AVAYA

The Power of We™

Mobile and collaborative applications are transforming business communications, but many enterprises are being held back by inefficiencies in their existing IT environments.

Avaya has a way to bridge the gap: upgrade to the latest version of the Avaya Aura® Platform, laying the foundation for collaborative applications and, even more significantly, gaining immediate paybacks in network access, management and operational costs in your existing infrastructure.

Taking the Next Step in Communications and Collaboration

Upgrading your network is easier and less costly than you think

Making the network upgrade decision is always a challenge, requiring a careful weighing of new features and functionality against the constraints of existing investments and budgets. But today, IT managers can choose a network upgrade strategy that addresses immediate cost issues while positioning your network for future growth.

The recent releases of the Avaya Aura Platform include an array of customer-requested enhancements that

significantly grow the scale, flexibility and functionality of these solutions.

Adding these capabilities to your network provides a way to obtain immediate paybacks in network centralization, management, routing, access, security, business continuity and more while creating a core environment that simplifies and expands the opportunity to leverage mobility, presence and video conferencing, including Avaya Scopia video capabilities from desktop or mobile devices.

An Upgrade Strategy with Immediate and Long Term Paybacks

As a global leader in enterprise communications solutions, Avaya believes next-generation communications and collaboration should not be bound by the type of networks, operating systems or office tools one uses today.

The Avaya Aura Platform, a flagship solution for next-generation communications, is proactively driving this openness—adopting industry standards, vendor interoperability and third party ecosystems that enable organizations to choose best in class solutions.

In place today at enterprises around the world, the Avaya Aura Platform successfully transforms enterprise networks, unifying media, devices, applications and presence across a common infrastructure. The result is barrier-free communications designed to support truly people-centric collaboration environments.

What's New in the Avaya Aura® Platform

Avaya uses a revolutionary application of the Session Initiation Protocol (SIP) that leverages the powerful capabilities of Avaya Aura Session Manager to support interoperability.

Session Manager builds on a customer's existing equipment and applications, connecting gateways, service providers, third party PBXs and branch offices.

Collaborative solutions, such as video, become integrated extensions of existing investments, and not stand-alone adjuncts requiring separate deployment and management resources.

Recent releases of the Avaya Aura Platform have grown its scale, flexibility and functionality while simplifying the management of SIP and non-SIP environments.

Performance: Up to 12 Session Managers can be deployed in a single network supporting up 150,000 SIP devices, with a total capacity of over 4 million Busy Hour Call Completions (BHCC). And Avaya Aura® System Manager provides fully centralized management of Avaya Aura deployments with the capacity to support up to 250,000 total end points.

Managing the SIP Transition: Avaya Communication Manager can be configured as an Evolution Server which allows it to support a mix of SIP, H.323, digital and analog solutions. Or it can be deployed as a Feature Server in an all-SIP environment. In either case customers can enjoy the benefits of applications sequencing in their environment. In addition, with the latest release of Avaya Aura, applications can now be sequenced based on the media requested - voice, video, text or any combination of the three.

Multimedia Bandwidth Management: Session Manager delivers enhanced capabilities for managing bandwidth allocations between voice and multimedia traffic, creating an option for voice to pull bandwidth from unused video allocations and can also automatically "down speed" video calls to match the available bandwidth.

Connection Preservation and Call Preservation: Avaya Aura can fully reconstruct stable calls on SIP trunks or SIP stations when Communication Manager fails over to a Survivable Core server or a Survivable Remote. SIP Call Preservation builds on this connection preservation capability to provide the fault tolerant behavior coveted in critical network and contact center environments. For contact centers using Experience Portal, Interactive Customer Response (ICR), or Communications Manager, calls queued for an agent before a failure will remain queued and will be offered to agents regardless of a Session Manager or network failure. Access to features like hold / un-hold, transfer, and conference are also supported.

Cost Control: SIP trunking enhancements allow customers to take advantage of alternate and least cost routing between service providers. This capability has been expanded to support what is commonly referred to as "Un-screened ANI (Automatic Number Identification) which gives all

users out-bound access to any SIP trunk, even if the user does not have a DID number on the particular trunk used.

Security: Security management has been simplified with support for unique, customer-provided security certificates on each Session Manager and the move to Red Hat Enterprise Linux with its increased security capabilities.

SIP Features: Avaya Aura now supports over 85% of the H.323 desktop features on SIP telephones with the most recent additions including Enhanced Call Forwarding, Enhanced Call Pickup Alerting, Team Button and Group Paging. Session Manager also includes support for up to 10 emergency numbers to be administered per location. This flexibility provides adaptation for local requirements, including countries with more than one number, and allows the integration of the Euro-wide 112 number to be employed alongside specific country numbers.

Supporting People-centric Collaboration

Today, most enterprise collaboration strategies are device-centric, not people-centric: collaboration is limited by our ability to easily move back and forth between devices and communications modes.

The Avaya Aura Platform is designed to change that—managing devices and applications for seamless communications. A voice call can be transformed into a video conference, an instant message, a file exchange or a web push, on the users device of choice, from multiple locations.

The latest releases of the Avaya Aura Platform take more steps to creating truly people-centric collaboration:

Avaya Communicator is Avaya's new UC client designed to provide customers with an on-ramp to next generation communications. Offering a single contemporary user experience across platforms and devices including desktops, smartphones and tablets, Avaya Communicator is simple and intuitive to use. Interactions are optimized and tailored to users' business tasks and individual profile, including device, location and operating system.

With access to multiple communication and collaboration modalities including voice, video, presence, Instant Messaging (IM) and content sharing, the client's clean, graphical interface propels collaboration with contextual controls, a drag and drop interface integration with other applications and tools.

A Built-in Presence Engine: Because presence notification and IM capabilities are so critical to the success of collaboration strategies, Avaya has simplified the implementation of wide-scale presence capabilities by incorporating a presence engine, Avaya Aura® Presence Services, as part of the Avaya Aura® solution. A multi-protocol, open standards-based (SIP/SIMPLE and XMPP) platform, Avaya Aura Presence Services is designed to collect, aggregate, and publish presence from and to multiple sources and clients, serving as a common collection/distribution point. In addition to serving clients and collecting from sources across the Avaya portfolio, Avaya Aura Presence

Services operates across Microsoft desktop applications as well as other third party sources. Avaya Aura Presence Services can be implemented without incurring the expense of third-party solutions.

Solutions for Midsize Enterprises: Avaya has simplified the implementation of collaboration capabilities in smaller organizations through Avaya Aura® Solution for Midsize Enterprise, a single-box, end-to-end solution which takes advantage of virtualization to host multiple Avaya Aura applications on a single server—voice, messaging, video, application enablement, software media services and full SIP capabilities—simplifying installation, administration and ongoing management, and significantly reducing TCO.
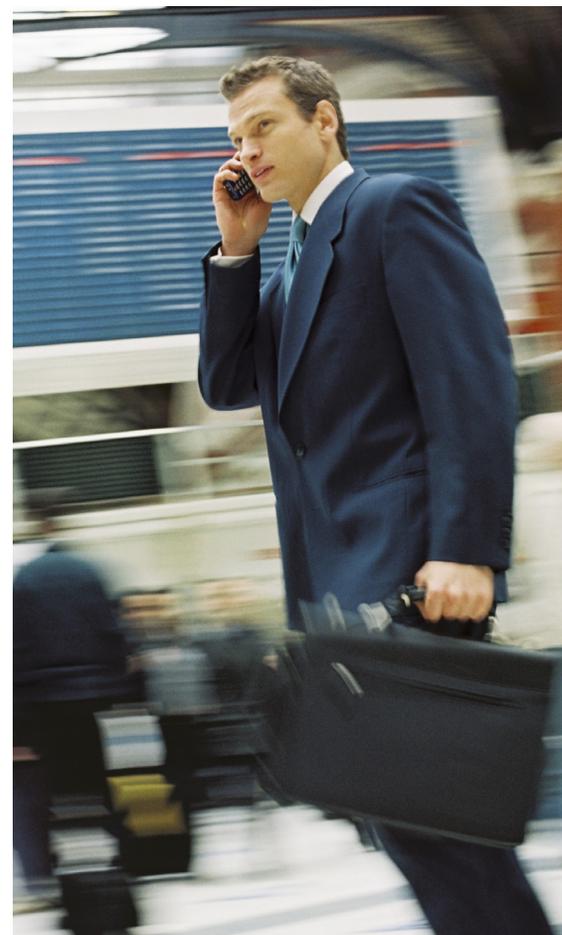
Avaya Aura® Virtualized Environment

Traditionally, the Avaya Aura Platform has been deployed using an appliance model, on servers tested, configured and provided by Avaya. The Avaya Aura Virtualized Environment offers an exciting, new deployment option. Customers can now adopt the latest release of the Avaya Aura Platform using their own VMware infrastructure. All of the core Avaya Aura Platform applications are now available as OVA files for easy VMware installation and the Avaya Virtual Application Manager provides a simplified deployment interface to get you up and running quickly. Avaya continues to expand their support for VMware by offering an extended and growing set of unified communications and customer contact applications for VMware architectures. Benefits of this new option include:

- Easy expansion of existing installations to extend scale and features

- Migration to latest release without additional Avaya provided servers

- Support for both legacy equipment and the new Avaya Aura Platform SIP based architecture

- The same complete redundancy features that are supported on the appliance model

- A network architecture that can include a mix of virtualized and appliance solutions

Avaya Upgrade Advantage

It's easier and more cost-effective to stay up to date with the latest releases using Avaya Upgrade Advantage. Available on a subscription basis, Upgrade Advantage saves businesses from 30-to-50% on major communication software upgrades. Simply download the latest software releases or receive them on disk.

What's the benefit?

To determine the specific financial benefits you may gain by upgrading to the latest release of Avaya Aura, conduct your own Return on Investment (ROI) analysis using the Avaya Product Calculator at: **http://www.avaya.com/usa/campaign/aura-savings-calculator/index.aspx**

Learn More

The latest releases of Avaya Aura, including the benefits of Session Manager, create opportunities to add substantial new value to your current network investments. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at **avaya.com**.

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**.

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