AVAYA

The Power of We™

Avaya Aura®

The communications infrastructure for people-centric collaboration

Avaya Aura® delivers a radically different approach to enterprise communications, transforming traditional, single-purpose solutions for voice, video, e-mail and instant messaging into a true multimedia, multimodal architecture:

- Simplifying collaboration
- Delivering cost savings and a smart, evolutionary path for your existing communications
- Integrating communications into critical business processes



Faced with growing user demands for information access—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 Avaya Aura®, a breakthrough, real time communications architecture using session based, collaboration technologies. Instead of adding complexity or requiring a wholesale forklift from existing solutions, Avaya Aura 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®

Instead of throwing away current investments, Avaya Aura enables enterprises to rationalize and streamline them—preserving, adapting, consolidating and deploying as budgets, users and strategic needs dictate.

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 the Avaya Flare® Experience.

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.

That's true "people centric collaboration." That's the "Power of We!" That's Avaya Aura!

The Challenge of the Mobile 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 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 or device with its own unique interface. Where context (relevant information to the task at hand) was once provided by location, the job, or project, in today's mobile environment that context can often be missing—unless your communications solutions can supply it.

While they provide convenient connectivity and information access, traditional communications architectures—separate, location-specific solutions for voice or video, wired or wireless, legacy (TDM) 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. According to Yankee Group analyst Zeus Kerrevala, in this new era of collaboration and business performance, "A new architecture for communications is required."



Supporting People-Centric Collaboration

Avaya developed Avaya Aura® specifically to address the needs of people-centric collaboration in today's mobile enterprise.

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

Users know who is calling, e-mailing, or texting but also have the context: previous e-mails, instant messages, screen pops of customer or partner information, or charts and data relevant to the conversation.

The session-based architecture of Avaya Aura combines openness, centralized administration and granular control.

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 video, rich presence and the innovative Avaya Flare® Experience.

Avaya Aura 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, Avaya Aura 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 collaborative performance.

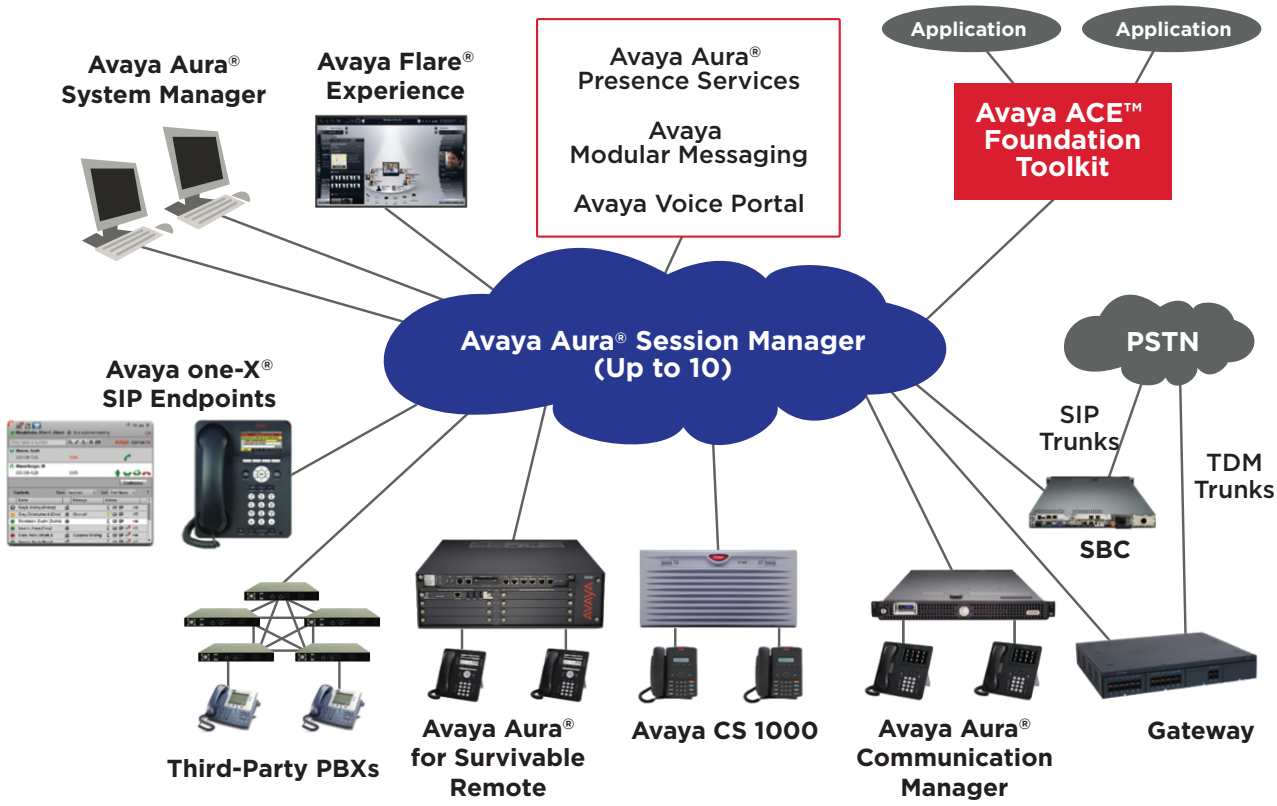


Balancing Costs, Risks and Future Growth

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

- The need to leverage and rationalize current investments in network systems, resources and training, must be balanced against future business growth.
- Centralized control over core services—the key to consistency, lower costs and reduced complexity—must be balanced against the need for on-demand 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 the personal data of employees and customers.

Avaya Aura is an architecture designed to help you balance these needs and many others.



A Next-generation Enterprise Communications Architecture

Avaya Aura® 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 across both 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, advanced conference calling and E911.

Avaya Aura Communication Manager can be flexibly deployed as either a centralized SIP "Feature Server" for SIP end points or as an Evolution Server supporting a mix of new and existing, DCP, analog and H.323 devices.

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 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.

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 Aura® Session Border Controller secures the real time interactive communications that flow beyond the borders of your internal network. Avaya Aura Session Border Controller is a virtualized application on Avaya Aura System Platform that enables your unified communications and contact center solutions to securely leverage SIP, while simultaneously extending the power of the Avaya Aura architecture 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 Avaya Aura with hundreds of communications and business applications.

Enhance Business Process and Collaborative Workflows

Avaya Agile Communication Environment™ (ACE) software dramatically simplifies and accelerates the integration of multi-vendor communications systems with business applications. It allows the enterprise to streamline collaboration and people-dependent processes such as Customer Relationship Management (CRM) into workflows by communications enabling business processes (CEBP): at the desktop, on the web, and on mobile interfaces. This enables advanced Avaya capabilities to go wherever people live and work, both desktop and mobile users.

Avaya Aura® Solution for Midsize Enterprise

Midsize enterprises can also leverage the power of Avaya Aura and gain the same benefits of faster problem resolution, better customer responsiveness and enhanced business collaboration with an Avaya solution created specifically for enterprises with 250 to 1,000 users. The Avaya Aura Solution for Midsize Enterprise combines the solutions listed below into a single server solution tailored to the midmarket customer:

- Avaya Aura Communication Manager
- Avaya Aura Session Manager
- Avaya Aura System Manager
- Avaya Aura Presence Services
- Avaya Aura Application Enablement Services
- Applications for messaging and contact center

Using the virtualization capabilities of System Platform, the single server hardware footprint makes this solution simpler to install, support, administer, and manage while still offering all the benefits and application possibilities of Avaya Aura.

Avaya Enables The Power of We™

Avaya delivers a wide range of applications designed to bring the right people together with the right information in the right context—delivering better business results in real time. Because we believe technology should enable collaboration—not dictate how it's done—Avaya supports open platforms so our customers can decide what works best for them. Our objective is to deliver the best collaboration experience, regardless of the devices, locations or media chosen.

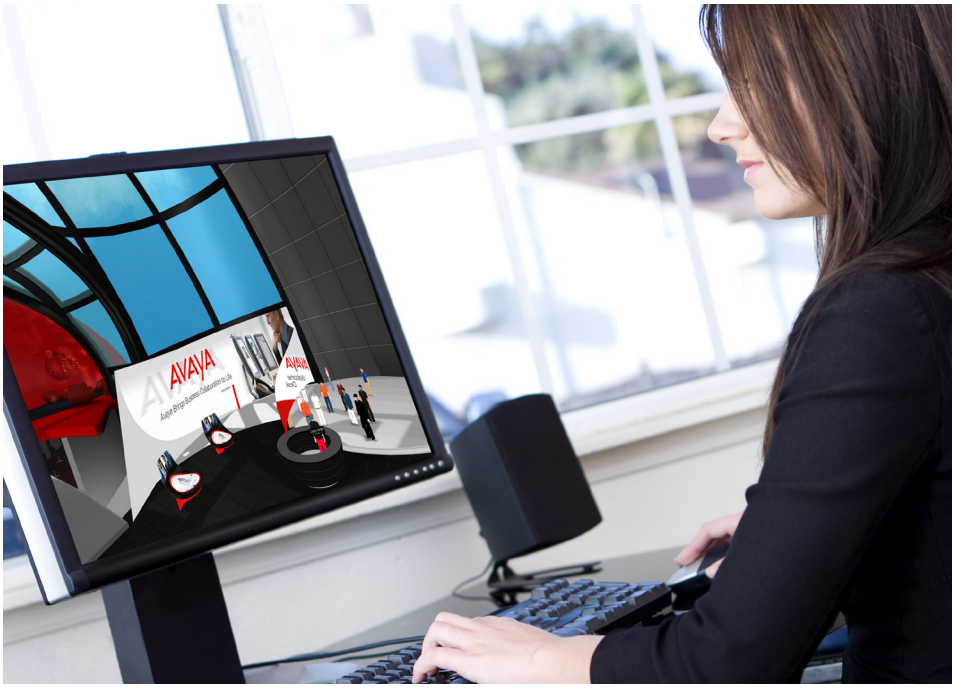
Avaya Aura® Applications

Avaya Aura® based networks deliver on The Power of We™ by providing the industry's most comprehensive suite of advanced communications applications for voice, video, mobility, messaging, conferencing, contact center and more. These include:

- **Avaya Flare® Experience:** The ground breaking collaboration experience that seamlessly brings together people, presence, contacts, directories, calendars, e-mail, web and social media content, documents and other information into a context-rich communications experience.
- **Avaya Video Solutions:** High definition, cost-effective video for individuals and workgroups across the enterprise.
- **Avaya Aura® Conferencing:** Carrier-grade, on-premises multi-modal conferencing suite for audio, video, and fully integrated web-based communications.
- **Avaya Aura® Messaging:** Provides you with control of your messaging environment, managing texts, e-mails, voicemails and instant messages in one user-friendly format.
- **Avaya web.alive™:** Meet, sell and learn in a fluid and immersive, real-time, web environment, featuring rich 3D graphics and audio.
- **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 Aura 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 mobility features.



Avaya Aura® in Action Today

WellStar Health System



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

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

Avaya Aura Benefits

- 40% cost savings on trunking
- Elimination of unneeded services
- User productivity: employees can just 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.



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.

Avaya Aura 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

Hawaii Medical Center



Organization: Full-service, acute and tertiary-care on two campuses

Challenge: Support vital electronic medical records (EMR) system, wireless communications and advanced video-based collaboration.

Avaya Aura Benefits

- EMR system delivered wirelessly to mobile computer units, with full security and always-on reliability
- Enhanced collaboration for professionals and administrators via Avaya Flare® Experience multimedia interface
- Reduced travel costs and enhanced collaboration through video communications
- Open-platform interoperability with multi-vendor systems and applications
- Migration strategy for additional unified communications solutions targeting user productivity and customer service

Flexibility and Scale

An Avaya Aura-based network is 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). Avaya can cost-effectively support as few as 100 users or as many as 36,000 users on a single Communication Manager and over a million users on a single network. Avaya Aura Session Manager (and Avaya Aura® System Manager) can support up to 10 Session Managers, 250,000 SIP users, and process up to three million Busy-Hour-Call-Completions (BHCC).

Simplifying Connectivity

Avaya Aura® 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 Aura® devices include deskphones, conference phones, wireless phones, and full range of clients including the Avaya one-X® client portfolio. 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 Avaya Aura delivers.

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

Flexible Software Bundles

Avaya makes it simple to acquire Avaya Aura and adapt it to the unique needs of your enterprise by offering software bundles tailored to fit your needs. As your needs change or your business grows, the Avaya Aura software can expand in capabilities and scale, growing right alongside your enterprise.



Complete Services

Avaya Client Services is an industry leading offering that provides 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

Avaya Aura 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 global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.

© 2012 Avaya Inc. All Rights Reserved.
Avaya and the Avaya Logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All trademarks identified by ®, ™, or ℠ are registered marks, trademarks, and service marks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners. Avaya may also have trademark rights in other terms used herein. References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.
01/12 • UC4803-03