



The Power of We™



Media Inquiries:

Aya Sakata

PR Manager, Japan, Avaya

+81-3-5575-8829

sakata@avaya.com

ORIX Corporation, Corporate Planning Department

+81-3-5419-5042

URL : www.orix.co.jp/grp/en/

Avaya and ORIX Rentec to Provide Services for Cloud-Based Collaboration Solution in Japan

- ORIX Rentec will provide an innovative monthly collaboration solution - the **Avaya Flare® Experience Cloud Service** - beginning in July 2012
- With the **Avaya Flare Experience Cloud Service**, customers can speedily adopt a secure collaboration solution with low startup cost and without having to own or operate their own infrastructure

FOR IMMEDIATE RELEASE: March 22, 2012

TOKYO, JAPAN — Avaya, a global provider of business communications and collaboration systems and services, and ORIX Rentec Corporation, the largest high tech equipment rental and leasing company in Japan, have concluded a service provider agreement for Avaya's video collaboration solution featuring the Avaya Flare® Experience. Based on this agreement, ORIX Rentec will provide the **Avaya Flare Experience Cloud Service**, one of the world's first services to provide the Avaya Flare Experience as a cloud-based offer. Roll out will begin in July 2012.

The Avaya Flare Experience integrates communication tools including video, fixed and mobile telephony, instant messaging and e-mail - all through one user interface. Simply by choosing someone to contact, and then selecting from the communication methods that person has as their current contact preferences, users can collaborate with colleagues easily.

In addition, the **Avaya Flare Communicator for iPad Device**, which users can download from the Apple App Store, will enable subscribers to the service to communicate from anywhere – from the office, on the road or from home – with an intuitive interface direct from their iPad.

The Avaya Flare Experience Cloud Service is a monthly service, initially offered at a subscription fee of only 7,000 Japanese Yen (approx. 85USD) per user per month. With this service, customers can speedily adopt a secure collaboration solution with limited startup costs, and without having to own or operate their own infrastructure. ORIX Rentec will provide the supporting infrastructure and also provides rental services for tablet devices and PCs for those companies who wish to rent devices to use the service.

With the dramatic growth in use of the iPad and the proliferation of Android-based devices, the tablet market is growing rapidly and many companies have announced large-scale deployments. According to analyst firm IDC, media tablet shipments have increased 133% year over year in Japan*.

Since the earthquake and tsunamis hit Japan on March 11th 2011, companies across the country have been re-evaluating their Business Continuity Processes. This has increased interest in solutions such as the Avaya Flare Experience - and cloud based services overall – since they have limited startup costs and can quickly demonstrate operational efficiencies.

By combining Avaya's expertise in enterprise communication and ORIX Rentec's know how in the management and operation of assets gained from its rental business, the two companies will provide a solution which enables a wide range of companies to adopt the solution, and to realize the benefits of operational efficiency gains and accelerated decision-making

The Avaya Flare Experience is enabled by the Avaya Aura core communications platform, which provides unified communications and SIP-based session management with innovative capabilities.

*IDC Japan press release: Result and forecast for Japanese mobile device market 2011 Q3 (12/27/2011)

Supporting Quotes:

“The agreement between Avaya and ORIX Rentec accelerates how Japanese companies who don’t own their own communication infrastructure can benefit from personalized collaboration. This approach, along with the current explosion in the number of smart devices being used, will contribute to the growth of the UC&C market in Japan.”

Takashi Manabe, Software & Security Research Manager, IDC Japan

“ORIX Rentec has focused on the rental business and when considering how best to provide services to the rapidly expanding tablet device market, we chose to work with Avaya. By providing the Avaya Flare Experience, which enables users to collaborate easily from anytime, anywhere, based on a cloud service, we can help our customers to decrease costs and improve operational efficiency.”

Toshiaki Ota, President, ORIX Rentec

“Companies need their employees to be able to communicate and collaborate securely and ever more efficiently to remain competitive in an increasingly mobile world. This landmark deal with ORIX paves the way for faster collaboration – regardless of location – leading to smarter and more effective decision-making and the prospect of enhanced business results for users of the service.”

Robert Stevenson, Managing Director, Japan, Avaya

Tags:

collaboration solution, video conference, BCP, cloud-based, Avaya Flare Experience, real-time communications

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.

About ORIX Rentec Corporation:

ORIX Rentec Corporation was the first Japanese precision measuring equipment rental company, established in 1976. As an industry-leader, ORIX Rentec has responded to a

variety of customer needs by providing rental and sales service of electronic measuring equipment, scientific and environment-related analytical devices , as well as IT equipment, calibration and IT solution services.

For more information please visit <http://www.orixrentec.jp/cgi/en/>

*iPad is a registered trademark of Apple Inc. All other trademarks identified by the ®, ™, or ™ are registered trademarks, trademarks, or service marks respectively, of Avaya Inc

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. 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

