

Avaya SIP Transformation Consulting: Business User Application Enablement

Increase user productivity and cost savings with a flexible role-based architecture

In today's competitive marketplace, businesses that can grow, add workers and adapt to changing needs quickly will gain an edge. In most organizations, all new hires receive exactly the same communications technology set up — one pre-defined set of devices, applications and features. While the administration of one enterprise-wide profile may be simple, costs to provide licenses and features/functions that go unused by a large majority can become excessive. Conversely, organizations that are enabling only the minimum-required application set may be impeding potential productivity of certain types of workers or groups.



Fortunately, new technologies, such as those available through unified communications and SIP-based infrastructures, are allowing enterprises to align user applications to specific roles and achieve savings in new areas, improve business agility and enrich users' experiences with enhanced functionalities.

However, in this new domain of role-based architectures, how does an organization know where to start? How do you get from the current state to the desired state with the least amount of disruption? In order to achieve maximum return for investments in flexible architectures, enterprises must consider a multitude of factors concerning the current infrastructure and workers' job functions and business needs. Then, they must have the expertise to carry out a smooth migration and to keep everything working together during migration and going forward.

Few organizations have all the resources necessary to prepare a holistic plan that can take full advantage of all the latest features and capabilities of a unified communications solution in the most intelligent and efficient manner. For enterprises interested in deploying an Avaya Aura™ next-generation unified communications solution, the Avaya Strategic Communications Consulting group provides a unique service to help simplify the planning process and lay the foundation for a smooth transition and beyond. Our expert consultants will evaluate your current

environment, perform a detailed analysis and make recommendations with your specific business objectives in mind.

Enhance Enterprise Agility with Business User Application Enablement

For companies seeking to improve worker productivity and reduce administration costs via an application segmentation strategy, Avaya provides **Business User Application Enablement Consulting** services. Our SIP Consulting experts can recommend approaches for centralizing administrative and management functions, helping to optimize application deployment and increase user productivity through active usage of available collaboration tools and functionalities.

Avaya SIP Transformation Consulting Delivers A Business User Application Enablement Action Plan That Can Help You:

- Achieve cost savings through centralization of administration and management activities
- Optimize your enterprise application deployment strategy by defining a flexible role-based user and group architecture
- Increase user productivity through the alignment of user applications with specific roles within an organization, thereby enhancing group collaboration
- Significantly reduce costs associated with application support and maintenance
- Gain management alignment for the initiative and make informed purchasing

decisions with a Value Report, which includes a current-state analysis, a proposed future-state architecture, a migration strategy and summarized financial benefits

- Ensure successful deployments and achieve desired results by leveraging Avaya best practices in design and implementation

Leverage Avaya Expertise for Improved Value

An Avaya SIP Consultant will work with your business and technical leads to fully understand how applications are currently being deployed and utilized across the enterprise. The team will focus specifically on geographical dispersion, business needs and applications types needed for your organization. By working with Avaya SIP Consultants, your business will receive

recommendations and an actionable plan for a SIP deployment that can provide cost savings, increased speed of deployment and enhanced productivity for your users.

Avaya consultants help you achieve savings in two main areas: increasing alignment between your business applications model and user needs; and centralizing certain applications and the associated management functions to realize cost savings and a greatly simplified management structure.

Once analysis is complete, a detailed Value Report will be generated to provide essential architectural, administrative and financial models for optimizing your application deployment and utilization. The Value Report will include:

- **Current state analysis** — A summary of your voice-based applications and their usage across the enterprise, current site

EVOLVING TO SIP: DO YOU HAVE THE EXPERTISE TO GET THERE?

Avaya Aura, the next generation in a unified communications platform, transforms any existing infrastructure into an on-demand service that provides any user in any location with access to a set of real-time communications services. Avaya Aura™ SIP Session Manager, a core component of Avaya Aura and a foundational element for rich application set deployment, uses open-standards-based SIP to orchestrate communications between applications, sessions and systems across the network, allowing for centralized management in a multi-vendor environment. This new SIP-based network can deliver value to businesses in terms of new cost savings, increased productivity, increased customer satisfaction and even improved business agility.

To help ensure that your applications and user needs are aligned for optimum efficiency, a Business User Application consulting engagement is an ideal way to accomplish the often daunting task of creating detailed profiles and an actionable plan. The SIP Consulting professionals have the experience and technical knowledge to ask the right questions and put a plan in place—in less time and offering improved chances of success post-implementation.

and application segmentation models, network topography, relevant business processes and more, providing the foundation for GAP analysis and future-state model options.

- **Proposed future state architecture** — A detailed description of the proposed Avaya Aura supported strategies that show linkage to business objectives and that could impact current usage patterns and help deliver all desired capabilities and savings. This includes a GAP

analysis and a user segmentation model recommended to support the identified saving strategies; financial models for old-versus-recommended architecture; and an implementation strategy roadmap.

- **Migration strategy** — A roadmap for implementation of the recommended architecture considering the financial and administrative impact of the migration and recommending the optimal strategy and phasing model with a timeline from your current state to your targeted end state.

- **Financial model and benefits** — Carefully constructed financial models to help you evaluate required future spending versus the cost of maintaining the current state without segmentation. Costs considered include those associated with hardware, software, deployment, management and services. You will receive a detailed business case to assess necessary fixed costs for deployment and costs resulting from change in operating procedures.

Avaya Global Services

Organizations worldwide place their trust and confidence in Avaya and its solutions, more than any other provider. Avaya Global Services and Avaya Professional Services can help you take full advantage of powerful Avaya SIP technologies and help your organization improve user enablement, business agility and cost savings. Our consultants possess deep expertise in business process, operations, enterprise strategy, architecture and technology—enabling the development of a plan for driving improved business results and for linking technology to your business goals.



Learn More

Let us help you achieve optimum performance of your SIP architecture. Please contact your Avaya Account Manager or Avaya Authorized BusinessPartner for more information on Avaya Global Services. Or visit our website at www.avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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