AVAYA

Engage **The Power of We**™

Avaya Aura® 7
Overview Presentation

Name
Title

Date

Agenda

◆ Era of Engagement

◆ Avaya Aura® Platform Overview

◆ Introducing Avaya Aura 7.0

◆ Support and Upgrade Advantage

◆ Questions

◆ Wrap Up

The Era of Engagement

Key Market Trends

NEW CUSTOMERS WITH NEW NEEDS

FOCUS ON CUSTOMER EXPERIENCE

RISE OF THE MOBILE WORKFORCE

From Collaboration to Engagement

What is Engagement?

ACTIVE PARTICIPATION

- ▸ People are dynamically interacting with one another in conversations, whether through listening, speaking, watching or sharing
- ▸ These all provide cues into the meaning be conveyed and are critical to getting a positive outcome

PERVASIVE COLLABORATION

- ▸ All parties are participating in a conversation with one another, sharing ideals, challenging one another and providing feedback.
- ▸ It is reliant on open channels of communication between all stakeholder in an ecosystem

QUALITY EXPERIENCES

- ▸ People have access to contextually aware reliable mediums that cross channels and allow for deeper, more meaningful conversations

Engagement Drives Positive Business Outcomes

BENEFITS

Productivity
Increased availability & responsiveness

Collaboration
Increased innovation | improved decision making

Employee satisfaction
Increased engagement & retention

Network efficiency
Minimal bandwidth | lower TCO

Reduced costs
Lower network | real-estate expenses

When organizations successfully engage their customers and their employees, they experience a

240%

boost in performance-related business outcomes compared to an organization with neither engaged employees nor engaged customers*

*Gallup: State of the American Workforce Report 2014

Engagement: Quantifiable Business Impacts

Increased Productivity	Higher Retention	Enhanced Innovation	Cost Reduction

Increased Productivity
- 18% higher productivity and 12% higher profitability experienced by the most engaged workplaces[1]
- Higher productivity increases efficiency of production

Higher Retention
- Highly engaged employees are 87% less likely to leave, saving up to 150% of the employee's salary[2]
- Higher retention reduces costs & maintains institutional knowledge

Enhanced Innovation
- 52% of engaged employees say that work brings out their most creative ideas, against 3% of the less engaged[3]
- Increased innovation drives new ideas and future growth

Cost Reduction
- Average cost of business travel $1,000+ domestic, $2,500+ international[4]
- 9-12 payback for bringing conferencing in house[5]
- Mobile network services ~50% of telecom spend[6]… use enterprise networks instead of roaming and long distance

[1] Meta-Analysis: The Relationship Between Engagement at Work and Organizational Outcomes, Gallup Organization (2012)
[2] Driving Performance and Retention Through Employee Engagement, Corporate Executive Board (2004)
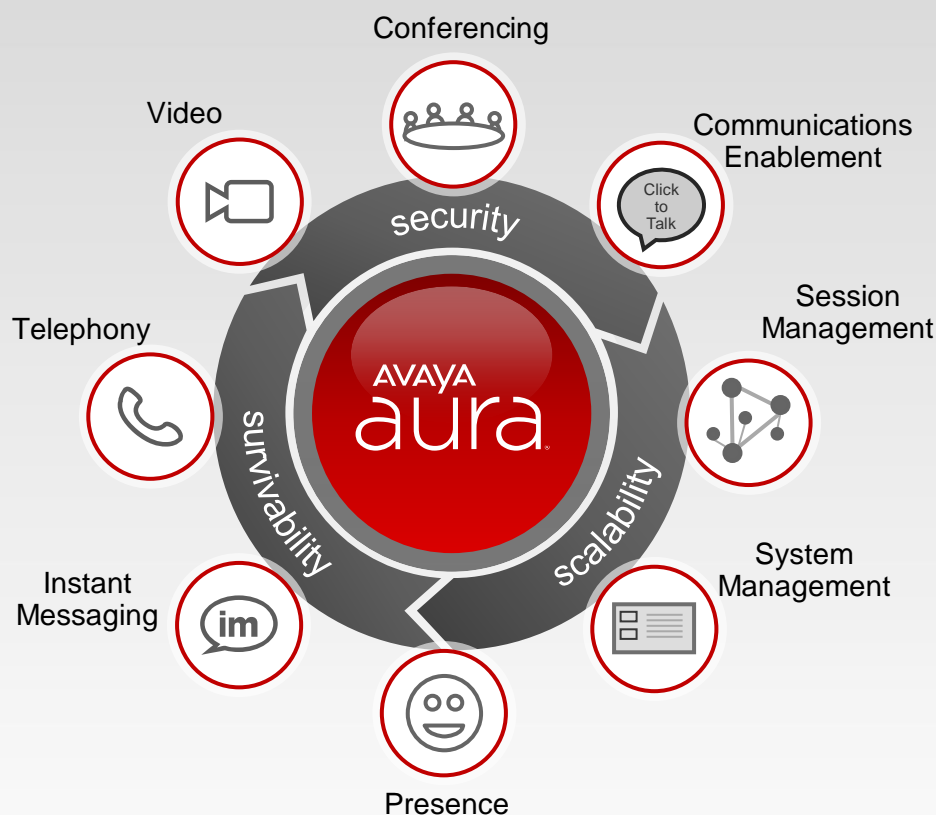[3] The Innovation Equation, Gallup Business Journal (2007)
[4] Business Travel News Q3 2014
[5] Avaya Research (2014)
[3] Gartner Technology Forecasts: The Story of Your Market, John Lovelock, October 2014

Avaya Aura® Platform Overview

The Foundation for Engagement:
The Avaya Aura® Platform

- ▶ ACTIVE PARTICIPATION
  - − User simplicity across voice, video, conferencing, presence / IM
  - − Location and device agnostic
  - − Dynamic bandwidth allocation
- ▶ PERVASIVE COLLABORATION
  - − Simplified deployment of engagement applications
  - − Integration into business applications and processes
- ▶ QUALITY EXPERIENCES
  - − Single user experience from HQ to branch to mobile
  - − Intuitive, cross-enterprise management and security
  - − Complete Redundancy and Virtualization options
  - − Scalable to 250,000 users

![AVAYA]

Avaya Aura® Platform Elements

Session Manager	Communication Manager	Presence Services	Application Enablement Services	System Manager
▸ Session (SIP) Management ▸ Bandwidth Management ▸ Network Normalization	Collaboration Services (Video, Telephony, Conferencing)	Collaboration Services (Presence, Instant Messaging, Federation)	Application Creation and Integration Services	Intuitive, enterprise-wide management services

Scalability

Survivability

Security

Avaya Aura® Session Manager

Services Provided:

- **Session Management**
- **Bandwidth Management**
- **Network Normalization**
- Centralization
- Security
- Survivability

SIP routing and integration tool to unite all locations into a single enterprise network providing:

- ▸ Simplified network-wide feature deployment
- ▸ User Relationship management: Registers / Authenticates Users, Devices, "Cloud" Elements and "Binds" Users to Devices and Applications
- ▸ Centralized routing, SIP trunking and user profiles including device registrar
- ▸ Cost-effective scalability (from small to very large deployments) and High availability with geographic redundancy
- ▸ Secure environment that conforms to specific SIP standards and practices

Avaya Aura® Communication Manager

Services Provided:

- **Collaboration Services (Video, Telephony, Conferencing)**
- Centralization
- Security
- Survivability

▸ Organizes and routes voice, data, image and video transmissions

▸ Delivers rich voice and video capabilities

▸ Provides a resilient, distributed network for gateways, analog, digital and IP-based communication devices, including features to SIP devices

▸ Delivers robust collaboration features, high reliability and scalability, and multi-protocol support

Avaya Aura® Presence Services

Services Provided:

- **Collaboration Services (Presence, IM, Federation)**
- Centralization
- Security
- Survivability

▶ Robust, aggregated presence information from telephony, desktop and other applications

▶ Multi-vendor presence integration and federation

▶ Enables presence – aware applications, extending to a wide array of business communications applications

▶ Supports a wide variety of UC and CC endpoints such as Avaya Communicator clients, and Avaya desk phones

Avaya Aura® System Manager

Services Provided:

▶ **Profile-based Services**

▶ Centralization

▶ Security

▶ Survivability

▶ Central management of enterprise-wide dial plans and feature profiles for end users

▶ Delivers set of shared management services and a common console

▶ Provides comprehensive tools for VoIP, UC and Contact Center deployments

▶ Enables user data to be entered once (which can be used by all the Avaya applications and/or systems)

▶ Is tightly integrated with the enterprise IT infrastructure

Avaya Aura® Application Enablement Services

Services Provided:

▸ **Application Integration Services**

▸ Centralization

▸ Security

▸ Survivability

▸ Enables application creation and the integration of communications and business applications

▸ Modular building blocks for developing advanced communication solutions

▸ Secure with encryption & authentications with high availability / scalability

▸ Enables hundreds of Avaya DevConnect partner integrations

Avaya Aura® Platform Deployment Options: Software, Appliances, and Full Turn Key Solutions

Virtual Appliances
running inside your VMWare Infrastructure

AVAYA VIRTUAL APPLIANCE

Pre-built Appliances
deployed in your network in your design
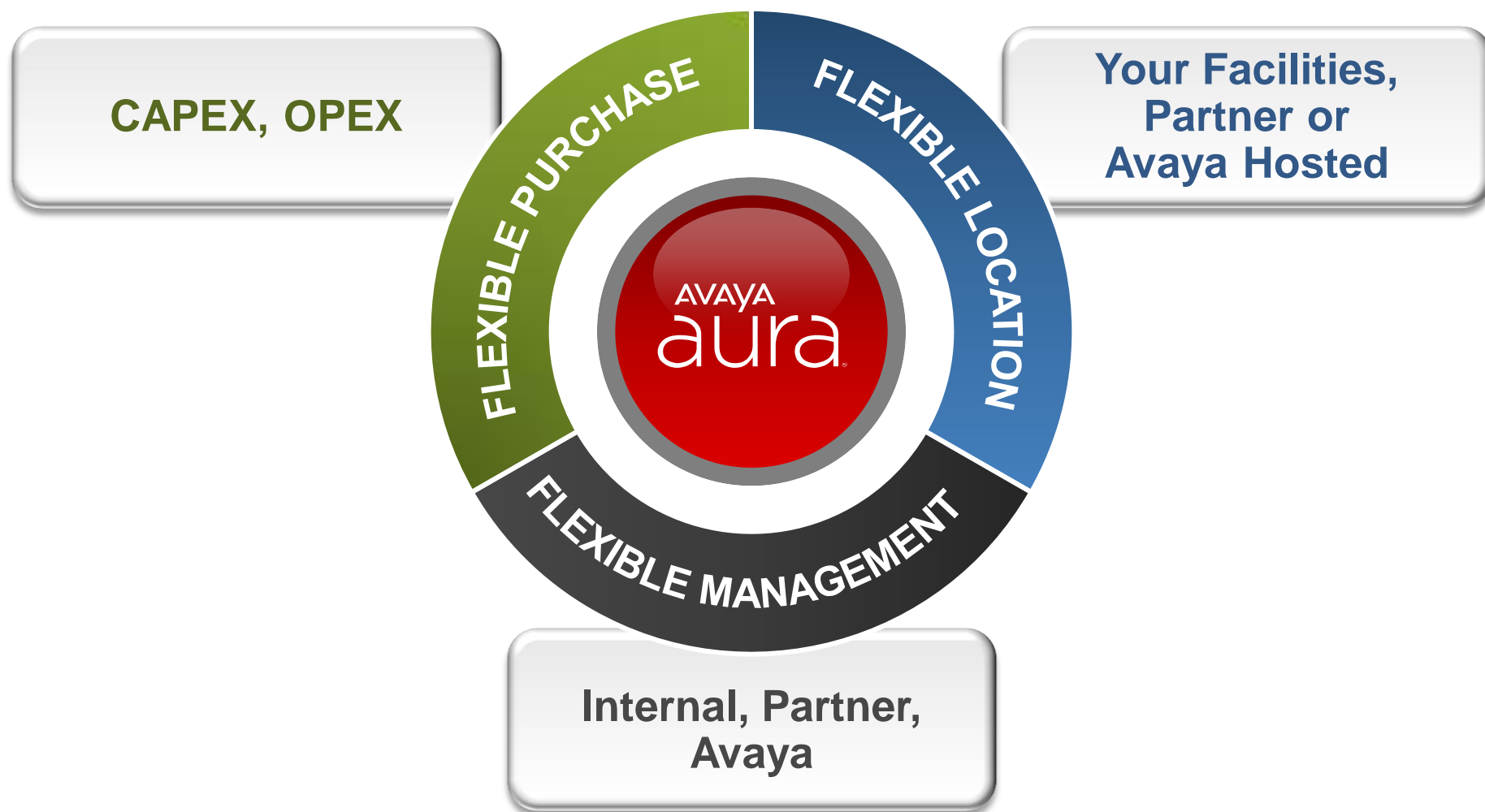

AVAYA AURA® VIRTUALIZED ENVIRONMENT

Ready to Go Solutions
with UC, compute, storage, and networking

COLLABORATION POD

Avaya Aura® Platform:
Deployable in a way that suits your needs

CAPEX, OPEX

FLEXIBLE PURCHASE

FLEXIBLE LOCATION

Your Facilities, Partner or Avaya Hosted

AVAYA
aura®

FLEXIBLE MANAGEMENT

Internal, Partner, Avaya

Simple to Buy:
Avaya Aura® Suites Licenses

License	Core Suite	Power Suite	Customer Value
Avaya Aura CM, System Manager , Session Manager, IM/Presence, Survivability, CM Messaging	●	●	Complete Avaya Aura core platform including voice and video call control, session management, IM/presence, survivability options and basic messaging
AES Unified Desktop	●	●	Integration with MS OCS/Lync Server and IBM® Sametime®.
Avaya/1-X Communicator for Desktop and Mobile clients, EC500	●	●	Full access to Avaya Communicator and EC500 for desktop and mobility requirements
Desktop P2P Video	●	●	Integrated point to point video for ad hoc engagement
Avaya Communicator for Lync	●	●	Avaya call / video control and apps from Microsoft Lync client
SBCE Remote Access (7:1, HA)	●	●	Secure VPN-less remote access
SBCE SIP Session (7:1, HA)	●	●	Secure SIP trunking via Session Boarder Controller for Enterprise
Engagement Development Platform	●	●	User access to Engagement Development Platform based applications
Avaya Aura Messaging	● Basic	● Mainstream	Complete voice and unified messaging
Avaya Multimedia Messaging	● Basic	● Enhanced	Multipoint, threaded, device agnostic multimedia messaging for work groups
AvayaLive Video: *right to 25% discount*	●	●	Cloud based Scopia video
Avaya Aura Conferencing		●	Audio, video and web based enterprise grade conferencing
Scopia Desktop & Mobile per Port			Premises based Avaya Scopia

● Included   ▇ A-la carte

Introducing Avaya Aura® 7.0

Introducing Avaya Aura 7.0

LOWER TCO

▸ Software based Avaya Aura Media Server for Communication Manager

▸ Flexible virtualized deployments on Avaya provided servers

▸ Supportability enhancements

SCALABILITY

▸ Up to 28 Session Managers in a single enterprise network

▸ 250,000 SIP users and 350,000 SIP devices

▸ Growth to 500 Branch Session Managers*

SECURITY

▸ TLS secured gateway links

▸ AES 256 bit encryption

▸ End user encryption indicator

▸ Improved certificate management

APPLICATIONS ENABLEMENT

▸ Presence Services now an Engagement Development Platform Snap-in

▸ Increased AES Capacities

▸ Lync Integration simplification

* Timing TBD

Avaya Aura® Media Server Adoption by Communication Manager

FROM

TO
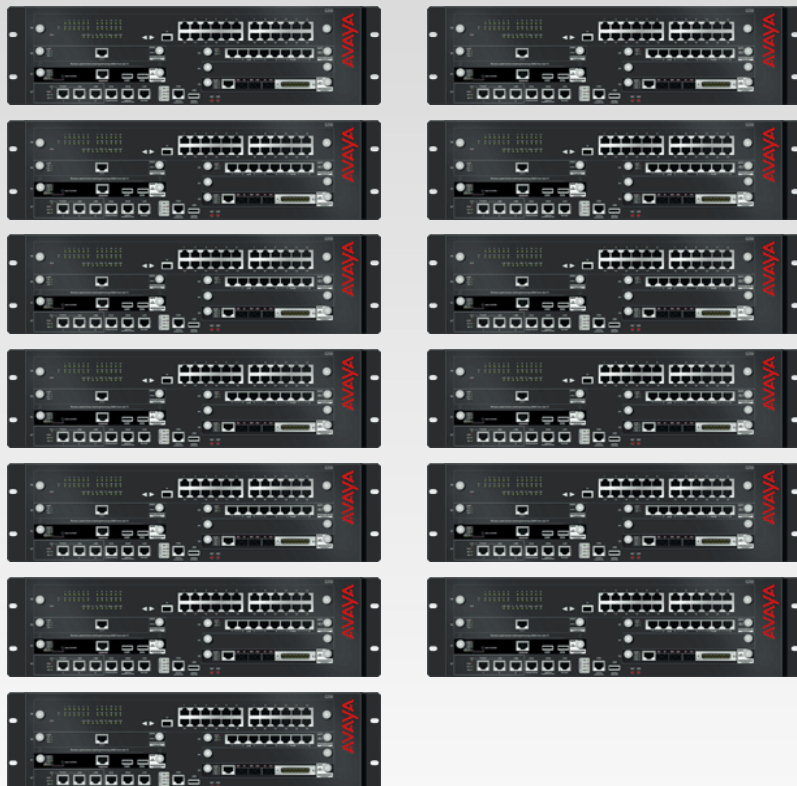
MASSIVE FOOTPRINT REDUCTION

1 Server (dedicated) up to 4000 AAMS channels: 1 U of rack space

13 G450 Gateways, 4160 channels: 39U of rack space

Avaya Aura® Media Server Adoption by Communication Manager

CUSTOMER BENEFITS

▸ Smaller footprint

▸ Replace existing G650/G450 DSP resources

▸ Same, centrally deployed voice announcements

▸ Reduced costs for call recording

▸ AAMS provides virtualization, high channel density, additional codecs, with no limit to playback announcements channels

Avaya Aura Media Server verses Gateways

Media Function	Avaya Aura® Media Server	G Series Gateway
Basic media resource capabilities: connections, conferences, tones, play and record announcements, digit collection	√	√
Announcement Total Recording Time Limits	None (up to size of HDD)	45 min or 250 min (G450) depending on memory kit used. 60 min per VAL board.
Announcement Channel Capacity	Unlimited (up to # purchased channels)	31
Gateway Function		
TDM interfaces for digital, analog stations and trunks	N/A	√
V.150.1 (Modem-over-IP)	N/A	√
T.38 Fax	N/A	√
Codecs: G711, G729, G726	√	√
Codecs: G722 (ad hoc conferencing)	√	
Codecs: OPUS	√ (future support on CM)	
Maximum DSP/channel count per instance	4000*	320
Other capabilities		
Share with multiple CM's	√	
Multiple instances can service one CM	√	√
Survivability in CM environment	√	√
Virtualization	√	
Redundancy	√	
Capacity	250 AAMSs	250 Gateways

Avaya Aura® Media Server Adoption
by Communication Manager: **Use Cases**

Best fit for **AAMS** with Communication Manager

- ▶ Call center requiring significant DSP resources for call recording, announcements or IVR applications (digit collection)

- ▶ Customers with MCC or G650 cabinets looking to reduce their footprint as they upgrade and transition to IP

- ▶ All IP construct (H.323 or SIP endpoints) with high DSP/media channel requirements

Best fit for **Gateways** with Communication Manager

- ▶ Still require TDM and T.38 fax

- ▶ Customers with existing G450s who want to keep their investment but may add AAMS if doing a major addition

Avaya Aura® 7.0 Virtualization Flexibility

6.X

7.0

System Platform Avaya Supplied Server, Avaya System Platform, Fixed Templates	**NEW** →	**Virtual Appliance** Avaya Supplied Server, Appliance Virtualization Platform, Flexible Application Choices
Virtualized Environment Customer Supplied VMware and Servers	**No Change** →	**Virtualized Environment** Customer Supplied VMware and Servers
Collaboration Pod Avaya Supplied VMware, Servers, networking, storage pre-installed applications	**No Change** →	**Collaboration Pod** Avaya Supplied VMware, Servers, networking, storage pre-installed applications

Appliance Virtualization Platform (AVP)

OVERVIEW

- ▶ Extends VMware to Avaya's appliance model

- ▶ At Avaya Aura 7.0 all existing platform offers, plus Session Manager will move to AVP

- ▶ VMware Knowledge / Training NOT required
  - – Based on a customized OEM version of VMware (ESXi 5.5)
  - – AVP management will be via System Manager (vCenter is not provided or supported AVP)

- ▶ NOTE: SYSTEM MANAGER IS REQUIRED FOR AVAYA AURA 7.0

7.0

Virtual Appliance
Avaya Supplied Server,
Appliance Virtualization Platform,
Flexible Application Choices

System Platform templates replaced with customer selected applications

- ▶ Customers are free to run any combination of supported applications on Avaya servers provided the server has sufficient resources

- ▶ Sales tools and installation tools will be able to size solutions to server hardware

Supported Hardware

- ▶ Avaya Common Server Releases 1 and 2 (Including migration path for Midsized Enterprise)

- ▶ S8300D and S8300E

Flexible Virtualization in the Appliance Model

Data Center

Single application per server for maximum scale.
Example:

Communication Manager

Session Manager

System Manager

Application Enablement Services

Regional Office

Multiple applications on multiple servers to balance scale with hardware footprint.
Example:

Communication Manager

Application Enablement Services

Session Manager

System Manager

Branch Office

Multiple applications on a single server to minimize hardware footprint.
Example:

Communication Manager (LSP)

Branch Session Manager (BSM)

Utility Services

Media Server

Application Enablement Services

Avaya Aura Deployment Comparisons

NEW

Offer Element	Virtual Appliance	Virtualized Environment	Collaboration Pod
Server Provided By:	Avaya	Customer	Avaya
Hypervisor	Avaya Provided Appliance Virtualization Platform (AVP)	Customer Provided VMware	Avaya provided VMware-based hypervisor
VMware Licenses	Included in Virtual Appliance offer from Avaya	Customer Provided	Included in offer from Avaya
Server and Virtualization Management	Solution Deployment Manager (System Manager)	VMware vCenter and Solution Deployment Manager	Pod Orchestration Suite, vCenter and System Manager
VMware Training required	none	VMware Certification	Recommended but not mandatory

New Virtual Appliance Order Options
for Avaya Common Servers
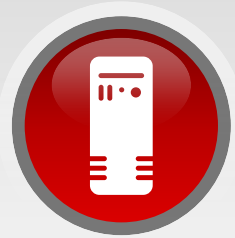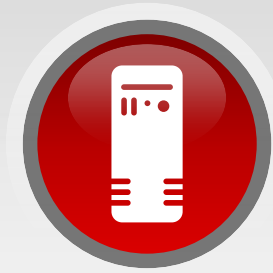
SMALL   **MEDIUM**   **LARGE**   **SPECIAL LARGE**
for High Capacity
Duplex for CM

▸ Customer selects:

  – Required Applications

  – Capacity Requirements

▸ ASD will determine how many servers/server size that are required to support these applications for the specified number of users, devices, etc.

Embedded Servers (S8300) Overview

Two supported deployment options:

Embedded Main

▶ Communication Manager
▶ **Communication Manager Messaging**[2]
▶ Secure Access Layer[1]
▶ Utility Services

Embedded Survivable Remote

▶ Communication Manager
▶ **Branch Session Manager**[2]
▶ Secure Access Layer
▶ Utility Services

CONSIDERATIONS

▶ Both S8300D and S8300E servers will be supported with Avaya Aura® 7.0
▶ Although S8300 servers are virtualized with AVP, limited server resources limit deployment options to the two configurations outlined above.
▶ Local Survivable Processor (LSP) functionality remains unchanged

[1] Resource requirements of Release 7.0 mean that the S8300D does not have sufficient resources to run the applications and SAL. If required, SAL should be moved to a separate server.
[2] CMM and BSM are optional and included only if user selects them in ASD.

Avaya Aura 7.0: Continuing to Build In Enterprise Redundancy and Reliability

	Avaya Aura® 6.2 Feature Pack 4	Avaya Aura® 7.0
COMMUNICATION MANAGER	Software Duplication for Local transparent instantaneous failover Survivable Core for Geo Redundancy	
SESSION MANAGER	Geo Redundant Active-Active clustering N+M routing	
SYSTEM MANAGER	• System Manager High Availability (based on System Platform FRHA)* • System Manager Geo Redundancy	• SMGR HA Not supported in 7.0 • System Manager Geo Redundancy IS supported
PRESENCE	• N+1 Active Standby	• N+1 Active/Active High Availability.
AES	• AES HA (based on System Platform FRHA) * • AES MPHA (based on System Platform)* • AES Geographic Redundancy	• Equivalent functionality available from AES Geographic Redundancy • AES MPHA not supported in 7.0 • AES Geographic Redundancy
MIDSIZE ENTERPRISE	• Platform Level HA supported (System Platform FRHA) • Application level availability features are NOT supported	• FRHA not supported in 7.0 + Application level availability features will be supported (similar to VE configuration)

Evolution of Avaya Aura® Solution for Midsize Enterprise (ME)

6.X

7.0

Avaya Aura® 7 enables growth beyond the ME boundaries to create fit for purpose configurations for both existing ME customers and new "ME" like customers

6.X
System Manager
Session Manager
Communication Manager CMM
AES
Presence Services
Utility Services

Xen Hypervisor

7.0
Application 1
Application 2
Application 3
Application 4
Application 5
Utility Services

AVP – VMware Hypervisor
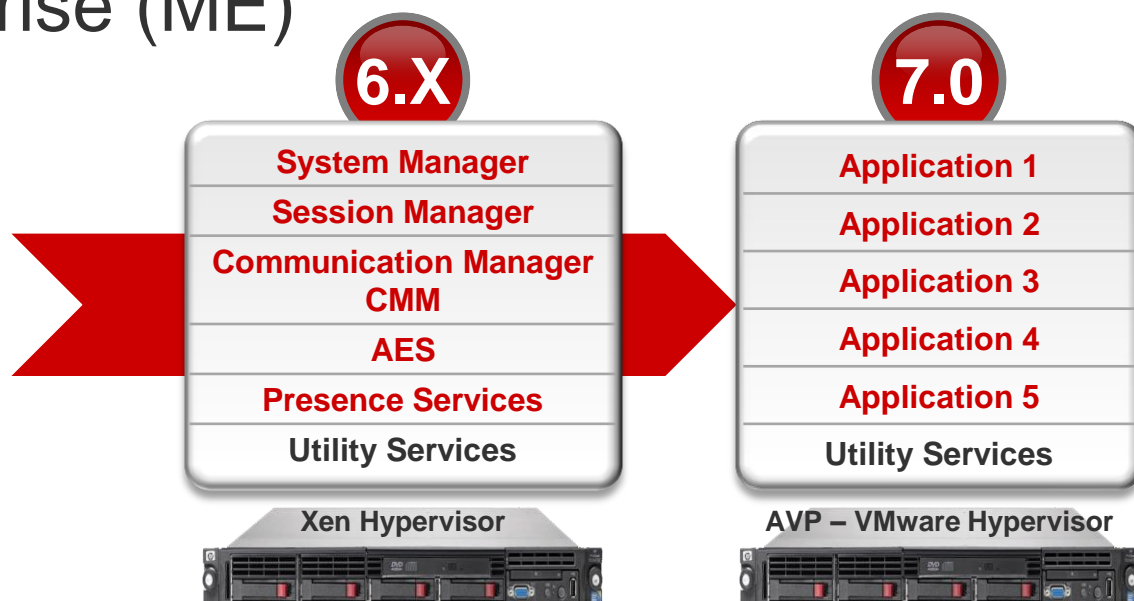
	6.X	7.0
Multiple applications on a single server	✓	✓
Flexible choice of applications		✓
Grow beyond 2400 users/ 1000 CC Elite agents*		✓
Support for High Availability	✓	✓
Application level resiliency options /geo-redundancy		✓
Leverage off board servers like AES and SM		✓
Re-deploy for application segmentation & choice		✓
Full Avaya Aura® roadmap alignment		✓

*May require additional servers

Avaya Aura® Solution for Midsize Enterprise (ME) Upgrade & Migration to Avaya Aura® 7.0

ME Value Proposition Remains Unchanged:

▸ Solution focused for Midsize Enterprise

▸ Lightweight footprint with multiple applications

▸ Pre-installed for deployment simplification

ME 6.X Pre-Packaged Template Offer

- **System Manager**
- **Session Manager**
- **Communication Manager CMM**
- **AES**
- **Presence Services**
- **Utility Services**

Xen Hypervisor

ME upgrades/migrates to Aura® 7 Flexible Footprint (Example Apps)

- System Manager
- Session Manager
- Communication Manager
- Avaya Aura Messaging
- Avaya Aura Conferening
- Utility Services

AVP – VMware Hypervisor

ME Avaya Common Server can be reused

▸ Template split into individual product applications

▸ Existing Avaya Common Server Release 1 and 2 platforms can be re-used

▸ Configuration Data maintained

▸ Rls 6.X upgradable to 7.0 but ME fixed templates will not supported in Rls 7.0

System Manager Enhancement: Solution Deployment Manager

▸ System Manager with embedded SDM is the primary management solution for Avaya Aura® 7.0.

▸ Consolidates disparate tools into a single centralized solution deployment manager

▸ Allows System Manager to be deployed in new installations for remote sites / pre-staging systems

▸ Deploys Application Software
  – Helps optimize resource use
  – Manage application lifecycle

▸ Keeps Applications Current
  – Identifies needed updates
  – Patches applications/platform

▸ Streamlines Upgrade Process
  – Console driven upgrades

▸ Sequences commands together

Avaya Virtual Application Manager (AVAM)

System Platform Common Services

Software Manager in SMGR
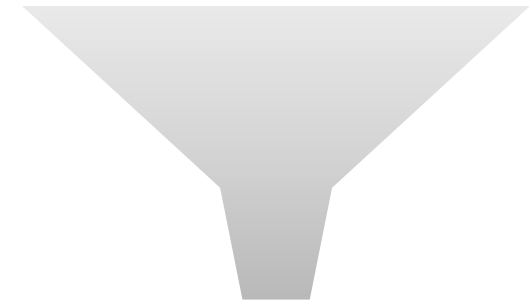
Solution Deployment Manager in SMGR

Solution Deployment Manager (SDM) – Client Version
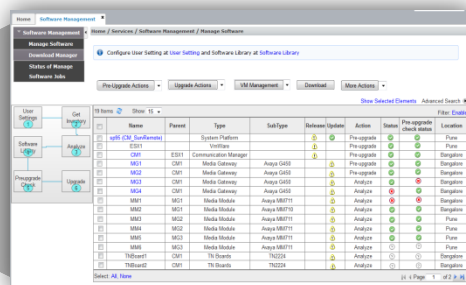
A Windows PC based version for use when System Manager is not accessible

Provides a subset of the functionality available on SMGR / SDM

▸ Can be used to deploy SMGR in a new installation

▸ Can be used to install the application OVAs in either Virtualized Environment, or Virtual Appliance deployments

▸ Also Enables: Deployment Sizing, Hypervisor IP Address Changes, Hypervisor Patching, System Manager Patching, Lifecycle Management (status, start, stop of Virtual machines)

Solution Deployment Manager:
Simpler Upgrades, Reduced TCO

FROM

Manual

TO

Automatic

Manual
All platforms done by hand.

Automatic
After upgrade to AVP, drive application upgrade from anywhere

More Time Consuming
Waiting for next step.

Faster
Sequence events and have them run in the background.

Open to Human Error
Manual readiness assessment.

More Reliable
Integrated checks to confirm upgrade readiness.

Today for Communication Manager, Session Manager, Branch Session Manager; More Apps to Come

Presence Services 7.0 (PS) Moving to the Engagement Development Platform (EDP)

Avaya Aura Presence Services is now an Engagement Development Platform Snap-in

Presence Services remains an entitlement under both the Core and Power Licenses

PROVIDES THE FOLLOWING BENEFITS:

Increase Scalability to 250,000 users

Improved reliability with Active-Active High Availability

Rapid application development in a robust, scalable environment which improves time-to-market by extending the Presence and IM messaging capabilities to 3rd party developers through the EDP environment.

Reduce Administration Time and Resources

FEATURE	DESCRIPTION	BENEFIT
LDAP Sync of Admin Roles	Sync, through LDAP, of Enterprise Directory Admin roles with SMGR Admin roles.	Speeds / simplifies the central administration of System Manager Administrators
SMGR Navigation & Usability UI	User Profile Manager will only expose admin fields for apps that are part of the customer's solution.	Streamlines interface to provide faster access to relevant fields
CM List, Display Measurement, Status Reports	Extends ASA/MSA reports into System Manager to support customer migrations and adds new report types	Continued access to typical ASA/MSA reports in use today in addition to new reporting types
Support for "+" Digit on Call Type Analysis Form	By recognizing the + digit, the CTA from can transform the + digit to the correct international access.	Simplifies routing table creation as customers migrate to E.164

Reduce Administration Time and Resources (Cont'd)

FEATURE	DESCRIPTION	BENEFIT
Avaya Aura® Session Manager SIP Message Compaction	SM Adaptation Modules can now remove proprietary headers / parameters before forwarding SIP messages	Improves the simplicity and interoperability of solutions with 3rd party elements
Avaya Aura® Session Manager Lync Integration Enhancements	On prior releases, Lync integration required the users presence handle to be entered for both XMPP & SIP	Single entry reduces implementation and administration time
Avaya Aura® Session Manager Enhanced Route Pattern Admin	Added routing option on 'station' and 'off-pbx-telephone station-mapping' forms in System Manager	Simplifies and optimizes route pattern preferences to reflect users primary and secondary Session Manager

Reliable Quality Experiences

FEATURE	DESCRIPTION	BENEFIT
Alarming Individual DSP Failures on G Series Gateways	Gateways will now generate alarm when any of the four DSP cores on the DSP board is out of service.	Granular understanding of complete unit status for repair / replacement decisions
Automatic Alarm Clearing for Session Manager Alarms	When a SM alarm is cleared a simultaneous notification will also be sent out via SNMP.	Removes the need to manually clear the alarm and improves reporting accuracy.
New SNMP Engine for CM	New CM Master Agent based on NET-SNM (Red Hat Linux) with a new set of subagents.	CM will provide separate IDs for each maintenance object: Major / Minor Alarm, Warning, and Resolved.

Keeping Engagement Secure

FEATURE	DESCRIPTION	BENEFIT
Out of Band Management	Places management traffic on an separate LAN from the general traffic.	Enhanced security for admin traffic and better bandwidth management of both traffic steams
TLS Secured Gateway Links	Extends TLS to the control link between CM and media gateways.	All CM to gateway and CM to AMS trunk links are TLS secure.
Advanced Encryption Standard (AES) 256-Bit	Provides support for the AES-256 Bit symmetric encryption algorithm on Avaya Aura® 7.0 elements	Enhanced security with AES-256 encryption for audio / video / data bearer streams.
Improved Certificate Management (SMGR)	New Certificate Authority Generation Utility including SRVname option, remove obsolete / auto renew Certs.	Improved security and management of certificates

Keeping Engagement Secure (Cont'd)

FEATURE	DESCRIPTION	BENEFIT
Improved Certificate Management (Gateways)	G430/450 support of SHA2-signed certs, Online Cert Status Protocol (OCSP) and Time Zone Cert Expiration	Enhanced cert flexibility and the ability to treat gateways in the same class as phones
End-to-end Encryption Indicator	SIP end-points/client display that shows the user whether signaling / media are end-to-end secure*	Real-time indication of security for end-users

* The initial offer will only support SIP endpoint/clients on intra-enterprise point to point calls.

Enhancements for Active Participation

FEATURE	DESCRIPTION	BENEFIT
Triple tone for call pickup on H.323 Devices	A call to a member of a call pickup group can now generate a triple tone if not answered in 15 seconds.	Heightened triple tone alert improves the response rate of call pickup group members to incoming calls.
e911 Emergency Call Adjunct Interface Update for MDA	The SM AELS (Adjunct Emergency Location Server) interface has been enhanced to support Multidevice Access	Improved accuracy of the originating location of E911 calls from users with multiple devices
Single Button Press for Call Park Pickup	Call Park can now be configured to allow parked calls to be picked up with the press of a single button.	Call management in closely aligned work groups can be streamlined for faster responses to parked calls.
Admin-able Group Page Delay	The 7 second group page delay applied when one or more paging members is not available can now be varied.	Customers have the flexibility to vary or remove the Group Page Delay depending on their preferences.

Scalability to Support Pervasive Collaboration Across the Enterprise

FEATURE	DESCRIPTION	BENEFIT
Increased SIP Capacity	Increased SIP Capacity to support 250K SIP Users and 350K SIP Devices on up to 28 Session Managers	Full Avaya Aura® Platform capacity for SIP users with extended capacity for users with multiple devices
Increased Domain Control Associations in AES*	Increase the maximum number of domain control associations from the current limit of 4 to 8.	Supports the need for more domain control associations, particularly in large scale CCaaS implementations
Increased DMCC Registrations in AES*	Increase the maximum Device Media Call Control (DMCC) instances from 4000 to 8000	Increases the capacity of AES for full time call recording from 4000 to 8000 agents

* Avaya Aura Application Enablement Services

Scalability to Support Pervasive Collaboration Across the Enterprise (Cont'd)

FEATURE	DESCRIPTION	BENEFIT
PS to PS Federation with clustered PS solutions	Allows the exchange of presence and instant messages between two or more Avaya Aura systems	Allows UC solutions to scale beyond the limits of a single Presence server and/or a single Avaya Aura system
Block Instant Messages between UCaaS tenants	Allows administrators to restrict the exchange of IMs between users on the same presence server.	Supports multi-tenant deployments of Avaya Aura for UCaaS implementations
Enhanced control of Information between Presence domains	Allows control of the flow of presence information and Instant Messaging across presence domains	Supports multi-tenant / large enterprise configurations where granular control may be needed

Avaya Aura® 7.0 Summary

Security

▸ TLS secured gateway links
▸ AES 256 bit encryption
▸ End user encryption indicator
▸ Enhanced certificate management
▸ Out of Band Management
▸ Encryption of bearer control channel(SRTCP)

Supportability

▸ Alarming Individual DSP Core Failures (BGW)
▸ New SNMP Engine for CM
▸ Automatic Alarm Clearing for Session Manager Alarms
▸ CP Overload Mitigation Feature
▸ Presence Services Active/Active High Availability

Scalability

▸ Increased SIP Capacity to support 250K SIP Users and 350K SIP Devices on up to 28 Session Managers
▸ Increase AES max Domain Control Associations from 4 to 8
▸ Increase AES max Device Media Call Control (DMCC) Scale from 4k to 8K

Media Server

▸ Communication Manager Adoption of Avaya Aura Media Server

Virtualization

▸ Flexible virtualization on Avaya supplied servers with Appliance Virtualization Platform (AVP)
▸ Branch Session Manager (BSM) on VMware for the Virtualized Environment

Management Simplification

▸ Centralized Management and Simplified Upgrades with Solution Deployment Manager(SDM)
▸ LDAP Sync of Enterprise Directory Admin Roles with SMGR Admin Roles
▸ SMGR Navigation and Usability UI Improvements
▸ CM List and Display Measurement and Status Reports
▸ Allow direct input of Route Pattern for SIP station routing (OPTIM) (CM)
▸ Lync Integration Enhancements (SM)

Call Center Enablement

▸ Logout Unreachable SIP Agents / Detect Unreachable SIP Endpoints

Other Feature Enhancements

▸ Support for PS to PS Federation with clustered PS solutions
▸ Block IM between UCaaS tenants (PS)
▸ Enhanced control of Information flow between Presence domains (PS)
▸ SIP Message Compaction (SM)
▸ Emergency Call Adjunct Interface Update for MDA (SM)
▸ Single Button Press for Call Park Pickup (CM)
▸ Triple tone for call pickup on H.323 Devices(CM)
▸ Support for "+" Digit on Call Type Analysis (CTA) Form (CM)
▸ Group Page Delay(CM)
▸ Inter PBX toll Compliance between IPO and CM (CM)
▸ Deny PRI / H.323 Trunk Call Based on Calling Line ID (CM)
▸ Location Based Routing with EC500 (CM)

Support Advantage Preferred
and
Upgrade Advantage

Customers Are Demanding
a Proactive Support Experience

Forrester has noted proactive support as a **key trend in both 2014 and 2015***

Customers will expect **personalized, proactive service**

Insights from connected devices will trigger this preemptive service

Source: * Forrester: Navigate The Future Of Customer Service In 2014, Forrester's North American Consumer Technographics Customer Life Cycle Survey 2

What Is Proactive Support?

REACTIVE

▸ Respond to **events** that have **already occurred**

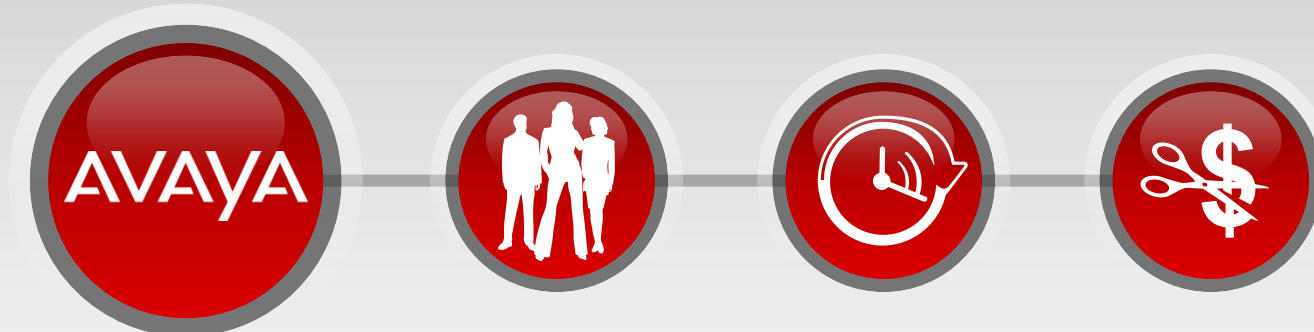▸ **Minimize downtime** from the current issue

PREVENTIVE

▸ Implement **best practices** for known problems

▸ Help **prevent reoccurrence** of previous outages

PROACTIVE

▸ **Analyze, identify,** and **address** hazardous conditions **preemptively**

▸ Help **optimize your solution** & **improve performance**

Avaya is Shifting to Proactive Support

Avaya believes that all customers should have access to its award-winning support to move customers from reactive to proactive support

▸ **Support Advantage Preferred** becomes the **standard remote support offer for all new major releases* launching on or after August 10, 2015 (planned)**

▸ Enabling Avaya solutions with **consistent, high quality, proactive support** to maximize our customers' business outcomes

* Major release is designated as a change in the digit(s) to the left of the first decimal point (e.g. [n].y.z) in the release number.

Support Advantage Preferred Delivers Results

15 **minute** response time SLO* via the web – **2 times faster** than the nearest competitor*

5X **faster** resolution and **73% more likely to avoid an outage** with world-class automated diagnostics and restoration capabilities**

90% **auto-resolution** of alarm generated service requests without human intervention**

Unprecedented network visibility to help optimize network performance

Sources: *Avaya : Based on competitive analysis conducted in July 2014; ** Avaya internal analysis.

SA Preferred Customer

FEATURE	DESCRIPTION	BENEFIT
EXPERT Systems^{SM} Alarm Monitoring & Resolution	Proactive correlation, filtering, resolution of alarms without human intervention Proactive alert of network issues (PSTN & IP)	5X faster resolution, 90% auto-resolution of alarm generated service requests, 73% more likely to avoid an outage
Avaya Diagnostic Server with SLA Mon^{TM} Technology	Client controlled diagnostic tools providing End to End Network Performance, Hop by Hop QoS testing, Endpoint Diagnostics	Prevent future issues, reduce costs, self-diagnose network errors, faster issue resolution
Multi-Vendor Collaborative Support	Enables Avaya Global Support Services to collaborate with select vendors to diagnose interoperability issues across mixed environments.	Isolate the root cause faster for rapid issue resolution without finger pointing.

SA Preferred Customer (Cont'd)

FEATURE	DESCRIPTION	BENEFIT
SAL Policy Server	Centrally manage policies that are enforced by SAL Gateway Servers that control access to Avaya products deployed within the network (who, when, protocols, etc)	Increased security and ease of managing authentication policies
Global License Portability	Simplifies the administrative changes required to modify the support coverage from one location to another when moving licenses.	Simple and automated movement of licenses globally

Don't Roll the Dice - Upgrading and Staying Current Can Lower Your Outage Risk

$1.8K
OF REVENUE IS LOST EVERY MINUTE OF AN OUTAGE*

80%
OF OUTAGES HANDLED BY THE AVAYA ER TEAM **ARE ON LEGACY EQUIPMENT****

36%
CHANCE YOUR SYSTEM WILL FAIL IN THE NEXT 24 MONTHS IF IT IS >11 YEARS OLD****

Source: *Datacenter Downtime: How Much Does it Really Cost?," Aberdeen Group, March 2012, ** Avaya Internal Analysis: 2014

Upgrade Advantage

Receive new major software releases as they become available

▸ **Experience approximately up to 40% savings*** in a predictable opex model - no more continuously asking for additional budget to upgrade your systems.

▸ **Stay competitive** and drive your business outcomes by deploying the latest innovative technologies quickly
  – Regular opportunity for IT to demonstrate value to the enterprise

▸ **Maximize your uptime** and stay current – 69% of outages caused by software bugs are preventable by staying current.**

▸ **Flexible options:** available in 1 year pre-paid, 3 year annual or pre-paid and 5 year pre-paid options.
  – Required for sales of and upgrades to new major releases launching on or after August 10, 2015.***

*Based on internal comparison analysis for 3 year annual Avaya Aura® Core user license list pricing vs one time software upgrade fee.
**Based on analysis of Avaya customer data.
***Applies for every enterprise software application. E.g. Avaya Aura® platform(including all products in Suite licenses), Contact Center, Scopia® portfolios, etc. except for those associated with Fabric Networking products

Upgrade Advantage Policy Change

Avaya wants all customers to have access to our latest innovative solutions to help drive their business outcomes

▸ **Upgrade Advantage will be required** for all new major releases* launching on or after August 10, 2015 (planned).

▸ Upgrade Advantage provides approximately up to **40% savings**** in a predictable operating expense model.

▸ Ability to upgrade without continuous requests for additional budget.

*Major release is designated as a change in the digit(s) to the left of the first decimal point (e.g. [n].y.z) in the release number.
**Based on internal comparison analysis for 3 year annual Avaya Aura® Core user license list pricing vs one time software upgrade fee.

DISCLAIMER: Future improvements described in this presentation are intended features, functionality and other improvements that Avaya is considering implementing in our Systems and Tools. These future improvements and timeline are provided for informational purposes only and may not be implemented, or may be implemented in different timeframes, in Avaya's sole discretion.