

Avaya CEBP Defined

By Gwynne Wade, Avaya VP Emerging Technologies | March, 2007



Avaya has been on a mission to help organizations leverage Intelligent Communications to transform business operations and achieve distinctive business results. Until now, some of the more advanced Intelligent Communications solutions have required turnkey development projects and necessitated significant experience and expertise to deploy them. Avaya is now taking another step forward to deliver and simplify Intelligent Communications with the launch of powerful yet uncomplicated solutions from our new portfolio of Avaya Communications Enabled Business Processes (CEBP).

The new **Avaya Communications Process Manager** is a key component of the new Avaya CEBP portfolio and is now available for the US market. This product will also be available by mid year 2007 in both the UK and India markets with other global markets to follow. We truly believe that solutions based on this technology and services portfolio have the potential to transform the way a business operates by opening the door to higher business productivity through communications enabling many typical business processes. Today the measurement of productivity gains and continuous improvement of automated steps of business process have been key tenets of contemporary process improvement and we truly believe that CEBP solutions have the capability to raise process improvement levels significantly and in very measurable ways.

Until now, “plugging” humans into a business communications process flow has been limited to email and screen pops, but Avaya Communications Process Manager provides a significant next step forward to effectively weave real-time communications capabilities into business process execution with a specific emphasis on minimizing delays in human-centric operations. Those business leaders who are interested in deploying this solution may contact Avaya CEBP experts for more details; also more information about this newsworthy CEBP communications application solution can be found at the Avaya.com web site.

Context of CEBP vs. Communications Enhanced Applications

The concept of CEBP is significantly different when compared to the relatively well known concept of communications enhanced applications, like being able to dial a phone number from within an application or web browser. Understanding the key dimensions of CEBP is critical to understanding how they can transform your organization, so let's further examine CEBP specifically:

CEBP Defined and Simplified

CEBP = real time communications + closed loop interaction within business processes

CEBP solutions by definition, remove business process latencies using real time communications to close the loop on key events that require human interaction or decision making intervention.

Prior to CEBP, a business process that encountered a problem typically stopped and waited for a human to do something in a mostly reactive manner. Often a trigger email about such a problem would be sent to a mailbox in hopes that someone might take the appropriate responsive action.

With an Avaya CEBP solution, the system solution can now be automated to take multiple proactive steps to solve the problem while leveraging real time communications. An email may still be sent automatically, but additional actions including calls to phones and cell phones, SMS, and even conference calls will be triggered proactively until the problem is resolved.

We call this CEBP solution phase "closed loop" interaction within the business process. Valuable time and money is saved via CEBP "closed loop" interaction by ensuring responsive actions continue to occur that will resolve the issue and then return the business process to normal actions.

The tactic for deployment actions that Avaya is taking with its CEBP solution offerings is focused on enhancing existing processes with real-time communications and with a phased redesign approach rather than requiring a complex or major process re-engineering effort.

CEBP Scenarios

Here are a few CEBP solution examples to further illustrate what's possible.

A financial industry brokerage firm might deploy a CEBP solution that monitors the stock price of a certain company and if there is a change of 5% in either direction, the CEBP solution might begin triggering predetermined interactions to alert and set up a conference call with a financial advisory team and key stock holders to enable them to react accordingly. The CEBP solution can look for and find the right people who are needed in the discussion along with those who can make certain decisions about the stock situation.

In another example, a healthcare organization might use CEBP to locate and schedule specialty doctors as part of a medical diagnosis or procedure effort.

In yet a third situation, a supply chain issue could be resolved by quickly bringing together the right parties on a conference call to devise a workaround to a product or parts supply problem. As inferred here, there are a vast array of scenarios and processes that can substantially benefit from CEBP solutions.

With an Avaya CEBP solution, system processes can be automated to know how to identify the right people for a particular event or situation, how to reach them when they are needed, as well as to understand what types of access devices each person wants to use for communications at a specific time (e.g. a cell phone, instant messaging, video conferencing, etc.). When the need for an automated conference is determined via a CEBP action, the solution will find the right people and pull them together quickly in a conference with minimal user disruption. Attendees on a conference call can also be automatically logged, which can be especially important for government or industry regulatory issues such as the Sarbanes-Oxley compliance tracking requirements in the U.S.

Choose the Right CEBP Solutions to Gain Business Value

When I discuss CEBP with business leaders, I often find people grasp the CEBP concept quickly, but the real challenge comes when they start thinking about all the different business processes that they could transform with a CEBP solution. There are so many business processes that would benefit by being communications enabled that it's important to narrow the scope to those parts of a process where removing human latency has a true ROI.

Fortunately, the steps to identify where to start are quite simple. Here's my suggestion about how to go about this: find the business processes that have the most impact on the top and bottom line of the business, then consider the latencies involved with these processes and finally, consider how human communication actions can be connected to minimize these latencies. In other words, ask yourself where in your business does a delayed response cost you the most money or opportunity?

Simplify CEBP Technology Issues with Avaya Solutions

Today such communication technologies as IP Telephony, conferencing, SIP and Unified Communications are far along the business adoption curve on a global scale and these communication solutions have paved the way for CEBP solutions to integrate with and leverage them. CEBP solutions can also be connected to other key business applications you may be using today such as those from SAP, Siebel, Oracle, Microsoft and many others to extend the existing capabilities of those applications in a business process. And Avaya CEBP solutions can also expose new types of functionality such as web services and Service Oriented Architecture (SOA) which can then be integrated with CEBP using Avaya Professional Services. Whether or not your environment currently uses such technology solutions as web services or SOA or you are planning to deploy such technologies sometime in the future, the Avaya CEBP solution can be easily adapted to work for you today and/or down the road.

We invite those companies that want to power their communications systems to full potential to investigate CEBP solutions today. At Avaya we are passionate about helping our customers transform their business with higher value business returns from key communication technologies. And we are sure that Avaya CEBP solutions can help any business reach its full top and bottom line potential.

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