

**Media Inquiries:**

Ahmed Aduib

+971 50 525 4340

Ahmed.aduib@theportsmouthgroup.com

**“The New Big”**

*Changing needs of small and medium-sized enterprises throughout the Middle East, Africa and Turkey to be addressed at Avaya’s eight-city customer roadshow*

DUBAI, United Arab Emirates MARCH 20th, 2013– With more than 10 million[[1]](#footnote-1) small and medium-sized enterprises driving the growth of GDPs across the wider Middle East region, Avaya, a leading global provider of business communications applications, systems and services, is talking directly to these businesses about how to become more efficient and customer-focused. Identifying organizations with fewer than 500 employees as ‘The New Big’ force in powering regional economies, Avaya’s eight-city roadshow for the UAE, Saudi Arabia, Turkey and Africa will focus on empowering SMEs to collaborate with customers, colleagues and suppliers through a range of collaboration, video and networking solutions.

“Mid-sized organizations currently account for up to a third or more of the GDP in countries across the Middle East, Africa and Turkey, and it is essential that they are properly equipped to achieve their business and growth objectives. The days of complicated IT solutions, intended for larger enterprises, have come to an end; SMEs are busy expanding their core businesses, and need simple solutions that embrace innovation,” said Nidal Abou-Ltaif, VP of Middle East African and Turkey, Avaya. “SMEs are constantly growing and agile – they invest in new technology because they understand that in order for their organization to grow, they need to take informed decisions about which solutions can make them more competitive and customer-centric.”

Under the theme ‘The New Big’, customers attending the Avaya Forum will learn how Avaya has simplified the complexity of business communications systems, while retaining vital collaboration features. Avaya IP office —suitable for SMEs with as few as five employees—now scales up to 1000 users. This solution gives mid-sized companies in the Middle East, Africa and Turkey a more cost-effective, simplified way to manage growing staff on a network across one or multiple sites.

Avaya IP Office can also be paired with Avaya’s recently introduced ERS 4000 series switches and Wi-Fi solutions to automate network set-up. One simple command automatically configures the switches and enables collaboration features – a time-saving, straightforward process that’s ideal for SMEs, which may not have dedicated IT staff. In addition, Avaya has made video more mobile, accessible and affordable to mid-size enterprises -- customers no longer need to confine themselves in expensive video conferencing rooms to stay visually connected with their customers, peers and partners on their device of choice being an iPad, laptop or an android device

After launching in Dubai on March 26th, the Avaya Forum will make stops in several cities in the coming months, including Jeddah, Riyadh, Istanbul, Nairobi, Cape Town, Durban and Johannesburg.

**Additional Resources:**

* To register for the Avaya Forum, please visit: <http://www2.avaya.com/mea/events/avaya_forum_2013/index.asp>
* [www.avaya.com](http://www.avaya.com)

**About Avaya:**

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com/).

*Certain statements contained in this press release are forward-looking statements. These statements may be identified by the use of forward-looking terminology such as "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "potential," "predict," "should" or "will" or other similar terminology. We have based these forward-looking statements on our current expectations, assumptions, estimates and projections. While we believe these expectations, assumptions, estimates and projections are reasonable, such forward looking statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond our control. These and other important factors may cause our actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. For a list and description of such risks and uncertainties, please refer to Avaya's filings with the SEC that are available at* [*www.sec.gov*](blocked::http://www.sec.gov/)*. Avaya disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.*

###

Follow Avaya [Twitter](http://www.twitter.com/) [Facebook](http://www.facebook.com/) [YouTube](http://www.youtube.com/Avayainter) [LinkedIn](http://www.linkedin.com/companies/1494) [Flickr](http://www.flickr.com/photos) [Avaya Blog](http://www.avaya.com/)

1. According to Consulting group McKinsey & Co (source: Zawya) [↑](#footnote-ref-1)