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Avaya wants to show its focus on "next-generation business collaboration and communications" through its announcement of its latest branding exercise-- "The Power of We".



The branding campaign should start highlighting "the importance of bringing the right people together with the right information in the right context"... through using Avaya's technology and services, of course.

Thus, the company says, information access is no longer business' bottleneck as we enter "today's Age of Collaboration", where an increasingly mobile workforce needs to connect and produce, regardless of technologies and platforms in use.

Products covered by the new branding include Avaya's Flare Experience collaboration software (through the Avaya Desktop Video Device) and the web.alive virtual conferencing and collaboration environment.

Go Avaya: The Power of We