



The Power of We™

Avaya Notification Solution

Alert the right people at the right time with the right information

Can you get the word out fast enough?

Threatening winter weather promises to wreak havoc with your community. One of your most important customers has escalated a serious complaint. The parking structure at your university has been shut down due to a nearby gas leak. A mechanical fault has been reported in a key distillation unit at one of your largest oil and gas refineries. Your data center just had a failure bringing down your ecommerce site. You need to engage key stakeholders immediately, notify the community at large, keep those with a need to know apprised of events in order to plan and successfully execute a response. What should you do?

Most organizations have business continuity or disaster recovery plans in place for responding to natural or man-made disasters. Many have plans to deal with mission critical events if and when they unfold. But how many are equipped with the right communications tools to respond effectively during such events? As an event unfolds, your organization needs to be able to convey specific instructions to those with a need to know, providing information on what is taking place, soliciting an acknowledgement or response, and bringing teams together to more effectively communicate. A highly mobile society with decentralized workplaces complicates matters. Where are your team members at any given moment? How many first line responders do you have on call? How do you most effectively reach them and, when necessary, bring them together?

An email, calendar invitation or voice mail message at the last minute — or after the fact — is no longer enough. Instead, organizations today need to be proactive. They need the communications tools to enable automated real-time notification, response and collaboration. They need the ability to reach individuals at the push of a button. Those responsible should be able to engage people with a need to know regardless of means of communication. The need is real and urgent. Avaya has the answer.

When seconds count, you can be there

With the Avaya Notification Solution, you can transmit critical information and instructions in real-time across your organization. At the touch of a button,



you can initiate a broadcast and send a pre-scripted or pre-recorded message in different media formats to a targeted group of contacts, prompt for a response and optionally bring the contacts together into a conference bridge. From Community Colleges to Oil and Gas Refineries to Government Agencies, the Avaya Notification Solution gives business continuity management, security personnel, IT management and public safety authorities the tool they need to help ensure rapid and coordinated response to incidents.

The Avaya Notification Solution is scalable and designed to address the needs of small to midsize organizations as well as large enterprises and government authorities seeking an emergency mass notification system, incident response system or simply a real-time alert and notification system for use in day to day business operations and in handling escalations.

The Avaya Notification Solution offers:

- **Speed, Scalability and Capacity** – notify small targeted incident response teams or thousands of recipients in real-time.
- **Pre-scripted or Pre-record Messages** – before an event occurs, prepare recorded messages, identify specific users or lists of

contacts, and define chains of escalations if the primary contacts are not available.

- **Multiple Ways to Trigger Notification** – when an incident occurs, trigger the notification through a web portal, by placing a call, sending an email or notifications can also be triggered automatically from a third-party system.
- **Notifications to Diverse End Points** – place notification calls to enterprise desk phones, home phones, and wireless phones. Deliver notification to teletypewriters (TTY) and telecommunications device for the deaf (TDD). Send text messages through SMS, email, and instant messaging clients. Broadcast over speakers and horns. Display on digital signage. Send updates to social networking sites.
- **Voice Mail or Answering Machine Detection** – automatic detection of an answering machine including the option to leave a voice mail message. Allow the contact to call back to listen to missed notification messages.
- **IP Phone Zone Paging** – define zones of IP phones and broadcast audio and/or text messages, audible through the phone's speakers and visible in the display window.
- **Integrated Conferencing and Collaboration** – using the conferencing service provided with the system or by configuring the system to leverage third party conferencing and collaboration services, broadcast messages to seamlessly bring key stakeholders real-time into an audio conferencing bridge. Through a group inbox, allow authorized users to set up a Meet Me Conference bridge, allowing contacts to be notified and to dial into the system and be placed into the bridge.
- **Detailed Reporting** – for real-time insight into who has been notified and if they have responded – how they responded, at what time and from which device. If leveraging the conferencing capability, know who is on the conferencing bridge, when they joined, and when they left. Summary and detailed reports are available through the Web Portal as web forms and as PDF reports. For customized reports and analytics, “raw” data is also available for download in Comma Separated Values (CSV) Format.
- **Tenant Partitioning** – partition the system so that different departments or agencies within your organization or across organizations can work within their own private partition yet utilize a single system, leverage common scenarios and share a common resource.
- **Web Portal Application** – a comprehensive web-based workflow application that provides ease of administration, operations and management of the system.
- **Open Web Services API** – notify contacts and those with a need to know, based on incidents and events being automatically processed from other systems, such as Geographic Information System (GIS) or location systems, monitoring and management systems and business workflow.

Benefits from leveraging the Avaya Notification Solution can include:

- **Risk Mitigation** – provide your organization with the tools to effectively take control when an unplanned incident or escalation occurs and your organization needs to respond.
- **Compliance** – broadcast relevant messages to specific individuals or

contacts according to their roles, responsibilities and authority or according to corporate or agency policy.

- **Performance Management** – capture and consolidate message broadcast responses, see who responded and when, conference in multiple parties for real-time management of people and resources.
- **Situational Awareness** – gain real-time visibility into how your organization is responding. Poll recipients to determine their location and status.
- **Lower Total Cost of Ownership** – leverage a single system for an integrated notification and collaboration solution.

Flexible deployment: in your data center or in the cloud

What makes the Avaya Notification Solution different from other Notification systems? Speed, scalability, and capacity and integrated collaboration features. You also have flexible deployment options. You can choose to run the Avaya Notification Solution within your enterprise. If you have already invested in the Avaya communications infrastructure, the Avaya Notification Solution can also extend on that investment by bringing new uses to the Avaya family of IP Desk Phones, Conferencing, and Call Bridging solutions. The Avaya Notification Solution is also designed for you to take full advantage of the Avaya Aura® Enterprise communications platform architecture, leveraging Avaya Aura® Session Manager for dial plans and centralized call routing schemes and Avaya Aura® Session Border Controller for security.

If you have a multivendor communications environment, the Avaya Notification Solution can be configured to leverage that investment as well.

Alternatively, the Avaya Notification Solution is available as a hosted “Cloud” service – provisioned, operated and managed by Avaya and Avaya authorized partners with competitive bundled telephony minutes usage included.

An end-to-end solution with no guesswork

When lives are on the line, critical facilities are threatened, or security is undermined, technology is important. An effective notification solution should consider your existing environment, policies, procedures, and workplace design. It should leverage existing resources wherever possible and reinforce proven processes. Ultimately, it should be about notifying and engaging the right people at the right time. The Avaya Notification Solution can do all of this and more.

Avaya consultants and advanced solution architects work with your organization to understand your environment and how it influences the system configuration, design, and installation. Avaya can work within the parameters of your existing disaster plans and help refine those plans, and guide you through critical decisions about deployment, timing and activation of the system. Avaya can deliver comprehensive formal training and documentation, and offer knowledge transfer each step of the way.

Our services include:

- Project management
- Requirements capture
- Solution design
- Custom software development and integration with third-party systems
- Stress testing

- Production deployment and capacity design planning with existing communications infrastructure
- Activation support
- Support for security compliance evaluation, vulnerability assessment and patch applicability
- Documentation and training
- Ongoing support and maintenance, including 24/7/365 remote support

In an increasingly complex world, it's not just a matter of if an emergency or business critical event will occur — it's a matter of when, and, more importantly, how effective you are at responding. Every organization has the responsibility to provide the best and most comprehensive disaster-response planning possible along with effective communications when a business critical event takes place. Be prepared for virtually any scenario by choosing the Avaya Notification Solution. With our extensive knowledge of emergency planning and with the flexibility and ease of use that this Avaya solution offers, you may not be able to prevent a crisis or unplanned business critical event, but you can rest easy knowing you have the ability to effectively respond to protect your business and your people.



Learn more

To learn more about the Avaya Notification Solution contact your Avaya Account Manager or Avaya Authorized Partner or visit us at www.avaya.com or <http://www.avaya.com/usa/product/avaya-notification-solution>.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

Technical specifications

Delivered as a hosted "Cloud" service, neither software nor equipment needs to be installed on-site. Administrative, operations and management capabilities are delivered via the Avaya Notification Solution Web Portal, a web-based workflow application supported by industry standard internet browsers listed below.

Delivered as an on-premise software solution, The Avaya Notification Solution is supported on Red Hat Enterprise Linux. It is also supported on Virtual Machine (VM) technology.

Minimum Supported Server Specifications:

- 32-bit Redhat Enterprise Linux version 5.4, 5.5, 5.6, or 5.7
- 8 cores (or 2 quad cores) with Intel or AMD 2.8Ghz CPU
- 8 GB RAM
- 120 GB storage
- For an HA configuration, 2 servers are required
- Supported Virtual Machine (VM) - VMware vSphere ESX 4.0

PBX and Communications (Voice call notification)

- Avaya Aura® Communication Manager 5 and above
- Avaya Communication Server 1000 5.5 and above
- Avaya IP Office Release 6 and above
- Avaya Aura® Session Manager*
- Avaya Aura® Session Border Controller*

* Optional

Internet Web Browsers (Avaya Notification Solution Web Portal)

- Microsoft Internet Explorer (IE) version 7 and 8
- Mozilla Firefox
- Google Chrome

Basic Supported Services:

- SMS
 - » Short Message Peer-to-Peer (SMPP) 3.4
 - » Multi-Tech MultiModem GPRS MTCBA-G-F4 Wireless cellular modem
- E-mail
 - » Microsoft Exchange 2007 or later
 - » Simple Mail Transfer Protocol (SMTP)
- » Clickatell - Communications Provider, Bulk Messaging Services

Optional Supported Services:

- Directory Servers
 - » LDAP version 3 (Microsoft Active Directory and OpenLDAP)
- IP Devices
 - » Avaya 4600 and 9600 series IP Deskphones
 - » Avaya 1100 and 1200 series IP Deskphones (UNISTim 5.0)
- Instant Messaging
 - » IBM Lotus Sametime Connect 8.5 and above
- » Openfire 3.6 and above
- Speakers/Horns
 - » Cyberdata Speakers/Horns
 - » Atlas Sound Speakers/Horns
 - » Speaker (Public Address) systems interoperability tested with PBX
- External Audio Conference Bridge
 - » Avaya Meeting Exchange 5.2 SP1 and above
 - » Any third party conferencing services