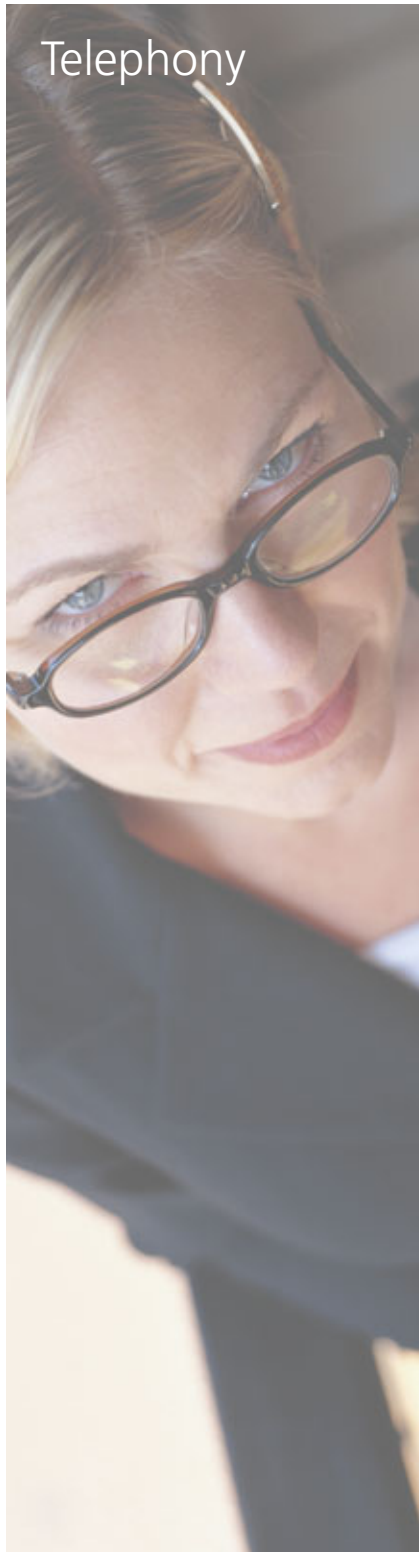




Aviva Life Insurance Company (USA)



Telephony

The Challenge

A subsidiary of Aviva plc, one of the 10 largest insurance groups in the world, Aviva Life Insurance has grown quickly to become a leader in the annuity and life insurance industry, leveraging its full range of non-equity insurance products to double its revenue last year. Aviva relies heavily on its telephone system to process transactions and provide product support to its network of 10,000-plus independent sales agents, who drive 100 percent of its sales.

By 2002, however, the insurer's growth had overtaxed the capabilities of the Avaya PBX systems it inherited in its headquarters and Buffalo, NY office. The phone systems' complexity prevented Aviva from executing the moves, adds, and changes needed to support its operations, requiring the firm to contract vendor service technicians. This resulted in expensive hourly charges and downtime that slowed service to sales agents.

To rectify these situations, Aviva performed a cost analysis, which

revealed that it could save \$300,000 per year in circuits costs and long-distance fees by migrating to an IP phone system running on its WAN and Fast and Gigabit Ethernet LANs. Aviva also learned that such a system could deliver advanced calling features and support third-party programs that would bolster its call centers' ability to serve agents and expedite the sales process.

To capitalize on these opportunities, Aviva sought a proven IP phone system that its 12-person IT department could easily manage and support. The insurer additionally required the new voice solution to deliver advanced third-party business applications to help it more quickly close sales and better manage its agent relationships.

The Solution

After consulting with 3Com partner Intelliphone, Inc., and considering an Avaya PBX and an IP system from Cisco, Aviva chose the following 3Com solution:

- **3Com® SuperStack® 3 NBX® Networked Telephony Solution** which delivers robust, full-featured business communications for up to 1500 devices (lines/stations). It has powerful call processing features built-in: voice mail, automated attendant, hunt/call groups, call detail reporting, computer telephony integration (CTI), PC-based visual voice mail/email clients (IMAP 4) and more. Designed for single or multi-site deployment at offices with from two to more than 1,000 phones per location, it features NBX system software that

Location: North Quincy, MA

Sites: 2

Founded: 2000

Employees: 330

Vertical Industry: Financial Services

Value Added Reseller: Intelliphone, Inc.

Win Over: Avaya, Cisco

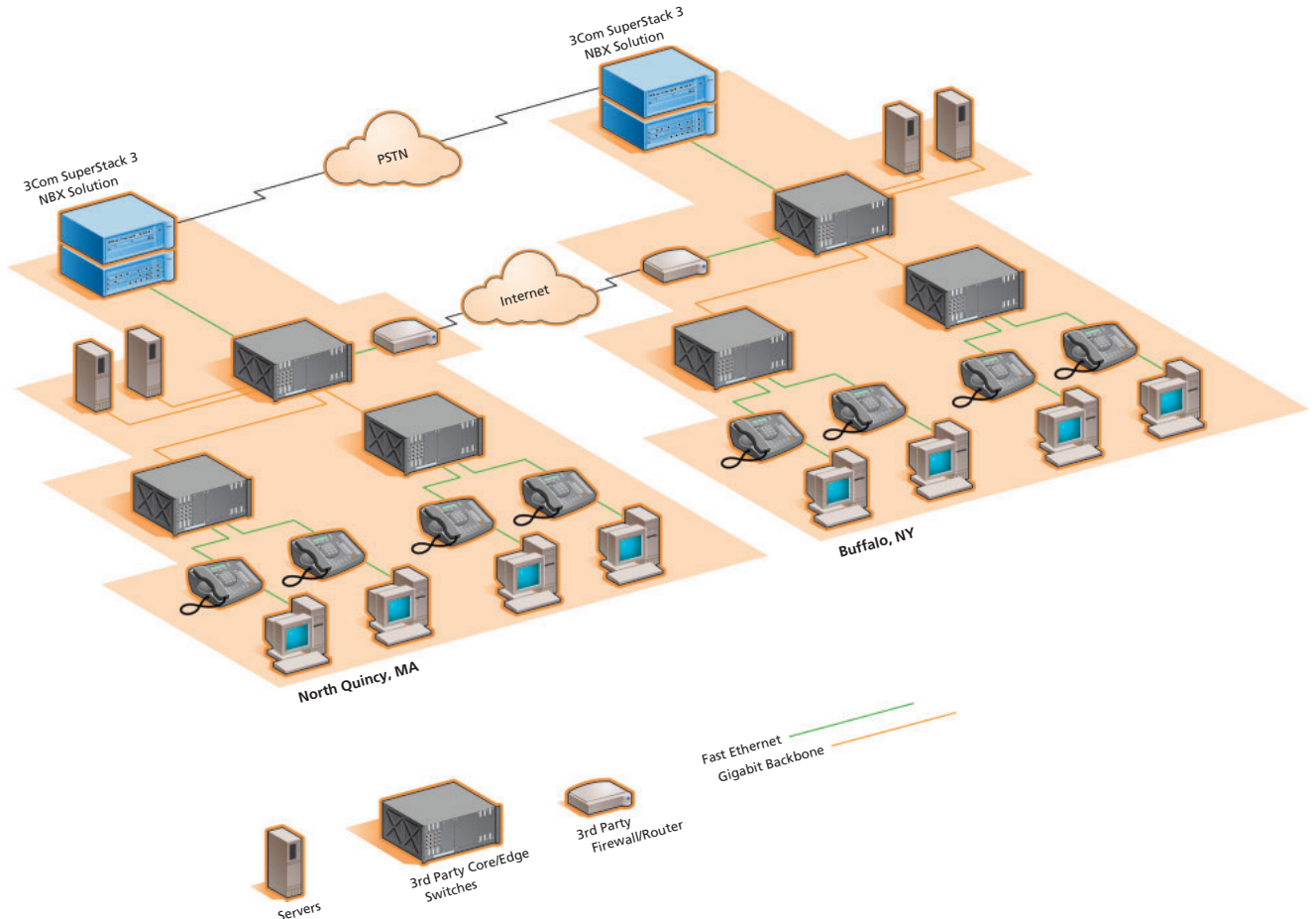
simplifies third-party applications integration and offers flexible multisite IP connectivity options. It easily integrates a wide range of off-the-shelf applications, including customer relationship management (CRM), call centers, and speech recognition. The NBX platform supports telecommuters and remote access users with cost-effective, optional licenses. It simplifies day-to-day operation with its built-in, highly intuitive browser-based administration and user programming utility.

- **3Com Ethernet Power Source (EPS)** powers NBX telephones from a single location using LAN cabling, reducing the necessity to install additional power sockets close to NBX phones.

The Benefits

Chosen for its superior value, performance, and simple management, the 3Com voice solution allows Aviva to deliver reliable, advanced telephone services to its sales agents for an outstanding ROI. Specifically, Aviva will recoup its investment in 30 months and continue to save in circuits costs and long-distance fees. The insurer also saves by using 3Com's browser-based NBX NetSet administration utility to complete moves, adds, and changes —virtually eliminating its dependence on outside contractors.

Aviva's deployment consists of a SuperStack 3 NBX system at each of its two sites. The Quincy NBX system runs on Aviva's Gigabit Ethernet LAN; the Buffalo office NBX platform connects to a Fast Ethernet network. The scalable 3Com systems are linked



"The 3Com NBX platform is a practical solution that allows us to provide world-class service to our agents while saving \$300,000 in year one in circuit and long-distance fees."

—Greg Partyka,
Chief Technology Officer, Aviva

via Aviva Life's WAN and currently support around 500 IP telephony devices including 335 phones and a number of fax machines.

Using the 3Com voice solution's support of virtual tie lines, Aviva employees enjoy fast, four-digit dialing between sites, accounting for its substantial long-distance savings.

Together, the NBX platforms support Aviva's Interactive Intelligence call center solution, which lets call center staff at each site promptly service agents dialing in for information on life insurance, car insurance, structured settlements, and tax shelter annuity products. With telephone downtime a thing of the past, the 3Com voice solution even provides a measure of disaster recovery. Should either site fail, its incoming calls will be switched seamlessly to the other office, ensuring that no revenue opportunities are lost. Aviva's two sites can even retrieve one another's overflow calls. Call center managers simply adjust NBX hunt group and call distribution parameters to ensure that all callers are served quickly. If a power outage occurs, 3Com EPS units will keep the phones online for up to four hours because the EPS units are connected to Aviva's uninterrupted power supply (UPS).

The 3Com system's call detail reporting (CDR) provides call volume and duration metrics that help Aviva monitor and improve call center productivity and more effectively plan its call center staffing. Aviva also uses CDR statistics to negotiate more favorable rates with its Internet and long-distance provider.

Aviva will soon launch an interactive voice response system, intended to provide automated menu options for callers and greater operating efficiencies and cost savings for the firm.

"The 3Com NBX platform is a practical solution that allows us to provide world-class service to our agents while saving \$300,000 in year one in circuit and long-distance fees," said Greg Partyka, Chief Technology Officer, Aviva. "The 3Com system will pay for itself in 30 months, save us \$800,000 at 36 months, and our agents and staff are delighted with the results."



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To learn more about 3Com solutions, visit www.3com.com. 3Com is publicly traded on NASDAQ under the symbol COMS.

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505259-001 07/03