

# Omdia Universe: Customer Engagement Platforms, 2026

## Avaya (Omdia recommendation: Challenger)

### Avaya should appear on your shortlist if:

- Your enterprise works in regulated, high risk environments such as healthcare, government, and financial services.
- Being AI-agnostic is important, and you do not want to be locked into one AI vendor or model.
- An enterprise wants to scale operational complexity by orchestrating systems, data, and workflows instead of creating more silos.
- Reliability, control, and long-term architectural flexibility matter.

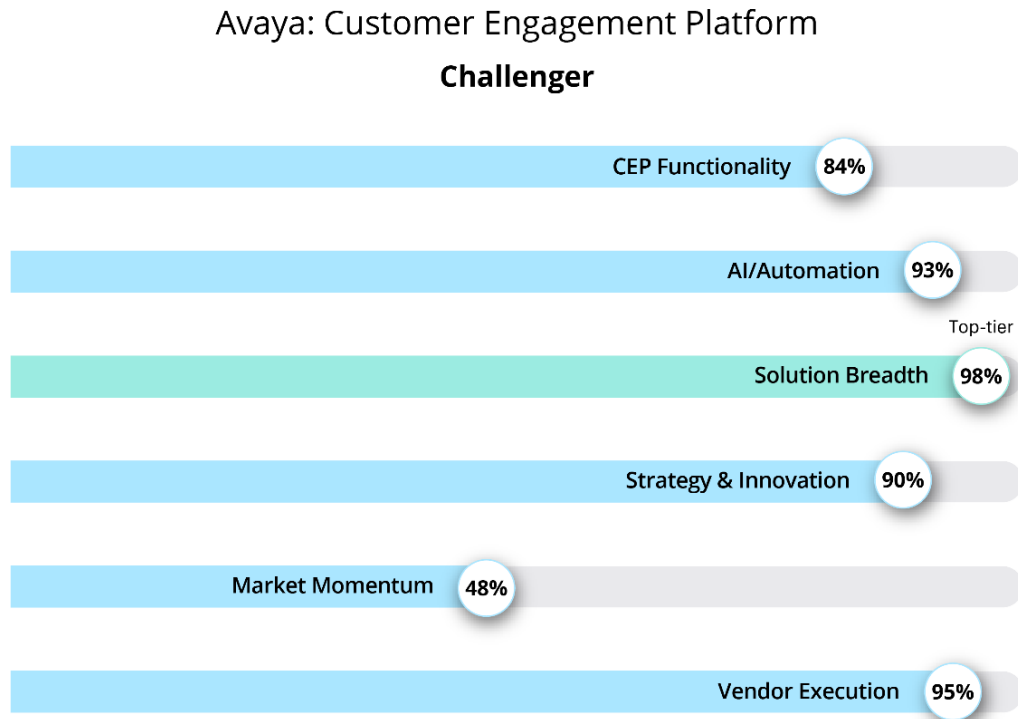
### Overview

Despite a well-documented history of financial challenges, Avaya remains a viable—and increasingly relevant—CEP provider because of where it plays and how it is evolving. Avaya has served organizations that cannot tolerate downtime, data exposure, or generic solutions, including hospitals, emergency services, financial institutions, governments, and global enterprises. That legacy still matters. Today, Avaya positions itself as a challenger by modernizing that mission through the Avaya Infinity platform, which is best understood not as a traditional CCaaS offering but as a broader customer experience platform designed to unify fragmented experiences and transform the contact center into a connection center.

One reason Avaya continues to compete effectively is its commitment to flexibility and customer choice. Rather than forcing enterprises into a single public-cloud-only model, Avaya supports on-premises, private or sovereign cloud, hybrid deployments, and edge implementations using hyperscalers such as AWS, Microsoft Azure, and Google Cloud. By supporting multiple models from a single architectural foundation, Avaya differentiates itself as a practical option for enterprises navigating real-world constraints.

Avaya is rebuilding after restructuring by investing in deliberate market expansion strategies, reinforcing its position as a challenger in this analysis. The company has invested heavily in strategic partnerships, particularly with hyperscalers, AI providers, and data governance leaders, such as Databricks, to extend its reach without abandoning its enterprise roots. At the same time, it has leaned into vertical-specific solutions tailored for industries such as healthcare, public sector, and financial services—areas where Avaya already has credibility and deep domain knowledge. These focused solutions, combined with continued innovation and product development, allow Avaya to compete on outcomes rather than scale alone.

What truly strengthens Avaya's platform story is how it approaches data and AI. The vendor is intentionally AI-agnostic, allowing enterprises to use the models they trust today and swap them out as better options emerge. Through its support of Model Context Protocol (MCP), Avaya acts as a connective layer between AI, enterprise data, and real-time customer interactions. Coupled with a native Customer Data Platform that builds unified, real-time customer profiles, Avaya enables personalization based on live data rather than stale snapshots. Taken together, these capabilities show why Avaya remains a credible CEP provider—not as a market leader but as a resilient challenger—by executing a disciplined transformation from legacy communications vendor to modern CEP provider without sacrificing enterprise-grade reliability.

**Figure 9: Omdia Universe ratings—Avaya**


Source: Omdia

## Strengths

- Avaya’s platform is ideal if an enterprise wants hybrid flexibility, as it can run on-premises, in a private cloud, or in the cloud without changing platforms.
- Avaya avoids AI vendor lock-in because it supports multiple AI models and lets enterprises bring their own.
- It works well with complex IT environments because it integrates with systems including Salesforce, ServiceNow, Epic, Microsoft, and Zendesk.
- Enterprise customers benefit from a mature support ecosystem, with 24/7 global support, dedicated success managers, and strong professional and managed services.
- Avaya stands out when security and compliance are critical, especially in highly regulated industries such as healthcare, finance, and the public sector.

## Limitations

- Some buyers still associate Avaya with legacy systems, so it can take a bit more conversation to explain how modern the Avaya Infinity platform really is.

- The investment can be higher than with lightweight competitors, making it better suited for strategic, long-term enterprise programs rather than short-term cost savings.
- Avaya may feel complex if customers are looking for a simple, plug-and-play cloud solution because it is designed for enterprise-level architectures.

## Appendix

### Methodology

#### Generative AI disclosure statement

This report was created with the assistance of GenAI technology. While AI tools were used to support drafting processes for portions of this report, human experts thoroughly reviewed, verified, and approved all information before publication. The use of AI technology serves to enhance efficiency and consistency while maintaining our commitment to accuracy, quality, and professional standards. Any conclusions, recommendations, or opinions expressed in this report reflect the considered judgment of the human authors and contributors.

#### Omdia Universe

Omdia's rigorous methodology for the Universe product involves the following steps:

- Omdia analysts perform an in-depth review of the market using Omdia's market forecasting data and Omdia's enterprise insights survey data.
- Omdia creates a matrix of capabilities, attributes, and features that it considers to be important now and in the next 12–18 months for the market.
- Vendors are interviewed and provide in-depth briefings on the current solutions and future plans.
- Analysts supplement these briefings with other information obtained from industry events and user conferences.
- The Universe is peer reviewed by other Omdia analysts before being proofread by a team of dedicated editors.

#### Inclusion criteria

- Deployments: Vendors' customer engagement platforms must have a minimum of 40 enterprise deployments.
- Vertical industry coverage: Vendors must cater to a minimum of six distinct sectors.
- CEP technology criteria: To participate, vendor platforms must offer 8 of the 10 key criteria:
- Unified customer data model (Customer 360): The ability to ingest, unify, and maintain real-time customer profiles across all touchpoints and systems
- Omnichannel engagement orchestration: The platform supports coordinated, consistent, and contextual messaging across email, SMS, voice, social, chat, and in-app

- **Customer journey management:** Tools that design, deploy, track, and optimize multi-step customer journeys based on behavior, triggers, and decision rules; the tools should have a shared journey orchestration framework that allows multiple teams across multiple business units in an enterprise to coordinate across shared lifecycle stages (acquisition, onboarding, usage, and renewal)
- **Personalization and decisioning engine:** Real-time segmentation, next-best-action logic, dynamic content rendering, and AI-powered personalization
- **Embedded AI/ML capabilities:** Use of AI for intent prediction, content personalization, sentiment analysis, churn forecasting, and journey optimization
- **Integration with enterprise systems:** The ability to connect with CRM, CDP, ERP, support systems, and third-party tools via APIs, connectors, or middleware
- **Analytics and outcome measurement:** End-to-end visibility into engagement performance, journey ROI, conversion metrics, and customer behavior
- **Security, privacy, and compliance:** Features that support regulatory compliance (e.g., GDPR, CCPA, HIPAA), consent management, and secure data handling
- **Scalability and performance:** The proven ability to scale across global operations, high volume interactions, and enterprise complexity
- **Product vision and innovation trajectory:** A clear, forward-looking product roadmap that includes investments in GenAI, agent automation, self-service tooling, and evolving CX roles

## Further reading

[Omdia Universe: Customer Engagement Platforms 2025](#) (December 2024)

[“Coopetition set to transform the customer engagement platform \(CEP\) ecosystem”](#) (November 2023)

[Omdia Universe: Customer Engagement Platforms, 2023–24](#) (October 2023)

[“Customer engagement platform providers must evolve with changing customer needs”](#) (July 2023)

[“Leaders in the CEP category share three common attributes”](#) (August 2022)

[“Customer engagement platforms are the nexus of command and control!”](#) (July 2022)

[Omdia Universe: Customer Engagement Platforms, 2022–23](#) (July 2022)

[Omdia Universe: Customer Engagement Platform \(CEP\) for the Insurance Sector, 2022–23](#) (July 2022)

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