AVAYA

Avaya Aura® Solution for Midsize Enterprise

Avaya Aura® Solution for Midsize Enterprise meets the specific needs of today's midsize organization for a unified communications solution on a consolidated server that supports communications, messaging, conferencing and extends collaboration, video and more.

AVAYA AURA® SOLUTION FOR MIDSIZE ENTERPRISE

Core Components

Avaya Aura® Communication Manager 6.0.1

Avaya Aura® Communication Manager Messaging 6.0.1

Avaya Aura® System Manager 6.1

Avaya Aura® Session Manager 6.1

Avaya Aura® Session Border Controller 6.0.1

Avaya Aura® Application Enablement Services 6.1 (CTI)

Avaya Aura® Presence Server 6.1

Avaya Aura® System Platform 6.0.3

Avaya Aura® Utility Services 6.1

Optional Applications

Avaya one-X® UC All-inclusive

Avaya Aura® Contact Center

Avaya Aura® Conferencing

Avaya Aura® Messaging

Success in the global marketplace for midsize enterprises is all about speed, flexibility and differentiation. Whether the challenge is from a smaller, more nimble rival or a much bigger competitor, you need a focused, productive workforce that can communicate and collaborate in real time.

Avaya Aura® Solution for Midsize Enterprise gives you the unified communications capabilities you need today and the advanced collaboration capabilities that will drive innovation tomorrow:

Get Started with UC: Take advantage of telephony, messaging, basic conferencing and presence at an industry-leading Total Cost of Ownership (TCO).*

Extend Your Collaboration: As your needs evolve, add Avaya Aura next-generation capabilities in customer service, conferencing and multimedia messaging (Avaya Aura® Contact Center, Avaya Aura® Conferencing and Avaya Aura® Messaging.) Avaya Aura Solution for Midsize Enterprise builds on the extensibility and high reliability of Avaya Communication

Manager's IP-based software. By linking this software with SIP-based Session Manager capability, Avaya Aura Solution for Midsize Enterprise enables unification of media, networks, devices and applications, delivering on-demand access to powerful collaboration tools— including the Avaya Flare™ Experience.

- Combining voice, video, white-boarding, screen sharing and more to manage conference calls easily.

- Incorporating visual communications of people, products, prototypes, presentations, etc. by placing HD video wherever it is needed.

- Managing address books from a variety of sources—enterprise, social media, smartphone.

- Leveraging 700+ telephony features

With Avaya Aura Solution for Midsize Enterprise, you can implement communications solutions that are truly "people-centric," easily moving back and forth between voice calls, e-mail, IM and social media based on what's needed at that moment.

*Data on cost-savings and efficiency in this brochure are based on Avaya internal testing.

Virtualization lowers costs

Avaya Aura Solution for Midsize Enterprise does not simply deliver best in class collaborative communications, it takes advantage of virtualization to achieve this goal in a low footprint, energy-efficient, easy-to-manage solution.

By hosting multiple Avaya Aura applications on a single server—voice, messaging, video, application enablement, software media services and full SIP capabilities—Avaya Aura Solution for Midsize Enterprise simplifies installation, administration and ongoing management, significantly reducing TCO.

Purchase: Optimizing power consumption for up to 1000 users, the complete base system is one server. Even with additional application servers for advanced applications, virtualization is a key reason why Avaya Aura Solution for Midsize Enterprise is up to 16% less expensive per user compared to competitors (measured at 400 users).

Implementation: Faster and less costly than installing everything separately, Avaya uses System Platform to simplify the installation and maintenance procedures. System Platform runs multiple Avaya Aura applications on a modified Citrix Xen hypervisor on a Linux platform.

Administration: Set-up is streamlined through the use of pre-defined templates (e.g., enter IP addresses once for all solutions) simplifying desktop management and speeding deployment. Avaya Aura System Manager provides an extensible, browser-based console for managing user profiles, dial plans, network routing policies, security, etc. MyPhone allows end-users to assign telephony features through a simple-to-use, Web-based GUI. Overall, streamlined administration results in 75% less time required for system maintenance.

Lower carbon footprint: Virtualization means 75% less power and cooling required compared to traditional deployments.

Anytime, anywhere productivity

Avaya Aura Solution for Midsize Enterprise directly addresses the challenge of anytime, anywhere worker productivity by providing consistent Unified Communications capabilities to all users regardless of location:

- Whether your employees are mobile, telecommuting from home, or working at another office or branch location, they are still accessible to customers and co-workers via Avaya one-X® Unified Communications.

- Employees can receive and retrieve their messages in a single, unified mailbox; be notified of important messages and callers; and access corporate directories.

- Avaya Aura Solution for Midsize Enterprise works with the full range of

WHATEVER YOUR BUSINESS OBJECTIVES, AVAYA AURA ME IS READY

❱ Unified Communications
Get the critical unified communications capabilities your business needs in a virtualized platform that's cost-effective to implement, administer and expand to match your growth objectives. With a target of 250 to 1,000 users that may be office bound or mobile, and a cost-advantage of 25-30% through virtualization, it's the right choice when the objectives are enhanced employee productivity, differentiated customer service and simplified management.

❱ Advanced Collaboration
Make it easy for everyone in your organization to find, follow, connect and collaborate with colleagues, partners and customers using video, rich presence and the innovative Avaya Flare Experience. Avaya Aura Solution for Midsize Enterprise connects to your existing PBX, broadening the availability of features that deliver efficiency and productivity across your organization—improving availability, decision making and problem solving while also making these features easier to deploy and manage.

❱ Next-Generation Customer Service
When customer service is your key competitive advantage, take it to the next level by relying on Avaya Aura Solution for Midsize Enterprise. Leverage the advantages of Avaya Aura® Contact Center and benefit from seamless, persistent, collaborative, multimedia interactions that deepen and strengthen customer relationships.

Avaya one-X® clients, including Avaya one-X® Communicator, Avaya one-X® Portal and Avaya one-X® Mobile.

Licenses for these software applications are included with Avaya Aura Solution for Midsize Enterprise, as well as support for full integration with Microsoft Office Communications Server (OCS) 2007, IBM Lotus Sametime and Lotus Notes.

Maximize revenue across customer contacts

Midsize enterprises can rely on Avaya Aura Solution for Midsize Enterprise to support their customer service needs, leveraging Avaya's leading-edge contact center capabilities to optimize multi-channel and multimedia customer contacts while providing analytics and workforce management solutions.

Take advantage of:

- Agent productivity tools with a single unified agent desktop that supports voice, e-mail, SMS, Web chat, IM, social media, and other contact types.

- Outbound campaign support, including preview and progressive dialing solutions.

- Open interfaces and Web services integration for adapting sales and customer service initiatives to internal business processes.

- "Find an Expert" capability, allowing agents to quickly locate experts in the enterprise via presence and drive quick, first-call resolution.

Avaya Aura® ME At-A-Glance	
Functionality	• Enhance productivity by simplifying access to best-in-class communications and collaboration tools, including Avaya Flare™ Experience. • Serve customers better with embedded contact center support and powerful ACD routing. Optional Avaya Aura® Contact Center offers multi-channel contact center. • Increase workforce efficiency through presence-enabled communications. Take advantage of enterprise-wide presence aggregation that enables visibility to everyone's availability, integrating with solutions from Microsoft, IBM, Google, etc. • Streamline business operations by adding third-party DevConnect applications including call accounting, call recording, public safety, and SIP endpoints.
Simplification	• Pre-configured solution can be installed quickly and easily in about one hour. Installation is 60% faster on the single server than the suite of applications done separately. • Decrease IT overhead with fewer devices to manage: based on customers who purchased, there was 75% less time required for system maintenance with integrated services for administrators (upgrades, backup/restore with ease.) • Reduce administrator overhead associated with moves-adds-changes and improve end-user value through end-user self administration.
Security	• Secure remote support from your VAR and Avaya.
Savings	• Less costly to buy: 75% less hardware required based on customers who purchased similar solutions. • Lower TCO: smaller footprint means 75% less power and cooling required with this "green," energy efficient solution (compared to traditional deployments). • SIP Trunking can save 20% to 50% on telecom expenses by centralizing trunks, reducing trunk access charges, and lowering toll-charges and long-distance rates. • Single server Modular Messaging simplifies rollouts and lowers messaging hardware maintenance costs by 50% (based on a typical customer configuration).

UC all Inclusive

Avaya Aura® Messaging

Avaya Aura® Conferencing

Avaya Aura® Contact Center

3rd Party Applications

Avaya Video Conferencing Solution

Avaya Flare™ Experience

Expand With Applications

G430/450 Gateways

Avaya B5800

AVAYA aura® Solution For Midsize Enterprise

Basic System Configuration

Business continuity

To increase business continuity, each virtual server acts completely independently from one another and supports Local Survivable Processor (LSP).

Secure, rapid serviceability and alarming to Avaya Expert Systems™ means faster trouble resolution and remote support—enabled by Secure Access Link (SAL), linked over IP and HTTPS with full audit trails for customer review.

Learn more

Providing a single-box, end-to-end solution that extends from unified communications to advanced customer service and collaboration is just one of the ways that Avaya meets the needs of today's midsize enterprises. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at www.avaya.com.

About Avaya

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, data solutions 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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