



## **Lane Selected by Avaya to be Gold Partner in DevConnect Program**

**Basingstoke, UK: 20 October 2009** – Lane Telecommunications, a leading developer of fax server and messaging systems today announced it has been selected by Avaya Inc., a leading global provider of business communications applications, systems and services, for membership in the Avaya DevConnect program.

Lane is the developer of Passport 4000 Fax Server, the most powerful, flexible and cost-effective fax server on the market today. Its modular architecture enables it to be configured to meet the production and desktop fax needs of any business, from the largest enterprise to mid-market and smaller users.

The Avaya DevConnect program promotes the development, compliance-testing and co-marketing of innovative third-party products that are compatible with standards-based Avaya solutions. Member organizations have expertise in a broad range of technologies – including IP telephony, contact centers and mobility applications – helping companies extend the value of multivendor networks and transform voice into an intelligent business application that delivers true value to the bottom line.

“Membership in Avaya’s developer community will help us build our business by serving customers more efficiently and effectively,” said Dave Bullock, Group Product Manager of Lane. “Building on Avaya resources and working more closely with the company to deliver compliance-tested solutions to the market, we are able to reduce network complexity, improve security and reliability, and speed time to deployment so businesses can quickly realize a benefit to their bottom line.”

The Avaya DevConnect program currently includes thousands of software and hardware developer companies, integrators, service providers and customers. Members have created a broad array of innovative solutions tested for Avaya compliance, including natural language speech recognition applications, wireless services, specialized computer telephony integration and reporting capabilities, and applications tailored for specific vertical industries.

“Development partners like Lane are helping Avaya dramatically expand the options available to its customers,” said Eric Rossman, vice president, developer relations and technical alliances, Avaya. “We’re able to provide the tools businesses need to change the way they work and to establish a true competitive advantage in the marketplace. They are able to use unified communications applications to make critical information readily available to both employees and customers, regardless of where they are or how they choose to communicate.”

As a member of the DevConnect program, companies have access to a wide range of support from Avaya, including technical resources and training. There are three levels of membership –



Registered, Gold and Platinum – each entailing progressive levels of marketing and sales involvement. Free Registered membership is available to anyone interested in designing Avaya-compatible solutions. Gold-level members and Platinum members must meet rigorous Avaya criteria for customer satisfaction, product support, business operations, marketing and sales. Lane is a Gold member of the Avaya DevConnect program.

### **About Lane Telecommunications**

Since its formation in 1976 Lane has been at the forefront of messaging communications and is now recognised internationally as a leader in fax integration, across the financial, healthcare, manufacturing and transport industries. Based in the UK, US and Singapore, Lane has implemented systems across 50 countries and provided professional services in all time zones.

Lane offers the very best solutions for integrating fax servers as a part of wider communications networks. As specialists in messaging solutions for over 30 years, Lane delivers seamlessly integrated fax and messaging systems across entire organisations and into consolidated data networks, across one site, many sites or across borders.

### **About Avaya**

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

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