

VP Bank Group Launches Communications System Based on Avaya and NovaLink Solution

One of the largest banks in Liechtenstein, VP Bank Group has more than 600 employees and draws customers from over 60 countries. With customer assets of CHF 35.5 billion, and a Standard & Poor's rating of A, VP Bank focuses on private banking.

In 1956, VP Bank founded its head office in Vaduz, Switzerland. Since then, it has opened subsidiary offices in Luxemburg, Zurich and elsewhere, as well as representative offices around the world.

A Business Challenge

VP Bank Group needed a system that would fulfill all its requirements in the areas of alarms, evacuation, unified messaging and call reporting. The system also needed to feature a high level of availability while being easy to use and maintain. Other requirements addressed certified interfaces, long lifespan and cost/use relationships.

Specific requirements for alarms and evacuation, unified messaging and call reporting included:

- Alerting in the case of fire, break-in or malfunction
- Emergency evacuation of personnel
- Initialisation of a messaging platform
- Redundancy through a hot standby system
- Notification of customers and employees regarding all important bank transactions (share prices, etc.)
- Initialisation of "unified messaging" functionalities
- Initialisation of integrated voice response (IVR) and auto attendant features
- A detailed record of all telecommunications connections in the company and preparation of reports
- Possibility of simple retrieval and tracking of call data (research)

VP Bank contacted Avaya, a long-standing supplier, to meet the specified requirements. Avaya, in turn, contacted NovaLink GmbH, a Gold-level member in the Avaya DevConnect program.

Key Capabilities of the Solution

Avaya provided their expertise in developing the solution concept and assisting with installation.

NovaLink delivered:

- **NovaAlert** – An alerting, messaging and information server that communicates with various systems over a wide range of interfaces.
- **NovaConf** – A conference system with several options: Dial In, Dial Out and Ad Hoc with an optional link to Microsoft Outlook.
- **NovaMail** – A unified messaging system (voicemail, email, fax) with special functionality for the healthcare and hospitality sectors, including a large, interactive voice response system.
- **NovaTax** – An invoicing system, allowing both the automatic production of accounts and the calculation of statistics.

Seamless Transition to a New System

Together, Avaya and NovaLink developed a solution that accounted for all the requirements and goals VP Bank Group specified. Working as one, they brought the solution to fruition. Specific steps included:

- Solution installation by Avaya and NovaLink
- Functionality and stress tests
- Customer training
- Solution integration into the live operation
- Inspection by the customer
- Support

The solution's central platform sets it apart from other similar systems because it can deal with all varieties of events as well as central processing and platform allocation. This can include critical events, such as fire alarms, burglary alarms and evacuation orders as well as information and messages, such as stock movements and stock prices, disseminating pertinent information to recipients within the shortest possible time.

The platform also handles all alarms that are "down," such as errors or systems. In this case, the greatest possible availability is also required: When IT systems are down in the banking sector, mere minutes can cost millions. Maximum speed and the greatest possible reliability also play a central role.

Notifications can take the form of any medium imaginable, such as voice based telephone calls (also with the help of synthesized speech/text-to-speech), short message service (SMS), pager calls, e-mail, DECT-paging, wireless local area network (WLAN) and workstation pop-ups.

Call reporting, in all its forms, has also taken up a central role in the banking sector. It is often necessary to give detailed information within the shortest possible time over a managed telephone call, since a deal worth millions can be at stake.

Last but not least, the entire platform is employed due to its efficiency and its ability to prioritize on the alert level for generic communication methods such as standard voice mail, automated attendant, IVR and sending SMS and pager messages, as well as many other communication methods.

Benefits for the Bank

With the solution installation complete, VP Bank Group realized all the functionality included in their requirements for alerting and evacuation, unified messaging and calling reporting. Benefits included:

- Unified platform and user interface for all functions
- Greatest possible availability through redundant system

- State-of-the-art Voice over IP (VoIP) solution using H.232 and SIP
- Easy operation, monitoring and maintenance
- Ease of integration into existing telephony and IT environments
- Modular structure, adaptable to requirements
- Professional service and support

ABOUT DEVCONNECT

The DevConnect Program is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at

www.avaya.com/devconnect.

ABOUT NOVALINK

Founded in 1996, NovaLink GmbH develops computer telephony integration (CTI) products for both the industry and service sectors. These CTI solutions support all common systems and interfaces. NovaLink has implemented more than 1,000 projects, from standard to customized solutions. Customers and partners benefit from the extensive know-how and experience of this dynamic company. In addition to VP Bank, customers include many other banks, as well as insurance brokers, hospitals and manufacturing plants.

For more information, visit www.novalink.ch.

ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 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 the Avaya Web site: <http://www.avaya.com>.

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or access other collaterals by clicking on **Resource Type** under **“Do Your Research”** at www.avaya.com.