The Avaya Aura® Platform

Bringing the Era of Engagement to today's enterprise

Overview

Active participation, pervasive collaboration and quality experiences define the new Era of Engagement for today's enterprises. 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. To enable this transformative, people-centric engagement, Avaya has developed the Avaya Aura® Platform – a set of seamless components that mesh together to provide comprehensive team and customer engagement 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 more.

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 Communicator and Avaya Scopia® video solutions.

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.

The Challenge of the 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.

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 for voice or video, wired or wireless, digital or VoIP—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 Engagement

Avaya developed the Avaya Aura® Platform specifically to address the needs of people-centric collaboration in today's 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.
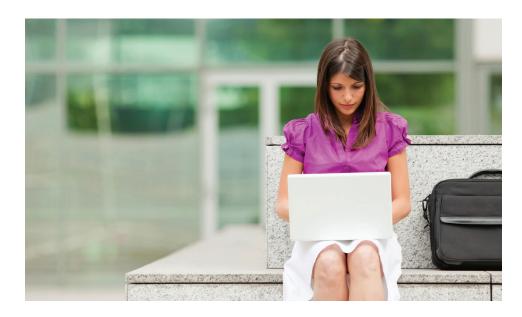
This infrastructure supports effective collaboration, adaptable to the specific needs, devices, and locations of users throughout the course of their interactions with customers and colleagues.

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, such as Avaya Scopia® video, rich presence and the innovative Avaya Communicator client.

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.

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.
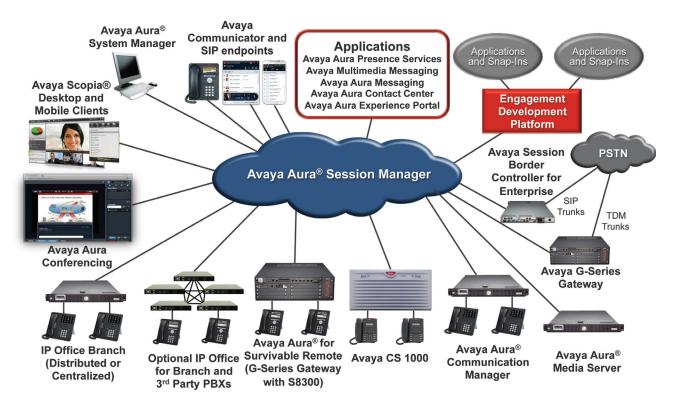
Balancing Costs, Risks and Future Growth

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.

- Changing 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.

A Next-generation Architecture for the Era of Engagement

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 complex 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, contact center, 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 Aura® Presence Services integrates and distributes rich presence capabilities across a wide range of business environments. A multi-protocol, open standards-based (SIP/SIMPLE and XMPP) 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 Platform takes advantage of virtualization technology, enabling enterprises to consolidate applications in a single server, driving significant cost savings while simplifying installation, licensing, management, network utilities, backup, upgrades and remote monitoring. A leading example of this is the Avaya Aura® Solution for Midsize Enterprise which combines the Avaya Aura core components into a single server.

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 and fault/performance monitoring, and licensing.

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 (SBCE) secures the real-time communications that flow beyond the borders of your internal 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.

Enhance Business Process and Collaborative Workflows

Avaya Engagement Development Platform 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 lets 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.

Avaya Aura Suite Licenses

Avaya Aura Suite Licensing offers a simpler approach to creating solution-oriented options for Avaya Aura customers. Suite licenses bundle select Avaya Aura 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 Communicator clients along with Basic level entitlements to Avaya Aura Messaging and Avaya Multimedia Messaging.

- **Power**: includes all the capabilities in Core plus Avaya Aura Conferencing and Enhanced level entitlements to Avaya Aura Messaging and Avaya Multimedia Messaging.

Avaya Aura Deployment Options:

- **Avaya Common Servers:** Avaya turnkey solutions based on enterprise-grade rack mount servers, from Dell and HP with the option to deploy multiple applications on a single server.

- **Avaya Aura® Virtualized Environment:** The complete Avaya Aura® Platform solution set, including Communication Manager, available as VMware compatible OVA files for installation on to customer provided servers.

- **Collaboration Pod:** Complete full stack solution for UC and CC including virtualized applications, compute, gateways, storage, network switches, power and, cabling with common management and single call support across the entire stack.

Avaya Aura® Applications

Avaya Solutions deliver on the Era of Engagement by providing a comprehensive suite of advanced communications applications for voice, video, mobility, messaging, conferencing, contact center and more. These include:

- **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.

- **Avaya Scopia® Video Solutions:** High definition, cost-effective video for individuals and workgroups across the enterprise.

- **Avaya Aura® Conferencing:** Enterprise-grade, on-premises multi-modal conferencing suite for audio, video, and fully integrated web-based communications.

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

- **Avaya Multimedia Messaging:** Extends simple Instant Messaging and presence with the ability to 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 threaded, across mobiles, tablets and desktops and persist over time allowing off-line members the ability to join the conversation when appropriate.

- **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 collaboration features.

vmware READY

Avaya Aura® core applications take a major step forward in the deployment of real time collaboration with the integration of VMware virtualized server architecture.

The Avaya Aura® Platform in Action Today

WellStar Health System

WELLSTAR

Organization: 5 hospitals, 15 imaging centers, 80 doctors' offices

Challenge: Consolidate solutions and get flexibility to deploy unified communications and collaboration as demands dictate.

The Avaya Aura® Platform Benefits
- 40% cost savings on trunking
- Elimination of unneeded services
- User productivity: employees can log into phones at different locations and handle calls as if they were at their own desk
- Enhancements in patient safety, clinical collaboration and customer service
- Survivability and SIP reliability for multiple locations
- Support for a mobile enterprise

Boyd Bros. Transportation Inc.

BOYD BROS. TRANSPORTATION INC.

Organization: 7 facilities and nearly 3,000 tractors and trailers

Challenge: Enhance communications, retain top employees, streamline system management and ensure scalability for future growth.

The Avaya Aura® Platform Benefits
- 300% increase in home agent productivity
- 80% improvement in time needed for system management
- Annual savings of $40K–$60K in employee training costs
- Competitive advantage in hiring and retaining drivers
- Flexible, high-definition video conferencing capabilities for collaboration and relationship-building
- Multimodal, multimedia contextual collaboration

Brinks Hofer Gilson & Lione

BRINKS HOFER GILSON & LIONE

Organization: Intellectual Property Law Firm headquartered in Chicago with 4 regional offices

Challenges: An existing communications system with limited ability to grow and a desire to leverage the benefits of unified communications

The Avaya Aura® Platform Benefits
- Cost Savings. $16,000/month reduction in the company's phone bill.
- Better client service. Improved accessibility to clients.
- Enhanced internal collaboration. Revolutionary changes in how teams communicate.
- Remote access. Mobility features to support attorneys on the go.
- Increased productivity. Improved productivity for both attorneys and staff.

Flexibility and Scale

Avaya solutions are designed to deliver the performance and scalability that is critical for intensive applications such as contact centers (where Avaya has the highest scale in the industry). The Avaya Aura Platform can cost-effectively support as few as a handful of users in a branch office or as many as 36,000 users on a single Communication Manager with support for up to 250,000 users on a single enterprise network.

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 devices include deskphones, conference phones, wireless phones, and full range of clients including Avaya Communicator. 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, the Avaya Aura platform can expand in capabilities and scale, growing right alongside your enterprise.

Complete Services

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 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.

Learn More

The Avaya Aura Platform creates 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 **avaya.com**.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit **www.avaya.com.**

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