



NEWS RELEASE

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Group of Gold Line Selected for Membership in Avaya DevConnect Program

Joins a network of companies transforming the customer experience with solutions for real-time communication and collaboration

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Markham, Ontario – Group of Gold Line, a telecommunication company, has been selected by Avaya, a global provider of business collaboration and communication solutions, for membership as a Technology Partner in the Avaya DevConnect program.

Group of Gold Line is the provider of SIP Trunking and prepaid long distance calling solutions, which act as a pathway to future network-based, productivity-enhancing applications by integrating voice capabilities with unified communications (UC) tools.

As a DevConnect Technology Partner, Group of Gold Line expects to deliver proven interoperability of their solutions with Avaya's unified communications for small and medium enterprises, so that companies can customize their service to meet budget and business needs. This provides significant cost savings over traditional PRI and analogue facilities as they are no longer bound by a specified number of channels or locations.

The Avaya DevConnect program promotes the development, compliance-testing and co-marketing of innovative third-party solutions that are compatible with standards-based Avaya solutions. Member organizations have expertise in a broad range of capabilities – spanning collaboration, management, analytics, reporting and communications-enabled business process applications – helping joint customers extend the value of their collaboration and contact center investments and accelerate the speed at which their organization delivers true value to the bottom line.

Membership in Avaya’s developer community will help us serve our customers more efficiently and effectively,” said Ellie Basile, VP of Carrier Services at Group of Gold Line. “By 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 and speed time to deployment, improve security and reliability, and minimize costs.

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, mobile and emergency notification services, specialized computer telephony integration and reporting capabilities, and applications tailored for specific vertical industries.

Through the DevConnect program, Avaya provides companies with a wide range of technical education, access and support for many Avaya platforms and interfaces, often at no cost to Registered members. Technology partners receive additional benefits in terms of in-depth, joint compliance testing activities and co-marketing support, based on their alignment with Avaya’s strategy and value offered to Avaya customers. DevConnect Technology partners like Group of Gold Line must meet rigorous criteria for customer satisfaction, product support, business operations, marketing and sales.

“Technology partners like Gold Line are helping Avaya by delivering compliance-tested SIP Trunking solutions to the market,” said Eric Rossman, VP of Developer Relations, Avaya. “These solutions help customers integrate their voice and data onto a single connection, which increases efficiency and lowers costs so that businesses can quickly realize benefits to their bottom line.”

Membership information and a listing of solutions developed and tested under the DevConnect program are available at www.avaya.com/devconnect.

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. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect .

About Group of Gold Line

The Group of Gold Line (GL) is a Canadian company specializing in the research, development, marketing and worldwide distribution of telecommunication solutions and technology products. Its portfolio ranges from telephony, web to print digital printing, WebTV and educational technologies. Founded in 1991, GL has evolved to become the largest provider of prepaid long distance products and services in North America with over 250 million minutes of long distance calling per month. Its products are distributed in over 50 countries, with approximately 100,000 points of sale around the world. GL's mission is to connect people around the world to what matters and bring them closer to their family, business, culture and languages through innovative, unique and competitive technology-based products and services.

For more information please visit www.groupofgoldline.com