Redback Networks simply added the Avaya Application Enablement Services (AES) server during a recent upgrade. The newly integrated solution gives workers access to a broad range of communications capabilities and management features through a single, familiar Microsoft interface on their PC or laptop.

Now, from Microsoft Office Communicator, employees can see when co-workers' are available for instant message session or a live conversation. Calls can be launched through a simple "click to call" on names in buddy lists, emails, and directories. An exchange between co-workers can begin as instant messaging and easily escalate to a phone call by simply clicking the contact's name.

“We have a growing global presence, and a broad range of employee work styles at Redback Networks, including mobile or work from home or remote locations,” said Chris Lahey, VP IT, Redback Networks. “Our goal was to leverage existing assets in our infrastructure, provide more efficient communications that enabled staff to be more collaborative regardless of where their work might take them. With Avaya and Brantel, we’ve accomplished this and more.”

Redback’s Technical Assistance Center provides 24/7 service from locations in Hong Kong, Rotterdam and San Jose. With the new unified communications capabilities, associates can quickly see if an expert is available to help in any of the centers through the rich presence provided in Office Communicator. An instant message can make first contact; with click to call to add the expert into the conference or transfer the call entirely. When associates are out of the office, one-X Mobile still identifies them as available via phone. When the corporate network carries the calls made from cellular phones, Redback reaps substantial savings on cellular long distance fees.

For the mobile workers at Redback Networks, the Avaya one-X™ Mobile application transforms their smart phones into a fully-functional, mobile office phone. If a call to the office number is missed, workers can see on their mobile device that a message awaits them in their corporate voice mail box and simply tap the screen to play the message. Users can set VIP screening, GPS location and time of day routing and handling rules that determine which calls ring through, when and where.

Avaya VPN phones support Redback Networks employees who are permanent or part-time virtual office workers, which plugs a traditional desktop telephone directly into a home or remote broadband connection for secure access to the corporate network.

“The interoperability between Avaya and Microsoft allows us to have the best of both worlds and eliminates disruption to our employees since they’re already familiar with both platforms,” said Lahey.

BrantTel Networks executed the project in under 30 days.

### **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](#) provide comprehensive service and support for companies, small to large. For more information, visit the Avaya Web site at <http://www.avaya.com>.

### **About BrantTel Networks**

A distributor of Avaya Communication solutions, BrantTel Networks is an Avaya Platinum BusinessPartner and is the oldest solution provider in North America for this global leader of IP telephony and voice solutions. In fact, BrantTel Networks is the only Platinum Loyalty Avaya partner certified across North America.

The company provides full turnkey design, deployment and ongoing services to more than 2000 customers. BrantTel provides and supports Unified Communications solutions from Microsoft and Avaya, and additional Avaya solutions including Modular Messaging, Voice and Data Wireless solutions, Enhanced Contact Center applications, Network Analysis, Voice Recording and more. The BrantTel professional services team is solely focused on ensuring the smooth deployment and support of these business driving applications. BrantTel Networks U.S. Home Office is in San Jose, California, BrantTel Networks Canadian Home Office is in Burlington, Ontario. [www.branttel.com](http://www.branttel.com)

### **About Redback Networks**

An Ericsson company since January 2007 (NASDAQ: ERIC), Redback Networks Inc. has sold more than 106 million broadband subscriber licenses to 75 percent of the world's largest telephone companies worldwide. Redback's multi-service routing platform delivers next generation broadband services such as VoIP, IPTV, On-Demand Video, and on-line gaming. Redback Networks has more than 500 carrier customers worldwide and is based in San Jose, CA. For more information, visit Redback Networks at [www.redback.com](http://www.redback.com).

### **About Ericsson**

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges. For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

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