AVAYA

INTELLIGENT COMMUNICATIONS

Avaya Aura™ Application Sequencing

Industry Analyst Briefing Series

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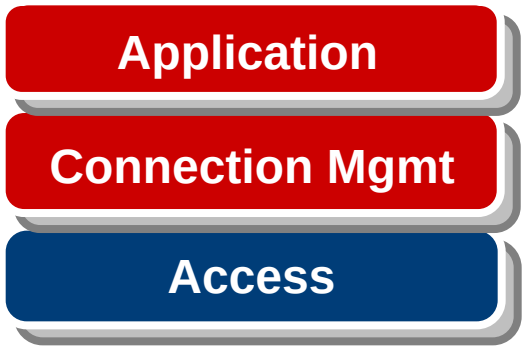
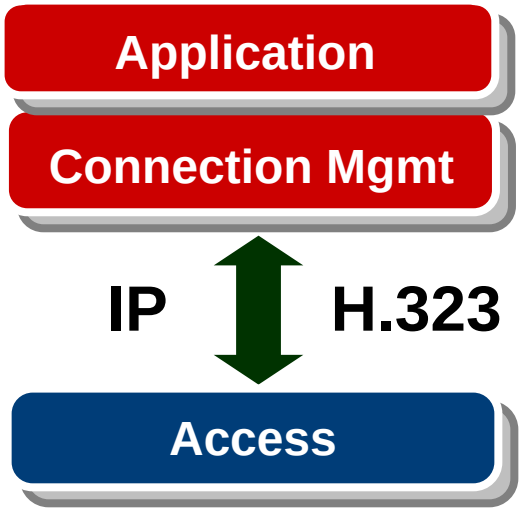
IP Multimedia Subsystems (IMS)

Past



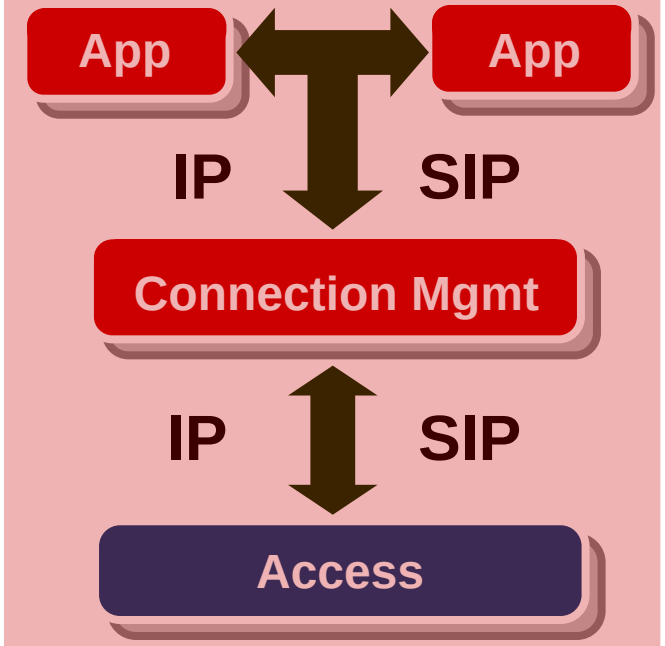
Legacy TDM

Present



IP Telephony

Future

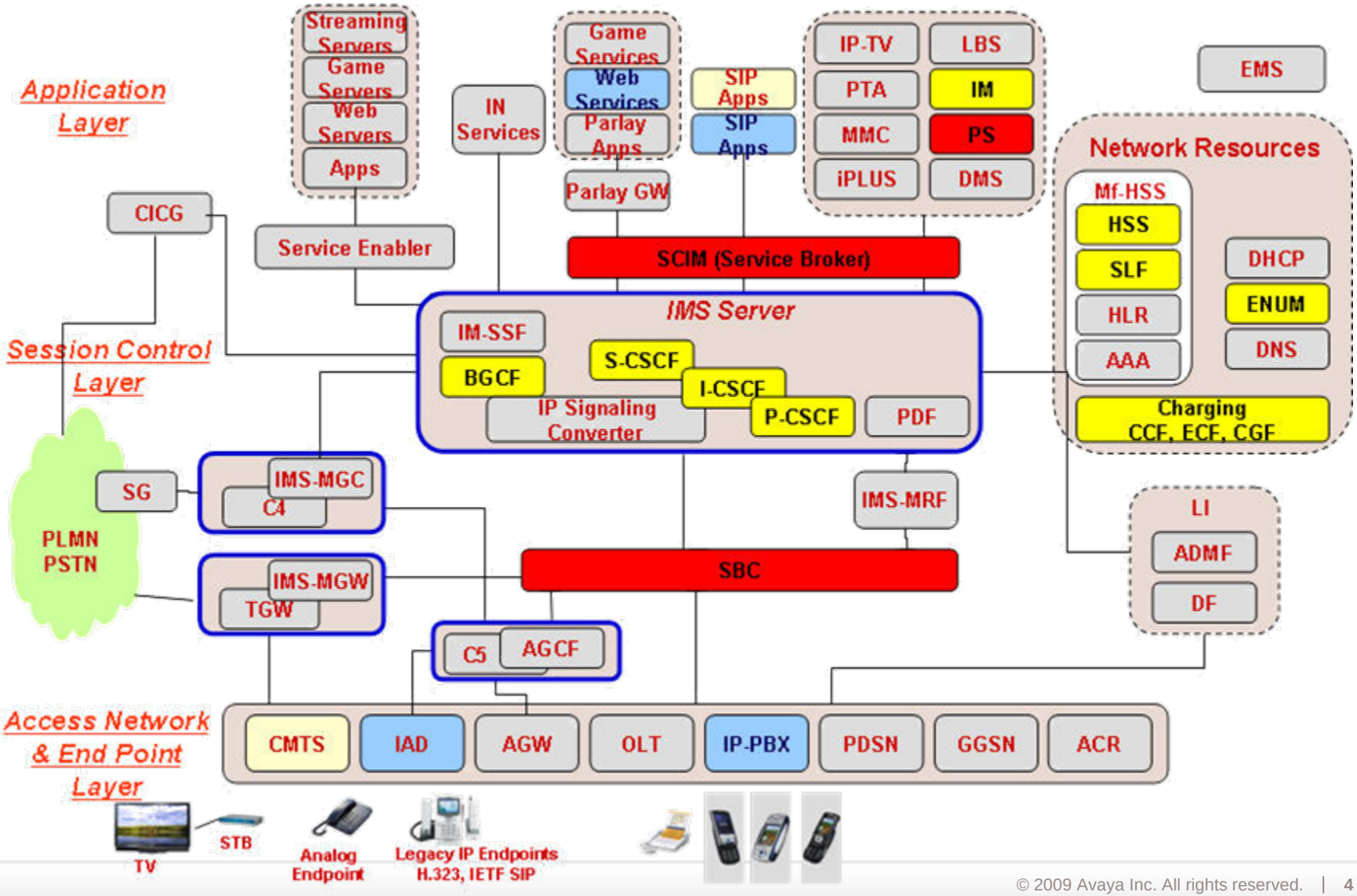


Enterprise IMS

IP Multimedia Subsystems (IMS)

- IMS Standard was originally defined in 1999; IP Multimedia Subsystems (IMS) – 3GPP Standard
- IMS was intended to facilitate Service Providers in combining their wireline and wireless operations
- IMS is being used by Service Providers to implement the Quad-Play (e.g. combine their broadband, cable, wireless, and wireline operations)
- IMS allows Service Providers to give their subscribers a very feature rich experience independent of current location and device(s)
- Benefits
  - Layered Architecture
  - Decoupling of Users from their Devices
  - Loose Coupling of Users from their Services
  - Proven Scalability & Reliability
  - Multi-Vendor Support

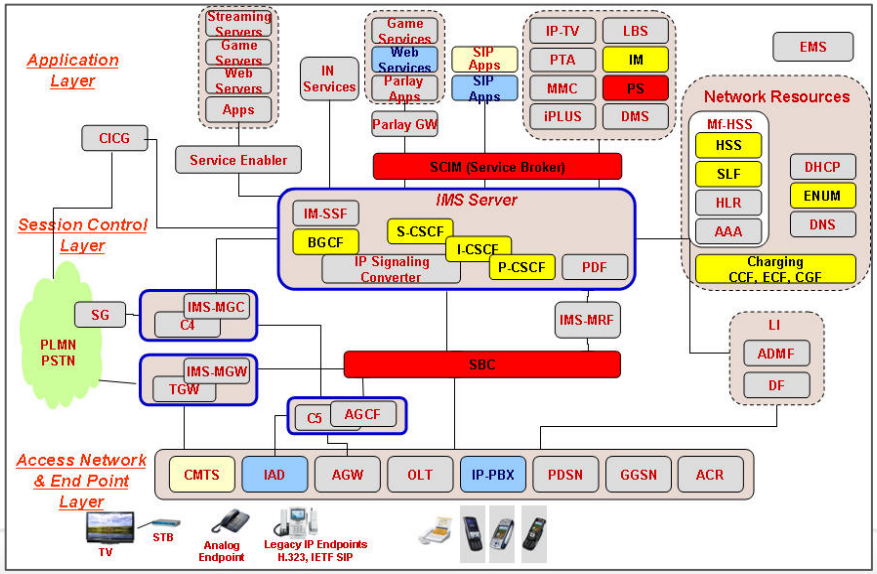
IP Multimedia Subsystems (IMS)



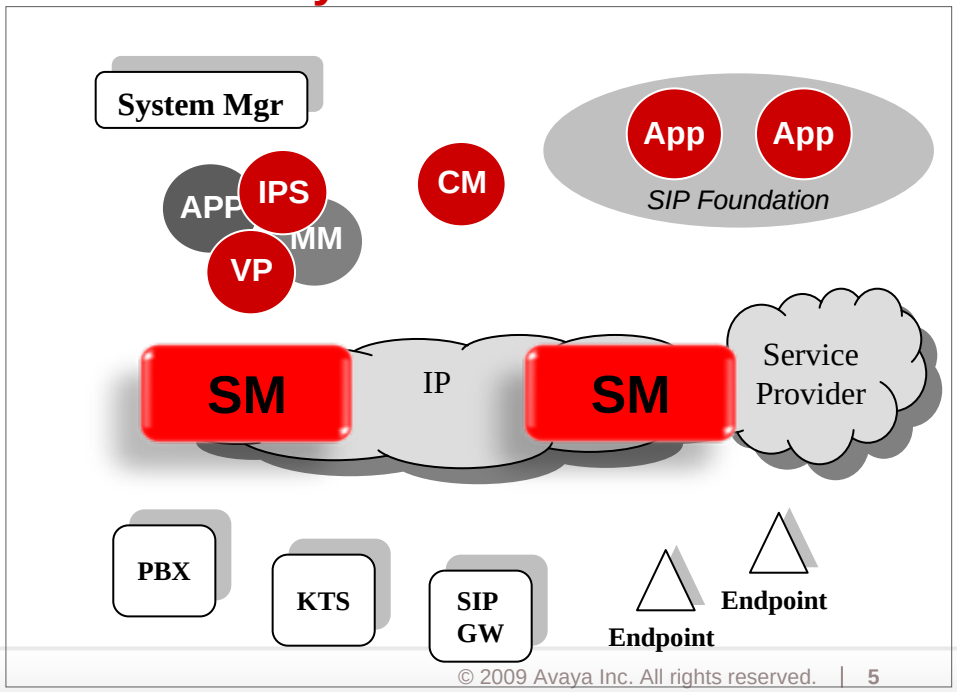
IP Multimedia Subsystems (IMS) : IMS vs. E-IMS

- Take proven IMS principles and appropriate SIP standards from IMS without compromising functionality, scalability, or reliability
- Three tier architecture, decouples users & access points from applications

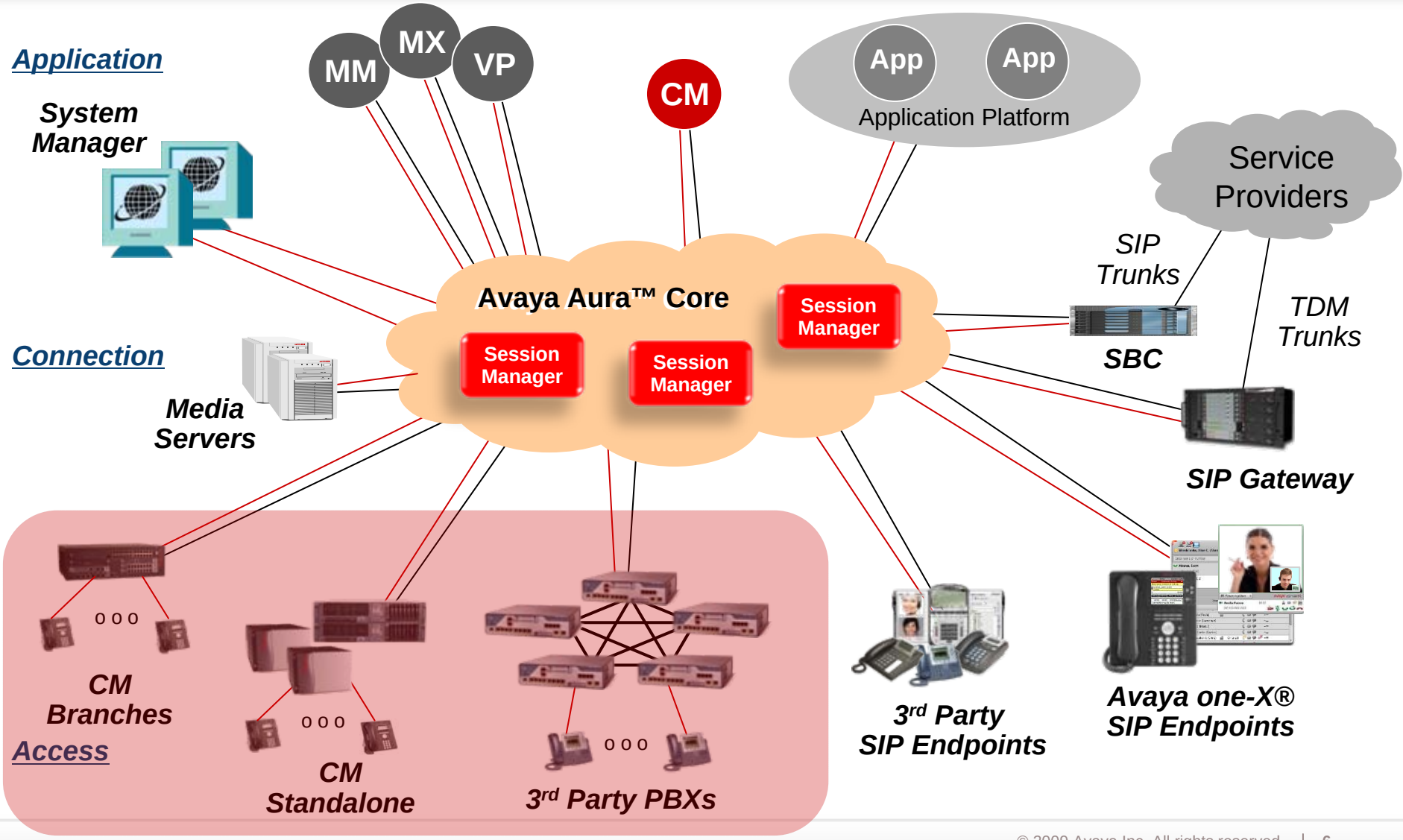
IMS defined by 3GPP



Avaya E-IMS Architecture

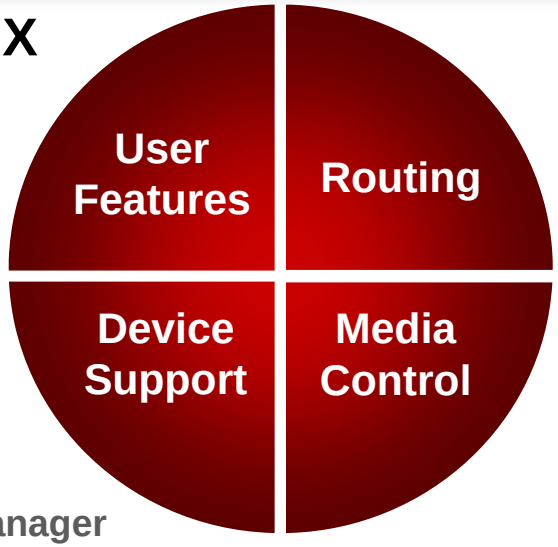


Defining an “Access Element PBX”

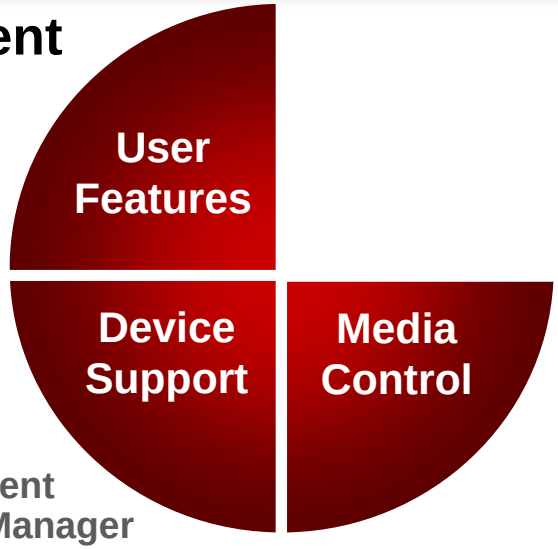


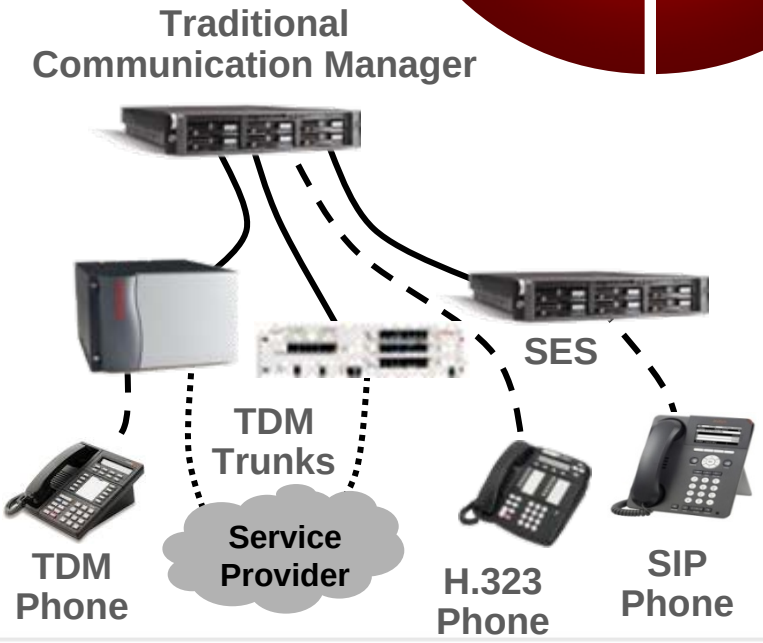
Defining an "Access Element PBX"

Traditional PBX

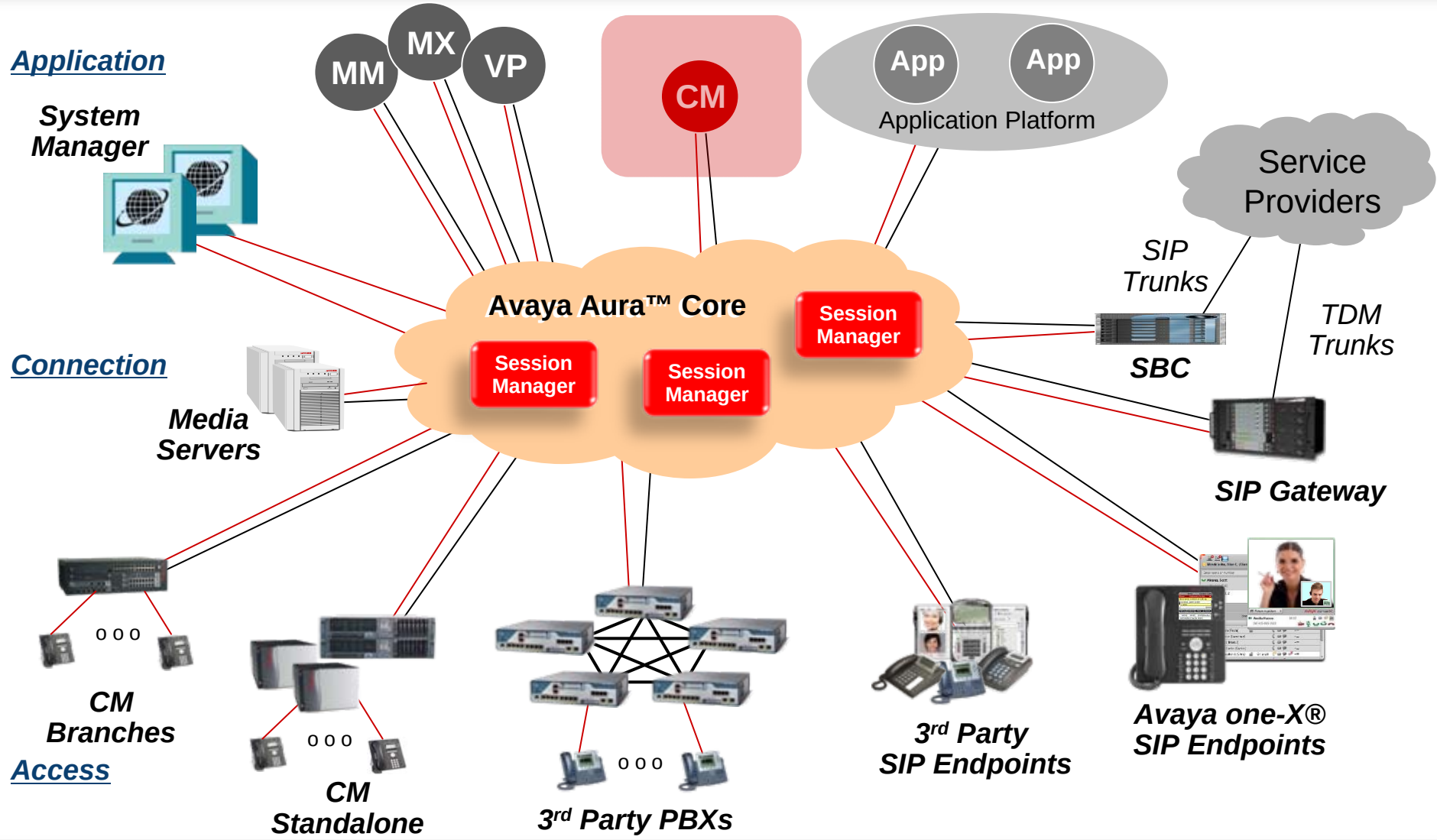


Access Element PBX





Defining “CM as a Feature Server”



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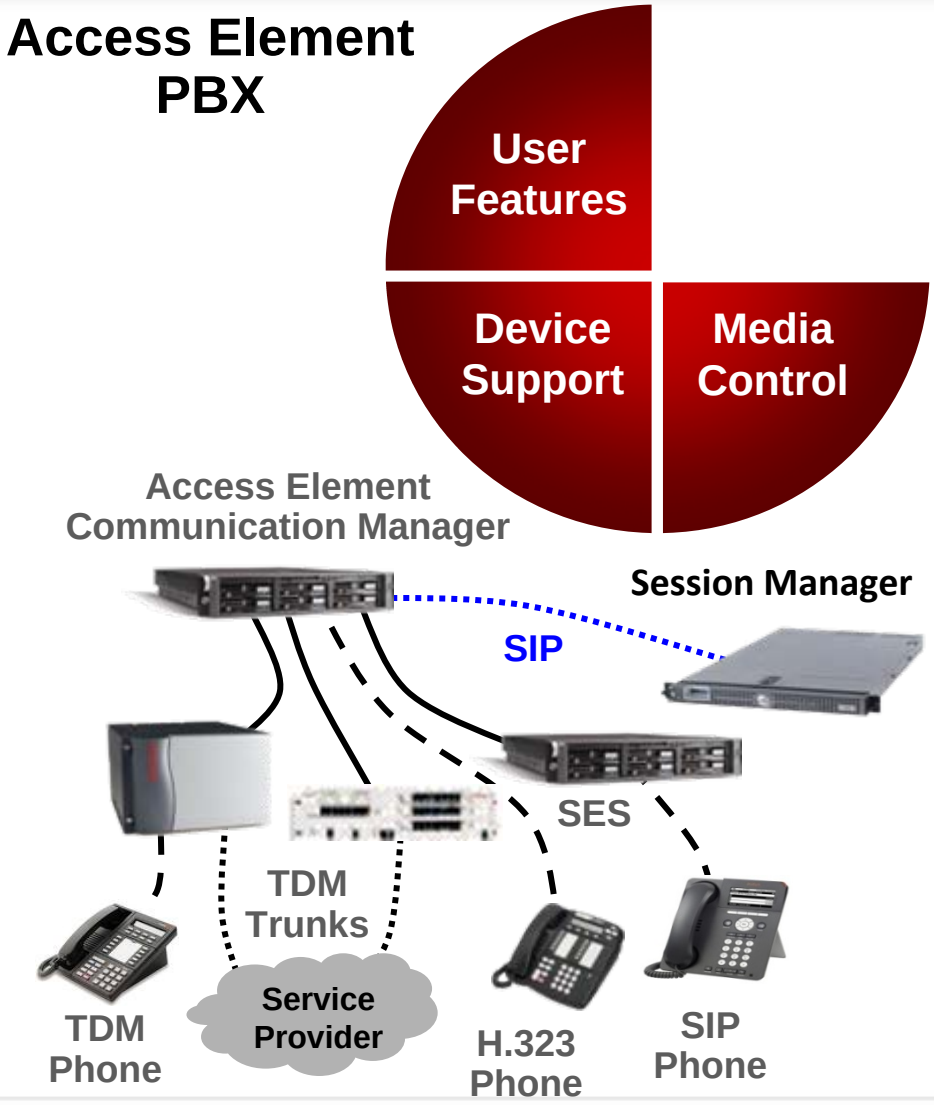
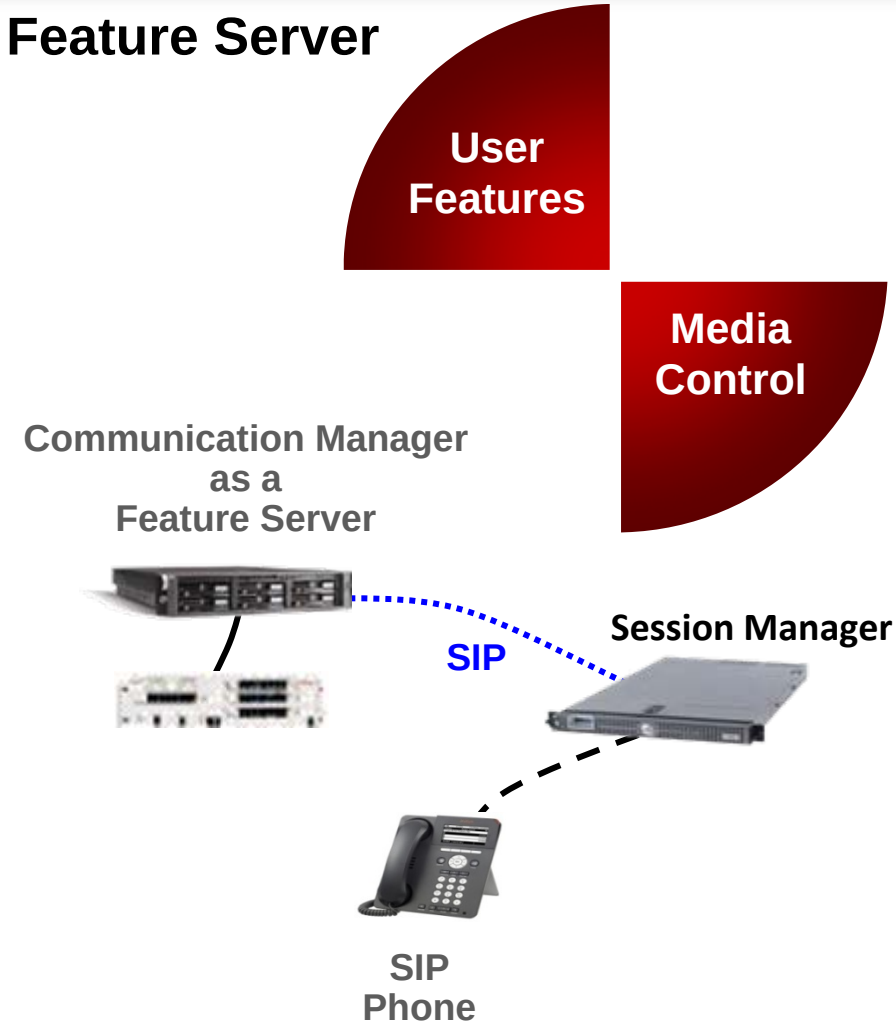
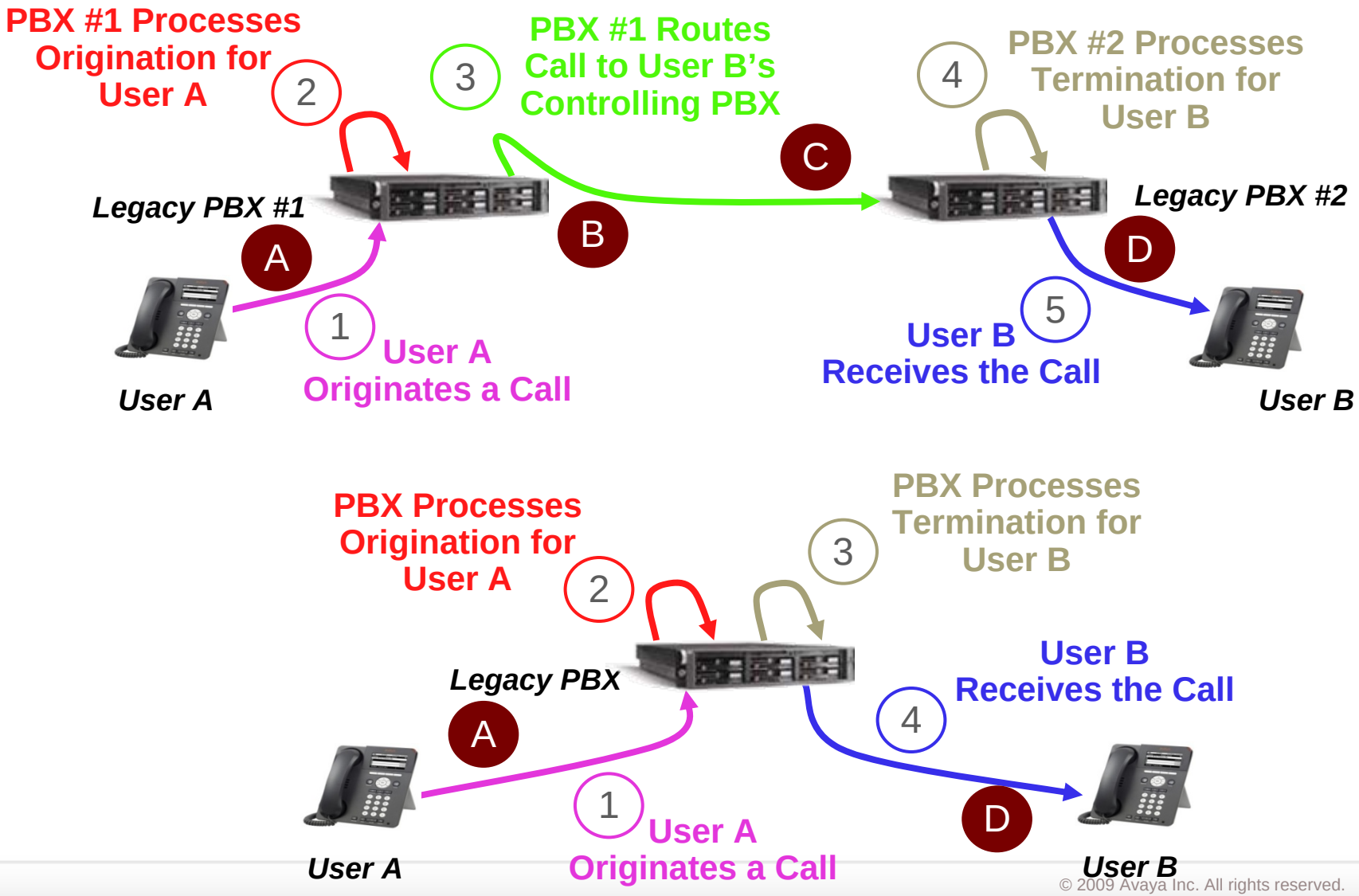




Defining "CM as a Feature Server" : The Half-Call Model



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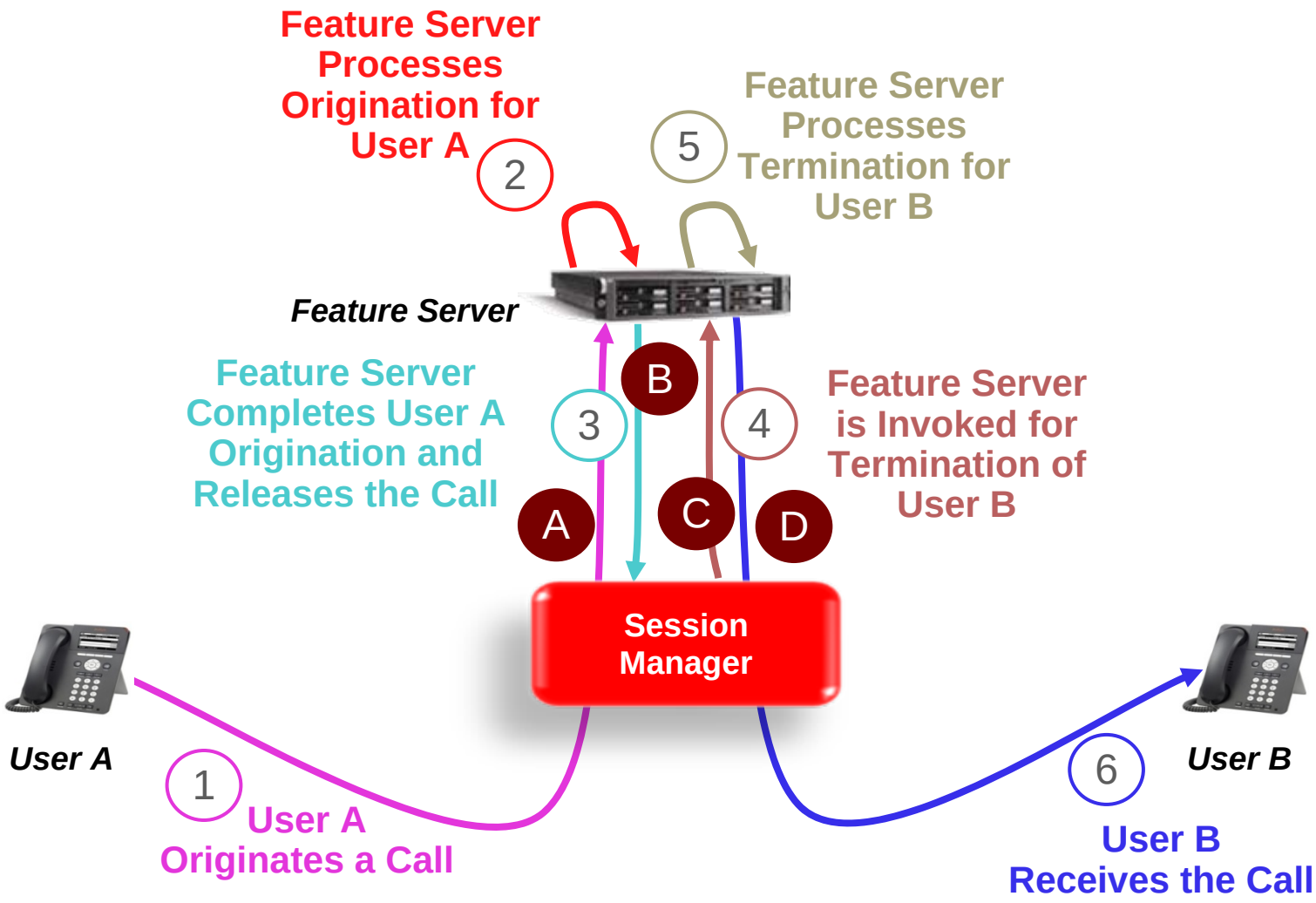


Defining "Sequenced Applications" : SIP-ISC (IMS Service Control)

***Without* SIP-ISC,**

INVITE
ReqURI: userA@avaya.com
PAI: userB@avaya.com

By convention, the PBX will invoke Termination Processing for User A (the ReqURI:)

***With* SIP-ISC,**

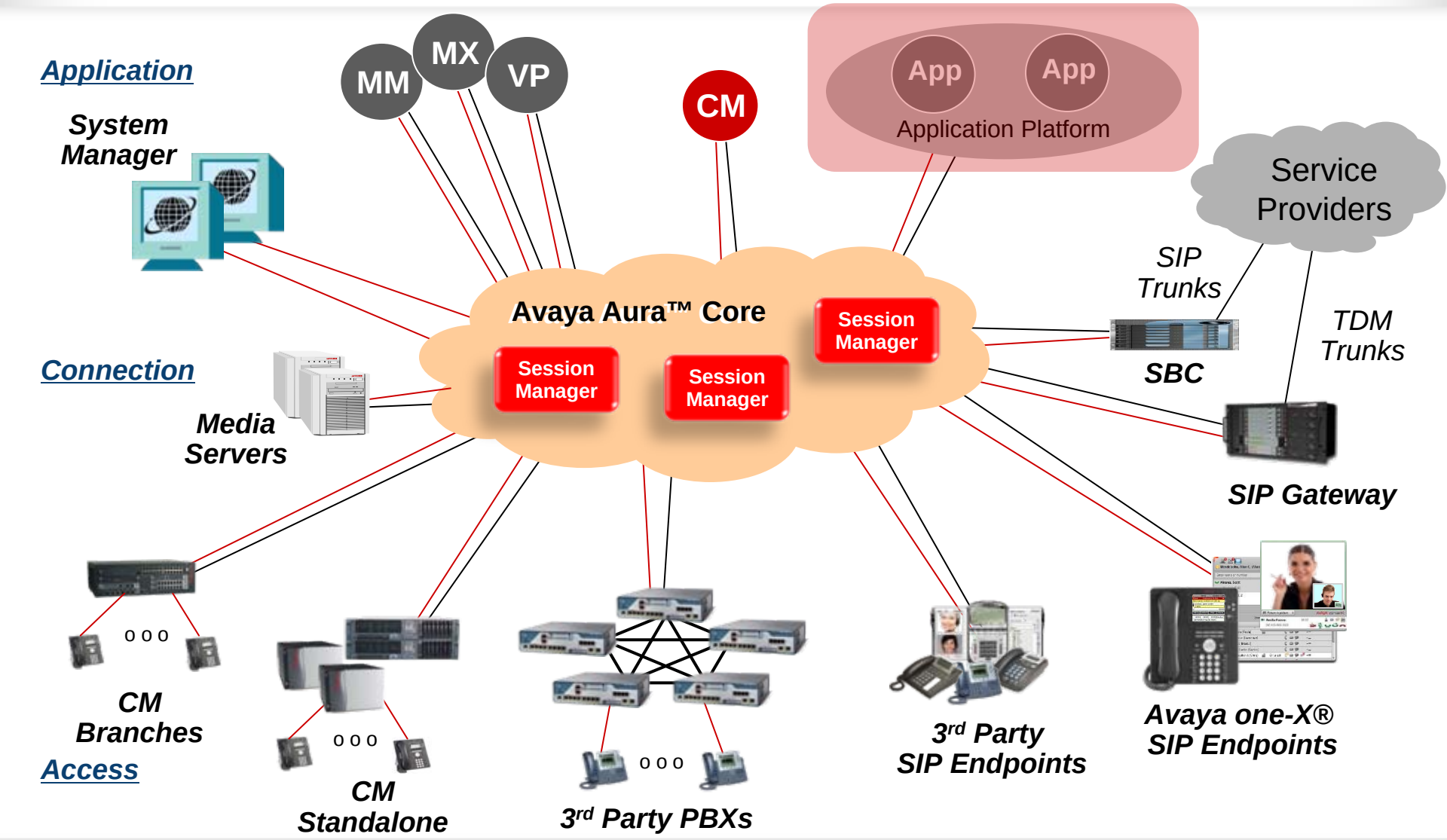
INVITE
ReqURI: userA@avaya.com
PAI: userB@avaya.com
Route: ….. <IMS TAG>

With the IMS TAG information, the Feature Server will either invoke Termination Processing for User A (the ReqURI:) OR invoke Origination Processing for User B (the PAI:)

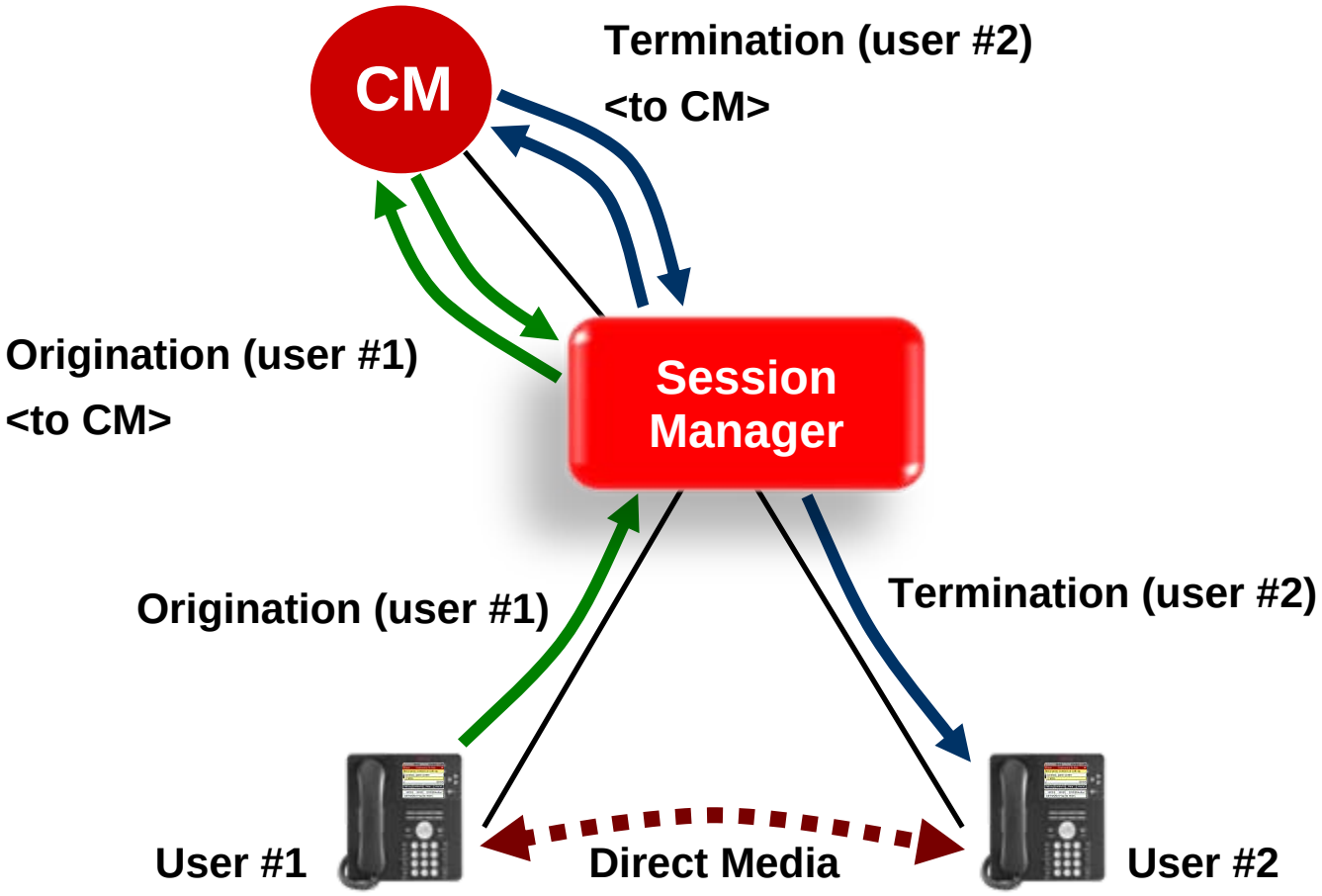
In addition, the Feature Server can use these IMS TAGs to inform the network what processing was completed (origination or termination)

Defining “Sequenced Applications”

Powered by Initial Filter Criteria, an IMS capability. Sequenced Applications are new services that can be added to a Communication Core, independent of other services, affecting session origination and session termination.



Avaya Aura™ – Sequenced Applications



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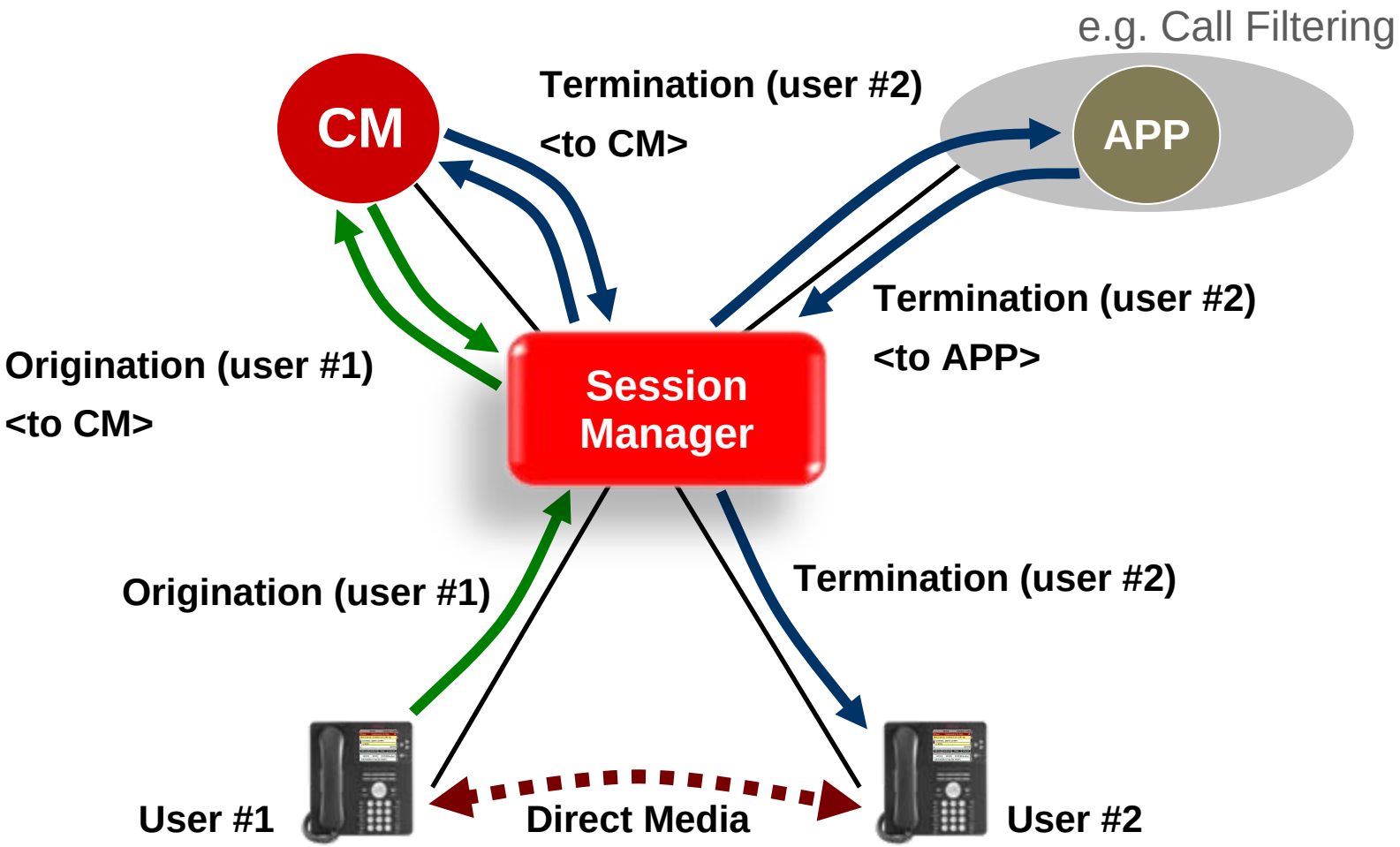

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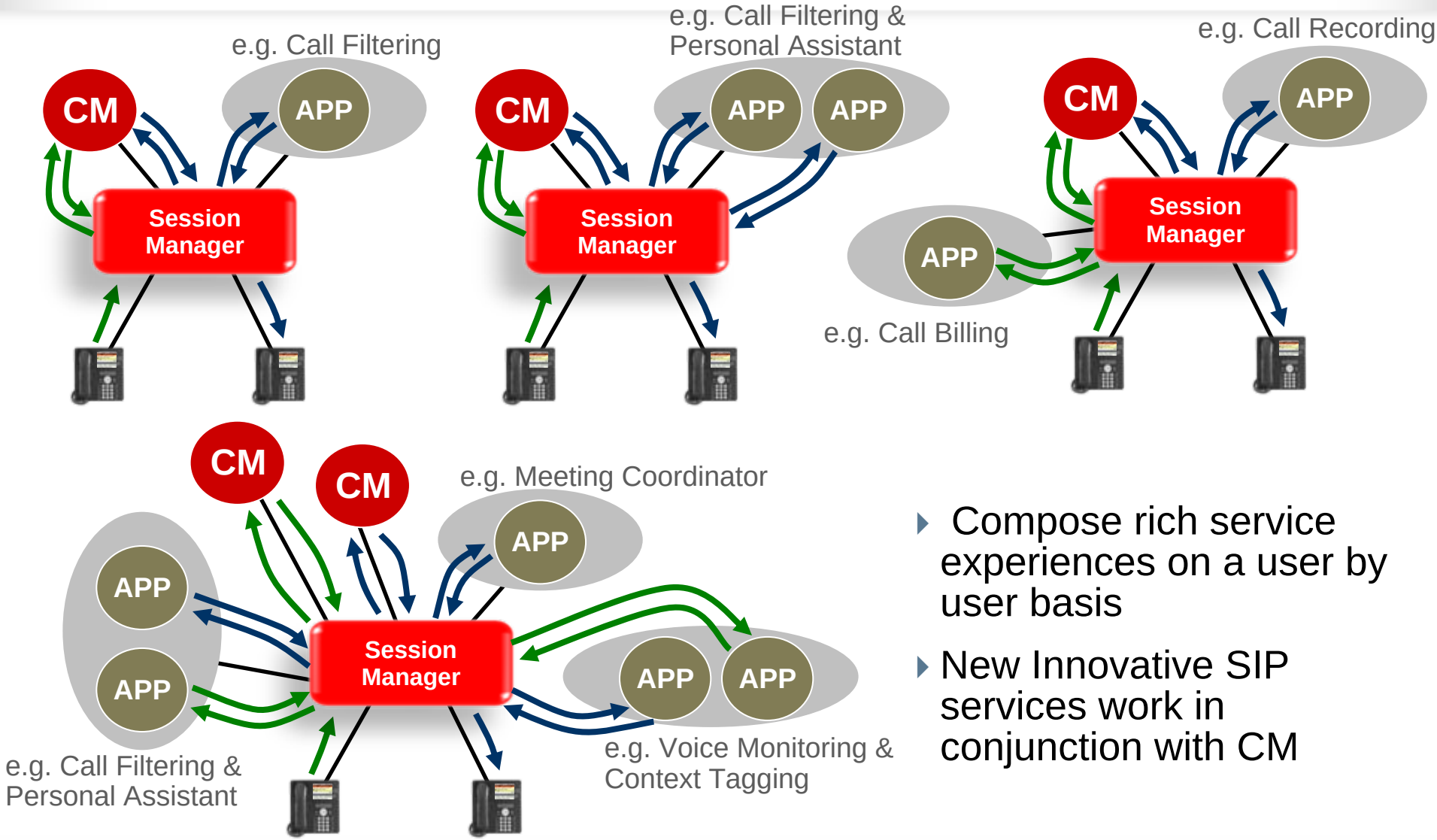

- Compose rich service experiences on a user by user basis
- New Innovative SIP services work in conjunction with CM

Avaya Aura™ – Sequenced Applications