

Your
Guide
to

Becoming Purple

We all began 2009 driving down a road. For some of us it was Avaya's red road, for others it was Nortel's blue road. Both roads are long, rich in history, and paved with quality. They have been traveled by many partners, integrators and customers. No matter which road you were on, the signs were clear — change was on the horizon.

The Roadmap

When Avaya completed the acquisition of Nortel's Enterprise and Government Solutions some feared and all presumed the blue road would be closed and traffic would be re-routed to the red road — they were wrong. Through investigation, due diligence and wise council, Avaya recognized the value of the blue road. Fueled by the emergence of amazing new technology like Avaya Aura, the innovators at Avaya developed an idea that would later be introduced as the Avaya/Nortel Enterprise Solutions Integrated Roadmap. This plan allows Avaya to continue building both roads while they complete construction on a superhighway — The Purple Road.

The Purple Road

There is a powerful new roadmap guiding the way. With unequalled service, unique capabilities, and the most talented and experienced team in the industry, Cross is uniquely prepared as your trusted business partner to help you travel down your chosen path. Nortel customers are looking for a partner that possesses expertise and a reputation for excellence in implementing advanced Avaya solutions. We can help protect your investment while guiding you into the future. Avaya customers can continue to rely on Cross as the world's only Avaya Integration Expert — Avaya's highest level certification. Whether you're on the red or the blue road one thing is for certain, we're all becoming purple.

