



OVERVIEW

Avaya Unified Communications Solutions

Communicating at the speed of business ... without breaking stride!

Information overload is a fact of life, and the need to keep in real-time contact with colleagues and customers is critical.

Unified Communications reduces the inconvenience and delays associated with trying to find and connect with key contacts. In addition, Unified Communications solutions enable employees to filter and control the level of contact that they receive, giving them more control over their workflow. Finally, IT managers are concerned about the complexity of supporting many different user productivity tools and devices so they are looking for integrated bundles to reduce the costs and complexity of support.¹

The **Yankee Group** estimates that integrating different work and communication modes can improve information worker productivity by 15-20%.

Information workers are individuals who must interact with others and with information for the purposes of accomplishing their objectives.

Up to 64% of workers, according to an Avaya survey, carry more than one communications device and use both voice and email with some effectiveness.

Productivity

- Desktop and mobile access from device of choice
- Consolidated fax, voice & email messaging
- User defined access (find me, follow me)



The benefits for workers include:

- Maintain a single stream of thought and action instead of shifting from one application to another.
- Access to consistent set of communication functionality regardless of location, network or device.
- Continue working even if network, device or location is affected by outage or disaster.
- Improve work-personal life balance through user demand access rules.

However, roughly 40% of those surveyed said they pick up an important message late more than 4 - 5 times a week and 34% said that they lost revenue opportunities because they could not be contacted when they were needed.

Avaya Unified Communications has the potential to transform the way people work and communicate by embedding the act of communicating into what people do instead.

Avaya Unified Communications solutions are integrated, multi-vendor business communications applications, systems and services that work together in a reliable and secure fashion. They are able to work through a seamless user interface that is independent of device. The result is a superior, seamless user experience across all enterprise communication solutions regardless of location, network, or device.

¹ Business Communications Review, January 2007



Market Leadership Award for Enterprise Messaging & Conferencing 2005



Fixed/Mobile Convergence 2006



Best UC Solution 2005 & 2006



The benefits for companies include:

- **Satisfying customers through worker availability and responsiveness**
 - One number access to employees regardless of device or location
 - Find me/follow me instead of leave message wait for callback
- **Accelerated workflow and business processes**
 - Consistent availability of directories and telephony features like “conference”, “hold”, and “forward”.
 - One consolidated message box - no more checking mobile-mail and office-mail
 - Use of presence allows targeted not blasted communications
- **Reduce Costs and Risk**
 - Workers are reachable and productive anywhere through the corporate network increasing continuity, reducing external networks cost and improving retention by having customers call a business number for employee access.
 - Based on Avaya customer case studies, in-house conferencing and collaboration tools take advantage of internal networks and may provide up to a 40-60% ROI

Avaya Value

Avaya Unified Communications is just one in a family of solutions in the Avaya Intelligent Communications portfolio. Avaya solutions use information to intelligently automate the communications process to help reduce the costs associated with communication and to transform our customers business. The other Intelligent Communications solution families include IP Telephony and its related components; customer contact and communications-enabled business process solutions.

Avaya has been delivering robust communication solutions for over 100 years and leads the market in IP Telephony, voice messaging, unified messaging, audio, web & video conferencing and speech access integration to desktop applications such as Microsoft Office and IBM Lotus. Avaya Unified Communications solutions and it's subcomponents have won substantial industry awards, some of which are identified in the box to the right.

Avaya Unified Communications solutions components can be purchased as separate components or in bundled solution sets. In addition, Avaya does not require that customers have the Avaya Communication Manager IP Telephony solution. Avaya Unified Communications solutions run on many standard SIP-based third party telephony solutions.



Avaya Unified Communications Family

Unified Access	one-X™ Desktop	Softphone client to control your phone calls and telephony features from your PC. Allows workers to use their desk phone in tandem with their PC while at the office, direct the voice path to another phone to support virtual or work-at-home, or voice over IP.
	IP Softphone w/ Microsoft MOC or IBM Sametime	Integrated telephony and Microsoft Office Communicator (MOC) instant messaging presence. Click-to-call from an entry in 'buddy' list, an email, or a smart tag. Access all Avaya Communication Manager features, gain integrated desktop video, and click-to-call from Internet Explorer.
	one-X™ Portal	A web based interface allowing telephony access (telephony, messaging, conferencing, mobile communications) through a secure, VPN SSL web client.
	one-X™ Mobile	Mobile phone becomes an extension of the desk phone - calls simultaneously ring on both and can be answered on either. Seamlessly shift from desk to mobile phone or mobile to desk phone while a call is in progress. Calls placed from your mobile phone go through the enterprise communication system to take advantage of least cost routing, management, reporting, and single number identity. Maintain a single corporate voice mailbox and access to LDAP corporate directory and a consolidated call log from your mobile phone.
	one-X™ Speech	Hands-free/eyes-free/speaker-independent speech access to voice mail, e-mail, calendars, directories, calling, and conferencing.
Messaging	Modular Messaging	Messaging platform enabling migration from traditional voice messaging systems to IP Messaging with the enterprise-class features, scalability, and reliability. This includes multiple telephone user interfaces (AUDIX, Aria, Serenade); and networking using standards-based (VPIM V2 or AMIS), or Avaya protocols (digital –AUDIX, –Aria, –Serenade).
	For IBM or Microsoft Clients	Integrate voice messaging directly into the Microsoft Exchange or IBM Lotus Domino message store and directory infrastructure; or keep voice messages in the Avaya Message Storage Server, and provide unified access to email and voice mail from Microsoft Outlook or IBM Lotus Notes.
Conferencing & Collaboration	Meeting Exchange	Audio conferencing solution that combines reservation-less, attended, scheduled meet-me, event-based, capabilities; sub conferencing, dial out, blast dial, recording, billing and reporting features. Supports 24 to 14000 TDM or pure IP-based users.
	For Adobe, IBM, Microsoft	Use 3rd party web conferencing clients such as IBM Sametime, Microsoft Live Meeting, or Adobe Acrobat Connect Professional to see conference presence and who is speaking. Control audio components such as mute/un-mute lines,, add participants, etc.
	Web Conferencing	Browser-based collaboration solution that allows users to hold productive virtual meetings. Share applications, presentations, white board, or chat.
	Video Telephony	Make video as easy to use as a phone. Includes desktop video, multi-point, telepresence, or high definition option. Integrate with Polycom or Tandberg video conferencing solutions.
Unified Communication Services	SIP Enablement	Avaya SIP Enablement Services (SES) bridges the PSTN and Internet worlds by providing a standards-based SIP architecture for telephony, presence, Instant Messaging, and other enterprise communications.
	Application Enablement	Application Enablement Services provides an enhanced set of Application Programming Interfaces (APIs), protocols and web services that expose the functionality of Avaya communication solutions to application developers.
	Mobility Services	Enable access to telephony features, call logs, corporate LDAP directory, and voice mail from mobile devices.
	Portal Services	Enable access to telephony features, call logs, corporate LDAP directory, voice mail, and audio conferencing bridge from a browser-based client.



Customer Case Studies

- Continental Airlines saved 50% and NetMotion Wireless experienced a 70% reduction in conference and collaboration expense with Avaya Meeting Exchange.
- JH Cohen improved accountant-client communications through the use of Avaya's Unified Messaging and Speech Access to email, calendar, contacts and voicemail will drive an estimated \$6M in increased billable hours.
- The Honda F1 Racing team experienced a 30% reduction in communication costs for mobile workers, an increase in collaboration and productivity for it's headquarters' workers, and faster, more productive linkage of mobile workers with headquarters experts.



Solution Attributes

As demonstrated by the case studies above, Avaya Unified Communications can provide customers with strong return on investment. Avaya solutions integrate all messages and allow users to retrieve fax, email, and voice mail easily through: graphical user; touch-tone; or natural speech recognition interfaces. Audio conference bridge participation can be managed from the web conferencing interface, or from the same client used to manage your regular phone calls. Easily shift from an email, voice mail, or IM to a phone call using desktop or speech interfaces. In addition, the use of rules-based handling of messages and calls within specific Avaya solutions can help your employees prioritize and rapidly respond to truly important communications.

The Avaya approach to Unified Communications is not to introduce yet another technology or to insist on an "all-Avaya" environment. Rather, Avaya solutions make use of existing, established technologies like SIP, H.323 VoIP, WiFi, GPRS, and IMAP4 to name a few, and work well in

a multi-vendor environment. We provide tight integration with Microsoft and IBM messaging and collaboration solutions and we support a variety of mobile devices from companies like Nokia and RIM. Additionally, our extensive partner ecosystem provides a variety of communications software and hardware, which add additional value to Avaya's solutions for our customers.

Reliability continues to be a hallmark of Avaya solutions and the various underlying components of our Unified Communications solutions are no exception, offering multiple levels of redundancy and failover. Our solutions integrate well into an enterprise's overall security architecture and we can offer enterprises additional expertise in this area through our Business Communications Consulting group.

To learn more about Avaya Intelligent Communications solutions visit our website at www.avaya-apac.com and experience Unified Communications virtual briefings, demos, customer case studies, and white papers by the Yankee Group, and more.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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