AVAYA

Avaya Converged Communications

Removing barriers and bringing people together.

IP Telephony | Contact Centers | Unified Communication | Services

In the world of real-time business, you can't tolerate telephone tag. You don't have the luxury of, “I'll get back to you.” And you can't accept the inefficiencies of managing disparate silos of communications. That's why Avaya has created Converged Communications. Converged Communications cuts through the clutter to transform business processes.

- Colleagues can switch seamlessly from secure Instant Messaging to a conference call and back.
- “Presence” enables a sales representative in Seattle to "look over the cubicle" and communicate with a manager in San Jose as if they were together in the same office.
- Workers can consolidate their communication silos, replacing multiple phone numbers with a single logical address that provides a single point of contact.

Because we recognize the clutter of today's message queues, this Avaya breakthrough delivers ***more user control over*** communication. You'll experience greater efficiency, with less money spent on incompatible systems and services. You'll enjoy greater productivity as your people spend less time playing “tag.” And you'll see better collaboration, as employees at distant sites achieve unified presence in a single virtual office.

If your business depends upon speed, collaboration, or customer service, you owe it to yourself to experience Avaya Converged Communications.

Enterprise-class Instant Messaging

Avaya Converged Communications thoroughly integrates the power of the two predominant real-time communication modalities: telephony and Instant Messaging (IM). Working together, these tools empower your enterprise, making it faster, more flexible, more responsive and more collegial.

Your people already know and understand IM from their private lives. They know how IM can enhance and expedite communication. But they've never seen IM like this before. Welcome to Enterprise-class Instant Messaging.

- ***Integrated.*** Switch from voice to IM and back with a click of the mouse.
- ***Secure,*** encrypted communication protected from hackers and snoops.
- ***Open.*** Unlike proprietary IM applications, Avaya Converged Communications is based on the industry-standard SIP protocol.
- ***Safe.*** Behind the corporate firewall.
- ***Controlled.*** Registration and identity can be centrally managed.
- ***Archival.*** You can retain transcripts of IM sessions for internal reviews and government mandates.
- ***Easy to administer*** thanks to elegant Avaya software.
- ***Scalable.*** Supports thousands of users.

Enterprise-class Presence

Thanks to Avaya Converged Communications, your people get on-screen contact lists with unusually powerful presence indication. Regardless of whether colleagues are across the office, across the country or telecommuting from home, presence is the virtual "sitting at the meeting table," telling you whether or not a colleague is at her desk, online, or on the telephone. Users can even indicate their preferred method of contact. And a Privacy feature enables your people to control who gets to see their presence indication.

In this way, presence not only expedites communication, it makes communication more polite. You'll actually reach people the way they prefer to be reached. And you'll reach them the first time—for fewer irritating, redundant emails and voice mail messages. This means more business results with fewer frazzled nerves.

Converged Communications: A Snapshot

Avaya Converged Communications has the power to make your Enterprise more agile, more responsive and more successful. Just consider one illustration:

- Daniel calls a parts supplier in Minneapolis, with some specific questions about the suitability of a new sparkplug.
- The parts salesman needs an answer from an engineer in his company's Ohio research center.
- While still on the phone with Daniel, the salesman uses presence to see that the engineer is in her office, and online, but on the phone.
- Instead of calling the engineer and getting put into voicemail, the salesman Instant Messages (IMs) the engineer, and begins to get answers via IM chat.
- When the engineer hangs up her phone, the salesman sees it instantly and asks her to join a conference with Daniel.
- The engineer joins the call and answers Daniel's questions directly, even as she continues to chat with the salesman via IM.
- With all his questions satisfied, Daniel decides to buy.
- The engineer drops out of the call to allow the salesman to write the order.

Benefits that any enterprise will appreciate

With pagers, cell phones, laptops, voice mail, email and fax, today's enterprises don't need more communication. They need ***more user control*** over communication. And that's where Avaya Converged Communications shines.

- ***Immediacy.*** Today's distributed enterprise is a marvel of communication engineering. But when workgroups are separated, they lose the immediacy and effectiveness of ad hoc communication. So many great ideas happen in the hallway, the elevator and around the water cooler. On-screen presence marks the extension of these spontaneous, real-time exchanges to any number of branch offices.
- ***Efficiency.*** Powerful Avaya implementation of presence improves your productivity, enabling you to reach people the first time. No more phone tag. No more wasteful email strings.
- ***Return on investment.*** Converged Communications is far more cost-effective than deploying and maintaining separate systems to support separate applications.
- ***Practicality.*** Maximize economic gain with minimum service and business interruption. If you've got Avaya communication servers, we minimize the need for forklift upgrades. If you're using other servers now, Converged Communications is a compelling reason to switch.
- ***The future.*** Converged Communications represents more than a new feature. It's an evolution to a standard framework for enterprise communications. It leads to increased flexibility and cost efficiency thanks to modular components and applications. As solutions become more modular, you can deploy more services in more configurations, more easily in multi-vendor environments. This means better solutions, better interoperability, and the rapid deployment of new capabilities that integrate communications within business-critical applications.

For many enterprises, Avaya Converged Communications will represent a breakthrough in business practices. This new technology promises to benefit any organization that...

...has a mobile workforce, especially if you're dealing with incessant phone, e-mail, and voice-mail tag.

...requires fast response to customer requests for information, especially when that information resides with just a few “experts.”

...depends on knowledge in distributed reservoirs of information.

...depends on geographically scattered development teams.

...requires high levels of collaboration, as in consulting, accounting and law.

...requires quick response in a rapidly-changing environment, as in financial services.

...is using Instant Messaging today.

Getting there is easy.

Some tools require dramatic and disruptive changes in infrastructure and operations. Avaya Converged Communications is different. For current Avaya customers, making the move is not a forklift operation, but an easy, sensible step. And if you're not an Avaya customer, Converged Communications is another big reason to become one!

The solution includes three elements:

- An Avaya S8500 Media Server powered by Avaya Converged Communications Server software.

- A separate Avaya S8300, S8500, or S8700 Media Server powered by Avaya Communication Manager software.
- Compatible endpoints, including Avaya Softphone Revision 5 (a PC software package) and the Avaya 4602 SIP Telephone.

Not just a feature, an architecture.

Just as IP Telephony is a paradigm shift, Converged Communications also represents a dramatic change, establishing communication applications as software modules easily accessible over an open architecture. Just as IP Telephony has enabled a tremendous outpouring of productivity-enhancing applications, Converged Communications will redouble the trend. And just as Avaya has been recognized as a world leader in IP Telephony, Avaya will show the way forward in Converged Communications.

Converged Communications changes the very essence of telephony, thanks in part to Session Initiation Protocol (SIP). Avaya recognizes that SIP is a catalyst for the next phase of open communications over IP. SIP is an interoperable protocol that has the power to bridge the PSTN and the Internet. And, SIP has wide industry support, providing a practical means of multi-vendor integration at the highest level of the protocol stack—the application layer. SIP is a standard of the Internet Engineering Task Force (IETF) and is the subject of vigorous development, with hundreds of standards drafts now pending.

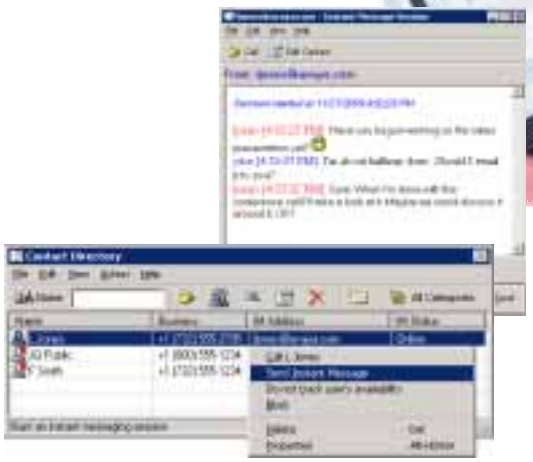
Enabled by SIP, the Avaya Converged Communications portfolio provides a clear migration path that avoids forklift upgrades by integrating with, supporting, and extending existing telephony infrastructures. Instead of a communication tool, telephony now integrates with other communications to become a service available to a wide range of standards-based user agents, Web-based applications and communication devices. Avaya Converged Communications will be your access not simply to Avaya innovations, but also to a world of open, multi-vendor communication solutions.

Consider the benefits:

- ***Reduced equipment costs*** through multi-vendor interoperability. The new architecture extends our core Communication Manager features to third-party SIP endpoints.
- ***Transparent communication*** between next-generation and existing endpoints.
- ***Reduced transport costs.*** Enterprises can take advantage of very competitive prices for new telephony transport services offered or being planned using SIP-based service provider networks.
- ***Mobility and versatility.*** Next-generation mobility solutions will use SIP to provide seamless mobility between public, cellular, and enterprise wireless LAN networks. These solutions will also integrate presence with messaging and speech access technologies
- ***Investment protection.*** Avaya Converged Communications maximizes your existing telephony investments by providing transparent communication among analog, digital, H.323 and SIP-based IP phones. Thousands of existing sites can start to take advantage of the technology today without expensive forklift upgrades!

Not just an architecture, a future.

It is impossible to overstate the potential of Converged Communications. Consider just a few examples of the applications now under consideration:



- Miguel's printing company has problem. His supply chain application recognizes that a key paper supplier will miss a shipping date. The software notifies an automated Crisis Manager that identifies the key people to contact. The Crisis Manager automatically checks the Avaya presence server for the current availability of these decision makers, and then requests Avaya Unified Communication Center to notify each decision maker of an emergency conference call, sending notification via Text to Speech or IM. The Crisis Manager then reserves resources on the conference server and notifies each user of the call-in information.
- Susannah takes a call at her office extension that appears on her wireless phone. As she walks through the office, the call is transported over the enterprise wireless LAN. Thanks to presence information, as she walks out to the parking lot, her call is seamlessly handed off to the public cellular network. Now calls to her office extension are automatically directed to her mobile phone number.
- Jefferson steps off the plane in Atlanta, unaware that his connecting flight is delayed. His airline automatically detects the presence of his cell phone, and automatically calls with a Text to Speech message updating him on the status of his next flight.
- Elaine's husband calls when she's in a meeting. Caller ID recognizes the husband as a member of Elaine's “inner circle” while presence and Text to Speech tell the husband that Elaine is in a meeting, and asks him to hold. A proxy notifies Elaine via IM that her husband is on the line and presents her with a menu of options. She can either type a message back to him, have him leave a message or let him know that she will return the call when the meeting is over. Her husband hears the response via Text to Speech.

Avaya: A world leader in Converged Communications.

Behind the scenes, Avaya has been working intently, preparing the ground for Converged Communications. From the outset, Avaya has been an active partner and contributor to the Internet Engineering Task Force's SIP, SIPPING and SIMPLE Work Groups. Avaya has led and sponsored the major SIP events. Avaya is a key member of the SIP Forum and a regular participant in interoperability events such as SIPit.

Avaya Global Services

You may need more than powerful tools to implement Converged Communications. You may also need a convergence expert—a single point of accountability—to guide you from planning and design to implementation and integration, right through the monitoring and maintenance of your network. Avaya Global Services is a world leader in network convergence services, with more than 7,000 professionals who can make a difference in your business. With our patented tools and best-practice methodologies, we can help you optimize your network performance with the power of IP and give you the confidence you need in your network readiness, security and business continuity.

If you're looking for a single source of support for Converged Communications, Avaya Global Services is the right choice.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

reach AVAYA

a higher plane of communication

IP Telephony	Contact Centers	Unified Communication	Services

© 2004 Avaya Inc.
All Rights Reserved. Avaya and the Avaya Logo are trademarks of Avaya Inc. or Avaya ECS Ltd., a wholly owned subsidiary of Avaya Inc. and may be registered in the U.S. and other jurisdictions. All trademarks identified by ® and ™ are registered trademarks or trademarks, respectively, of Avaya Inc. All other registered trademarks or trademarks are property of their respective owners.
Printed in the U.S.A.
02/04 • EF-LB2259