Avaya Aura® Platform

Overview

Getting together with customers, coworkers, and suppliers is no longer enough. Employees need tools to take an active role in creating value, delighting customers and engaging colleagues in flexible interactions that deliver business results. Avaya OneCloud enables this transformative, people-centric engagement, a key component is the Avaya Aura® Platform—a set of seamless components that mesh together to provide comprehensive unified communications and customer experience solutions that deliver a meaningful impact to your business.

Faced with growing user demands for multi-modal real-time communication and a huge proliferation in the number of systems, networks, applications and devices enterprise communications architectures are rapidly growing in cost and complexity.

In many cases they have evolved into unwieldy, inflexible structures that are costly to maintain and difficult to adapt in today's fluid, fast-paced, business environment.

Avaya addresses this growing challenge through the Avaya Aura® Platform, a breakthrough, real time communications architecture using session-based collaboration technologies. Instead of adding complexity or requiring a wholesale forklift from existing solutions, the Avaya Aura® Platform simultaneously simplifies and creates an evolutionary path from today's single-purpose, siloed, location-specific communications systems.

The net result is an innovative and cost-effective multimedia communications infrastructure that integrates current and emerging investments in voice, video, real time collaboration and can be delivered in a Cloud, Premise or Hybrid model.

The Challenge for Today's Enterprise

Solutions that make it easy for colleagues, partners, and customers to stay in touch often do little to help them work together. As a result, today's enterprise workforce is more mobile and more connected, but not necessarily more productive.

The Avaya Aura® Platform delivers a different approach to engaged communications, transforming traditional, single-purpose solutions for voice, video, email and instant messaging into a true multimedia, multimodal architecture:

- Enabling Multi-Modal Unified Communications and Omnichannel Customer Experience Solutions

- Delivering Cost Savings and a Smart, Evolutionary Path for Your Existing Communications

- Integrating Communications into Critical Business Processes

Interactions that were taken for granted when employees worked face-to-face become a significant challenge in a distributed work world where well over half the workforce is routinely out of the office.

Free flowing collaboration—the kind that occurs across a conference table or in front of a white board—becomes problematic when everyone is in a different location, connected via a different network, using a different system with its own unique interface. Where context was once provided by location, the job, or project, in today's mobile and distributed work environment that context can often be missing—unless your communications solutions can supply it.

While they provide basic connectivity and information access, traditional communications architectures—separate, location-specific solutions—are inadequate when it comes to enhancing the performance of today's anytime / anywhere enterprise. They are also costly to adapt and manage. To take businesses to the next level of engagement, a new architecture is required.

Moving to the Era of Digital Transformation

The Avaya Aura® Platform specifically addresses the needs of people-centric collaboration in today's digital engaged enterprise.

Using a unique application of the Session Initiation Protocol (SIP), the Avaya Aura Platform unifies media, networks, devices, applications and presence across a common infrastructure.

This infrastructure supports effective collaboration, adaptable to the specific needs, devices, and locations of users throughout the course of their interactions with customers and colleagues.

The session-based architecture of the Avaya Aura Platform combines openness, centralized administration and granular control to create a solution where active participation, pervasive collaboration and quality experiences can take place across the enterprise.

Existing PBXs and other third-party communications resources can be combined into a cohesive, centrally managed infrastructure, standardizing the core environment and delivering immediate paybacks in network access, management and operational costs, while laying the foundation for collaborative solutions, like Avaya Spaces, our fully integrated software-based UC solution which provides a single voice, video, messaging, conferencing and collaboration solution for mobiles, browsers, desktops and room systems.

The Avaya Aura Platform is cost-effective to implement and expand to match your growth objectives, with a browser-based console for managing all users and system connectivity enterprise-wide.

AVAYA

Avaya Aura® Communication Manager builds on the Session Manager core to provide a comprehensive software foundation for real-time voice and video communications.

Now in place at thousands of enterprises, the Avaya Aura Platform is based on open industry standards, supporting vendor interoperability and the third-party ecosystems that today's enterprise needs in order to move to a new level of business performance.

The Avaya Aura® Platform is made up of the following solution components:

Avaya Aura® Session Manager supports the innovative session-based architecture that makes it possible to manage users and multimedia communications features across enterprise networks, including Avaya and third-party communications systems.

Session Manager provides the capabilities to integrate and interoperate PBXs and other communications systems, provides users in any location with access to real-time communications services and enables them to take their communications "profile" with them anywhere in the network.

Avaya Aura® Communication Manager builds on the Session Manager core to provide a comprehensive software foundation for real-time voice and video communications. Avaya Aura Communication Manager delivers more than 700 services for unified communications, including support for mobility, customer contact, messaging, auto attendant, multimedia conferencing and E911.

Avaya Aura Communication Manager has the flexibility to support a wide variety of devices including SIP and H.323, as well as legacy digital and analog devices. For network connectivity, it supports global industry-standard communications protocols over a variety of different networks.

AVAYA

Why Avaya Aura® Platform?

Preserving your investment, the Avaya Aura Platform rationalizes and streamlines your enterprise communications system. Based on your budget, business strategy and user requirements, it preserves, adapts, consolidates, and extends your system.

Voice, video and other communications services can be connected directly to business workflows, filtering and delivering the right information to the right people on the right device at the right time.

Users get seamless interactivity across media, applications and devices—including Avaya Equinox.

Your organization benefits from an infrastructure that's designed for today's mobile and dispersed workforce, supporting the smarter, faster, anytime / anywhere decisions that are critical to business performance.

Avaya Aura® Presence Services integrates and distributes rich presence capabilities across a wide range of business environments and now includes Avaya Multimedia Messaging. A multi-protocol, open standards-based platform, Avaya Aura Presence Services collects, aggregates, and publishes 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 allowing presence implementation without incurring the expense of third-party solutions.

Avaya Aura® System Manager is a centralized, secure, browser-based management console that provides network administrators with an integrated, intuitive solution for network management. It includes provisioning, user administration, dial plan management, routing policies, security, fault / performance monitoring, reporting and license management.

Delivering a common, enterprise-wide management framework across users, capabilities and applications—including other vendor's solutions—results in better data consistency, faster deployment, lower total-cost-of-ownership and less training.

Avaya Session Border Controller for Enterprise (ASBCE) secures the real-time communications that flow beyond the borders of your network.

Built from the ground up to support enterprise SIP trunking requirements, it includes a set of advanced security features and an optional remote worker capability that extend the power of the Avaya Aura Platform throughout your enterprise.

Avaya Aura® Application Enablement Services is a set of software interfaces that provide connectivity between external applications and Avaya Aura Communication Manager. Using Application Enablement Services, software developers can write client applications in the programming language or protocol of their choice—enabling customers and DevConnect partners to integrate the Avaya Aura Platform with hundreds of communications and business applications.

Avaya Aura Suite Licenses

Avaya Aura Suite Licensing provides simpler purchase options for Avaya Aura customers. Suite licenses bundle select features that ensure each enterprise user receives the best set of capabilities for their business role. Suites are available in two levels:

- **Core:** includes the complete Avaya Aura Platform of Communication Manager, Session Manager, System Manager, Presence Services, Session Border Controller for Enterprise and user entitlements to Avaya Equinox clients.

- **Power:** includes all the capabilities in Core plus IX Workplace Conferencing (Host)

Balancing Costs, Risks and Future Growth

Making the transition from single-purpose solutions to an integrated, multimodal communications architecture may seem daunting:

The need to leverage and rationalize current investments in network systems, resources and training, must be balanced against future business growth and requirements.

Centralized control over core services—the key to consistency, lower costs and reduced complexity—must be balanced with the need for personalized access to collaborative applications.

Different user preferences and popular new devices must be accommodated, but with an eye towards the needs of the enterprise as a whole.

Streamlined installation, deployment and management policies must take account of privacy and security needs, protecting employee and customer data.

The Avaya Aura Platform is designed to help you balance these needs and create real value for your enterprise at a pace that makes sense for your business.

Avaya Aura® Applications

Avaya Solutions enable Digital Transformation by providing a comprehensive suite of advanced communications applications for voice, video, mobility, messaging, conferencing, customer contact and more. These include:

- Avaya digital workplace offers a sleek, unified communications tool that can provide one-stop access to voice, video, instant messaging, calendar, meetings and more. Its "mobile-first" Top of Mind screen provides at-a- glance visibility to everything that a user needs in real time: schedule, contacts, messages, and call history.

  Avaya also has collaboration tools that enable users to achieve the full benefits of a cloud-based, fully integrated team collaboration environment. Users can create and enter team rooms organized by a variety of categories with members both inside and outside of the organization, essentially breaking down the boundaries of a company's communications infrastructure. The enhanced, Avaya Digital Workplace experience supports persistent team messaging and chat, file sharing and task assignment and ad hoc and scheduled meetings, with audio / video conferencing, and screen sharing.

- **Avaya Messaging:** Complete and intuitive control of your messaging including, emails, voicemails and FAX in one user-friendly format.

- **Avaya Multimedia Messaging:** Extends simple Instant Messaging and presence with the ability to securely send text, audio, video, pictures, files and other attachments across the enterprise allowing individuals and groups to interact and productively handle conversations and workflows. Conversations can be point-to-point or multiparty, topic based and extend across mobiles, tablets and desktops and persist over time allowing offline members the ability to join the conversation when appropriate. Avaya Multimedia Messaging is now fully integrated into Avaya Aura Presence Services.

- **DevConnect Applications:** An extensive array of third-party applications for vertical market requirements and specific customer needs helps you get the most from your Avaya solution.

Each application can be separately scaled, enabling customers to flexibly introduce applications for targeted users and then incrementally expand to broader user populations over time.

These applications benefit from multi-vendor, SIP interoperability and Avaya's industry leading position in implementing advanced

To provide you with even more flexibility, Avaya Aura now supports the following Infrastructure as a Service (IaaS) providers:

- Amazon Web Services

- IBM Cloud

- Goggle Cloud

- Microsoft Azure

Enhance Business Process and Collaborative Workflows

Avaya APIs dramatically simplifies and accelerates the integration of communications and collaboration capabilities into business applications and workflows.

Most importantly, it provides:

- A platform that abstracts the complexity of the communications layer from the applications layer, enabling developers to focus on business needs and requirements rather than on becoming experts on communications solutions or protocols.

- A foundation that offers scalability, reliability and security for every solution and allows developers concentrate on value creation instead of logistics and interoperability.

- A Snap-In model that allows capabilities from a variety of solution providers to be included, enabling rapid, more cost-effective solution development mobile users.

The Avaya Aura® Platform in Action Today

State of Montana

Organization: 10,000 employees across numerous state-wide locations

Challenge: Replace costly legacy systems with a unified communications platform that would support E911, simplify management, enhanced customer service and save taxpayers money.

Avaya Aura® Platform Benefits:

- Highly Effective Location-Based E911 Services

- Over $50,000 Monthly Savings in Voice Services

- Improved Uptime and Remote Trouble-Shooting

- Unification of 13 Separate Dial-Plans Into One

"Avaya tech support is A-One... Issues don't sit and wait", Jeff Unger, Voice Architect, State of Montana Group

D+S Group

Organization: 3,500 employees across ten locations operating 24 hours a day, 365 days a year

Challenge: Provide real-time personalized service across multiple communications channels while unifying all locations and branch offices

Avaya Aura® Platform Benefits:

- Centralization of 10 Sites Into One Virtual Service Center

- Up to 25% Savings On Cross-Site Communications

- Easy Administration

- Simplified Networking

- Homogeneous Voice / Data Communications Across the Enterprise

"With Avaya Aura, 35 million customer contacts are now efficiently and reliably managed by us every year", JBernhard Magin, CFO & COO

Avaya Aura Deployment Options:

- Avaya Common Servers: Appliance Virtualization Platform (AVP) simplifies the deployment of multiple Avaya applications on enterprise grade rack mount appliances from Dell and HP.

- Avaya Aura® Virtualized Environment: The complete Avaya Aura® Platform solution set is available as VMware compatible OVA files for installation on customer provided servers.

- Avaya Converged Platform: Complete full stack solution for UC and CC including virtualized applications, compute, gateways, storage, power and, cabling with common management and single call support across the entire stack.

McMaster University

Organization: "Top 100" university with 8,000 staff and 30,000 students

Challenge: Seamlessly migrate 10,000 change-adverse users in 50+ buildings to a new unified communications architecture

Avaya Aura® Platform Benefits:

- Savings Estimated to Be In the Millions of Dollars

- Seamless Multi-Phase Migration

- Improved Staff Collaboration

"The amount of money we're spending for the value we're getting is incredible. Moving forward with Avaya was the ultimate no-brainer", Paula Brown-Hackett, Senior IT Manager—Enterprise Networks, McMaster University

Flexibility and Scale

Avaya solutions are designed to deliver the performance and scalability demanded by the world's largest enterprises and can cost effectively support as few as a handful of users in a branch to as many as 250,000 users on a single enterprise network.

- Eight of the Top Nine Airlines on the Fortune 500 Use Avaya Solutions

- The Top 10 Largest Automobile Manufactures in the World Rely on Avaya Solutions

- The Top 10 Major Banks in the World Are Running Avaya Solutions

- 49 of 50 of Fortune's Most Admired Companies in the World Rely on Avaya Solutions

- The Top 10 Healthcare Services Companies in the World Use Avaya Solutions

- The Top 10 Hospitality Brands on the Fortune 500 Rely on Avaya solutions

Simplifying Connectivity

The Avaya Aura® Platform allows users to take advantage of the widest possible array of end user devices—whatever meets their needs most effectively depending on whether they are in the office, on the road, at home or another location.

Avaya Services is an industry leading provider of professional and advisory services—along with support and operational services—to complement your Avaya solution. For more information please contact your Avaya Account Manager.

Avaya devices include deskphones, conference phones, wireless phones, and the Avaya Digital Workplace experience. All are designed to meet a wide range of needs including office and mobile workers, contact center agents and more. All leverage the feature rich communications and collaboration capabilities that the Avaya Aura Platform delivers.

- Through its flexible SIP capabilities, the Avaya Aura Platform provides a range of scalability and deployment options, providing for a smooth migration path from TDM and / or H.323 to SIP.

- Flexible Scalability

- Avaya makes it simple to acquire the Avaya Aura Platform and adapt it to the unique needs of your enterprise. As your needs change or your business grows, Avaya supports expanded capabilities and can scale, growing right alongside your enterprise.

Avaya Support Advantage

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

Learn More

Avaya OneCloud and the Avaya Aura Platform helps to create opportunities to add substantial value to any enterprise network. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at www.avaya.com.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

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