Avaya Unified Communications All-Inclusive and Avaya one-X® Products

Extending the benefits of Unified Communications to the business and beyond: giving users anywhere access to easy-to-use tools for highly productive collaboration

Avaya Unified Communications (UC) enables business users to integrate and move seamlessly among communications modes, channels and devices. This helps organizations become more productive while improving service to customers.

What is unified communications?

Unified communications (UC) brings together disparate communications technologies that exist in business environments today. With UC an enterprise can maximize the full power of their network, significantly cut costs, and grow communications far beyond voice using next generation technologies and applications that enable enhanced business agility, competitive differentiation, and customer loyalty.

These applications include voice and video telephony, presence, conferencing, collaboration, voice and video mail, instant messaging, email, calendaring, and contacts.

Although many businesses use these applications, the applications are functioning as separate technologies, largely independent of one another and unable to leverage each other's capabilities. With UC the boundaries between modes of communication blur, both technically and functionally. When

aligned with clearly defined business processes, a UC solution can provide significant benefits for your business:

- **Seamless integration:** Reply to email with your voice. Turn an IM into a conference call. Answer your desk phone from the airport. No matter how, where, or when you communicate, you'll have seamless access to the same familiar interfaces and corporate resources.

- **Vendor-neutrality:** Unified communications should unify systems, devices and applications from multiple vendors. Avaya supports open standards and robust interfaces with third-party products, lowering costs and improving flexibility.

- **Reliability and security:** Avaya solutions have been used for decades by enterprises ranging from small businesses to the FORTUNE 500.

Avaya UC All-Inclusive Offer: Delivering UC Anywhere and Everywhere

The Avaya All-Inclusive Offer provides business users with network-independent and device-independent access to a wide array of productivity applications, providing key benefits across the enterprise.

Business Benefits:

- **Improved productivity for workers:** Avaya UC All-Inclusive helps make workers more efficient and productive by providing access to all their communications applications via a familiar interface whether they're at a desk in the office, mobile, working remotely or telecommuting from home. Workers can more easily initiate contact with customers or subject matter experts within their organization, reducing down time and increasing productive time. Managing messages and communications devices is streamlined, saving time and

reducing stress. Avaya UC All-Inclusive can improve job satisfaction since it gives employees unprecedented control over how and when they can be contacted and how they connect with others.

- **Better service for customers:** With Avaya UC All-Inclusive, employees have a single number – so customers no longer need to juggle multiple reach numbers as they try to guess which number to use. Because company representatives can be contacted in an integrated fashion via multiple modalities – phone, email, instant messenger, etc. – customers can reach them easily to place orders or resolve issues. The Avaya UC All-Inclusive offer can improve company responsiveness and increase customer satisfaction.

- **Greater ability to collaborate:** Avaya UC All-Inclusive unlocks the collective knowledge within an organization by facilitating collaboration among team members. Employees can quickly locate the right resource via the most effective mode. In

addition, virtual group collaborations such as multiparty conference calls can be more productive since meta-information, like who is on the call and where that person is located, provides context and enables participants to focus on the business at hand.

- **Cost savings:** Avaya UC All Inclusive can reduce communication costs significantly by bringing services such as conferencing and mobility solutions in-house and by taking advantage of enterprise dial plans. This enables the IT department to retain control over all communications, reducing risks associated with customers contacting company associates on an associate's personal cell phone. Finally, Avaya UC All-Inclusive saves time and money as organizations plan for (and, if necessary, implement) business continuity strategies, since workers are already equipped to work from multiple locations and are experienced in doing so.

Everything Business Users Need to Realize True Unified Communications

The Avaya UC All Inclusive Offer simplifies the path to truly integrated UC by grouping together all key UC business applications – to provide a full suite of UC benefits to customers and workers.

Unified Communications All-Inclusive Components:

Avaya one-X® Communicator

Avaya one-X Communicator provides enterprise users with simple, intuitive access to everyday communications tools, enabling users to manage communications tasks more efficiently and to be more productive, responsive and collaborative no matter where they are working. Avaya one-X Communicator combines softphone, intelligent presence, instant

messaging, voice/video calling, visual voicemail and visual voice/video conferencing, and access to corporate directories and call logs. It is designed for easy integration with leading desktop productivity tools like Microsoft Office Communicator, IBM Lotus Sametime, and Citrix Presentation Server.

Avaya one-X® Portal

Avaya one-X Portal provides browser-based access to telephony on Avaya Aura™ Communication Manager, voice messaging on Modular Messaging with the Avaya message store, conferencing on Meeting Exchange® Enterprise, call logs, and contacts – making the power of the enterprise available everywhere. Avaya one-X Portal is integrated with Avaya Aura™ Presence Services, offering aggregated and communication channel-level presence status regarding telephony and instant messaging.

Avaya Aura™ Presence Services

Avaya Aura Presence Services provides a core communications service within Communication Manager. Its multi-protocol (SIP and XMPP) based architecture enables Presence Services to collect and aggregate presence information from multiple sources and, in turn, to publish that information to multiple places. It can act as the core presence engine for an enterprise and is also designed to complement other presence engines that may be running.

Avaya Aura™ Application Enablement Services - Integration for Microsoft Office Communications Server

For enterprises running Microsoft Office Communications Server, the Avaya UC All-Inclusive offer includes multiple ways of integrating Microsoft and Avaya by delivering telephony capabilities to the computer and applications to the telephone. Benefits of this deep integration include click-to-call, click-to-conference, click-to-IM, integrated telephony/messaging presence, integrated video, and advanced telephony features and work modes.

Features and Benefits of Avaya one-X® Products

- **Eliminate the need for training**
  Avaya one-X Products deliver a consistent, easy-to-use interface across multiple platforms, so employees can remain productive without costly training sessions.

- **Improve efficiency**
  Employees have one place to manage multiple communications tools, including voice, video, messaging, conferencing, directories, and email.

- **Enhance productivity anywhere**
  Mobile, Web and voice applications extend a full range of communications tools to employees virtually anywhere, keeping them connected and productive.

- **Lower ownership costs**
  Avaya one-X Communicator supports both H.323 and SIP communication protocols, enabling organizations to standardize on a single client for their entire workforce. Seamless integration with Avaya Aura ™ Session Manager enables centralized deployment and enhanced management capabilities

Avaya Aura™ Application Enablement Services - Integration for IBM Lotus Sametime

For enterprises running Lotus Notes, the Avaya UC All-Inclusive offer provides deep integration of Avaya and IBM platforms, offering users new ways to benefit from proven, familiar technologies. Benefits include unified presence, a single client for email, voicemail, IM and calendars, and seamless performance across LANs, Wi-Fi, cellular and PSTN.

Avaya one-X® Mobile

Avaya one-X Mobile offers visual voicemail, 24x7 logging of all business calls, access to the corporate directory, management of call routing and VIP screening and dialing through Communication Manager. Avaya one-X Mobile supports a wide range of devices including RIM BlackBerry, Palm, Windows Mobile, J2ME and Apple iPhone.

Extension to Cellular

The Extension to Cellular feature of Communication Manager connects callers to employees wherever they are via a mobile or wireline device. It provides one-number access by enabling calls bound for an employee's business number to ring simultaneously on both the office phone and up to four mobile (or wireline) phones. While on a call, users can access advanced features such as transfer, conference, Call Extend (one button seamless hand off from desk phone to mobile device), and Active Line Appearance (one button seamless pickup from mobile and desk phone). Extension to Cellular can deliver significant cost savings on international calls as well as cost tracking information.

Other Available UC Components

Avaya one-X® Speech[1]

Avaya one-X Speech is a revolutionary technology that recognizes and executes spoken commands that enable workers anywhere – mobile, remote or in the office – to access critical communications tools and information over any phone, 24x7. Through spoken commands a user can activate calling, conferencing, messaging, enterprise directories, contact databases, and email applications.

Avaya one-X® Deskphone[1]

Avaya one-X Deskphone is firmware for 1600 and 9600 Series IP Deskphones. There are three versions: H.323 for 9600 Series, SIP for 9600 Series and H.323 for 1600 Series, each providing rich functionality for Avaya IP Deskphones. For example with the Avaya one-X Deskphone SIP for 9600 Series, Microsoft Exchange calendar and display appointment reminders can be integrated – no need to boot up the computer to find out when your next appointment is. And, when using the Avaya one-X Deskphone H.323 for 9600 Series, you can dial by voice using contacts stored on the phone directory.

Avaya one-X® Agent[1]

Avaya one-X Agent is a desktop application built specifically to meet the needs of contact center agents. This application provides the tools contact center agents need to be more productive, whether they're working in a headquarters location, or in a branch or home office. With one-touch access to functions such as conference, transfer, and supervisor assist, agents can manage both communications and agent tasks, making them more productive, responsive, and collaborative regardless of where they are working.

Avaya one-X® Attendant, Operator, and Information System

Avaya one-X Attendant is a PC based software application for attendants, receptionists and secretaries. The solution provides integrated linking of telephony, customer data (eg VIP status) and internal employee availability such as absence notifications; extending the classical operator platform to an intelligent routing system. With Avaya one-X Attendant, an operator can support callers and the enterprise with simplicity and speed and do much more than merely "put people through".

Desktop Video for Avaya one-X® Communicator[1]

Enhancing the desktop user experience, Avaya offers easy to use and operate Desktop Video for Avaya one-X Communicator. Users can make low bandwidth, high definition video calls to virtual team members and workgroups - as easily as placing a phone call. Enabling highly interactive and productive collaboration, unified audio/video features include: transfer, forward, six-party conference, hold, mute, call coverage, and bandwidth management controlled by Communication Manager.

To Learn More

For additional details about the Avaya UC All-Inclusive offer, as well as pricing information, contact your authorized Avaya Account Manager or Avaya authorized partner or visit **http://www.avaya.com/usa/solutions/portfolio--unified-communications**.

[1] Optional with UC All-Inclusive Offer

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.

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