

Avaya Aura® Presence Services breaks new ground by integrating rich presence capabilities across the entire spectrum of communications applications — from voice calls and instant messaging to customer service and business processes.

## Avaya Aura® Presence Services

Real-time, multi-channel presence information for the Avaya Aura® Platform.

### Overview

Active participation, pervasive collaboration and quality experiences define the new Era of Engagement for today's enterprises. Getting together with customers, coworkers, and suppliers is no longer enough. Employees need tools to take an active role in creating value, delighting customers and engaging colleagues in flexible interactions that deliver business results. To enable this transformative, people-centric engagement, Avaya has developed the Avaya Aura® Platform – a set of seamless components that mesh together to provide comprehensive team and customer engagement solutions that deliver a meaningful impact to your business.

Avaya Aura® Presence Services is a key enabler of pervasive collaboration and provides a scalable, high performance presence aggregation service that collects and disseminates rich presence information across the Avaya Aura Platform. The presence information allows users to locate colleagues and experts to address customer inquiries, handle a service issue, or solve a critical problem in real time.

Avaya Aura® Presence Services collects and disseminates rich presence from Avaya and third party sources across a diverse set of business environments, enabling users throughout the network to reach the people they need, leveraging the multiple channels of communications available to them.

Already widely used for instant messaging, presence is also driving new levels of business user productivity and customer care by more easily making expert resources readily available to customers and employees.





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## **An Enterprise Presence Solution:**

- Supports a wide range of devices.
- Includes centralized management to administer and enforce personal and enterprise presence policies.
- Adapts to existing infrastructures with a low cost deployment.
- Is easy to use – and includes automatic activity based updates for users who don't spend time managing their status.
- Supports third party interoperability and accommodates new presences sources.
- Federates Presence across disparate systems.
- Scales easily to accommodate new users and the ever growing sources of presence information.

## **New Platforms, New Applications, New Utility**

Avaya Aura Presence Services work in concert with other presence-based applications, from Microsoft®, IBM®, and other third-party applications using open standards Session Initiation Protocol for Instant Messaging and Presence Leveraging Extensions (SIMPLE) and Extensible Messaging and Presence Protocol (XMPP). This allows consistent presence visibility and the use of a wide array of business communications applications including Avaya Communicator clients and deskphones to provide fully aggregated presence capabilities.

## **Benefits of Avaya Aura Presence Services**

- Increased productivity by users gaining the ability to more effectively reach the people they need, and leveraging the multiple channels of communications available to them.
- Improved customer care in the contact center by making expert resources readily available to respond to a customer issue.
- Easier collaboration between mobile, remote and headquarters' employees through presence awareness.
- Faster one-and-done issue resolution through more effective communication.
- Improved process cycle time through presence-aware business processes and the ability to “look-ahead” to help ensure the right resources are available to resolve a particular business issue.
- Enhanced flexibility, privacy and security through the choice of automatic or manual status indication.
- Enhanced multi-protocol support, helping to ensure the most comprehensive set of presence source information.
- Flexible access to presence information which can be displayed on a variety of endpoints including Avaya Communicator clients and deskphones. In addition, Avaya presence solutions extend to a wide array of business communications applications.

## Presence Services Use Cases:

<b>Executives</b>	Provides continuous availability status and access to key employees whether in the office or mobile
<b>IT/Field staff</b>	Ability to locate, contact and change assignments in real time
<b>Sales people</b>	Know the status of key sales support and marketing staff for real-time resolution of customer questions
<b>Customer service/ contact center</b>	Locate and engage internal specialists and experts to resolve customer specific question with single call resolution. Determine supervisor and manager availability as required for support.
<b>Distributed work groups</b>	Rapidly collaborate or resolve issues at a much faster pace than email.
<b>Team Leaders</b>	Ability to assemble multi person IM conversations to determine status of projects, required support or re-vector resources to urgent needs

## Key Features

- **Robust, Aggregated Presence Information** — Avaya Aura Presence Services aggregates presence information from telephony, calendars, desktops, and other applications and provides a comprehensive view of user and device availability. As other presence sources are made available – even from third-party sources in a heterogeneous IT environment – they too can feed status information to the system to round out the user's availability profile.
- **Multi-protocol / Multi-interface Support** — Avaya Aura Presence Services supports both the SIMPLE and XMPP protocols, allowing for aggregation across a broad array of presence sources enabling a more comprehensive representation of the individual.
- **Optimizes Performance** — Leverages SIP server-to-server protocol, optimizing network performance for real time communications applications.
- **High Scalability** — Supports up to 16,000 H.323 and SIP users on a single node and up to 250,000 SIP and H.323 users with a dual cluster of 8 nodes. In deployments where users utilize multiple devices (MDA), a maximum number of 350,000 SIP devices are supported.
- **User Control with support for the Do Not Disturb (DND)** — Allows a user to enable DND as required. Watchers will see the DND presence state and Presence Services will archive all incoming IMs and deliver them after the user deactivates DND. In addition all incoming calls will be redirected to the coverage path of the user.
- **High Availability** — Presence Services supports High Availability (HA) in both clustered and standalone setups. An active-active HA model is offered which ensures seamless fail-over in the case of a single Presence Server outage.
- **Presence Services federation** — Enables federation between Presence Services instances that are on separate Avaya Aura® systems.

- **Integration to Microsoft Desktop Applications** — Allows presence information from Microsoft Lync and Microsoft Exchange to be integrated with presence provided by Avaya Clients and Desk phones.
- **IBM® Domino® Calendar integration** — Support for Domino Calendar that integrates with the IBM® Domino® Enterprise deployment. The Presence server collects and publishes the Calendar and Out of Office information for Domino Mailboxes and uses this information to determine the presence state of users.
- **Support for Presence Services cluster deployment on VMware** — Support for the deployment of a Presence Services cluster on VMware with support for up to eight Presence Services nodes in the Avaya Aura® Virtualized Environment.

## Supported Avaya Presence/IM Clients

- Avaya Communicator
- Avaya Aura Agent Desktop
- Avaya one-X® Communicator
- Avaya one-X® Agent
- Avaya one-X® Attendant
- Avaya Deskphone 96X0 Series & 96X1 Series SIP and H.323
- Avaya H.323 and DCP desk phones

## 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).

- **Engagement Development Platform based deployment** — Avaya Aura Presence Services are deployed as a snap-in on a dedicated host EDP instance/cluster. Furthermore, a Presence Services Connector can be deployed on additional general purpose EDP instances. This provides developer access to a set of Presence Service API's allowing custom applications to directly consume Presence and IM related information from the Aura platform.
- **Multiple Presence Domains** — Supports users with Avaya Presence/IM communication addresses in different presence domains. This also removes the complex Presence Domain Substitution Rule configuration requirements from System Manager.
- **Full XMPP and Microsoft Lync federation** — removes the requirement to configure all external (federated) users within the enterprise System Manager. This provides the correct authorization experience on third-party endpoints (user is prompted to authorize individual Aura watchers rather than a single administrative "proxy" user).
- **Ad-Hoc Search** — allows Avaya Communicator clients to rapidly query and display the presence for a large number of users without subscribing for presence updates.

## Learn More

To learn more about Avaya Aura Presence Services talk to your Avaya Account Manager or Authorized Partner. Also, visit us at [www.avaya.com](http://www.avaya.com).

