



Amerindo Investment Advisors Inc. Makes Coast-to-Coast Connection, With Avaya Solution; Finds New Ways to Boost Productivity while Reducing Costs

Goal

For Amerindo to replace its existing communications system with a new network with greater communications capabilities and flexibility, while reducing communications and maintenance costs.

Solution

Avaya IP Telephony Solution

- IP 406 in New York and San Francisco offices
- Communications Applications
 - Voice Messaging
 - PC-based Phone Management Solutions
 - Conferencing
- IP Softphones and IP desk phones

Results

\$3000 - \$4000 monthly savings on long distance and conferencing costs.

At many boutique-sized firms, even the most senior executives are often called upon to “wear more than one hat” and take on added responsibilities. That was the case at Amerindo Investment Advisors Inc. and specifically for the firm’s Chief Technology Officer Alan Peterson.

In 2003 Peterson was charged with managing the firm’s computer and telecommunications networks in addition to his other duties. So when the lease on the firm’s phone system at its largest office in New York City was due to expire, Peterson knew he needed a new system that would be easy to manage and help him reduce telecom costs. He chose an Avaya solution to address both of those needs.

BENEFITS	
Objective	Benefits Achieved
Contain staffing costs while maintaining or increasing productivity.	Allowed Chief Technology Officer at Amerindo to manage telecommunications network.
Reduce communication costs.	Instituted three-digit dialing between New York and San Francisco offices and eliminated toll charges for calls between offices. Savings up to \$48,000 per year using IP Office conferencing and IP networking.
React more quickly and add flexibility to Amerindo’s management of telecommunications.	Significantly reduced the time required to install phone lines and features. Installing or moving a line can now be done in 10 minutes.
Prepare for the future.	Can now use Voice over IP and other IP capabilities. IP phones run over frame circuits without the need to add new lines.



Why did Amerindo choose Avaya solution?

Amerindo chose the Avaya solution to replace its existing system because Avaya offered everything needed to reduce operating costs and add flexibility.

About Amerindo Investment Advisors Inc.

Amerindo Investment Advisors Inc. is a 40-person investment advisory firm with offices in New York, San Francisco and London. Amerindo has been managing institutional portfolios of public pension funds, corporate plan sponsors, foundations and endowments virtually since its inception in the 1980s. Amerindo is also manager to a registered U.S. mutual fund.

The firm played a major role in pioneering technology investing comprised of concentrated portfolios of emerging technology stocks. Industries likely to be represented in the portfolio include the Internet, computers, networking and internetworking software, computer aided design, telecommunications, media and information services, medical devices and biotechnology.

The staff is comprised largely of demanding professionals for whom simple and reliable technology is essential. Amerindo's clients demand extraordinary levels of service. The phone system is their primary portal to the world and mission critical.

The Challenges: Cut Costs and Connect Offices

In late 2002, the lease on Amerindo's existing phone system at its New York City office was due to expire. Chief Technology Officer Alan Peterson decided to look at a new solution versus renewing the lease on the system. Since Amerindo is a company that specializes in technology stocks, Peterson felt the firm needed to have a system that would be well positioned for current and future technological developments. The most pressing need was to connect its New York City and San

Francisco offices. Once that link was established, the next plan was to connect both of those offices to the firm's UK operations.

After looking at both Avaya IP Office and a solution from Cisco, Peterson selected the IP Office system based on the number of user-friendly features, its IP capabilities, the ability to grow incrementally and add applications.

"I am a one person technology department so I needed a smooth transition process for the end users and a new system in place that was easy to administer from anywhere," said Peterson. "I also wanted to show a return on investment to my Chief Financial Officer that went above and beyond the technology benefits. The Avaya solution satisfied all of those criteria."

In February 2003 an IP 406 was installed in the New York City office. Approximately 20 employees work at this location. Then in August 2003 an IP 406 was installed in the San Francisco office for its 12 employees. Amerindo also has a remote employee in Los Angeles who is connected via IP telephone to the New York City system. New York City and San Francisco are networked via IP over a Virtual Private Network (VPN).

The Avaya system's Voicemail Server is housed at the New York City location. Calls are routed into the system via a main company number and direct numbers. After business hours, the system's Auto Attendant feature is used to route callers. Key features and applications used by Amerindo include Conferencing and Call Forward to Cell Phone.

There are also 5 IP soft phones used by employees who work at multiple office locations. The flexibility of soft phone technology allows Amerindo's mobile workers to be productive no matter where they set up shop.

“With our old system, whenever something went wrong I had to read over a 600-page manual written in cryptic text. Working with the Avaya IP Office system is easy, and actually a lot of fun. I’m comfortable with going into Phone Manager and adjusting lines and trunks. I can also build ports, and add data and fax lines. The system is very intuitive and easy to use.”

Alan Peterson, Chief Technology Officer, Amerindo Investment Advisors Inc.

The IP Office solution also plays a key role in the Business Continuity plan for the company by allowing the calls to be easily switched to either the New York City or San Francisco location and by providing employees with the flexibility to work from home with the IP soft phones. By implementing this plan, Amerindo should experience minimal interruption of the company business if a service disruption takes place on either coast.

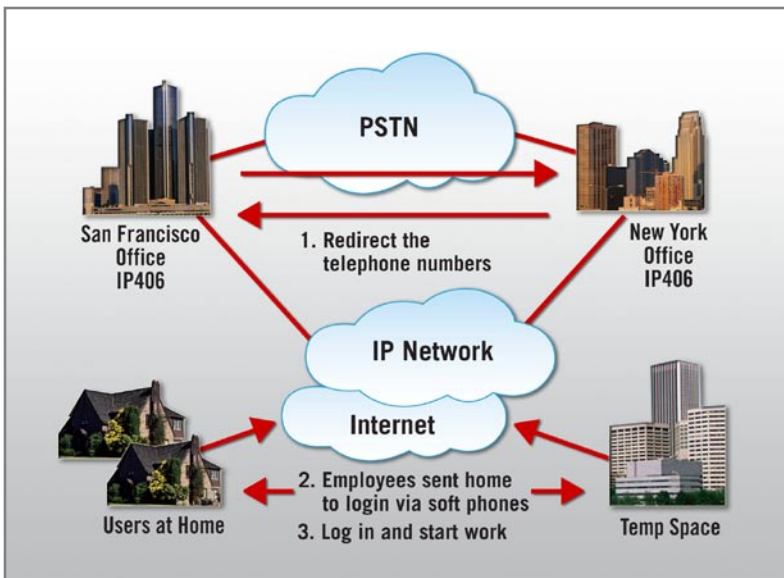


Figure 1.

A Closer Look at How Avaya Supports Business Cotinuity for Amerindo

Amerindo chose the Avaya IP Office solution for its communications network. Figure 1 shows a general schematic of how the system supports their Business Continuity Plan.

What Amerindo Wanted in a New Solution

Amerindo was looking for a communications solution that would do the following:

- Reduce long distance expenses associated with calls between its New York and San Francisco offices.
- Allow one person to manage the system.
- Reduce costs associated with conference calls.
- Simplify process of adding and/or moving phone lines.
- Seamlessly link mobile workers to offices.

Amerindo Chooses Avaya

When it came time to choose a telecommunications system to replace the existing one, Amerindo reviewed a variety of prospective phone systems with the following criteria in mind:

- Seamless transition from the existing system
- Intuitive use for my end users
- IP capabilities
- Applications it could use today and in the future
- Cost to grow incrementally and add applications

The Avaya IP Office solution presented by the Avaya Authorized Business Partner was chosen based on these criteria.

“The installation of the Avaya system went very well with no business interruptions during the cutover,” said Peterson. “The transition from our old system to the Avaya Office IP solution was a piece of cake.”



We've only scratched the surface of our Avaya system's capabilities. We're confident the system can provide just about anything we ask of it.



Alan Peterson, Chief Technology Officer, Amerindo Investment Advisors Inc.

The Bottom Line

The key benefit the customer has seen is a reduction in communication costs. Amerindo was previously spending approximately \$1000 per month in long distance charges between New York City and San Francisco. This cost has been eliminated by networking the two locations.

Conferencing is also a key savings area for Amerindo. Prior to the IP Office installation, the firm was spending \$2000 - \$3000 per month with its conferencing service provider. That expense has been eliminated and the customer now has more flexibility and control of their conference calls. In addition moves, changes and additions at the San Francisco office can now be handled remotely from the New York City office, eliminating charges for these services – Amerindo previously used a third party vendor for these services.

Amerindo Faces the Future

With the new Avaya communications solution in place in New York and San Francisco, Amerindo is well-positioned to realize its goal of adding IP office to its UK office. Other plans include adding Fax to Desktop and enhanced use of the Voice Mail to e-mail feature.

"We've only scratched the surface of our Avaya system's capabilities," said Peterson. "We're confident the system can provide just about anything we ask of it."

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



- IP Telephony
- Contact Centers
- Unified Communication
- Services

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