

**Avaya Aura[®]
Platform**



Taking the Next Step in Communications and Collaboration

Upgrading your network is easier and less costly than you think

Making the network upgrade decision is always a challenge, requiring a careful weighing of new features and functionality against the constraints of existing investments and budgets. But today, you can choose a network upgrade strategy that addresses immediate cost issues while positioning your network for future growth.

The recent releases of the Avaya Aura Platform include an array of customer-requested enhancements that significantly grow the scale, flexibility and functionality of these solutions.

Adding these capabilities to your network provides a way to obtain immediate paybacks in network centralization, management, routing, access, security, business continuity and more while creating a core environment that simplifies and expands the opportunity to leverage mobility, presence and video conferencing, including the Avaya Equinox™ experience from desktop or mobile devices.

What's New in the Avaya Aura[®] Platform

Avaya uses a revolutionary application of the Session Initiation Protocol (SIP) that leverages the powerful capabilities of Avaya Aura Session Manager to support interoperability.

Session Manager builds on a customer's existing equipment and applications, connecting gateways, service providers, third party PBXs and branch offices.

An Upgrade Strategy with Immediate and Long Term Paybacks

As a global leader in enterprise communications solutions, Avaya believes next-generation communications and collaboration should not be bound by the type of networks, operating systems or office tools one uses today.

The Avaya Aura Platform, a flagship solution for next-generation communications, is proactively driving this openness—adopting industry standards, vendor interoperability and third party ecosystems that enable organizations to choose best in class solutions.

In place today at enterprises around the world, the Avaya Aura Platform successfully transforms enterprise networks, unifying media, devices, applications and presence across a common infrastructure. The result is barrier-free communications designed to support truly people-centric collaboration environments.

Collaborative solutions, such as video, become integrated extensions of existing investments, and not stand-alone adjuncts requiring separate deployment and management resources.

Recent releases of the Avaya Aura Platform have grown its scale, flexibility and functionality while simplifying the management of SIP and non-SIP environments.

Performance: Up to 28 Session Managers can be deployed in a single network supporting up to 350,000 SIP devices, with a total capacity of 3 million Busy Hour Call Completions (BHCC). And Avaya Aura® System Manager provides fully centralized management of Avaya Aura deployments with the capacity to support up to 250,000 total users.

Managing the SIP Transition: Avaya Communication Manager can be configured to support a mix of SIP, H.323, digital and analog solutions. Or it can be deployed in an all-SIP environment. In either case customers can enjoy the benefits of applications sequencing in their environment. In addition, applications can now be sequenced based on the media requested—voice, video, text or any combination of the three.

Multimedia Bandwidth Management: Session Manager delivers enhanced capabilities for managing bandwidth allocations between voice and multimedia traffic, creating an option for voice to pull bandwidth from unused video allocations and can also automatically “down speed” video calls to match the available bandwidth.

Connection Preservation and Call Preservation: Avaya Aura can fully reconstruct stable calls on SIP trunks or SIP stations when Communication Manager fails over to a Survivable Core server or a Survivable Remote. SIP Call Preservation builds on this connection preservation capability to provide the fault tolerant behavior coveted in critical network and contact center environments.

Cost Control: SIP trunking enhancements allow customers to take advantage of alternate and least cost routing between service providers. This capability has been expanded to support what is commonly referred to as “Un-screened ANI (Automatic Number Identification) which gives all users out-bound access to any SIP trunk, even if the user does not have a DID number on the particular trunk used.

Security: Avaya Aura releases support the comprehensive US Government JITC requirements along with standards like FIPS 140-2 and AES-256 that help keep your solution secure and reliable.

SIP Features: Avaya Aura now supports over 85% of the H.323 desktop features on SIP telephones including Enhanced Call Forwarding, Enhanced Call Pickup Alerting, Team Button and Group Paging. Session Manager also includes support for up to 10 emergency numbers to be administered per location. This flexibility provides adaptation for local requirements, including countries with more than one number, and allows the integration of the Euro-wide 112 number to be employed alongside specific country numbers.



Mobile and collaborative applications are transforming business communications, but many enterprises are being held back by inefficiencies in their existing IT environments.

Avaya has a way to bridge the gap: upgrade to the latest version of the Avaya Aura® Platform, laying the foundation for collaborative applications and, even more significantly, gaining immediate paybacks in network access, management and operational costs in your existing infrastructure.

Supporting People—centric Collaboration

Today, most enterprise collaboration strategies are device—centric, not people—centric: collaboration is limited by our ability to easily move back and forth between devices and communications modes.

The Avaya Aura Platform is designed to change that—managing devices and applications for seamless communications. A voice call can be transformed into a video conference, an instant message, a file exchange or a web push, on the user’s device of choice, from multiple locations.

The latest releases of the Avaya Aura Platform take more steps to creating truly people—centric collaboration:

Avaya Equinox™ Experience: With Avaya Equinox, Avaya embeds communications directly into the applications, browsers and devices your employees use every day to create a single, powerful gateway for calling, messaging, conferencing and collaboration. It frees people from their desktop and give them a more natural and efficient way to connect, communicate and share - when, where and how they want.

A Built—in Presence Engine: Because presence notification and IM capabilities are so critical to the success of collaboration strategies, Avaya has simplified the implementation of wide—scale presence capabilities by incorporating a presence engine, Avaya Aura® Presence Services, as part of the Avaya Aura® solution. A multi—protocol, open standards—based (SIP/SIMPLE) platform, Avaya Aura Presence Services is designed to collect, aggregate, and publish presence from and to multiple sources and clients, serving as a common collection/distribution point. In addition to serving clients and collecting from sources across the Avaya portfolio, Avaya Aura Presence Services operates across Microsoft desktop applications as well as other third party sources. Avaya Aura Presence Services can be implemented without incurring the expense of third—party solutions.

Avaya Upgrade Advantage

It's easier and more cost-effective to stay up to date with the latest releases using Avaya Upgrade Advantage. Available on a subscription basis, Upgrade Advantage saves businesses from 30—to—50% on major communication software upgrades. Simply download the latest software releases or receive them on disk.

Avaya Aura® Virtualized Environment

The Avaya Aura Virtualized Environment offers an exciting, new deployment option. Customers can now adopt the latest release of the Avaya Aura Platform using their own VMware infrastructure. All of the core Avaya Aura Platform applications are now available as OVA files for easy VMware installation and the Avaya Virtual Application Manager provides a simplified deployment interface to get you up and running quickly. Avaya continues to expand their support for VMware by offering an extended and growing set of unified communications and customer contact applications for VMware architectures. Benefits of this new option include:

- Easy expansion of existing installations to extend scale and features
- Migration to latest release without additional Avaya provided servers
- Support for both legacy equipment and the new Avaya Aura Platform SIP based architecture
- The same complete redundancy features that are supported on the appliance model
- A network architecture that can include a mix of virtualized and appliance solutions

Move to the Cloud

If you are interested in moving your Avaya Aura stack to an Infrastructure as a Service (IaaS) provider, Avaya offers more options than ever. You can choose from Amazon Web Services (AWS), Google Cloud, Microsoft Azure and IBM Cloud. The move from CAPEX to OPEX has never been easier.

Learn More

The latest releases of Avaya Aura, including the benefits of Session Manager, create opportunities to add substantial new value to your current network investments. To learn more, contact your Avaya Account Manager or Avaya Authorized Partner, or visit us at avaya.com.

