

## Avaya Aura™

### Avaya Aura Overview

Avaya Aura is a new product that extends and enhances our longstanding Communication Manager product with new capabilities, simplified packaging, and a revolutionary new SIP-based architecture that truly heralds a new era of business communications. Avaya Aura is a natural evolution of our open, highly-reliable and extensible IP communications platform that delivers everything you've come to expect from Communication Manager, plus a whole lot more.

Avaya Aura provides core communications services that enable innovative unified communications and contact center solutions, making people more productive, customers more satisfied, and businesses more effective. Avaya Aura is revolutionary, providing significant new business agility and cost savings by changing how communication solutions are architected, and evolutionary, allowing customers to easily and incrementally benefit from new capabilities while leveraging existing investments. Next generation Avaya Aura capabilities include SIP session management, single cross-enterprise dial plans and administration, increased multi-vendor integration, aggregated presence and inclusion of Avaya one-X® Unified Communications interfaces, new reduced footprint deployment choices, and extensions to our rich and reliable voice and video telephony features.

### Avaya Aura Capabilities

The core communication services of Avaya Aura provide the real-time foundation for all sizes and types of customer solution, scaling from less than 100 users to as many as 36,000 users on a single system and to over a million users on a single network, and include:

- **Rich IP Telephony:** Over 700 robust market-leading communication features built on decades of customer feedback and software refinement.
- **Video Telephony:** Making video as easy as a phone call by integrating desktop and conference video including Avaya one-X® Communicator, Polycom systems and video-bridges, and Tandberg video phones.
- **Branch Solutions:** Targeted capabilities for customer-facing branches, retail stores, financial and insurance offices, and government offices requiring local customer service oriented functionality combined with low-cost deployment, centralized management of thousands of locations, and enterprise-wide SIP networking.
- **Enterprise-wide SIP session management:** A single point of control for enterprise-wide dial plan and user profile management, across a redundant distributed SIP network connecting thousands of heterogeneous multi-vendor systems, applications and service provider services.
- **Multi-vendor presence aggregation:** combining user presence information from Microsoft, IBM, XMPP and SIP/SIMPLE, with real-time information from every phone and soft-client to deliver an actionable aggregated view for Avaya and third-party business user applications.
- **Application enablement:** Web Services and APIs that allow customers and third-parties, including the Avaya DevConnect ecosystem, to tightly integrate other business applications and systems with Avaya Aura™.
- **End-to-end security:** Security defenses, encryption, authentication and certificate use are embedded at all levels across Avaya Aura™ to ensure secure continuous communications.
- **High availability:** Comprehensive design choices for ensuring continuous communications include active/active SIP continuity, memory-synchronized application servers, survivable media processing,

multiple IP connection paths, survivable servers for fragmented networks, full-function survivability packaged within local gateways, low-cost choices for small locations, and smart phones and gateways that accelerate reconnection.

- **Hardware and design flexibility:** Avaya provides comprehensive families of Linux-based application servers, media gateways, business phones and unified communications applications to meet different customer needs.
- **Management, support and remote monitoring:** System Manager and Avaya Integrated Management provide a full suite of tools for single-site to multi-site, software update, SIP and network management. Avaya Aura™ software and hardware are backed by Avaya's award winning global services, including unique secure remote monitoring capabilities that can diagnose and resolve many issues without human intervention, and automate support responses to maximize communications availability.

## Avaya Aura Components

Avaya Aura is easy to purchase and deploy through software Editions:

**Avaya Aura™ Branch Edition** meets the needs of customer-facing branches, retail stores, financial and insurance offices, and government offices requiring local customer service oriented functionality combined with low-cost deployment, easy migration from existing key systems, centralized management of thousands of locations, and enterprise-wide SIP networking.

**Avaya Aura™ Standard Edition** meets the needs of single-site deployments and mid-to-large distributed enterprises requiring comprehensive voice, video, messaging, SIP and Presence communications capabilities with standard survivability at remote locations. Standard Edition has the option to easily add licensing for enterprise-wide SIP session management and Unified Communications applications for targeted users, including Microsoft and IBM UC integration, and mobile worker and teleworker support.

**Avaya Aura™ Enterprise Edition** includes everything in Standard Edition and meets the needs of highly distributed, and potentially multinational, mid-to-very-large enterprises requiring the same comprehensive communications capabilities with increased high availability options including 100% feature survivability at remote locations. Enterprise Edition includes, with no additional licensing, enterprise-wide SIP session management and Unified Communications applications for all users, including Microsoft and IBM UC integration, and mobile worker and teleworker support.

These Editions consolidate several new and existing functions into a holistic package that makes it easier to buy everything required to enable rich Unified Communications:

- **Avaya Aura™ Communication Manager 5.2** – a new release of Avaya's flagship IP telephony software.
- **Avaya Aura™ Communication Manager Branch 2.0** – a set of Communication Manager features optimized for enterprises with customer-facing distributed branch offices or retail locations.
- **Avaya Aura™ Session Manager 1.1** – a revolutionary new SIP foundation that dramatically expands Communication Manager's scale and control, while enabling exciting new user capabilities.
- **Avaya Aura™ SIP Enablement Services 5.2** – an application for enabling SIP connectivity and capabilities, released in conjunction with Communication Manager 5.2 software.
- **Avaya Aura™ System Manager 1.0** – a new common management framework for Avaya Aura™ that provides centralized management functions for provisioning and administration to reduce management complexity.
- **Avaya Aura™ Communication Manager Messaging** – built in voice mail application for Communication Manager.

- **Avaya Aura™ Application Enablement Services 4.2** – the current release of Avaya’s enhanced set of telephony APIs for customizing and integrating Communication Manager solutions.
- **Avaya Aura™ Presence Services 1.0** – the current release of Avaya’s presence aggregation service for collecting and disseminating rich presence from Avaya and third party sources.
- **Avaya one-X® - UC All Inclusive** – a package of desktop and mobility applications included with Avaya Aura™ Enterprise Edition.
- **Avaya Integrated Management 5.2** – a new release of our system administration and network management tools for Communication Manager software, media gateways and switches that will be migrated over time into System Manager.

## Business Value

Avaya Aura is a complete solution for enterprise communications needs, meeting the many business needs of all kinds of enterprise. Key areas of business value delivered by Avaya Aura include:

**Business agility** driven through a holistic enterprise architecture for connecting users, applications and systems.

- Much faster time-to-market for new applications†
- A Services-Oriented Architecture approach enabling next generation application deployments and services
- Quick to deploy unified communications and contact center applications to distributed locations & people
- Integrate communications with business applications
- Integrate multi-vendor systems allowing gradual replacement of legacy investments as desired

**New cost savings** from SIP connectivity and reduced PSTN usage through a single enterprise-wide dial plan.

- Additional scale and control capabilities from SIP connectivity enabling more cost effective and larger distributed deployments for enterprises
- Reduced PSTN usage through a single enterprise-wide dial plan
- Reduced footprint deployment choices
- Central management and infrastructure for communications
- Best-cost routing across all existing PBXs (both Avaya and third party Cisco and Nortel models)
- Reduce gateway expense with Processor Ethernet for duplex servers
- Cost effective, integrated voice messaging on multiple server types
- Save telecommunications costs by integrating multi-vendor systems into a single dial-plan with increased on-net call routing
- Introduce lower cost SIP trunking centrally
- Reduce management, energy and hardware costs with consolidated software-based architecture
- Low cost SIP gateways providing survivability at small branch locations and third party SIP gateway interoperability

**Increased productivity** from the faster deployment of the right unified communications applications to the right users everywhere.

- Faster deployment of the right unified communications applications to the right users everywhere†
- Extensions to our rich and reliable voice and video telephony features
- Inherent mobility across the enterprise
- Improved success of first contact attempts with user availability easy to determine

**Increased customer satisfaction** by better connecting people and accelerating processes in real-time across the “customer ready” enterprise.

- Increased first call resolution with ability to connect to people regardless of their physical location

**Evolutionary** approach allows customers to maintain all existing features while incrementally adding new technologies.

**Rich integration** with Microsoft, IBM and other business applications.

**Open standards** and multi-vendor interoperability eliminates “lock-in”.

## Defensible Differentiators

Avaya Aura is our flagship core communications product and competes with full communications suites from Cisco, Nortel, Siemens, Alcatel-Lucent, NEC, ShoreTel, Mitel, and many other vendors. Detailed competitive information is available on the Avaya sales portal from the “Competitive Intelligence” tab on the [home page](#) and the [Competitive Resource Centre – CRC](#). Key areas of differentiation for Avaya Aura are:

- **Unique enterprise-wide SIP architecture** – Avaya Aura Session Manager introduces a unique high-scale, secure enterprise-wide SIP architecture that is unmatched in the industry.
- **High availability and security** – The in-depth multi-level redundancy, fail-over and survivability capabilities of Avaya Aura Communication Manager remain unmatched in the marketplace, the full active/active Session Manager design is leading-edge, and the security, encryption, and software “hardening” provided at every level across all aspects of Avaya Aura remain unmatched.
- **Comprehensive communications features** – Avaya Aura provides many hundreds of essential communications features developed over decades of responding to the needs of customers around the globe.
- **Focus** – Avaya is focused on the Enterprise Communications Business User with an unswerving focus on meeting the communications needs of business users in all roles and organizations.
- **Unified Communications strength** – Avaya Aura is complimented by innovative market-leading UC products including Avaya one-X<sup>®</sup>, Modular Messaging and Meeting Exchange.
- **Contact Center strength** – Avaya is the global market share leader in contact centers, powering tens of thousands of centers and millions of agents worldwide. Communication Manager has been a key foundation for this success, and the expanded capabilities of Avaya Aura are now powering innovative new customer service solutions such as Intelligent Customer Routing that allows enterprise to serve customers everywhere
- **Open and standards-based** – Avaya remains committed to true open standards support and multi-vendor interoperability. Despite the claims of many vendors, Avaya shows this in practice and truly provides the benefits of open systems to customers.
- **DevConnect ecosystem** – Avaya has the most comprehensive developer ecosystem in the communications space, providing a broad range of choices for customers (understanding that Microsoft and IBM do bring very strong developer capabilities from their spaces that Avaya can complement).
- **Backed by extensive professional, support and managed services** – Avaya and our BusinessPartners have the industry’s most extensive array of services focused completely on enterprise communications. We help customers get it done.

## Typical Customer Profile

Avaya Aura provides the core communications services for all Avaya enterprise communications solutions targeting all kinds of customer, from midsize organizations with a few hundred employees to the largest multinational with hundreds of thousands of employees. Avaya Aura is sold globally in all countries where Avaya does business to all vertical industries, governments, educational institutions, and non-profit and other kinds of

enterprise. Therefore there is no “typical customer” – sales teams must engage each customer and map the broad Avaya Aura capabilities to customer needs, with appropriate emphasis on the right features and functions, with the right configuration and design according to the each customer’s size, geographic distribution and high availability and security needs.

Avaya Aura can be extended with additional Avaya unified communications and contact center solutions, including rich unified messaging, conferencing and web collaboration, video endpoints and bridges, speech and video self service, and market-leading inbound and outbound multimedia contact center applications. An extensive array of certified third-party products is also available through the Avaya DevConnect ecosystem.

## Customer Examples/Testimonials

See the Avaya Customer Gallery ([gallery.avaya.com](http://gallery.avaya.com)) for comprehensive customer reference information. Avaya Aura is an evolution of **Communication Manager** and the hundred of references and many thousands of customers using Communication Manager are a testament to the core communications capabilities of Avaya Aura. Avaya Aura also entitles customers to the **Avaya one-X**<sup>®</sup> family of unified communications clients, now empowered by Presence Services, and all our unified communications references show the value enabled by Avaya Aura. The Avaya DevConnect ([www.avaya.com/devconnect](http://www.avaya.com/devconnect)) partner ecosystem has many thousands of partners who have used **Application Enablement Services** and other open standards interfaces to add value to Avaya Aura Communication Manager and to increasingly provide SIP-based integration of systems, services and software applications. The expanded SIP capabilities of Avaya Aura will drive further opportunities to expand the Avaya ecosystem.

The first public customer reference for the new Avaya Aura **Session Manager** capability is Australian National University (ANU) where Darren Coleman said: “ANU runs a ‘best of technology’ shop. Over time, we accumulated a variety of media formats and different versions in different locations. It had become very complex and difficult to add new interactive or collaboration applications broadly. We envisioned some kind of common signaling ‘engine’ that would bring everything together. Avaya Aura Session Manager is exactly what we need. We’ll be able to manage everything from one place and develop and deploy tailor-made applications to students and staff. We anticipate enormous savings just from a university-wide dial-plan and being able to write our own applications.”

Discussions and ongoing work with hundreds of Avaya customers has shown that Session Manager will enable new distributed SIP-based system solutions supporting multi-vendor integration, centralized dial plans and user profiles, easier centralized SIP trunking, much easier “on-net” call routing, and greatly enhanced SIP scalability and security. This enhanced architectural flexibility will allow customers to significantly reduce telecommunications and management costs, lower their total cost of ownership, and increase business agility by being able to more rapidly deploy appropriate Unified Communications capabilities to different user groups wherever they are.