Avaya Cloud Enablement for Video

Solving Video Deployment Challenges from the Cloud

The Challenge of Deploying Video Services

Businesses today use a variety of technologies to connect face-to-face over the Internet. Though HD telepresence is a reality, deploying video services has its challenges.

Cloud service providers must contend with:

- High initial capital and operational expenses of deploying a VaaS cloud offering
- Justifying ROI
- Administration complexity
- Integrating with billing and infrastructure in a multi-tenant service offering
- Lack of customer interest due to perceived hassles and lack of capital

Meanwhile, enterprises worry about:

- Video and audio quality
- Limited physical space compared to demand
- Liability
- Ease of setup and use
- System compatibility
- Being able to collaborate with partners, vendors, and other third parties

A Better Way: Video-as-a-Service

Turn these negatives into positives by offering superb video communications as a paid service and allow your customers to enjoy full HD video conferencing without the costs and technical expertise required to install and maintain individual video infrastructures. With Avaya Cloud Enablement for Video, cloud service providers host the video infrastructure while their customers deploy their own endpoints such as telepresence systems, room systems, PCs, and mobile devices.
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What Makes Avaya Cloud Enablement for Video Different?

Not only does Avaya Cloud Enablement for Video allow cloud service providers to offer video as a service, it has a number of unique differentiators including:

• BYOD – Users simply click on a link, install the browser plug-in or app on their mobile device and connect.

• Internal and External Collaboration – Internal and external users of room systems, desktop systems, and mobile devices alike can collaborate and share data from virtually anywhere.

• Open API – The most comprehensive open API in the market today allows for full flexibility and service customization allowing partner branding on the client and backend integration into the provider’s backend management system.

• Most Powerful MCU in the Industry – With its unique hybrid software-hardware architecture, Avaya’s MCU offers unparalleled video quality while delivering the highest port density available. This MCU revolutionizes the way transcoded video is processed, doubling the performance of traditional MCUs and slashing energy consumption in half.

• Microsoft-Qualified Gateway – Avaya Cloud Enablement for Video is the only Microsoft-qualified gateway for extending standards-based video room systems to Lync video users.

• Innovative Slider – The unique content ‘slider’ for data collaboration provides participants with the ability to go back and review previously presented materials without interrupting the presenter.

• High Availability, Redundancy, and Security – Features include encryption support at all levels, unique virtual cross chassis IP-based backplane, Scopia Management middleware, and multiple VLAN support for traffic separation and out of band management.

What Makes Avaya Cloud Enablement for Video Better?

Unique among its competitors, Avaya Cloud Enablement for Video consistently delivers a number of important benefits.

Across the Board H.264 SVC: The industry’s first comprehensive, high profile Scalable Video Coding (SVC) solution counters network errors and packet drops, improves network resiliency, reduces bandwidth consumption by 30 to 50 percent, and ensures high quality communication across the entire infrastructure and endpoints.

Quality of Experience: Using a set of algorithms, Avaya Cloud Enablement for Video maintains a high quality of experience for those connecting to the cloud service provider’s data center, including the NetSense end-to-end quality monitoring and network adaptation capability.

Customization: With its API, Avaya Cloud Enablement for Video integrates seamlessly with existing backend systems. In addition, you can customize the look of the interface to match your brand identity.

Unparalleled Scalability: Add MCUs, endpoints, mobile and desktop users, or additional infrastructure to support more users as demand grows. Avaya Cloud Enablement for Video offers unlimited scalability and load balancing to ensure that MCUs do not exceed capacity. Multiple MCUs act as a single virtual MCU. In addition, video
infrastructures can be distributed over several sites or hosted in one centralized site.

**Interoperability:** While other systems limit interoperability, Avaya Cloud Enablement for Video works with all devices, protocols, and video vendors including LifeSize, Polycom, and Cisco. By ensuring full compliance and unmatched interoperability with any IP/ISDN device, services providers can reach out and offer services to a wider range of customers. Avaya Cloud Enablement for Video can also connect to Microsoft Lync, IBM Sametime, Avaya Aura®, and other unified communications systems.

**Accessibility/Simplicity:** Avaya Cloud Enablement for Video is easy to deploy and use, allowing everyone to connect to a virtual room regardless of location or device type, and features a unified interface across all devices and easy-to-use onscreen menus.

**Ease of Management:** With its video federation capability, Avaya Cloud Enablement for Video blends system management with third party endpoint management into a single suite, allowing for multi-vendor endpoint remote management, centralized trouble management and tracking, detailed reporting, and active monitoring of customer equipment.

**Security and Control:** Prevent unwanted guests and unauthorized users with built-in security measures such as: owner and access PINs, authentication, locked meetings, and HTTPS encryption. These end-to-end security features allow cloud service providers to offer a secure service that addresses risks associated with the mobile workforce and BYOD.

**Out of the Box Multi-Tenancy:** Allowing service providers to leverage the built-in platform capabilities for quick ramp-up and launch of new video services to the market.

**What’s in the Virtual Box?**

Avaya Cloud Enablement for Video is offered as a “do it your way” (SDK/API) or a multi-tenant “out-of-the-box” solution.

1. The SDK/API edition allows cloud service providers to purchase infrastructure from Avaya, while utilizing their existing back-end systems and portals to manage and provision the Avaya system in a multi-tenant fashion, add capabilities, and customize their package.

2. The multi-tenant option is ideal for those who need to quickly deploy a comprehensive out of the box solution that leverages Avaya’s infrastructure and provides for complete user management, multi-tenancy, and administration.

Both options can play a role in building rewarding partnerships between cloud service providers and enterprises. Avaya Professional Services supports Avaya Cloud Enablement for Video with software and hardware support, upgrades, and maintenance plans.

**Why Avaya Cloud Enablement for Video?**

Offer exciting video collaboration tools as a paid service to earn customer loyalty and generate revenue.

- Fast ROI and proven profitability
- Upselling opportunities
- Flexible “out of the box” multi-tenant and SDK/API options
- BYOD-friendly
- Competitive differentiation
Rise Above the Competition

Business Benefits & Value

Avaya Cloud Enablement for Video allows you to differentiate your organization and offer a hosted, cloud-based video conferencing solution. Once customers have deployed endpoints and experienced your infrastructure, they usually won’t switch. By offering video as a paid service, you increase customer loyalty, build long term relationships, and generate a consistent income. Cloud service providers also have the opportunity to access accounts which use end-points that are non-Scopia, therefore gaining new customers that they would have otherwise been unable to service.

With its proven profitability and shared resources, Avaya Cloud Enablement for Video quickly generates a return on investment. Opportunities to upsell equipment, connectivity, and services are plentiful. For example, you can fulfill all of a customer’s video requirements with endpoints, equipment sales and leases, virtual rooms, recordings, managed services, MPLS leased lines, remote management, and VNOG tenant management.

What Your Customers Want

In general, enterprise customers want to:

• Increase productivity
• Control costs
• Make decisions faster
• Improve customer intimacy
• Speed products to market
• Create cohesive team environments
• Shorten the problem resolution cycle
• Leverage, manage, and control BYOD
• Use existing systems

Your ability to address customer business needs is crucial. Avaya Cloud Enablement for Video aligns to all benefits listed above, allowing you to solve problems and make a positive impact.

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.