



# AVAYA

Engage The Power of We™

## Advantages of UC Modernization (The Move to Team Engagement)

We recognize the value for any customer to move from unified communications to full team engagement. It provides support for enterprise mobility, enables video at the desktop or in any remote environment, offers employees their choice of devices while helping ensure complete corporate level security for all users. Making the move to a modern communications solution can provide lower total cost of ownership (TCO), produce happier employees and customers. It is a better business solution.

We understand the questions existing Avaya customers ask about whether there are benefits from optimization if their Avaya enterprise solution is working well today. There are benefits. Moving to the latest enterprise level communications solution can help improve worker productivity, team productivity, and customer engagement, as well as help the business grow. The advantages are there; let us help you understand what communications optimization really means and why it can be positive for the future of any business.

### The Value of Engagement

Business engagement means fostering valuable relationships between teams, partners and customers to achieve competitive advantage. Engagement goes beyond collaboration: when context meets communications, engagement occurs and the outcome is action. Contextual Engagement creates active, meaningful connections between people and communities across time and space, dissolving the barriers to productivity, topline growth and customer loyalty. Avaya offers its customers a communication transformation that bridges expectations and requirements and ushers in a new era of innovation based on Contextual Engagement. Avaya is helping our customers move beyond communication and collaboration, into a new “era of engagement” where they can enjoy effortless mobility, deliver a better customer experience, and increase productivity and profitability. Modernization leads your business to the Avaya concept of Team Engagement helping any business address today’s most pressing communication challenges.

### Avaya Team Engagement:

- Innovative business collaboration capabilities
- Integration with third-party solutions
- Reduced infrastructure with OPEX alternatives for application expansion and managed hybrid networks
- Move to new service and warranty agreements to maintain highest support levels



Moving to the latest enterprise level communications solution can help you improve worker productivity, team productivity, and customer engagement, as well as help your business grow.

## Virtualization

Moving to the latest Avaya application level also means you can move to a VMware operating environment. Many enterprises have already invested in VMware as their data center architecture. Virtualization of the data center uses less hardware, less energy, less rackspace, and offers better business value for today and in the future. You can experience the same advantages if you move your unified communications and collaboration infrastructure to VMware. In the past, companies have hesitated to move real time applications, such as communication, to a virtualized machine solution. Avaya has thousands of installations doing just that. All of the Avaya Aura® core applications, the Call Center Elite applications, Messaging, Conferencing, Session Border Controller for the Enterprise, as well as Engagement Development Platform are all available as virtualized instances when you modernize. Modern Avaya means enabling a virtualized architecture.

## Mobility

Probably the single most important change in the enterprise communications systems over the past five years has been the integration of a more mobile user experience. We all recognize how our personal mobile communications has changed our own perspective of what communications can mean when mobile and always available. The traditional enterprise IP telephony solution offers great features over the previous models. These advantages have included better dialing plans, easier messaging and extended business features. Yet the traditional system does not compare to the mobile ready user experience of a modern team engagement solution from Avaya. Avaya offers more clients

for more devices with a more consistent user interface then can be found in the 'traditional' UC world. An enterprise solution needs to offer an open interface, easily integrated with business processes and easily accessed through devices that employees actually use. Making your enterprise user more mobile might raise concerns: for example, the effectiveness of the clients, the number of devices that can be supported, and the continuity between the mobile interface and the desktop interface. Avaya answers these concerns with Avaya Communicator. Modern Avaya means mobile clients, mobile applications and mobile users.

## Security

We discussed mobility; there is not an enterprise today with mobile workers that does not understand how making it easier for them to do their job regardless of location means better business relationships. But with mobility comes questions of security and a modern Avaya Team Engagement solution can help address those issues. Regardless of where the user is supported - home office, on the road, branch location - Avaya offers more secure solutions as part of a more modern system. The Avaya Session Border Controller for Enterprise helps provide stringent security interfaces for any remote worker, without using VPNs. Session Border control is more than just support for SIP trunking - the enterprise needs Session Border control to help provide protection for any external user, from any external site and the Avaya solution can help fulfill this requirement. Security is key to moving to a more mobile enterprise, modern Avaya means better security.

## Business applications

A few years ago, the system that supported enterprise level communications used specialized software supported by very specialized software people. A modern communication solution can be viewed as specialized applications, it should not be considered as usable only for communications processes. In fact, it is true the data generated by the communication applications can be just as useful as data generated by any non real-time application. The problem has been communications data was special, using different protocols, different structures, it was not as simple to manipulate or even access. A modern Avaya system solves that problem by providing a set of Application Programming Interfaces (APIs) that utilize programming experience not telephony experience. The Engagement Development Platform simplifies application development by supporting snap-in capabilities developed by Avaya or third parties to speed the addition of sophisticated capabilities into new applications. Examples of developed snap-ins include applications that utilize speech recognition, scheduling of work assignments, CRM integration, management of business teams, and many others. The user friendly interface means that you can take information from the modern communications infrastructure and make it usable in any number of non-communications applications such as CRM or remote alarms or almost anything. Modern Avaya means simpler integration of people, media and devices with business events.



## Conferencing

We know that unified communications alone is not enough; a better Team Engagement solution is the definition of the future of communications and the future of Avaya. Team Engagement means better support for your employees as well as making your business more responsive to your customers; team engagement means better communications for every team. Conferencing has moved beyond the ability to combine multiple voices on a single call. Conferencing is a critical building block for engagement because modern conferencing means combining voices and video feeds on the web, sharing information real time, taking notes while recording the conversation, and accessing all of this from any desktop or mobile device in any location. Beyond just UC, Team Engagement means real-time communications between all of the team members. Avaya Conferencing provides the features necessary for your team to engage. Modern Avaya means multimedia conferencing on multiple devices in multiple locations.

## Keys to Modernization

- Consolidation
- Simplification
- Open Standards
- Infrastructure optimization
- TCO reduction
- Cloud/hybrid alternatives
- Reliability

## About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

## Multiple devices

It is quite common: people carry multiple devices – a smartphone, a tablet, an enterprise laptop, and perhaps another tablet or business phone at home. The number of devices gets significant in a very short period. Flexibility is why SIP is important, limitations in users is not. Avaya addresses this requirement with Multiple Device Access (MDA) per SIP address. We support up to 10 devices per address and these can be used in parallel, with different user profiles, even different devices. The Avaya solution is as flexible and as open as any enterprise could need. Modern Avaya means support for SIP and multiple devices.

## Suites

Key to the business value of any modern UC solution are the entitlements available to the business user. Avaya bundles features together as Suites licenses. This is important because ensuring your users have the features they need, when they need them, is a critical step toward getting the full value out of a more modern engagement solution. The Avaya feature Suites – Core and Power – are a less costly feature bundle than compared to adding the features individually. In addition, whether all the features are used on day one or later, having the entitlements available means features are ready for any user when they require them. This provides a more cost effective approach for adding capabilities and a better ROI for any enterprise. Modern Avaya means simplifying the solution with Suites.

## Build for the Future

We have offered several examples of why modernizing any UC solution means better business. As an Avaya customer, whether using a Communication Server 1000 or an Avaya Aura Platform solution today, there are important business advantages found when moving your existing communications solution to a Team Engagement solution. By integrating the latest mobile technology, incorporating full audio, video and web conferencing and collaboration, optimizing the platform and infrastructure, a business can extend its reach and better enable its employees. All done while reducing costs. Modernization means new features and a better Team Engagement experience and solution.

## Learn More

To learn more about the benefits of modernizing your Avaya communications solution, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at [avaya.com](http://avaya.com).

