Avaya Aura® Orchestration Designer

Does your development staff have all the tools they need to quickly create more powerful, integrated, and cost effective multimedia applications and services for your business?

Avaya Aura® Orchestration Designer (Orchestration Designer) may be the answer. Orchestration Designer is a fully featured graphical Integrated Development Environment (IDE) where your developers can create highly engaging, multichannel self-service applications and agent workflows that support virtually any end customer touch point - mobile, social, video, phone, speech, web, email, SMS, and proactive outreach.

Based on the industry standard Eclipse IDE, Orchestration Designer allows for faster, less costly design, coding, debugging, testing, simulation, and deployment of agent-based and agent-less service and support applications.

Key Benefits

Simpler application creation and management
Orchestration Designer is a complete authoring, simulation, and deployment support for interactive inbound and outbound, multichannel, multimodal workflows and applications.

Build personalized cross channel experiences
Create dynamic, personalized experiences across phone, email, SMS text, video, mobile, and even social media.

Rapid Application Development
Modify existing, proven applications and workflow elements to accelerate application time to market, reduce development costs, improve self-service quality and meet changing business requirements.

Lower development costs
Leverage all the latest industry standards, Web services, Java, VoiceXML, CCXML, and Eclipse to maximize interoperability and lower costs.

Integrate proactive outreach and notifications services
Create sophisticated automated as well as agent-based inbound and outbound services across phone, email, and SMS text applications as well as Intelligent Customer Routing.

One tool for all your Avaya platforms
Application portability
VoiceXML applications written in Orchestration Designer for Avaya Interactive Response, Avaya Media Processing Servers, and Avaya Voice Portal can be cared for or moved to Avaya Aura Experience Portal with minimal rewrites.

Key Features

Application and workflow design wizards
Orchestration Designer is easy to learn and use, reducing the need for specific application developer expertise. It includes design wizards for recording phrases, building prompts, defining grammar, and synthesizing speech. In addition, the database wizard provides a simple interface to local or remote SQL databases via the Java Database Connector (JDBC) architecture, and the Web Services wizard provides a simple interface to Web Services (WSDL/SOAP).

Built-in simulation and debugging
The built-in, fully featured VoiceXML and CCXML browser allows fast simulation and debugging of speech or voice-enabled applications. An application simulator integrates with local or remote speech resources to help simulate and refine the caller experience from the development environment. Debug capabilities allow developers to pause application simulation to inspect or modify application data, helping reduce development and testing time. By leveraging your existing web server environments for deployment, Orchestration Designer facilitates reuse of web-based integrations, web server assets and skills, web-based application development and consistent supply chains, all driving faster time to market and reduced cost of ownership.

Orchestration Designer integrates to third-party automated speech recognition (ASR) and text-to-speech (TTS) engines via a built in Media Resource Control Protocol (MRCP) interface. Integration to third-party ASR and TTS software is separately priced and licensed.

Create interactive outbound SMS and email services
Orchestration Designer delivers capabilities to enable developers to implement two-way self-service applications that leverage text-based communications channels, outbound, SMS and email. This includes Language Detection so applications and services can be designed to dynamically adjust services to interact in the customer’s language of choice. In addition, Email/SMS simulation tools extend the powerful simulation capabilities for phone self-service and speech interactions to support email and SMS interactions.

Open standards support
Supports Web Services with a simple-to-use Web Services interface through the Web Services Description Language (WSDL) wizard supporting SOAP/XML remote procedure calls. First party call control applications can be built with CCXML that allow direct integration with Web Services, databases, and business logic for applications such as “find-me, follow-me”. Application developers can leverage the REST-based Web Service connector thereby simplifying data exchange with the contact center and generate documentation containing project-specific details.

Highlights

• Develop dynamic, collaborative experiences that seamlessly blend inbound and outbound, multiple devices and channels, agents and self-service
• Simplify integration to third-party systems and complex legacy applications with Web services and Pluggable Data Connectors
• Design engaging inbound and outbound phone, mobile, video, email, and SMS applications
Enterprise application integration

Orchestration Designer provides Eclipse-based integration and extension points that allow external applications to easily interface and integrate with Orchestration Designer applications. These external connectors, called Pluggable Data Connectors, work with email, SMS text services, REST-based Web services, outbound dialing, and Avaya Aura® Contact Center to promote rapid application development with additional open pre-built integrations. Pluggable Data Connectors can be written to simplify creation of services that leverage capabilities of multiple Avaya platforms or package complex legacy enterprise applications via Web Services or integration to third-party backend services, CTI, or ACD systems.

Contact Center integration

Orchestration Designer supports application design for Avaya Aura® Contact Center, Avaya Aura Experience Portal, Avaya Intelligent Customer Routing, Avaya Proactive Outreach Manager, Avaya Media Processing Server, Avaya Interactive Response, and Avaya Voice Portal.

It includes pre-built connectors for Avaya Aura® Application Enablement Services, Avaya Proactive Contact, and Avaya Interaction Center. Extensive integration and pre-build support for multiple platforms makes it easier for developers to deploy more personalized and seamless handoffs from Automated Multi-channel Interactions to Agent-Assisted Interactions, which promotes lower Total Cost of Ownership.

Architecture

Orchestration Designer consists of two installable modules: a Self Service Module and a Contact Center Module. The Self Service Module supports multimedia application design, simulation and deployment for all Avaya Self Service platforms. Developers can select, configure, and link application templates and build reusable components to design new automated services and workflows. It supports integration across Web services interfaces, third-party databases, computer telephony integration, Java, and even legacy 3270/5250 systems.

The Contact Center Module supports design of multimedia agent workflows and scripts for Avaya Aura® Contact Center and legacy contact center solutions. These applications help ensure that contacts are routed to the qualified agents as quickly as possible. Treatments such as estimated wait time, callback, and other self-service options can be provided while in queue with all data transferred to the agent for screen-pop.

Orchestration Designer’s integrated, yet modular approach means you can easily install and use the capabilities you need today and add functionality when you need it. Tight integration and a common design paradigm make it easy to add multimedia contact center or self-service elements as your business requirements change.

Conclusion

Take your customer experience to a new level. Employ the latest automated customer care best practices and technologies to help lower your costs while delivering a superior experience.

Learn More

To learn more about Avaya Aura Orchestration Designer, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at www.avaya.com.
Create multimedia, multimodal self-service applications

Build multimedia, contact center agent workflows and applications

Refine the customer experience with the built-in application simulator

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.

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