



Avaya Unified Communications and Avaya one-X[®] Products

Turning the Promise of Unified Communications into Everyday Reality

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

What is unified communications?

Unified communications (UC) brings together the many disparate communications technologies that exist in business environments today and enables a new era in business communications. Simply put, UC is defined as:

The convergence of communications applications that helps businesses significantly cut costs, advance their communications beyond voice, radically simplify their communications architecture, deliver business agility, and build customer loyalty.

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

Although these applications exist in many businesses today, they function as separate technologies, largely unaware of each other and therefore unable to take advantage of each other's capabilities.

With UC, the boundaries between these once separate modes of communication are blurring, both technically and functionally. When properly aligned with clearly defined key business processes, a UC solution can provide many 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, for lower costs and improved flexibility.
- **Reliability and security:** Avaya solutions have been used for years, by organizations from small businesses to the FORTUNE 500.

Avaya UC All-Inclusive: Delivering UC Anywhere and Everywhere

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

Business Benefits:

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

saving time and reducing stress. Avaya UC All-Inclusive can also improve job satisfaction since it gives employees unprecedented control over how and when they can be contacted as well as how they wish to 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 and try to guess which one to use. In addition, since company representatives can be contacted in an integrated fashion via multiple modalities – phone, email, instant messenger, etc. – customers can reach them even more easily to place orders or solve 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 total knowledge contained within an organization by facilitating collaboration among team members. Employees can quickly locate

the right resource and the right way to contact that person. 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 provide context and allow participants to focus on the business at hand.

- **Cost savings:** By bringing services such as conferencing and mobility solutions in-house, and taking advantage of enterprise dialing plans, Avaya UC All-Inclusive can significantly reduce communications costs. In addition, the IT department retains control over all communications, reducing the risk associated with having customers contacting company associates on the 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 have experience doing so.



Everything Business Users Need to Realize True Unified Communications

To simplify the path to truly integrated UC, Avaya has created the UC All-Inclusive Offer delivering business users a suite of products that group all the key Unified Communications applications that will allow you to provide your customers and workers the benefits of Unified Communications.

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 business users to better manage

communications tasks and be more productive, responsive and collaborative no matter where they are working. Avaya one-X® Communicator combines softphone, intelligent presence, voice/video calling, visual voicemail and visual voice/video conferencing, as well as 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 – thus making the power of the enterprise available everywhere. In addition, Avaya one-X® Portal is integrated with Avaya Aura™ Presence Services, offering aggregated and communication channel-level 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 allows Presence Services to collect and aggregate presence information from multiple sources, and in turn 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 comes with multiple ways of integrating Microsoft and Avaya, both by delivering telephony capabilities to the computer and also applications to the telephone. Benefits of this deep integration

Features and Benefits of Avaya one-X®

- **Eliminate the need for training**

Avaya one-X® Products deliver a consistent, easy-to-use interface across multiple platforms, so employees can stay productive without costly training sessions.

- **Improve efficiency**

Employees get one place to manage multiple communications tools, including voice, video, messaging, conferencing, directories, and email.

- **Keep workers productive 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 support both H.323 and SIP communication protocols, allowing organizations to standardize on a single client for their entire workforce.

include click-to-call; click-to-conference; click-to-IM; integrated telephony/messaging presence; integrated video; and advanced telephony features and work modes.

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; single client for email, voice mail, IM and calendars; and seamless performance across LANs, Wi-Fi, cellular and PSTN.

Avaya one-X® Mobile

Avaya one-X Mobile® offers visual voice mail, 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 Avaya Communication Manager can connect callers to employees wherever they are with just one call. It delivers 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 and conference as well as Call Extend (one button seamless hand off from desk to mobile) and Active Line Appearance (one button seamless pickup from mobile and desk phone). Extension to Cellular also offers significant cost savings on international calls as well as cost tracking information.

Other Available UC Components

Avaya one-X® Speech¹

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

Avaya one-X® Deskphone¹

Avaya one-X® Deskphone is the firmware for the 1600 Series IP Deskphones and the 9600 Series IP Deskphones. There are three versions: H.323 for 9600 Series, SIP for 9600 Series and H.323 for 1600 Series. Each provides rich functionality for Avaya IP Deskphones. For example with the Avaya one-X® Deskphone SIP for 9600 Series, you can integrate your Microsoft Exchange calendar and display appointment reminders – 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 for contacts stored on the phone directory.

Avaya one-X® Agent¹

Avaya one-X® Agent is a desktop application built specifically to meet the needs of contact center agents. Avaya one-X Agent gives contact center agents the tools they need to be more productive, whether they're working in a head-quarters location, in a branch office or a home

¹ Optional with UC All-Inclusive Offer

Avaya one-X® Products	Included in Avaya UC
Avaya one-X® Communicator	yes
Avaya one-X® Portal	yes
Avaya one-X® Mobile	yes
Avaya one-X® Speech	
Avaya one-X® Agent	
Avaya one-X® Deskphone	
Avaya Aura™ Presence Services	yes
Avaya Aura™ Application Enablement Services for IBM Lotus Sametime	yes
Avaya Aura™ Application Enablement Services for Microsoft Office Communicator Server 2007	yes
Avaya Extension to Cellular	yes
Desktop Video for Avaya one-X™ Communicator	

office. With one-touch access to functions such as conference, transfer, and supervisor assist, agents are able to effectively manage both communications and agent tasks, making them more productive, responsive, and collaborative regardless of where they are working.

Desktop Video for Avaya one-X Communicator¹

To enhance the desktop user experience, Avaya offers Desktop Video for Avaya one-X Communicator, which allows users to collaborate with video and make video calls as easily as placing a phone call. 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>.

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.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced, and the 'A's are particularly prominent.

INTELLIGENT COMMUNICATIONS