

**Avaya Aura®
Platform**

Nine Reasons to Move to Avaya Aura From CS1000



**The Avaya
Aura® Platform
Does More than
Provide Unified
Communications.
It Provides a
Foundation for
Your Digital
Transformation
Strategy.**

Security

End-to-end security capabilities across the communications stack

Security remains a top priority for all enterprises and Avaya Aura has the features that help keep your enterprise communications network secure. These include adoption of the Advanced Encryption Standard 256 Bit (AES-256), TLS security between Communication Manager and gateways, improved certificate management and an end-to-end encryption indicator for SIP devices.

Scalability

A High performance architecture with the power to handle your growing needs

The Avaya Aura Platform provides the capacity to support up to 250,000 users and 350,000 SIP devices. Even in the smallest configuration, the Avaya Aura platform provides an outstanding solution for maintaining resiliency and engagement capabilities. Avaya Aura supports virtually all media types and collaboration connections with a capacity for 3.5 million busy hour call completions (BHCC) across 28 Session Managers.

“We’ve received lots of positive feedback from employees about the features of our new system, and what it allows them to do. The ability to sync up your desk phone to your cell phone and your laptop, and take calls however you wish, has offered many of our employees more freedom—especially those in the field. They’re not tied to just one particular device anymore.”

—Adam French,
Telecommunications Delivery
Manager of BC Hydro

Session Initiation Protocol (SIP) integration

SIP is the key to a truly open communications environment

While the future of collaboration may be based on SIP, it is important to leverage your existing communication systems as well. Adding Avaya Aura Session Manager to your network can make the migration to SIP flexible and efficient. There is no need for a flash cut to SIP as the Avaya Aura Platform supports a mix of SIP and non-SIP components. You can migrate your trunking, core dial plan, and endpoints at a pace that makes sense for you.

Open and Standards Based

Support for existing applications and third party integration

Open standards require that a true unified communications system must integrate legacy functionality, industry leading collaboration services and key solutions developed by third party developers. Avaya Aura is based on open standards and allows customers to leverage third party applications that add value to their unique business needs.

Team Collaboration

Simple, contextual, voice and video communications

Avaya Equinox® embeds communications directly into the applications, browsers and devices employees use every day for calling, messaging, conferencing and collaboration. Users gain a more natural and efficient way to connect, communicate and share—when, where and how they want.

Omnichannel Customer Contact

Leverage Avaya’s #1 market share position in customer contact solutions

Continue using your existing Avaya Aura Contact Center solution to provide your customers with a great omnichannel experience but when the time is right for your business, consider migrating to Avaya Oceana™—our next-generation, open, integrated, omnichannel contact center solution—that delivers additional benefits to your customers, your agents and your organization.

With Avaya Oceana, you can access 360° data that provides you with the context needed to fuel even smarter decision-making and improve customer loyalty. You can integrate your systems and processes to improve workflows, optimize resources, and maximize investments. Avaya Oceana will support your entire customer engagement strategy and help you stay ahead of the competition!

**With Avaya Aura you can:**

- Enable your Digital Transformation strategy.
- Enhance the security of your communications network.
- Reduce your Total Cost of Ownership.
- Bring a new level of productivity to your employees and teams with “any where, any device” collaboration.

Lower Total Cost of Ownership

New options that reduce hardware, provide more flexibility and speed administration and maintenance

The Avaya Aura core applications can now be deployed as virtual software applications, including in the cloud, and the Appliance Virtualization Platform extends the flexibility of VMware to Avaya provided servers. In addition, new tools in Avaya Aura System Manager make regular administration and upgrades faster and less prone to human error.

Reliability

For collaboration solutions, choose Avaya, a leader in reliability

The latest Avaya Aura release builds on the capabilities of our previous releases which included Survivable Core Server and Survivable Remote Server capabilities, and enhancements for connection preservation and call preservation across the Avaya Aura network. Avaya Aura also supports “active-active” reliability configurations. These configurations are supported by sharing the enterprise’s database across all instances of Session Manager, helping to ensure that any Session Manager can be replaced by any other Session Manager in the network. This provides “hot” failover that does not require initialization.



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About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter.

Visit us at www.avaya.com.

Investment Protection

A solution for migration not “Rip and Replace”

When enabling a Digital Transformation strategy, few enterprises can afford to start from scratch. Enterprises need ways to leverage their existing solutions and investments to meet their changing needs. The Avaya Aura applications are designed to make integration and migration from existing investments to new capabilities as efficient and straight-forward as possible.

Examples of this integration include:

- Ability to support NES 11XX / 12XX SIP phones on Avaya Aura.
- Call Park and Page Snap-in provides CS1000 Park and Page capabilities on Avaya Aura.
- Avaya Device Adaptor Snap-in allows customers to re-use their UNiStim (IP) terminals on Avaya Aura including twinning with Avaya Equinox, allowing both cost savings and the ability to easily adopt UC.
- ProVizion Migration Software provides an auto-configuration ability to extract user data from the CS1000 and apply it to Avaya Aura, speeding and simplifying your migration.
- Multiple Appearance Directory Number (MADN) support.
- The Avaya Software Investment Protection Policy and Avaya promotions can ensure you get maximum value for your existing CS1000 licenses—ensure you ask your Avaya or partner representative about these incentives!

Avaya Aura not only supports your Digital Transformation strategy, it provides a supportable migration path for every business.

